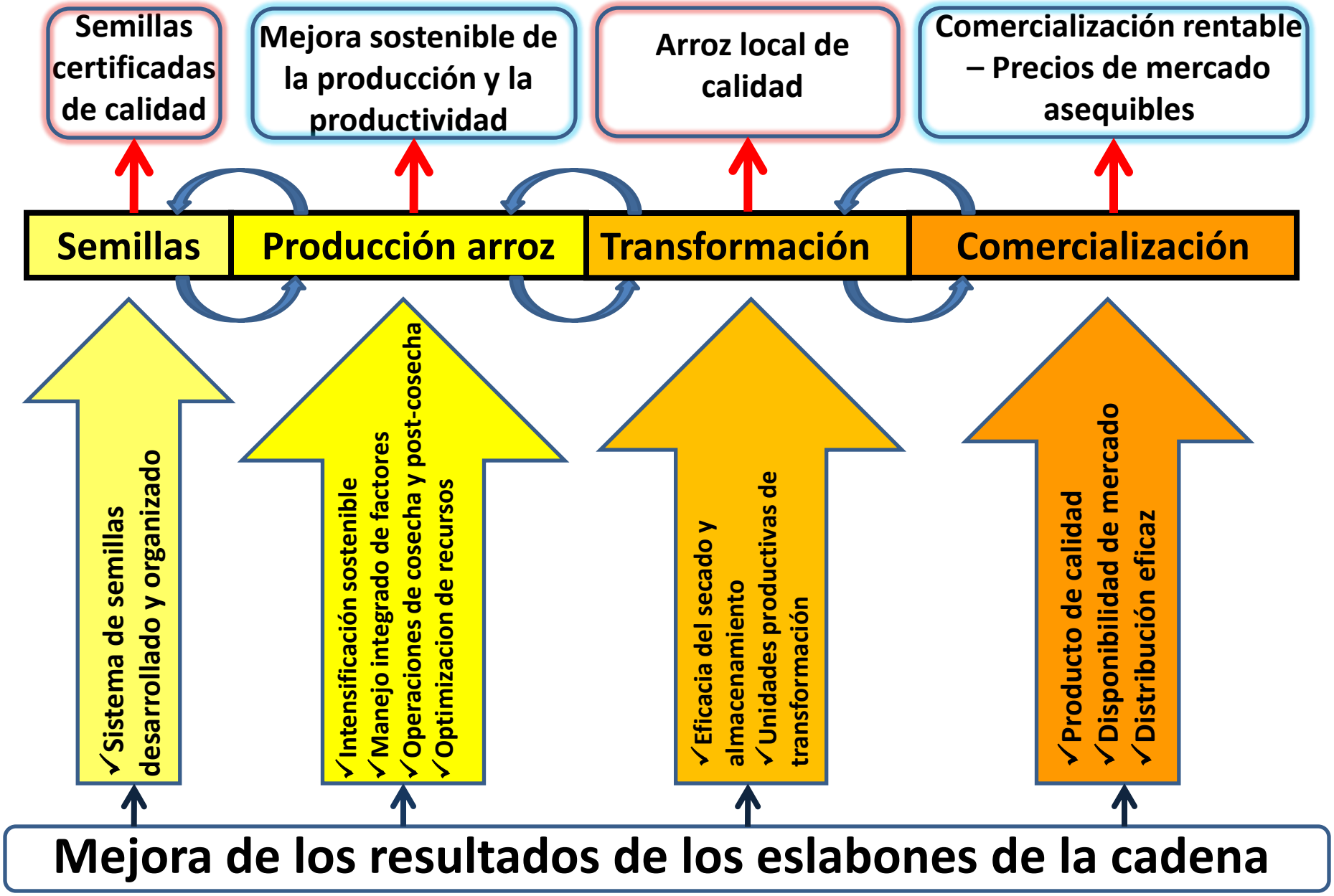OPTIMIZACIÓN DEL RENDIMIENTO GENERAL DE LA CADENA DE VALOR DEL ARROZ