

## **Economic feasibility of the implementation of a family agroindustry of integral grape juice**

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**Abstract:** This study aimed to verify the economic viability of implementing a family agroindustry of whole grape juice in the city of Dom Pedrito-RS, seeking to propose an alternative of differentiation and adding value to the base product, that is, transforming the grape into whole juice, generating greater income for the farming family. As a methodology, exploratory research was used through a case study with a family of farmers living in the rural area of Dom Pedrito-RS. Economic viability analyzes were applied through cash flow, Net Present Value and Internal Rate of Return. The main results obtained in this investigation deal with the installation of the family agroindustry as viable, demonstrating positive cash flow, possibility of return on investment and appreciation of family capital. The agroindustry project is made possible due to product differentiation and added value to grape juice,

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increasing income and contributing to the sustainability of the family, as well as the development of productive activity on the family farm, from the agroindustry.

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