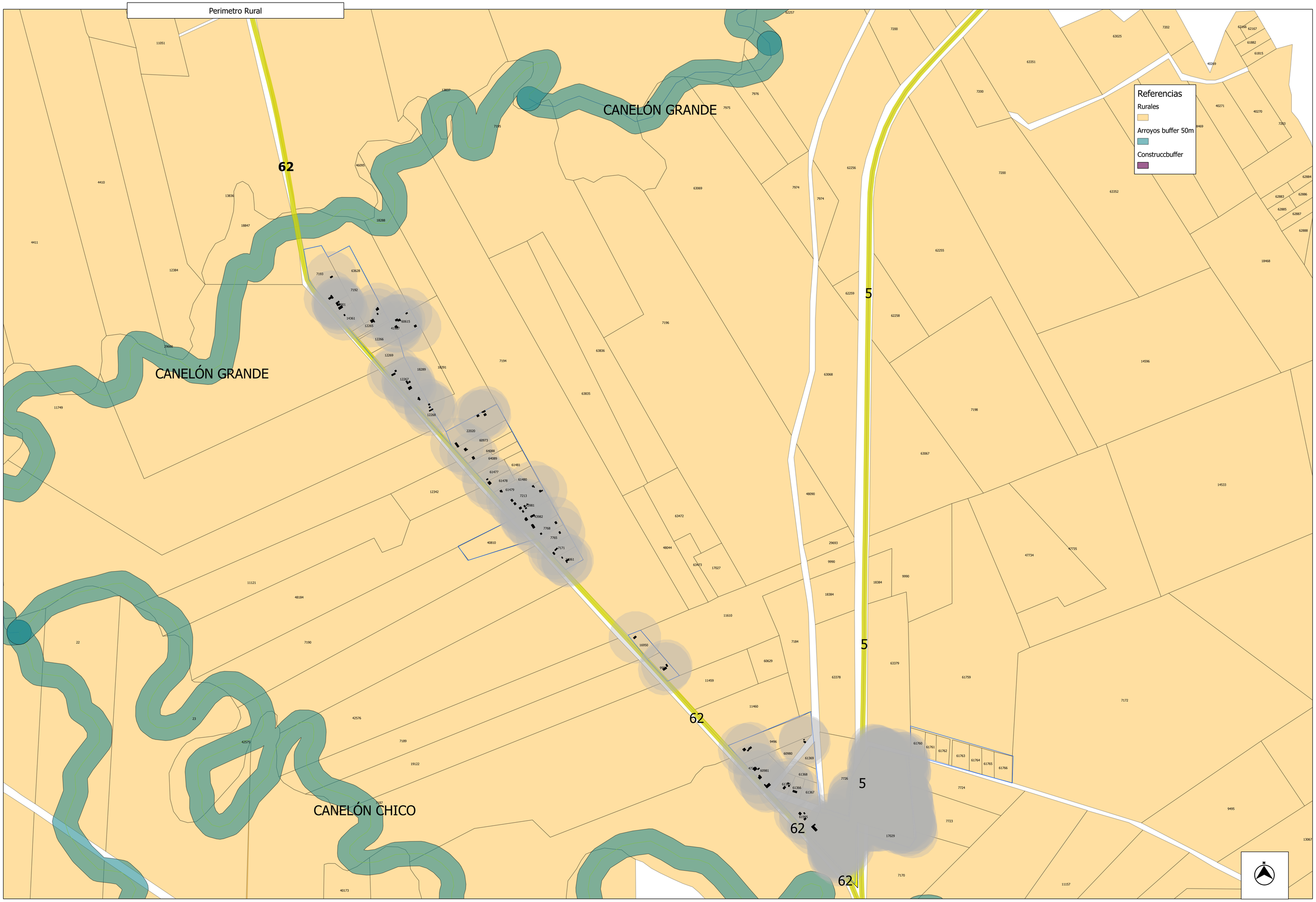Perimetro Rural