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"HOY LA COMARCA DE DOÑANA SE VISTE DE ETIQUETA!": EXPLORING TRENDS IN RICE QUALITY

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Doñana territory is moving. One force that move this territory is nature preservation. In this context the rice production must change. What's the rice production future in this territory? Wich alternative promotes "embeddedness" of rice with this territory? This paper aims to explore "turn of quality" manifestation on commodities, taking Doñana rice production as a case.