

# **Be more cooperative to be more competitive**

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## **Abstract**

This paper discusses how the current institutional framework and market competition affect the strategies of Latin American agricultural cooperative's businesses. Faced with the trend of organizational isomorphism, it is important to deepen our understanding of the values and principles of cooperatives, incorporating them into competitive strategies, relying on cooperation, trust and loyalty as coordinating forces of economic activities and as sources of competitive difference in the agricultural system.