Abstract
The purpose of this paper is to analyze the different meanings that direct sowing has for farmers and for technicians who guide the total or partial adoption of this technique in the town of Zavalla (located to the south of the Santa Fe province in Argentina). From the technical point of view, direct sowing is associated with soil preservation. However, the importance given to it by farmers is cost reduction, and that is why direct sowing has just begun to be adopted with RR soy varieties. Adoption patterns are multiple and combine, in various degrees, traditional and modern practices; this fact shows that no social group has managed to impose its point of view on the others. The adoption of direct sowing seems to be part of a strategic response, among others, to achieve the economic sustainability of the units.

Keywords
direct sowing, producers, adoption patterns, technological model, soy crop.