LUMEN ET VIRTUS
ISSN: 2177-2789

ANALYSIS OF THE BARRIERS THAT INFLUENCE THE TRANSFORMATION OF THE FAMILY FARMER INTO A RURAL ENTREPRENEUR IN THE MOZAMBICAN CONTEXT

https://doi.org/10.56238/levv15n41-011

Submitted on: 01/09/2024 **Publication date:** 01/10/2024

Acácio Martins Tempora Uabure[1], Cristina José Manhiça[2], Delfina Domingos Daniel Namuhessa[3], Arminda Alberto Perreira[4], Marta Profirio Nicaquela[5], Fernando Estevão[6] and Dalmildo Agostinho Máquina[7]

ABSTRACT

The strengthening of family farming is important in reducing the rural exodus. Therefore, there is a need to develop an entrepreneurial vision on the part of rural inhabitants. Thus, the research aims to analyze the barriers that influence the transformation of the farmer from the family sector into a rural entrepreneur in the Administrative Post of Ocua, Chiúre district in Mozambique. For data collection, it consisted of semi-structured interviews in the communities of Ocua Sede, Mahipa and Samora Machel distributed in a few 35, 33 and 37 interviewees respectively. The database was organized in a Microsoft Excel spreadsheet. They were then imported into the SPSS (Statistical Package for the Social Sciences) version 25 software, to perform statistical analyses and obtain the results. The results showed that the main factors for the non-transformation of family farmers into rural entrepreneurs in the "Individual" category were lack of persistence (88.6%), lack of search

[1] Degree in Chemistry Teaching
Master's student in Food and Nutrition Security in the Context of Climate Change at Rovuma University – Faculty of Food and Agricultural Sciences, Mozambique
E-mail: akatempora@yahoo.co.uk
[2] Degree in Environmental Management
Master's student in Food and Nutrition Security in the Context of Climate Change at Rovuma University – Faculty of Food and Agricultural Sciences, Mozambique
E-mail: cristinamanhica8@gmail.com
[3] Degree in Chemistry Teaching
Master's student in Food and Nutrition Security in the Context of Climate Change at Rovuma University – Faculty of Food and Agricultural Sciences, Mozambique
E-mail: delfinanamuhessa@gmai.com
[4] Degree in Food Sciences
Master's student in Food and Nutrition Security in the Context of Climate Change at Rovuma University – Faculty of Food and Agricultural Sciences, Mozambique
E-mail: albertoarminda208@gmail.com
[5] Degree in Biology Teaching
Master's student in Food and Nutrition Security in the Context of Climate Change at Rovuma University – Faculty of Food and Agricultural Sciences, Mozambique
E-mail: martaprofirionicaquela@gmail.com
[6] Degree in Biology Teaching
Master's student in Food and Nutrition Security in the Context of Climate Change at Rovuma University – Faculty of Food and Agricultural Sciences, Mozambique
E-mail: festevao14@gmai.com
[7] Forest Engineer
Professor at Rovuma University – Faculty of Food and Agricultural Sciences, Mozambique
E-mail: dalmildomaquina@gmail.com

for information (83.8%), lack of search for initiatives and opportunities (80%), risk aversion (69.5%) and weak power of persuasion (66.7%). For the "Environment" category, they were lack of business training (92.4%), financial unavailability (89.5%), lack of government support (73.3%) and poor road quality (61.9%). In the "Process" category, they were the lack of security when they perceive opportunities (86.7%) and lack of formal education (81.9%). Although the interviewees affirm that they have persistence, patience and the search for information as the main strategies to overcome barriers faced, they do not do so as evidenced in the Individual category.

Keywords: Entrepreneurship. Rural Community. Family Farmer.

INTRODUCTION

In Mozambique, poverty is a widespread phenomenon, but predominantly rural (Carilho et al., 2005; Norfolk and Hanlon, 2012). In an attempt to reverse this situation, policy actions and strategies are implemented in favor of economic growth, privileging agriculture and rural development as one of the strategic pillars (Jone & Uaiene, 2014).

Family farming in Mozambique is the economic activity (Sitoe, 2005), about 80% of the population, around 29 million inhabitants living in rural areas and basically taking care of it (Ministry of Agriculture [MINAG], 2010; Sampanha & Frei, 2018). It represents, in economic terms, about 25% of the Gross Domestic Product (GDP) and 80% of exports, employs about two-thirds (2/3) of the workforce, occupying about 80% of the country's active population (Devesse, 2015).

The strengthening of family farming is of great importance in reducing the rural exodus, as it creates conditions and opportunities for work through diversified production systems (Fauth, 2008; Ferreira et al., 2014). Therefore, there is a need to develop a more entrepreneurial vision on the part of rural inhabitants, as a way to ensure their permanence in the countryside with dignity and quality of life (Lourenzani, 2006).

Rural Entrepreneurship is seen in many ways, especially as entrepreneurs who practice agricultural activities of cultivation or animal husbandry that generate a source of income from the perspective of management and development of the agricultural sector (Henry & McElwee, 2014). According to Lee and Phan (2008), the difficulties for the advancement of rural entrepreneurship are: infrastructure, transportation, telecommunications, geographical distances, lack of human capital, compromising efficient scales of production and the entrepreneurial cycle.

The district of Chiúre is covered by this reality, although it has favorable conditions for agricultural and livestock production, little is known about entrepreneurial skills in the rural sector as well as its factors for the practice of entrepreneurship. Thus, this study aims to answer the following question: "why are some farmers in the family sector unable to replace subsistence production to become rural entrepreneurs?" The objective of this research is to analyze the barriers that influence the transformation of the Farmer from the family sector into a Rural Entrepreneur in the Administrative Post of Ocua, District of Chiúre, Northern Mozambique.

MATERIAL AND METHODS

The study was carried out at the Administrative Post of Ocua (PAO), located in the district of Chiúre, southern part of Cabo Delgado province in Mozambique. It is bordered to

the north by the district of Ancuabe, to the south by the province of Nampula across the river Lúrio, to the east by the district of Mecufi and to the west by the districts of Namuno and Montepuez. The district of Chiúre has an area of 5,320 km2 and an estimated population of 208,834 inhabitants (Ministry of State Administration [MAE], 2005). The Administrative Post of Ocua in particular has an estimated population of 59681 and 14921 households.

Data collection was carried out in the communities of Ocua Sede, Mahipa and Samora Machel, distributed in a number of 35, 33 and 37 interviewees respectively. A non-probabilistic convenience sampling was used for family farmers (FA). In Gil's (1999) view, non-probabilistic convenience sampling is one in which the researcher has the possibility of selecting the elements he deems sufficient to support the study, that is, people who somehow represent the universe. This type of sampling does not make a random selection (Marconi & Lakatos, 2010).

The research consisted of semi-structured interviews because it was more appropriate to achieve the research objectives and because it considered the interviewee's oral presentation. The semi-structured interview is one of the main tools used in rural diagnoses, although the interview is not the easiest technique to be applied, it is the most efficient way to obtain information, knowledge or opinions on a given subject (Manzato, 2012).

Variables relevant to the process of entrepreneurship were used in thematic categories according to the Gartner model (1985) that considers, in terms of entrepreneurship, four major perspectives in the creation of a new business: (a) Individual; (b) Organization; (c) Environment; and (d) Process of creating a new enterprise. For the study, only three categories of this model were considered according to the methodology adopted by Lima (2010) and Tomei and Souza (2014): (a) individual; (c) environment and (d) process of creating a new enterprise. Category (b) organization was not addressed, since the variables pointed out by the author have little to do with family farming (FA) and rural entrepreneurship (RE).

Table 1. Thematic categories selected for the search

CATEGORY	VARIABLES
INDIVIDUAL (person involved in the creation of the new venture)	Behavioral characteristics such as self-confidence, living conditions, persistence, need to grow, search for information, demand for quality, commitment, high level of energy, need for achievement, power of persuasion, leadership capacity, search for innovation and optimism as inputs for entrepreneurs.
ENVIRONMENT (Surrounding situation and its influence on the new organization)	Presence of experienced entrepreneurs and the existence of a technically qualified workforce, example of the experiences of third parties, industrial base, the availability of financial resources and the role of the Government as a inputs for entrepreneurs.

PROCESS OF CREATING A NEW VENTURE (actions carried out by the individual)	Understanding of rural development as a process that requires knowledge of the public it intends to reach, its ability to perceive a business opportunity, to use the support of friends, family and formal education as inputs for entrepreneurs.

Source: The Authors (2024), adapted from Lima (2010) and Tomei and Souza (2014)

For data analysis, the coincidence of patterns was carried out, which consisted of coding the collected data, joining similar answers, explaining the differences between the answers to the questions and drawing the relevant conclusions from the answers obtained in the three communities under study. The database was organized in a Microsoft Excel spreadsheet. Afterwards, the data were imported into the SPSS (Statistical Package for the Social Sciences) Software, Version 25.o to perform statistical analyses (descriptive statistics) and obtain the results.

RESULTS AND DISCUSSIONS

Socioeconomic characterizations of the interviewees 105 interviews were conducted with family farmers, of which 59% are men and 41% women. There is a variation between the age of the interviewees, as 46% of the respondents are aged between 31 and 50 years, 43% are between 18 and 30 years old, and only 11% are interviewed in the age group over 50 years old. Regarding the education of the interviewees, it was observed that 62% of the family farmers have the primary level, with the majority attending up to the seventh grade, about 26% do not know how to read or write and communicate with Portuguese, the remaining 12% attended the secondary level.

As for subsistence activities, agriculture occupies the first place, being practiced by more than 90% of the individuals interviewed and few people are involved in commercial activities (about 10%), which reveals a great dependence of the population on agricultural activity. As for the destination of agricultural production, sustenance/consumption occupies the first place, being mentioned by about 78.1% of the individuals interviewed and the remaining 21.9% practice commercialization and consume their products from the agricultural and livestock practice, as shown in Table 2.

Table 2. Characterization of the respondents

Category	Frequency	Percentage
GENDER		
Men	62	59%
Women	43	41%
AGE GROUP		
18 to 30 years old	45	43%
From 31 to 50 years old	48	46%
More than 50 years	12	11%
SCHOOLING		

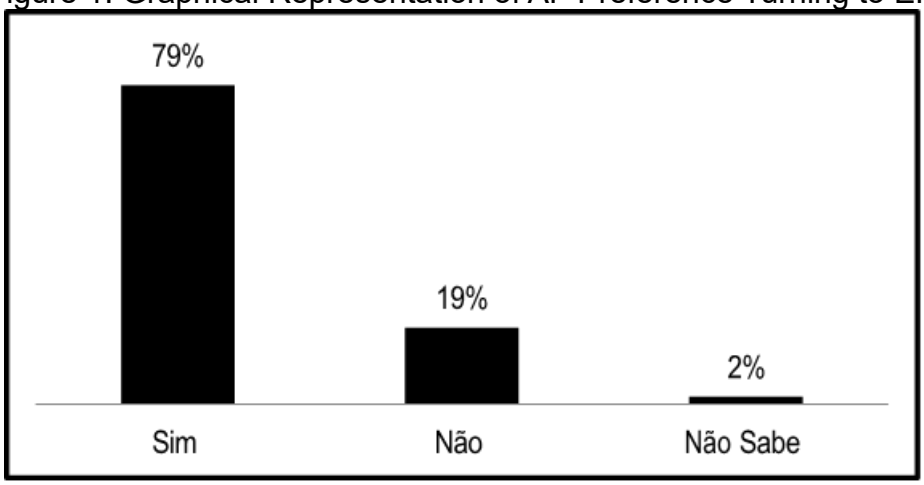
No Level	27	12.4%
Primary Level	65	61.9%
Secondary Level	13	25.7%
DESTINATION OF AGRICULTURAL AND LIVESTOCK PRODUCTION		
Consumption	82	78.1%
Marketing	0	-------
Consumption and Marketing	23	21.9%

Source: The Authors (2024) based on research data.

TRANSFORMATION OF THE FAMILY FARMER INTO AN ENTREPRENEUR

According to the data provided by the interviewees of the three communities of the Administrative Post of Ocua, it was found that most of the family farmers 79% wish to be able to leave the family farmer (AF) to become an entrepreneur. About 19% of the interviewees stated that they did not have the need to become entrepreneurs, the remaining 2% did not know whether or not they intended to become rural entrepreneurs, as illustrated in the figure below (Figure 1).

Figure 1: Graphical Representation of AF Preference Turning to ER



Source: The Authors (2024)

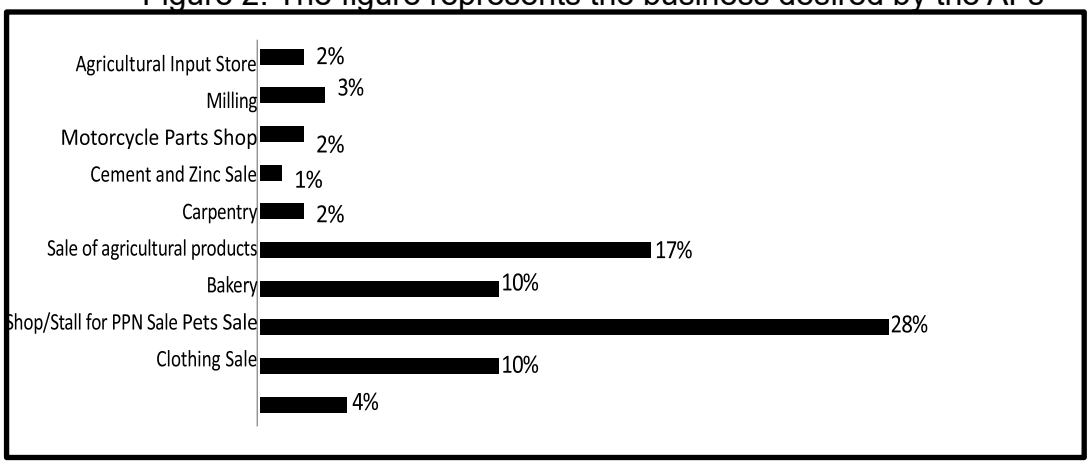
According to Fauth (2006), three out of every four poor people in developing countries are located in rural areas and depend directly or indirectly on agriculture. These people, due to their psychosocial, cultural and behavioral characteristics that are not very entrepreneurial, often have difficulties in leaving traditional work processes, affecting their productivity and economic and social development (Ozgen & Minsky, 2007). For Kotzko (2018).

There are a number of positions that rural producers need to be aware of in order to remain in the competitive scenario, such as investments in new products, technologies and processes. Based on this, in family farming, the farmer needs to manage his property efficiently, having well-defined financing and marketing strategies so that he can generate development for the property (Azevedo et al., 2000).

TYPES OF BUSINESS INTENDED BY FAMILY FARMERS

Of the 79% who prefer to transform themselves from family farmers to rural entrepreneurs, about 28% want to open stores/stalls for the sale of various Basic Necessities (PPN), 17% prefer the sale of agricultural products, 10% the sale of domestic animals and 10% the establishment of bakery (sale of bread) according to the figure below (Figure 2).

Figure 2: The figure represents the business desired by the AFs



Source: The Authors (2024)

It was possible to notice from the businesses mentioned by the Family Farmers the relationship between their desire and the main activity practiced by them, that is, the relationship between the businesses they intended and the practice of agriculture. According to Caumo and Staduto (2014), rural development is associated with the survival strategies adopted by rural landowners with the use of diversification, which occurs through the possibility of family farmers to cultivate, in addition to carrying out other economic and social activities that guarantee living conditions, rural development and poverty reduction in rural areas.

On the other hand, the following were found to be the least preferred businesses: sale of clothing (4%), installation of a milling industry (3%), opening of a store for the sale of motorcycle parts (2%), opening of a store for the sale of agricultural inputs (2%), and finally the sale of zinc and cement sheets (1%). The low preference of family farmers to undertake these businesses is related to the fact that they need large monetary values for their start, in addition, they mention that for the acquisition of the products in question (motorcycle parts, zinc, cement, milling industry, and clothing) it has been a process, since they are acquired in distant places (in the neighboring Province of Nampula and other cases from other countries such as the case of Tanzania).

BARRIERS THAT INFLUENCE THE TRANSFORMATION OF THE FAMILY FARMER INTO RURAL ENTREPRENEUR

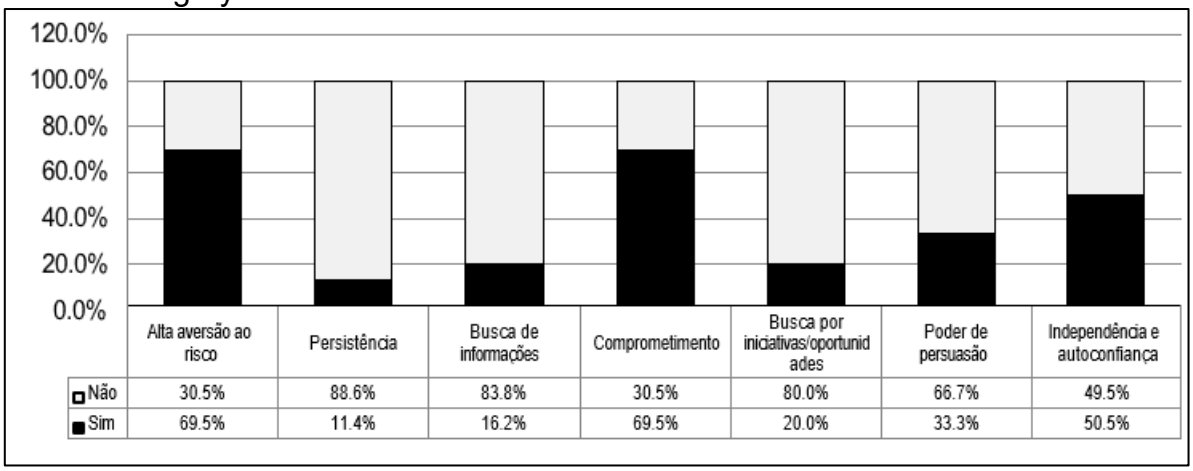
To answer the basic question of the research from the perspective of the Family Sector Farmers who participated in the research, one of the topics that the questionnaire tried to list was about the main barriers that influence family farmers to become rural entrepreneurs. The results obtained by the interviewees are presented in the figures below (Figures 3, 4 and 5).

Category "Individual"

The figure below (Figure 3) presents the analysis of the factors of the transformation of family farmers into Rural Entrepreneurs according to their behavioral characteristics, that is, a person involved in the creation of a new enterprise (category: individual).

Therefore, it is possible to observe in the figure below (figure 3) that the main factors of the "Individual" category that hinder the transformation of the family farmer into rural entrepreneur are: (a) the non-persistence in 88.6%; (b) lack of information search in 83.8%; (c) lack of Initiatives/opportunities in 80%; (d) high risk aversion at 69.5%; and (e) weak persuasive power at 66.7%.

Figure 3: Presentation of factors that hinder the transformation of PA into RE in the "Individual" category



	Alta aversão ao risco	Persistência	Busca de informações	Comprometimento	Busca por iniciativas/oportunidades	Poder de persuasão	Independência e autoconfiança
Não	30.5%	88.6%	83.8%	30.5%	80.0%	66.7%	49.5%
Sim	69.5%	11.4%	16.2%	69.5%	20.0%	33.3%	50.5%

Source: The Authors (2024)

Therefore, it was possible to observe the main factors in the "Individual" category that hinder the transformation of the family farmer into an entrepreneur the following: (a) Persistence in which the interviewees do not act to overcome obstacles when they present themselves; (b) Search for Information: with regard to the lack of information for the sake of family farmers, especially on what can be best for their lives and for their business; (c) Search for Initiatives/opportunities where the interviewees assume that they are not aware

of the opportunities that life presents them and that, at other times, they do not have the will to seize them; (d) High risk aversion related to the resistance of family farmers to accept a business with an uncertain return; and (e) Persuasive power related to the lack of ability to influence people or to negotiate.

According to Hisrich and Peters (2002), entrepreneurship has as its main characteristic the ability to identify opportunities and invent something innovative in situations of uncertainty, adopting the risks involved in decision-making. Persistence and vision of the future encompass the methodology of entrepreneurship that makes this professional see a new method of performing tasks, a new product, service or activity, or also the idea of a new venture. In the view of Filion (1997), characteristics such as self-confidence, information seeking, commitment, and optimism are important for entrepreneurs.

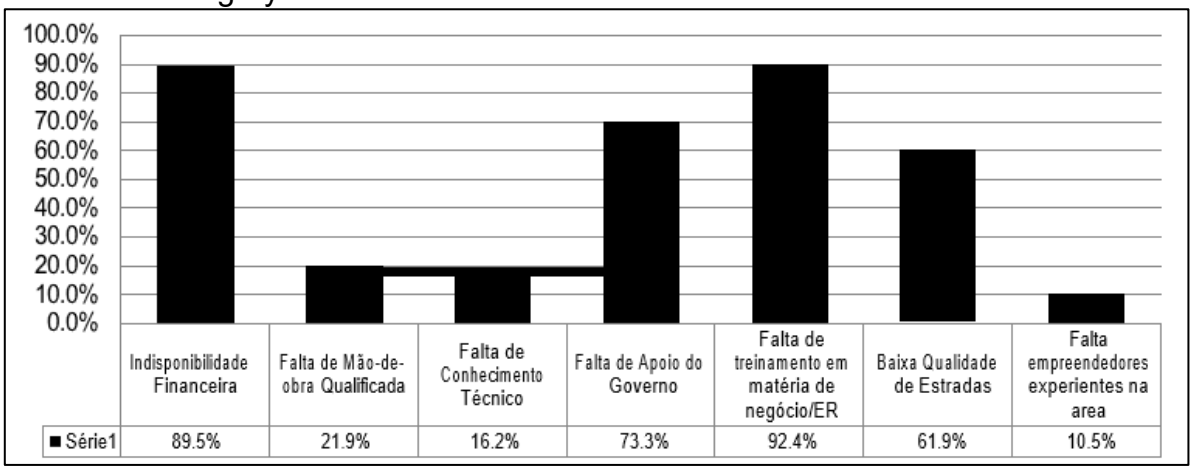
About the competence "Non-Persistence" found by this research in greater intensity, Fonseca et al., (2010) emphasize that it is a factor of wide discussion, however, it has its initial sources in education, family life and interaction with various factors that make it develop such skill. Godoy (2007), on the other hand, explains that when referring to the rural sector, persistence is related to the desire that the farmer in the family sector has to continue in the field, even in the face of constant changes and modernizations, but which encourage him to constantly look for ways to adapt to new ways of producing.

Category "Environment"

The following figure (Figure 4) presents the analysis of the "Environment" category (surrounding situation and its influence on the new enterprise) of the related Family Farmers.

For the "Environment" category, the following were pointed out as the main factors that hinder the transformation of the Family Farmer into a Rural Entrepreneur: lack of training in Rural Business/Entrepreneurship matters with a proportion of 92.4%; financial unavailability in 89.5%; lack of government support in 73.3% and finally the low quality of roads occupying a proportion of 61.9%.

Figure 4: Presentation of Factors that hinder the transformation of PA into RE in the "Environment" category



Source: The Authors (2024)

According to the Family Farmers, the training and qualifications they receive the most in their communities are mainly related to agricultural and livestock practices, health, sometimes on the quality of the products to be marketed and rarely on Agribusiness (agricultural businesses) and Entrepreneurship in the Rural Environment. For Peixoto (2009), good training or guidance of the individual, at this stage, is important to guarantee success.

The reason for "Financial unavailability" as the second that most hinders the transformation of the Family Farmer (FA) into Rural Entrepreneur (RE), were mentioned in other parts of the discourses, such as "credit", "financing", "expensive products" and the "high cost of "production" that the authors believe are grouped in the same class of difficulties for the PS, revealing themselves as the main complaint, that is, of a financial nature.

Regardless of the investment made to finance new ventures, the authors Fortunato and Alter (2016) attribute great importance to the ability of local actors to generate a local culture that embraces and recognizes entrepreneurs and thus generates programs to support entrepreneurship and entrepreneurship education. The lack of access to capital in a rural environment also represents a barrier when it limits the entrepreneur to have access to credit, government agencies, networks, educational institutions and business consultants (Jagoda et al., 2016).

Entrepreneurship in rural areas is also supported by development programs and government funding, which aim to empower farmers by promoting the development of the local economy (Ellis & Bosworth, 2015). This situation refers to the analysis made by Abramovay (2003) who recognizes the importance of government funding, but emphasizes that it is necessary to consider the quality of the projects presented, and not only to take

into account the judgment of the social needs of the localities and communities that present them.

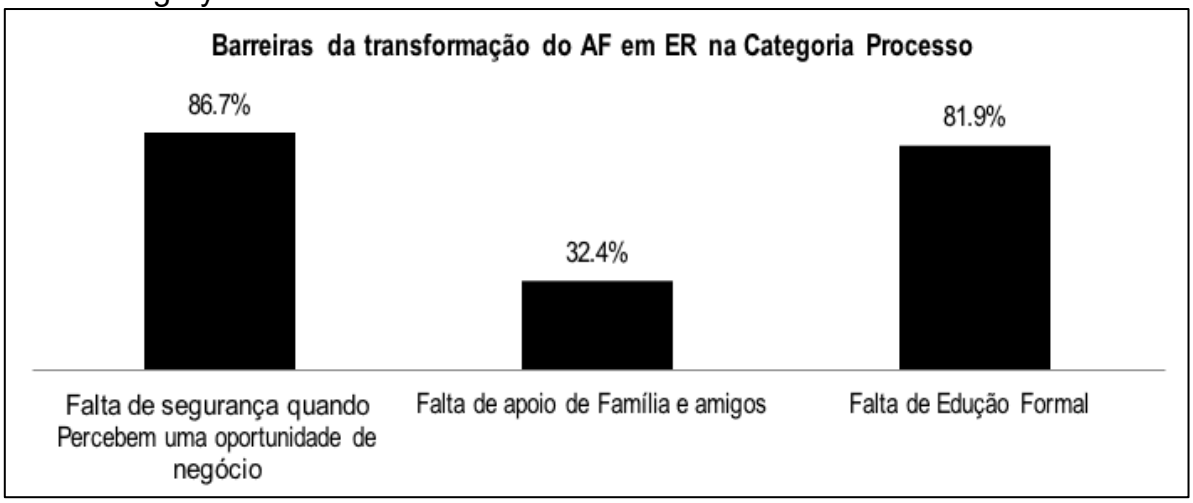
In addition to the support of government programs, another aspect that facilitates the development of entrepreneurship in the rural context is the use of local knowledge (local knowledge), which directs the creation of businesses focused on endogenous resources (local resources and raw materials), directed to the needs of agricultural populations (Henry & McElwee, 2014; Tibério, 2016). Entrepreneurship is not an easy task: among the biggest difficulties are the lack of "government policies and programs", "financial support", "political context and economic crisis" among others (Global Entrepreneurship Monitor [GEM], 2017).

Category "Process"

The following figure (Figure 5) presents the analysis of the "Process" category of the related Family Farmers.

In the "Process" category, the following were found as the main factors that hinder the PA to become RE: Lack of security when they perceive an opportunity being mentioned by about 86.7% of the 105 interviewees and lack of formal education pointed out by 81.9% of family farmers and finally the lack of support from family and friends.

Figure 5: Presentation of factors that hinder the transformation of PA into RE in the "Process" category



Source: The Authors (2024)

With regard to the interviewees' ability to perceive a business opportunity, the interviewees in the AF group reported being attentive to the opportunities that appear to them, but did not show much willingness to hold them back. This scenario can be associated with the fate of AF self-confidence, that is, when the AF's trust themselves or not in what they are going to do and or have no doubts about their ability. Risk perception can

influence a decision, whether for the upside or downside of holding on to a certain opportunity. Some scholars have analyzed the risk perception of individuals in the rural context and observed that some perceive the presence of risk more and end up missing opportunities and others do not perceive the risk and end up entering a risk situation (Simon et al., 2000).

Another important issue regarding the process of entrepreneurship that was mentioned by the farmers and that, according to the interviewees, constitutes an impediment to rural entrepreneurship is the lack of formal education, which inhibits their capacity for leadership, innovation and learning. Regarding the education of the interviewees, it was found in this research that most of the family farmers, 62%, have a primary level, with the majority attending up to the seventh grade. According to Lima (2010) and Tomei and Souza (2014) indicate that formal education is a vicious circle that needs to be reversed: if, on the one hand, young farmers who are children of entrepreneurs who have conditions resort to the educational units available in the city to study, on the other hand, the children of the PS group, especially those of older age, or due to lack of conditions, or will, or incentives, they remain in the countryside without any kind of study, reproducing the same limitations as their parents.

Although the interviewees affirmed persistence, patience and the search for information as the main strategies to overcome the barriers faced, the results of the present study found that they do not do so as presented in the "Individual" category.

CONCLUSIONS

After reading and analyzing the work, it was possible to reach the following conclusions: With regard to factors related to the individual, the main barriers found were: search for information, persistence, search for initiatives/opportunities, high risk aversion and power of persuasion. Therefore, it is necessary to prioritize the targeting of resources to these profiles, as they are one of the most important entrepreneurs.

For factors related to the environment, the following were pointed out as the main barriers that hinder the transformation of the Family Farmer into Rural Entrepreneur: lack of training in Business/Rural Entrepreneurship matters, Financial Unavailability, Lack of Government support and finally the low quality of roads.

In the case of the "Process" category, the following were found as the main barriers that hinder PA to become RE: Lack of security when they perceive an opportunity and lack of formal education and finally the lack of support from family and friends

Although the interviewees affirmed persistence, patience and the search for information as the main strategies to overcome the barriers faced, the results of the present study found that they do not do so as presented in the Individual category.

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