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Strategic Approach For The Marketing And Innovation Of Agricultural Products In Colombia

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Abstract

The document presents a marketing and innovation methodology designed specifically for agricultural products, using exotic fruits in the municipality of Duitama as a study example. The main purpose is to increase the commercialization of these fruits and take advantage of their potential in the market. The proposed methodology is based on a comprehensive approach that merges marketing strategies and innovation techniques. It begins with a thorough analysis of the exotic fruit market in Duitama, identifying the essential actors and the characteristics of the target consumer. Likewise, current trends are examined and competition is examined. Innovation strategies are then applied to create new products and improve existing ones. The aim is to identify unique characteristics and specific benefits of exotic fruits, as well as explore unique combinations and presentation. The possibility of expanding the offer with related products is suggested. Once products have been developed and their distinctive characteristics defined, marketing strategies are adopted. This includes the creation of a solid and attractive brand, the application of appropriate distribution channels, participation in specialized fairs and events, and the strategic application of digital marketing.

The methodology is based on continuous evaluation and adjustment of the strategies adopted, taking into account the results obtained and the receipt of comments received. It is expected that this strategy will contribute to the successful positioning of exotic fruits in the Duitama agricultural market and will provide assistance to other producers and entrepreneurs interested in increasing the marketing of their products

Keywords: Agricultural Marketing, innovation, Value Chain

JEL Classification: M31, O32, M39

tags. <https://www.aeaweb.org/>

Introduction

In today's dynamic agricultural environment, innovation and effective marketing play a critical role in the success and competitiveness of enterprises. The objective of this article is to present a marketing and innovation methodology specifically designed for agricultural products, taking exotic fruits in the municipality of Duitama as a case study. Exotic fruits have gained popularity in recent years due to their unique taste, nutritional properties, and visual appeal. However, despite their potential, these fruits often face challenges in their marketing and dissemination, which limits their access to wider and more profitable markets.

The proposed methodology is based on a comprehensive approach that combines marketing strategies and innovation techniques to boost the commercialization of exotic fruits in Duitama. The main objective of this methodology is to improve the visibility of products, identify market opportunities and develop effective strategies to achieve a successful positioning in the local and regional agricultural market.

First of all, a detailed analysis of the exotic fruit market in Duitama will be conducted, which will include the identification of the major market players, the characteristics of the target consumer, and the current trends. This will provide a solid understanding of the environment in which agricultural products are developed and identify opportunities for improvement and differentiation.

Innovation techniques will then be applied to the development of new products and the improvement of existing ones. This will include identifying unique characteristics and specific benefits of exotic fruits, as well as exploring possible combinations and innovative presentations. In addition, the possibility of diversifying the offer of related products, such as juices, jams or snacks, will be considered to expand the scope and attractiveness of the business.

Once the products have been developed and their distinctive characteristics defined, marketing strategies focused on promotion, distribution and effective communication will be implemented. This can include building a strong and attractive brand, utilizing appropriate distribution channels, participating in trade shows and specialized events, and strategically using digital marketing tools.

This article proposes a marketing and innovation methodology for agricultural products, specifically focused on the case study of exotic fruits in the municipality of Duitama. The implementation of this methodology aims to boost the commercialization

of these fruits, improve their positioning in the market and take advantage of their potential in terms of profitability and competitiveness. It is hoped that the results obtained from this study will serve as a guide and reference for other producers and entrepreneurs in the agricultural sector interested in improving the marketing of their products.

Theoretical Foundations

For the advancement of this work, the theoretical foundation is defined as a guide in the research process.

1.1 Marketing.

According to (Monferrer Tirado, 2013) He claims that marketing creates artificial needs. There are many voices who think that a large part of their purchasing decisions are due to the influences exerted by the company itself on them and, more specifically, by its marketing managers, even when they had no previous intention of purchasing such a product. The reality is that needs are not artificially created out of thin air, but exist in a latent form in the markets, even though there is not yet a product that covers them and thus makes them manifest. In this regard, the task of the marketing agent will be to detect these real needs of the consumer in order to design the offer that best satisfies them.

1.1.1 Segmentation strategies.

According to (Kotler & Armstrong, 2017) Segmentation strategies can be categorized according to their focus depending on the concentration you are looking for as a target.

- a) **Undifferentiated marketing mix:** It is about ignoring the differences between the various segments and serving the total market with a single market offering. It focuses on the customer community, conceiving a product and marketing program that can be useful to the greatest number of them, relying on advertising and mass distribution. This means huge cost savings, which translates into lower prices and a greater number of price-sensitive customers.
- b) **Concentrated marketing mix:** The organization selects a single segment and targets it with a single product and a single marketing strategy. It is awarded when the organization has full confidence in succeeding in the said segment or has limited funds that prevent it from contributing to other segments. Since the company strives to concentrate, the company gains a firm position due to its increased knowledge about its customers' demands and the reputation it holds. Concentration has the difficulty of focusing all the risk on a single segment.
- c) **Differentiated marketing mix:** With the aim of contributing to various market segments, carrying out customized designs and programs for each one. In general, this strategy achieves a higher sales volume than the previous one, but also increases costs (by having a less standardized product)

Marketing Mix.

According to (Thomson, 2011) defines Marketing Mix as "The set of controllable tactical marketing tools that the company combines to produce a desired response in the target market focused on product, price, promotion, and place. On the other hand, for (Morales, 2006) Product strategy is one of the most important strategies in the marketing mix, as products will fail to the extent that they fail to meet the wants and needs of consumers, while the price is the amount of money that is required to acquire under an exchange, both the product and its associated services as well as the distribution channels becoming the product and the distribution channels. In addition, a total communication program, called "promotion mix", which consists of a specific combination of advertising, personal selling, sales promotion and public relations instruments that the company uses to achieve its advertising and marketing objectives developed in the market, involving decisions associated with the distribution channel, which is made up of a group of interrelated intermediaries. Its purpose is to get products and services from the producers to the consumer or user

Agricultural Marketing

According to (Mendoza, 1995) It focuses on marketing as the set of processes or stages that products must pass in the flow of processes or stages that products must pass in the flow of transport from the producer to the final consumer. We speak of the end consumer to differentiate it from purchases that acquire products in the market to sell them and not to consume them. In that case, the marketing process is not over; It ends with the consumption of the product, comparing another point of view, the same author also defines marketing as a combination of activities whereby agricultural foods and raw materials are prepared for consumption and reach the end consumer in a convenient manner at the right time and place. It therefore includes the collection, transport, selection, initial processing, search for suppliers and markets, financing of the costs involved, preservation of the product from the time the producer is paid until the consumer buys it, acceptance of the risks involved in discussing the product while in a market, the adaptation of the product in question to the tastes of the consumer, the information to consumers of its existence and quality, the presentation in batches of suitable size and all the other operations involved in taking the articles from the producer to the final consumer.

Agricultural marketing, within agri-food chains for (Parrado et al., 2017), is traditionally located from the moment the products are sown and harvested until they reach the final consumer, including the post-harvest, collection, distribution and sale processes, as well as the strategies of *marketing*. However, it should be noted that the production decision is part of the marketing strategy, and will probably be more accurate if it is based on market research. The stages established by the process of generating value to the product begin with the step of researching what has useful value for customers. Subsequently, this value must be created, generating some advantage over the competition and establishing a positioning or differentiation strategy that the customer can perceive and is willing to pay, to finally find an approach to the customers.

Different approaches are used to study the marketing of agricultural products, these approaches basically depend on the orientation that the researcher considers necessary to give and the priorities that are established. Thus, marketing can be studied

from the stages or processes that products undergo from harvest and on their journey to consumption; A product-by-product or product-group analysis procedure may also be followed; Likewise, the study of the persons or agents involved in the processes can be carried out; Finally, (Mendoza, 1995) It analyzes the market based on the investigation of the losses, losses and deterioration that occur to production after the harvest and throughout the marketing process, also interpreting the causes of these losses.

Innovation.

Innovation rejuvenates an organization, breathes new life into it, and stimulates its growth. To the extent that new products, services, or processes are introduced and sold, the organization gains market share or at least maintains it. For (Cardentey, 2018) In response to increased demand, the size of an organization can grow, and it may even be given the opportunity to export. A growing innovative organization seeks to improve resources and excellence on the basis of quality, in addition to being able to provide challenges to its employees and offer them attractive opportunities in their careers

According to the (IICA et al., 2014a) It defines agricultural innovation as "the application of new knowledge in production and organizational processes. It takes place when there is a social appropriation of knowledge, ideas, practices and technologies, that is, when it translates into a change that is useful and beneficial in which to make productive or organizational. In order to be considered an innovation, the novelty that is implemented must be something new for that context and not necessarily for the world."

On the other hand, the United Nations Agriculture Organization (FAO, 2018) notes that "agricultural innovation is the process by which individuals or organisations introduce into society or the economy the use of existing or new products, processes or forms of organisation in order to increase efficiency, competitiveness, crisis resilience or environmental sustainability, thereby contributing to achieving nutritional food security, economic development and environmental management of natural resources"

Product Innovation: The introduction of a good or service that is new or significantly improved with respect to its intended characteristics or uses. This includes improvements in technical specifications, components and materials, software, ease of use, or other functional features (Villalobos A. et al., 2017).

Exotic fruits. Within which the following can be defined:

The **Feijoa** (*Acca sellowiana* Berg) is native to South America. Its distribution area includes the southern part of Brazil and the north of countries such as Paraguay to the southern zone (Argentina and Uruguay). It is mainly characterized by adapting to different climatic zones ranging from 2,000 – 2,500 meters above sea level with temperatures between 13 – 21°C, the plant is resistant to frosts that lower the temperature to approximately 10°C, without exempting the fruits and flowers from suffering damage with the drop in temperature. It requires about 700 to 1,200 mm of annual precipitation and tolerates up to about 2,000 mm with good luminosity and a relative humidity of 70% (Calderón, 2018)

The cultivation of the **Gooseberry** (*Physalis peruviana* L., *Solanum*) is well distributed in the highlands of South America and originates in the Peruvian Andean areas. It is known in countries such as Ecuador under the name of *Uvilla*, *Tepareey Makowi* in India, *Chuchuna* in Venezuela, *cape gooseberry*. Gooseberry adapts easily to a wide range of agro-ecological conditions. In Colombia it grows between 1,500 and 3,000 meters above sea level, with an average temperature of between 13 and 18°C, has an annual rainfall between 700 and 2,000 mm, also requires a relative humidity of an average of 70%, requires well-drained soils with a pH between 5.5 and 7.0, that are rich in organic matter (Fischer et al., 2014)

The **Gulupa**, also called purple passion fruit and passion fruit in Spain, is native to the Amazon trapezoid, especially Brazil, which is the world's largest producer. The fruit is characterized by its intense flavor and high acidity, which is why it is used as a base to prepare industrialized beverages. In Colombia, the optimal temperatures for gulupa cultivation are in the range of 15 to 20 °C. In this crop, low temperatures, around 15 °C during the day and 10 °C at night, reduce vegetative growth and, therefore, production, but high temperatures close to 30 °C during the day and 25 °C at night can decrease flower production and also production (Sierra et al., 2013). The development of this crop brings new production alternatives that allow for the expansion of tradable products, taking advantage of existing bilateral economic and political agreements; It would diversify Colombian exports, so that there is no dependence in the market on one or more types of products. The ease of development of the crop is an attractive factor for producers and the economic viability allows it to be consolidated.

The **Tree Tomato** It is an exotic fruit native to the eastern slopes of the Andes of Colombia, Ecuador and Peru. Belonging to the Solanaceae family, it corresponds to the biological type of semi-woody shrub with large foliage and pink flowers with exquisite fragrance, it has a perennial vegetative cycle and its height reaches 2 or 3 meters. It is a plant of temperate and cold climates. Its temperature is between 13° and 24°C, with the optimum temperature being between 16° and 19°C. It does not need high atmospheric humidity, so it is often grown in high areas with a dry climate. It grows in a wide range of soils, the best being those with a loamy texture, rich in organic matter (Gómez & AGROSAVIA, 2008)

The **fig** (*Ficus carica* L.) of the family *Moraceae* according to (Baldoni et al., 2016) It was one of the first fruit trees cultivated in the world. The discovery of figs as a nutritious and nutrient-rich food has increased consumer interest in this fruit product, which has led to the need to extend the post-harvest life of these fruits. Figs are generally harvested when they are almost fully ripe so that their optimal flavor develops; This results in a rapid loss of quality with very short shelf life periods. It is a tropical plant, belonging to the Cactaceae family, there are about 258 recognized species.

Method

The research methodology used is the mixed methodology, since in order to achieve the objectives of the research, an analysis of documents in databases and the application of surveys and analysis of numerical data were carried out, with the purpose of triangulating the information and achieving the general objective of the research.

According to Guelmes & Nieto, 2015a) "the quantitative method can be used to answer research questions, test previously raised hypotheses, and rely on numerical measurement, counting, and statistics to accurately establish patterns of behavior in a population." This method was applied to evaluate the consumption of exotic fruits and the acceptability of the products proposed in the project through the survey carried out to consumers who have been selected in the segmentation and the selected market niche for exotic fruit products, through the survey carried out to consumers who were selected in the segmentation and the selected market niche for exotic fruit products. using the Google forms program, as well as the survey conducted through the program, using the link provided by the program, through email and social networks such as Facebook, WhatsApp, and Messenger. To carry out the surveys, a representative sample of the target population (Duitama) is obtained. The **qualitative approach** "evaluates reality in its natural environment and how it occurs, obtains and interprets phenomena in accordance with the people involved." Guelmes & Nieto, 2015b) Uses various means to obtain information, such as interviews, images, observations, life stories, in which routines and problematic situations are described, as well as meanings in the lives of the participants.

A documentary analysis was carried out with the aim of exploring all the existing methodologies for the agricultural sector through books, theses and studies, with the purpose of obtaining a methodological guide for the case study, analyzing twenty documents that were obtained from databases such as Scielo, Dialnet and Redalyc, and later divided into theses, articles and books. Next, an analysis of each document was carried out, in which fifteen focused on the trade and commercialization of agricultural products.

Design.

This section should indicate the methodological design used to achieve the objectives, as well as the materials, tools or resources used for the execution of the research. Also, the research approach, the inclusion and exclusion approach, the sample size. Also, the research approach and the way in which the data were examined.

Participants.

It's about those involved in the research, the size and type of the sample, the sampling, and how the sample was selected from the universe.

Instruments.

These are the research techniques used, the type of instrument, and the presentation of the study in the study setting. The fundamental reason for the adoption of the instrument used should be indicated, indicating its validity and reliability.

Results

During the analysis of the information collected and the comparison between the various methodologies of agricultural marketing and methodologies of agricultural innovation, the most representative are selected for the identification of the elements of marketing and innovation for the elaboration of the methodological guide of agricultural products.

3.1 Characteristics of the population

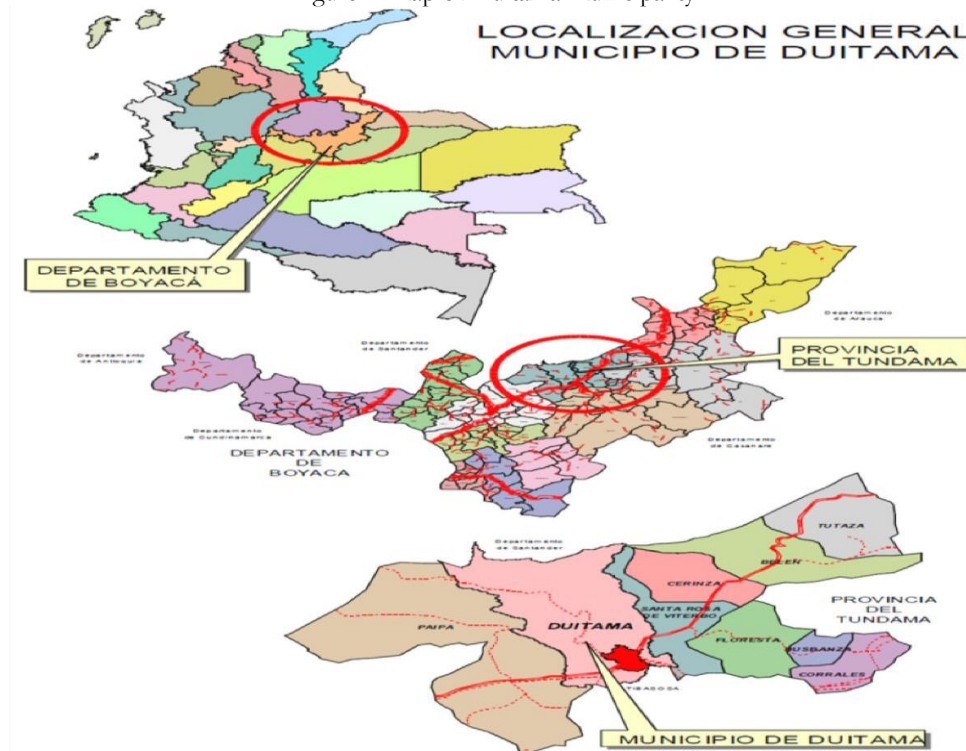
The methodological guide of marketing and innovation for agricultural products will be applied to products made from exotic fruits, therefore, a target population will be required to determine the acceptability of the products. This representative sample will be carried out from the municipality of Duitama (Boyacá); It belongs to the Andean geographical region and is located in the Boyacá plateau between the Chiticuy and Surba riverbeds.

Duitama, one of the cities that are favored by its strategic geographical location as the leader of the province of Tundama, a municipality of great importance as the head of the province of Tundama, a municipality of great importance within the industrial area of the provinces of greatest development in the department of Boyacá (Centro, Tundama, and Sugamuxi). the northern central highway and the eastern trunk highway lead the department from south to north and connect it with Arauca and Norte de Santander, with three airports with little movement, but with great potential for the agro-industrial chain, which are located in Tunja, Sogamoso and Paipa. (Poblador et al., 2014)

The capital of Duitama is located in the north of the department of Santander, the municipalities of Charalá and Encino; the south is connected to the municipalities of Tibasosa and Paipa; the north is connected to the municipalities of Tibasosa and Paipa; the west is connected to the municipalities of Santa Rosa de Viterbo and Belén; and in the west it is linked to the Municipalities of Santa Rosa de Viterbo and Belén; and in the west it is linked to the Municipalities of Santa Rosa de Viterbo and Belén; and in the west with the Municipality of Paipa.

In terms of agriculture, Duitama is known for the cultivation of apples, pears, peaches, curabas, gulupa, feijoa and plums. In their areas, potato, wheat, corn, beans, barley and vegetable products are also grown.

Figure 1. Map of Duitama Municipality



Fountain: (Duitama Municipal Mayor's Office, 2022)

In order to achieve a structure in the process of developing the discovery of the elements of marketing and innovation for the elaboration of the methodological guide of agricultural products, it begins with the diagnosis of producer or consumer, continues with the marketing approaches in the agricultural sector, ends with the marketing strategies, in this way the methodological structure of the marketing and innovation guide for agricultural products is formed. In this way, the methodological structure of the marketing and innovation guide for products is formed.

Detailed analysis of the exotic fruit market in Duitama is essential to understand the environment in which these products are located and to detect possibilities for improvement and differentiation. Below are the key elements to consider in this analysis:

Identification of the main players in the industry: It is essential to identify who are the main producers, distributors, and customers of exotic fruits in Duitama. This includes both local players and those who can play an important role in the local market, as well as those who can play an influence on the city's market, as well as suppliers from other regions.

Business research: A specific market study was carried out in Duitama, which included issues related to consumers, producers, distributors and investors. These tools provide information about the essential players in the market and their specific roles.

Visits are made to commercial establishments and fairs. Visiting local business establishments, agricultural fairs, or events related to the exotic fruit industry in Duitama is required. These visits made it possible to see directly the producers and distributors present, and to establish contact with them for more information.

Local agricultural associations and guilds in Duitama were consulted. Agricultural entities often have management departments of their members, which include growers and distributors of exotic fruits. Establishing links with these entities can provide valuable information about the major players in the market.

By utilizing digital platforms and digital platforms, mobile devices and mobile devices can be identified. An exploration was carried out on digital platforms and websites related to agriculture and agricultural products in Duitama. The various suppliers and distributors boast an online presence, where they promote and market their products. The search for these platforms can assist in the identification of the key players in the market.

Direct Information: Provide a direct connection with exotic fruit growers and distributors in Duitama. This action can be implemented through phone calls, e-mails, or personal visits. By establishing direct communication with them, you can gain insight into their market presence and influence on the supply chain. It is important to note that identifying the top players in the market may require constant effort and constant updating, as the business landscape can change over time. Staying up to date and in contact with the main players in the market will make it possible to acquire an up-to-date and accurate perspective of the exotic fruit industry in Duitama.

Characteristics of the target consumer: It is essential to know the profile of the target consumer of exotic fruits in Duitama. This requires understanding their tastes, needs, consumption habits, socioeconomic status, and purchasing strategy. The current demand and potential for these products in the local market should also be taken into account.

To understand the characteristics of the target consumer of exotic fruits in Duitama, it is necessary to carry out a detailed analysis of their demographic profile, consumption behavior and tastes. Here are some essential things to keep in mind:

Location Profile: Analyze the demographic profile of the target consumer, which contains variables such as age, gender, socioeconomic status, occupation, and marital status. The data will provide information about the market segment in which exotic fruits are targeted.

Consumer choice and behavior are found in consumption preferences and habits. Investigate the preferences and consumption habits of exotic fruits in Duitama. This list may include the type of exotic fruit most in demand, the frequency of purchase, the quantity purchased and the occasions of consumption. It is important to consider whether consumers choose to eat fresh or processed fruits, such as juices or jams.

The nutritional and healthy relevance of this element is essential for health. Conduct an analysis of the importance of nutritional value and health benefits in consumers' purchasing decisions. Exotic fruits are often noted for their content of vitamins, antioxidants, and other nutrients, so understanding how consumers value these aspects can influence marketing strategies.

Sensory experience: Study the importance of sensory experience in the consumption of exotic fruits. This includes things like taste, texture, aroma, and visual appearance. Understanding which sensory characteristics are most valued by consumers will allow the distinctive attributes of exotic fruits to be highlighted.

Environmental awareness and sustainability: Assess the degree of environmental awareness and preference for sustainable products in the target consumer. Today, many consumers are looking for products that are responsibly and sustainably produced, so considering these aspects can be relevant in the marketing strategy.

Purchase influences: Purchasing influences that influence consumers' decisions regarding exotic fruits should be identified. This may involve the influence of advertising, recommendations from friends or family, online reviews, promotions, or the location of outlets.

Latest Trends: It is crucial to identify the current trends in exotic fruit consumption in Duitama. The present task involves examining the preferences for flavors, presentation, and varieties of the most popular exotic fruits. The demand for organic or sustainable products should also be assessed, as well as the importance of quality and freshness for consumers.

Competition is: It is necessary to examine the existing competition in the exotic fruit market in Duitama. Identifying other suppliers or distributors of exotic fruits in the region involves identifying other suppliers or distributors of exotic fruits in the area, as well as evaluating their product offerings, pricing, marketing strategies, and distribution channels. Knowledge of the competition helps to distinguish products and design effective strategies.

The barriers and challenges that arise in this context are essential for our society. It is critical to identify the barriers and challenges faced by the exotic fruit market in Duitama. This measure may include aspects such as the existence of reliable suppliers, transport logistics, the seasonality of some fruits, sanitary or phytosanitary regulations, and production and distribution costs. Acquiring knowledge about these challenges will make it possible to create strategies to overcome them.

The distribution of distribution channels is specific. It is necessary to examine the existing distribution channels for exotic fruits in Duitama. This action involves the identification of the most relevant points of sale, such as supermarkets, specialized stores, local fairs or direct sales to the consumer. In addition, it is important to assess the feasibility of distribution through online channels and the potential for export to other markets.

Prices and profit margins: It is necessary to examine the current prices of exotic fruits in the Duitama market, as well as evaluate the profit ratios of both growers and retailers. This will help determine the profitability of the business and establish competitive pricing strategies. By conducting a detailed analysis of the exotic fruit market in Duitama, valuable information can be obtained that will serve as a basis for the development of targeted marketing and innovation strategies. This will make it possible to take advantage of existing opportunities, overcome challenges and achieve a successful positioning of agricultural products in the local and regional market.

Table 1. Characterization of the producer or consumer

METHODOLOGY NAME	STAGES OF DIAGNOSIS	JUSTIFICATION
Methodology: Incorporation of the commercial and market approach in the structuring of agricultural projects	to. Market analysis Determine the existence, size and dynamics of the markets that may have the interest and capacity to absorb the product proposed in the project.	According to the author, the diagnosis seeks to analyze, identify, and characterize the environment and the agents that may participate in the proposed project, in order to define the best alternatives for carrying it out.
	b. Supply analysis The purpose of supply analysis is to define and measure the quantities and conditions under which a good or service is made available to the market.	For this reason, a first stage was proposed for the Methodological Guide that is being developed called "Diagnosis or Characterization of the producer or consumer", taking as a reference the phases proposed by the corporate author Marketing

c. **Demand analysis** Identify possible business partners with whom specific business opportunities can be developed, assess their intention to link, define the requirements of the demanded product in terms of volume, quality, timeliness, and the detail of the specific conditions for a potential negotiation

Directorate of the rural development agency in its methodology to make a good diagnosis.

Fountain: (Marketing Directorate of the Rural Development Agency, 2018)

Table 2. Marketing Approaches in the Agricultural Sector

METHODOLOGY NAME	MARKETING APPROACHES	JUSTIFICATION
	Functional approach: It consists of showing in detail the work of those involved in marketing, from the producer to the consumer. It is divided into three stages: concentration, preparation, and distribution.	For this second stage, we start from the central idea of the guide under development, which is the marketing of agricultural products, so it is important to know the approaches to agricultural marketing analysis.
Compendium of Agricultural Products Marketing.	Institutional approach: In the institutional analysis of marketing, the participants of the process are determined in the flow of the product from production to consumption, and in knowing the work they perform	As the authors Gilberto Mendoza, Nancy Cristina Sanabria and Jerry La Gra mention in their books; The approaches allow us to know what are the processes, agents, channels and post-harvest losses through which an agricultural good or service passes from the moment it is produced until it reaches the final consumer.
Agricultural Marketing, Technical Pedagogical Manual.	Product analysis approach: This is a micro analysis, it is more specific and finds the differences and characteristics of each product or group of products. For this analysis, the two previous approaches are taken into account	On the other hand, they propose the technical assistance approach with which the problems faced by products of agricultural origin can be solved.
Methodology for Problem and Project Identification through Commodity Systems Assessment	Post-harvest loss analysis approach: This analysis identifies the decrease in the supply of agri-food products, caused by technological and socioeconomic problems that generate deterioration and losses in their management and conservation	
	Technical Assistance Approach: The purpose of this approach is to analyze market issues by identifying the most important aspects of the market.	

Fountain: (Mendoza, 1995), (Puentes et al., 2021), (La Gra, 2012)

Table 3. Innovation in the agricultural sector

METHODOLOGY NAME	AGRICULTURAL INNOVATION	JUSTIFICATION
	Institutional innovation: In our environment, it is innovation that consists of a change in policies, rules, regulations, processes, agreements, models, ways of organizing, institutional practices or relationships with other organizations, in order to create a more dynamic and conducive environment to improve the performance of an institution or a system and make it more interactive and competitive	
	Technological innovation: It is the application of new ideas, scientific knowledge or technological practices aimed at the development, production and marketing of new or improved products or services, the reorganization or improvement of production processes or the substantial improvement of a service.	At this stage, innovation is considered as the main axis to achieve competitive and sustainable agriculture, taking as a reference the Inter-American Institute for Cooperation on Agriculture (IICA), which through its studies explains
Innovation in agriculture: a key process for sustainable development	Social innovation: It deals with the development or substantial improvement of strategies, concepts, ideas, organizations, products, or services that positively change the way they are met and respond to social needs or that have social purposes.	

Fountain: (IICA et al., 2014b)

Table 4. Marketing Strategies

METHODOLOGY NAME	MARKETING MIX	JUSTIFICATION
Methodology for setting up a marketing company for agricultural products as a strategy for the development of agricultural areas	Product: define the generic brand and logo that defines the product so that the consumer quickly identifies it and knows the qualities of the products, added value must be added, non-polluting material must be presented, include label, nutritional table, barcode, consumption suggestions, expiration date.	In the last stage, a design of marketing strategies, or marketing mix, is proposed, taking as a reference the authors Omar Romero, Manuel Huerta and Delfino Reyes, who state that the marketing mix, "is a tool that allows transforming strategies into concrete programs so that a company can reach the market with a product that satisfies needs and/or desires. at a convenient price, with an appropriate message and a distribution system that puts the product in the right place at the right time." With this last stage, it is proposed to have clear marketing tools to put the product in a certain market.
	Price: in which both costs and profit margin must be taken into account, in order to determine the price that can be granted according to the distribution channel, which can be: wholesaler, retailer or final consumer	
	Advertising and promotion: dissemination of a message that demands the attention of consumers to a certain product, through the media. The advertising that is carried out will be with the purpose of attracting attention, interest, desire, and inducing the consumer of our products.	
	Place or marketing channel: distribution channels are all the means used by marketing to get products to the consumer, in the appropriate quantities, at the right time and at the most convenient prices for both.	

Fountain: (Romero et al., 2008)

3.2 Application of the methodological guide to agricultural marketing and innovation, case study (exotic fruits).

The methodology of marketing and agricultural innovation for exotic fruits focuses on the development of effective strategies to promote the commercialization of these products, taking advantage of their potential and differentiating them in the market. Below is a proposal for a methodology that can be adapted to the case study of exotic fruits:

1. Market & Consumer Analysis:

- Conduct a detailed analysis of the exotic fruits market, as mentioned above, to identify the key players, trends, and existing barriers.
- Conduct research and surveys to understand the characteristics of the target consumer, their preferences, consumption habits, and specific needs related to exotic fruits.

2. Identifying Opportunities:

- Analyze the results of market and consumer analysis to identify opportunities for improvement and differentiation in the marketing of exotic fruits.
- Assess market trends and emerging demands to identify opportunities for new product development or adaptation of existing ones.

3. Product Innovation:

- Apply innovation techniques for the development of new products and the improvement of existing ones.
- Identify unique characteristics and specific benefits of exotic fruits that can be highlighted in the marketing strategy.
- Explore possible combinations and innovative presentations of exotic fruits to increase their attractiveness and differentiation in the market.
- Consider diversifying the offering of related products, such as juices, jams or snacks, to expand the reach and attractiveness of the business.

4. Marketing Strategies:

- Develop marketing strategies focused on the effective promotion, distribution and communication of exotic fruits.
- Create a strong and attractive brand that highlights the distinctive characteristics of exotic fruits and builds trust with consumers.

- Use appropriate distribution channels to reach the target consumer effectively, both in local and regional markets.
- Participate in trade fairs and specialized events to raise awareness of exotic fruits and establish contacts with distributors and retailers.
- Use digital marketing strategies, such as using social media and creating relevant content, to promote exotic fruits and reach a wider audience.

5. Evaluation and adjustment:

- Continuously monitor the strategies implemented and evaluate their effectiveness.
- Measure the results obtained in terms of sales, market share, and customer satisfaction.
- Make adjustments and improvements in the agricultural marketing and innovation strategy based on the results and feedback received.

This methodology provides a framework to address the commercialization of exotic fruits in the agricultural sector, focusing on innovation and effective marketing. By applying this methodology, it is expected to achieve a successful positioning of exotic fruits in the market, taking advantage of their potential and differentiating them from the competition.

The application of the methodological guide in the case study exotic fruits, was carried out taking into account the stage proposed above, in the diagnosis a market analysis is made which involves an analysis of supply and demand, in this way the supply is analyzed from secondary information through databases and primary information through the research of yogurt and ice cream producing companies.

On the other hand, the demand is analyzed through primary information with the creation of a structured questionnaire (survey) in the Google Forms program with which the information is collected and tabulated.

Then, agricultural marketing approaches are applied in which the functions of exchange are established as buying and selling in a physical way such as collection, storage, transformation, classification, packaging and transportation, specifying what is done at each step in the case of exotic fruits and products

Subsequently, the agents and marketing channels are analyzed, looking for the most optimal ones to carry out the marketing of the products made from this type of fruit.

Developing the concept of innovation through the creation of exotic fruit flavor products, which is the most representative innovation of the project since there are no products made from this type of fruit in the market, innovation is also managed through the use of different product presentations, in terms of the materials of the containers, shape of ice cream and labels. In the last stage, different marketing strategies focused on the product are used, where the image of the company is elaborated, the product labels are elaborated, the price to the final consumer is established, posters and brochures are elaborated using as a strategy the promotion of exotic fruits through the organoleptic characteristics and health benefits of these, Finally, the place where the products can be purchased is established, proposing as a strategy the location of a point of sale.

Figure 2. Idea Stages



Source: Authors' own creation

Conclusions

- The methodological guide on exotic fruits has yielded good results. Needs and demand were analysed and good results were obtained. The production of exotic fruits in Boyacá and Duitama is stable and the business opportunity with the products derived from these fruits can be taken advantage of in an innovative way.
- Marketing approaches made it possible to identify the right functions, agents, and marketing channel in order to reduce risks, production costs, and improve the marketing process. In addition, the marketing strategies that made it possible to establish the image of both the company and the products, the price to the final consumer, and the logistics necessary for the success of the commercialization were established.

- Innovation is a relevant concept for the agricultural sector, whose character is fundamental throughout the marketing channel, from the producer to the final consumer. In this sense, innovation is proposed as a pillar for the implementation of the guide in products made from exotic fruits.

Discussions

The style of the discussion is argumentative, with judgments and controversies of the results of the case, with other similar authors according to the literature review. The theoretical and practical implications should be included, there should be theoretical contrast between authors, as well as the contribution of the researcher, urging future recommendations. If hypotheses have been worked on, their corroboration or rejection must be defined. Finally, it concludes by answering the questions and the proposed objective, as well as future lines of research.

Duitama, with its favorable geographical and climatic conditions, has great potential for the cultivation of exotic fruits. The proposed methodology recognizes this potential and seeks to capitalize on it through well-defined marketing strategies.

Conclusions

The proposed methodology for the marketing and innovation of exotic fruits in Duitama is complete and well structured. However, its success will depend on effective implementation, continuous adaptation and the active collaboration of all actors involved.

The successful implementation of this marketing and innovation methodology can not only boost the local economy in Duitama but also position the region as a benchmark in the sustainable and diversified production of exotic fruits. Collaboration between farmers, local businesses, academic institutions, and consumers is essential to ensure the long-term success of this initiative.

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