

Cooperativa Central dos Produtores Rurais de Minas Gerais Ltda in Packaged Food (Brazil)

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Abstracts

Cooperativa Central dos Produtores Rurais de Minas Gerais aims to increase its share in dairy over the forecast period. One of the options was to make a partnership or merge with another company but there are few options. In the meantime, the company continues to invest in strengthening its portfolio by introducing new flavours in yoghurt and reformulating the appearance of its packaging to maintain brand awareness.

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