



Riches of the Semi-arid

*STORIES OF SUCCESS DRIVEN BY THE
FIDA ACTIONS IN THE BRAZILIAN NORTHEAST*

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Preface

IFAD INITIATIVES IN BRAZIL WITHIN THE SEMEAR INTERNACIONAL PROGRAM

The International Fund for Agricultural Development (IFAD), a United Nations (UN) financial agency, has a portfolio of rural development projects in partnership with state governments of the Brazilian Northeast region and the Brazilian Federal Government. There are currently six ongoing production projects focused on the development of agricultural income generation, cooperatives, associations and access to markets.

With the goal of increasing income, promoting food security and reducing poverty in several states in the Northeast region, IFAD encourages targeted actions that prioritize the involvement of women, youth and traditional communities.

In parallel with this work, IFAD also seeks to implement initiatives that go beyond the development of production among the benefitted communities, encouraging access to information through targeted and knowledge-focused actions aimed at providing easier access to knowledge, innovation and good practices in the context of the Brazilian semi-arid region.

Thus was created Programa Semear, which for six years aided IFAD-supported projects to promote sustainable and equitable development in the region.

The success of Programa Semear led to a second phase of the project, Semear Internacional, focused on Monitoring & Evaluation, Communication, Knowledge Management and South-South Cooperation, supported by the Inter-American Institute for Cooperation on Agriculture (IICA). The program's work has contributed significantly to the systematization and spread of good practices of IFAD projects at national and international level. Through exchange between technicians and project beneficiaries, technical training for public managers, institutional coordination, promotion of gender equality, support to the collection of socioeconomic data and systematization of results, publication of books, good practices and materials in printed and digital formats, Semear Internacional contributes by enhancing and publicizing the dissemination of knowledge and good practices of the six IFAD projects.

Visit the Semear Internacional website and learn more about our work and publications:
<http://portalsemear.org.br/>

Introduction



IFAD IN BRASIL

IFAD is currently a strategic partner in the execution of five projects of the following state governments through bilateral agreements: Paraíba (Projeto de Desenvolvimento Sustentável do Cariri, Seridó e Curimataú - Procasa), Bahia (Projeto Pró-Semiárido), Sergipe (Projeto Dom Távora), Piauí (Projeto Viva o Semiárido), Ceará (Projeto Paulo Freire); in addition to Projeto Dom Hélder Câmara (PDHC) with the federal government, executed by the Department of Family and Cooperative Farming (SAFC) of the Brazilian Ministry of Agriculture, Livestock and Supply (MAPA), involving eleven states (Pernambuco, Ceará, Rio Grande do Norte, Alagoas, Bahia, Piauí, Paraíba, Sergipe, Maranhão and northern Minas Gerais and Espírito Santo).



Federative Unit	Ceará
FIDA Funding (in US\$ million)	32,2
Government (in US\$ million)	39,82
Families Benefited	60.000



Federative Unit	Piauí
FIDA Funding (in US\$ million)	20
Government (in US\$ million)	12,7
Families Benefited	22.000



Federative Unit	Paraíba
FIDA Funding (in US\$ million)	25
Government (in US\$ million)	15,5
Families Benefited	21.000



Federative Unit	Sergipe
FIDA Funding (in US\$ million)	16
Government (in US\$ million)	12,6
Families Benefited	12.000



Federative Unit	DF
FIDA Funding (in US\$ million)	3
Government (in US\$ million)	82
Families Benefited	74.000



Federative Unit	Bahia
FIDA Funding (in US\$ million)	45
Government (in US\$ million)	50
Families Benefited	70.000

Presentation

CAPITALIZATION OF EXPERIENCES FOR GREATER IMPACT IN RURAL DEVELOPMENT

It is hoped that the experiences systematized in this book may be disclosed as successful practices in Brazil and in neighboring countries interested in learning about the successful experiences of the projects. To this end, IFAD, through Programa Semear Internacional, and IICA organized two in-person workshops focused on written records of the experiences and steps taken for the adoption and institutionalization of good practices.

The first experience capitalization workshop supported by the International Fund for Agricultural Development (IFAD) was held in September 11-14, 2018, in Fortaleza – CE, starting the training of male and female project technicians in the art of systematizing and recording good rural practices. The second workshop was held in Salvador – BA, in October 23-26, 2018, where participants were able to conclude their texts under the guidance of the professionals responsible for conducting the workshops.

Capitalization of Experiences for Greater Impact in Rural Development is a methodology developed by the UN Food and Agriculture Organization (FAO) aimed at finding an effective and practical way for the analysis, documentation, sharing and adoption of knowledge, lessons and good practices by communities and rural development organizations.



FIRST WORKSHOP

PICTURES OF TECHNICIANS BEING TRAINED
FOR WRITING OF GOOD PRACTICES IN FORTALEZA

In 2016, IFAD provided the Technical Center for Agricultural and Rural Cooperation (CTA) with a grant to implement, in partnership with IICA, the Capture of Experiences for Greater Impact in Rural Development Project, with the aim of promoting the sustainable adoption of experience capitalization as a technique to foster learning and continuous rural development initiatives in regions where fighting hunger and poverty is imperative. Training workshops were held in Africa, Asia and Oceania between 2016 and 2018, and we highlight here the first Portuguese language version, offered in Maputo in 2017 and attended by seven Brazilians.

Implementation in Latin America occurred following the agreement between IFAD and IICA in 2017 to structure training activities and learning practices on the Capitalization of Experiences methodology in several Latin American countries. The goal is have the most positive elements of the methodology become common practice and institutionalize it in the routine of organizations and institutions working with rural development.

In Brazil, the first initiative was undertaken by Programa Semear Internacional, which, thanks to its connection with IFAD, extensive network of partnerships and great experience in promoting knowledge management and systemized participation processes in rural development interventions, was qualified to implement the Capitalization of Experiences methodology in Brazil, supported by IICA and IFAD, resulting in the training of twenty people and the recording of eleven good practices related to rural areas and IFAD projects in Brazil, which you, reader, have now the opportunity to learn about below. Enjoy your reading!



INTERCÂMBIO PARA SISTEMATIZAÇÃO
DE EXPERIÊNCIAS DOS PROJETOS
APOIADOS PELO FIDA NO BRASIL.

SECOND WORKSHOP

PICTURES OF TECHNICIANS BEING TRAINED
FOR WRITING OF GOOD PRACTICES IN SALVADOR





Productive investment + technical assistance + social protagonism = success

*THE TRANSFORMATIVE EXPERIENCE OF FAMILIES
PRACTICING GOAT AND SHEEP FARMING AND POULTRY
RAISING IN BARRA D'ALCANTARA, PIAUÍ*

by **Andréa Simone**

The Porenquanto Association has a history of struggles and achievements for the sake of the community. Still in progress, an investment project already led to the economic and social development of families, given the improved production conditions and the access to technological alternatives of coexistence with the semi-arid region.



PROJECT

VIVA O SEMIÁRIDO – PIAUÍ

Viva o Semiárido Project (PVSA) is an initiative of the State Government of Piauí and the International Fund for Agricultural Development (IFAD) to reduce poverty, increase production, and improve the standard of living for populations with the highest levels of social and economic deficiency in the rural areas of the Piauí semi-arid region. Its operational focus is the development of productive activities, aiming at income generation and organizational strengthening of rural families.

This article aims to present the results achieved by one of its beneficiaries, the community association Porenquanto. The analysis highlights the tripod to community development: productive investment, technical assistance, and social organization. To do so, we start from results obtained in this experience of support to productive activities in goat and sheep farming and poultry production in the Porenquanto community.

ABOUT COMMUNITY DEVELOPMENT

The Porenquanto community association is located 6 km from the seat of the municipality of Barra D'Alcântara and 271 km from the capital, Teresina. Founded in 1997, it was borne from the mobilization and organization of the inhabitants, in search of improvements and community development.

It consists of thirty households of family farmers developing productive activities in the areas of goat and sheep farming and poultry raising, in addition to non-irrigated agriculture, with crops of corn, beans, cassava, rice and fava beans. Nineteen of these families are beneficiaries of the PVSA.

Porenquanto has a history of struggles and achievements for the sake of the community, such as the purchase of agricultural machinery and implements, building of a shed and the association headquarters. Also, it benefits from access to Culture Point, to the housing program Minha Casa Minha Vida Rural, and courses on associations, goat and sheep farming, and cashew production.

Despite these advances, the Porenquanto association aims at new acquisitions and innovations in its productive system. Thus, in 2016, the association gets acquainted with the Viva o Semiárido Project. The associates initiate with the PVSA a process of discussion and preparation of the Productive Investment Project (PIP) of Goat and Sheep farming and Poultry raising, in a participatory manner and with support from technical assistance.

Such investment project aims to promote the economic and social development of families through the acquisition of new facilities and equipment, improvement of production conditions, and access to technological alternatives of coexistence with the semi-arid region. The project was approved by the PVSA Managing Council in 2016 – counting with a total investment of R\$ 147,297.23 – and started to be implemented in that same year.

The PIP directly serves the nineteen families, which are distributed into three productive groups.

For its implementation, six sheep farms and eleven aviaries were built, and protein banks (sorghum, styling¹ and forage palm) were implanted. Through PIP, the association also acquired much equipment: balers, veterinary pistols, castration boosters, drinking fountains, feeders, wire fences, feed, and vaccines.

For acquiring all these items and enabling the creation, bidding commissions of purchases were organized, composed by the own beneficiaries of the project.

Regarding the acquisition of animals, twenty sheep matrices and a reproducers of the Dorper and Santa Inês breeds were selected and acquired. The sixty new goat matrices and reproducer are of the Boer and Anglo-Nubian breeds. Eight farmers were benefited as, with the exception of two farmers, everyone else had some animals already.

Two groups were created for investment in poultry farming.

Four beneficiaries compose the group of caipira chicken. Each of them received 23 caipira chicken matrices and aviaries. In the group of caipirão chicken, each of the seven beneficiaries received 112 birds, seven aviaries, feed and medicines. Before the PVSA, the birds were raised free-ranged, in backyards.

The Educational Center for Environmental Education (CEEAA)² supported all planned and implemented activities of technical assistance. Such entity was selected through Public Notice.

In 2017 and 2018, the CEEA promoted several training courses, both theoretical and practical, to the beneficiaries. To strengthen the association management, they provided a basic course on accounting and accountability. Regarding environmental management, it trained the beneficiaries in agroecology, soil and water management, and agroforestry systems (AFS). For strengthening the productive system, it taught courses on the implementation of protein banks; silage and feed production; alternative recipes. Finally, they trained producers for the management of small animals, aimed at improving the techniques of breeding sheep, goats and poultry.

¹ Forage legume used for animal food.

² Non-governmental organization whose mission is “to contribute to the local sustainable development of Piauí through technical support, environmental education, and articulation of public policies for rural and urban communities.”

ABOUT TECHNICAL ASSISTANCE

Before the PVSA, agricultural activities were developed extensively, in native pastures, due to the lack of knowledge and appropriate technological alternatives (also applied to poultry farming). Lack of technical assistance, however, was the limiting factor for the development of productive activities in the community.

One of the greatest difficulties faced by the families, in addition to the loss of animals, was to keep the hers producing year-round, mainly due to the lack of food in the critical drought period lasting for six months of the year. Animals were free-ranged raised and marketed in the own community of the seat of the municipality, at R\$ 15.00 per kilo.

The technical assistance implemented a table for monitoring the evolution of animals, where one could verify the death rate of the matrices acquired was 5%. The mortality of newborns was 2.5%, both considered low. Birth index was 46.25% and pregnancy, 32.5%. The offspring will be sold at eight to nine months old by the middle of 2019, presenting significantly positive results when compared to the past.

And what about the chickens?

The group of caipira chicken has already doubled its production with the birth of chicks; however, these birds take about six months to be marketed. Meanwhile, families are already selling the eggs, in addition to having increased their own consumption.

The group of caipirão poultry, in turn, has a 90-day period for marketing. In the 1st lot, the death rate was 26%³, about 10% of the production was consumed and 50% was sold, on average. Four beneficiaries have already sold almost the whole production. They sell birds and then buy new ones. Most sales were made to business at the municipality seat; some, however, are already selling to the Food Acquisition Program (PAA).

In the poultry business, of the eleven beneficiaries of the project, eight are women who work in their productive backyards generating income and family consumption.

To verify the impact of the project on the lives of beneficiaries, two criteria were used: (a) the income, having as an indicator its increase; and (b) knowledge management. Here, the focus was on the beneficiaries adopting new practices from technical assistance.

³ The unexpected outcome of this experience was the incidence of infectious coryza in three *caipirão* aviaries due to management errors. There were even goat abortions, caused by the high rate of hookworm combined with a food deficit – especially to the pregnant goats, which require a food richer in nutrients. Such situation was promptly overcome with the guidance of a veterinary doctor.





ABOUT THE RETURN OF PRODUCTIVE INVESTMENT

Sheep and goat farming: Before the PVSA, the average annual family income with the selling of goats was about R\$ 3,000.00. They sell about fifteen animals a year, at an average price of R\$ 200.00 per head (average weight of 13 kg/head, at a price of R\$ 15.00/kg).

Followed by an estimated calculation of reproduction and losses, with the PVSA they can move on to sell 22 animals per year.

Caipira-type poultry: With the sale of eggs, producers of caipira poultry can already obtain an income of R\$ 150.00/month (300 eggs, at R\$ 0.50 each).

In addition, each family consumes approximately four chickens per month and sells an average of four birds, at R\$ 25.00 each.

Caipirão-type poultry: However, the caipirão-type poultry starts the activities with a cost of around 70% of the production, considering a shed with 100 chicks. The calculation follows:

Table 1: Expenditure

PRODUCT	UNIT	QUANTITY	UNIT VALUE R\$	TOTAL VALUE R\$
Growth ration	Bag (40kg)	15	59,00	885,00
Chicks	Unit	100	2,40	240,00
Medicines	Unit	1	100,00	100,00
TOTAL				1.225,00

Table 2: Gross Revenue

PRODUCT	QUANTITY	UNIT	PRICE R\$	VALUE R\$
Chickens	200	Kg	8,75	1.750

100 chickens × 2 kg = 200 kg

Net Revenue = R\$ 525,00 per lot. Withdrawal of three to four lots per year, based on a ninety-day commercialization cycle.

Compared with the initial monthly income of R\$ 250.00, there will be an income increase of R\$ 175.00 per month.

With the investments made with poultry raising, there was an increase in the income of the beneficiary families with the sale of poultry and eggs.

“With that, I manage to pay my electric bill and the cooking gas. It used to cost me R\$ 70.00 of energy and R\$ 60.00 of gas”

CELEBRATES THE BENEFICIARY FRANCISCO MARDÔNIO

FODDER SUPPORT
FORAGE PALM
SORGHUM AND STYLING

ABOUT SOCIAL PROTAGONISM (KNOWLEDGE MANAGEMENT)

Achieving these results was only possible thanks to the organization and commitment of the community to the project, as well as the technical assistance. To the beneficiaries, one of the main changes achieved was the technical knowledge acquired with the onset of the Viva o Semiárido Project.

It is worth mentioning that some families already used the silage production to feed animals from July to December, the dry season.

With the training – despite the low education level of some beneficiaries – there were improvements in animal management practices, which reflected in increased production and productivity. The implementation of a protein bank and the production of silage led to a reduction in the purchase of inputs from outside the property.

But perhaps the most revolutionary change implemented by the technical assistance was the adoption of data record monitoring for herd development.

The report of the beneficiary Luís Honório, of the location of Porenquanto, in Barra D'Alcântara, Piauí, illustrates how the access of family farmers to knowledge can be considered a great advantage of the PVSA. His testimony was submitted by WhatsApp.

The productive investment, combined with the posture of the technical support in monitoring the recipient families and the community protagonism, was crucial to the good performance of the project. However, the protagonist role belongs to the community – it is the subject of the action, and this is the third fundamental condition for the projects sustainability.



“The Viva o Semiárido Project was a door that opened in the life of my family. With the courses we participated, we have gained knowledge on how to work in the health management of the herd, the cooperative association, the alternative agroecology. Through this knowledge on how to undertake that, I decided to bet on goat, poultry and fish – and it’s working! The family income grew. Before wasn’t right because we were working in the wrong way, we had no knowledge. So it was hard to make a living on agriculture. But now, as an entrepreneur, with the knowledge I gained, total change; thanks to the project and the professionals who helped everything change for the better. I have only to thank for being one of the families to benefit from this beautiful project. May God bless us all.”

ABOUT SUCCESS AND THE FUTURE

With the implementation of the project of sheep and goat farming and poultry raising at the Porenquanto association, families are already reaping the fruits of the Viva o Semiárido Project. They are improving their food consumption and selling birds and eggs.

There was also a cost reduction with the herd in the dry season since the protein bank was deployed. Herd management and quality increased, and this set of changes boosted both the production as the productivity, consequently improving the income and own consumption of households.

The experience systematized in this article brings three important components for community development: the productive investment, the technical assistance and the organization/knowledge, leading to the beneficiaries' involvement.

Considering the results achieved in this project, we believe this experience can be replicated as long as these three components occur simultaneously.

A difficulty found in the systematization process was the lack of a field notebook with the economic record of production activities developed by the family farmers.

Thus, it is recommended the technical assistance develops, together with family farmers, mechanisms for accounting for economic results by the own beneficiaries of IFAD projects, so that they acquire a better understanding of the family income composition. Also for purposes of monitoring and evaluation of impacts of IFAD projects, aimed at actions continuity.



PRODUCER PROUDLY DISPLAYS THE EGGS FROM THE PRODUCTION OF POULTRY FARMING IN THE ASSOCIATION



THIS EXPERIENCE WAS TOLD AND WRITTEN BY:

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Beans, flour, goats and cashew

*INCOME GENERATION AND QUALITY OF LIFE
IN THE QUILOMBO COMMUNITY OF SERRA
DOS PAULOS IN THE INHAMUNS REGION, IN
THE SEMI-ARID REGION OF CEARÁ*

by Bernardo F. Lucas Filho

With knowledge acquired through various workshops on the management of cassava, cashew, and commercialization, the residents of the Monte Sion district could invest in land, increase livestock, plant and harvest was much for their own living as for marketing.



PROJETO
PAULO FREIRE

PROJECT

PAULO FREIRE – CEARÁ

This article aims at analyzing the successful history of the Association of Small Producers from Serra dos Paulos, a quilombo community in the municipality of Parambu, in the state of Ceará. The Quilombo Community of Serra dos Paulos starts to be monitored by the continuing technical assistance (CTA) in 2015.

The set of actions comes through the Paulo Freire Project, under the Secretariat of Agrarian Development (SDA) of the State Government of Ceará, with support from the International Fund for Agricultural Development (IFAD) and the Inter-American Institute of Agricultural Cooperation (IICA).

The ATC is intended to revitalize the cassava culture and enlarge the area of early dwarf cashew, helping to raise the income of families and ensure the food security of the community.

The quilombolas are people belonging to the area of great social vulnerability, despite your struggle for land, culminating in the recognition of the local and State Government. The project comes at a time when the community lives in a disorganized manner, detached from the association practices built by their ancestors.

The coming of PPF raised the income of the 36 households belonging to the association, composed of men, women, and young people – these latter two being priority public of the project, as well as the people of traditional communities. We will take a cut from the family of Miss Zilma Pereira Mota, 44 years, and Mr João Gualberto de Sousa, 65, married.



PRODUCTIVE QUILOMBO

This is an important community, as it represents a quilombo in the middle of the semi-arid region of Ceará and recognizes its race. Serra dos Paulos is in the municipality of Parambu, of semi-arid climate; the region lives virtually of non-irrigated subsistence agriculture. The municipality of Parambu, more specifically in the mountain region, has an important source of income in the cultivation of cassava, a production which is absorbed by the region itself.

43 families live in the quilombo community, of which 37 were contemplated by the project. Of these, three families grew cassava, one cultivated dwarf cashew, and the other 33 practice both crops. They consider the cultivation of cassava to be their main source of income since one can enlarge the land for cashew cultivation and processing from the management of cassava. Quilombolas cultivate cassava since their ancestors, combining the knowledge on the culture and on soil conditions.

To increase income generation, the community was contemplated with a flour mill by the São José Project; the products – flour and gum – are marketed in the region and in the community itself. However, also this culture has suffered a lot with the drought that has taken place in recent years.

Cashew production is also part of the family agriculture cultivations of Serra dos Paulos. In the mountainous region, this culture finds suitable sandy soils for the development of the species, with a good fruit production. The first see-

dlings were acquired by the producers themselves, from the reorganization of the association of residents.

With significant results, families who owned orchards could complement their financial gains. Income generation comes from the sale of nuts in the local market and for regional buyers. However, much appreciated by the population, part of the harvest ends up being consumed in natura and in candy-shape by the locals. Rich in Vitamin C, the fruit complements the community diet.

Cashew orchards must be revitalized, as they have plants failures in the planting areas, caused by the death of that plants due to the adverse conditions faced by the region in recent years. Hence the importance of adopting technical criteria in management.

In 2016, the Paulo Freire Project, through the Caritas Cra-teús¹, leads to the community of Serra dos Paulos and to the association the monitoring necessary for the management of cassava and cashew, as well as for non-irrigated and subsistence agricultural activities. Always acting with exchanges of knowledge, respecting the local knowledge.

¹ Technical advisory entity.



SERRA DOS PAULOS

ORGANIZED QUILOMBO

The Association of Small Producers from Serra dos Paulos (Apespa) was founded in 1993, aimed at organization. With the need to provide better living conditions for their families, governmental actions that benefit the community were sought.

The association is somewhat organized, but needs to move forward regarding the importance of associations and, besides, requires technical guidance so that the production of cassava and cashew can achieve greater productivity.

Misses Zilma Pereira Mota¹ was the inspiration for the association to resume its organization and receive the project in 2015. From her, community farmers gathered and re-founded the association, an action required for receiving technical assistance. The ATC brought knowledge on the planting and management of fruit and cassava.

Along with her husband and children, dona Zilma cultivates early dwarf cashew in two hectares, two hectares of beans and one hectare of large cashew (bravo). The cassava area varies between six and eight planting tasks.

Dona Zilma and the quilombo residents have come to benefit cassava in various ways for consumption and for sale in the community. In the case, they make cassava ice-cream, candy, cake and pastry, using creativity to expand the culinary.



ACHIEVEMENTS

Among the most important achievements reached by the association throughout its existence, we can mention: solidary work, the organization and union of families, and the establishment of both men and women in the field – with the permanence of the nuclear family.

The project of revitalization of cassava and cashew is very important for this community, as it has been significantly impacting the income of families, in addition to generating income with the agroecological production and contributing to food security.

The monitoring and resources guaranteed to start the first steps of the project gave breath to the community to believe that it is possible to live and remain in the semi-arid region. Families were driven to plant, raise animals, harvest and market to generate income and, thus, provide better quality of life to the young people and women from the community.

With knowledge acquired through various workshops on the management of cassava, cashew, and commercialization, the residents of the Monte Sion district could invest in land, increase livestock, plant and harvest was much for their own living as for marketing. The development and exchange of knowledge provide the quilombolas with greater production and diversity in the community businesses.

In this scenario, we intend to analyze the growth and generation of income of the family of Mr. João Gualberto and his wife. His example is illustrative among the associates.





BLESSING

Before the project, the family of the associated João Gualberto de Sousa only planted and raised animals for personal consumption. They possessed three heads of sheep, nineteen heads of goats, four heads of swine, and 35 heads of poultry. The thirteen-hectare land to produce non-irrigated cultures (corn, beans, cassava and cashew) is owned by the family. An experimentalist farmer, he diversifies his production. Today, he plants and raises animals for both personal consumption and marketing.

Mr. João Gualberto is part of the local association. To augment the family income, the monitoring of ATC (Caritas Diocesana Crateús) was important both in production as in marketing.

The family of Mr. João received in 2016 8 kg of corn and 8 kg of beans of maize seeds for planting, from the Agricultural Development Agency (Adagri). They also received 204 cashew seedlings from the Investment Plan (PI) of the community. In addition, the Program Hora de Plantar (Planting Time) obtained 5 m³ of cassava (manioc) for planting one hectare.

All of this in a partnership with the Paulo Freire Project.

Throughout that year, Mr. João Gualberto received guidance and technical support to start, along with his knowledge, planting on his land.

“I believe that, with all of us gathered together, more stuff will come here. Because we know the first time, one, two, three times, it is slow. From the fifth time on, we get more confident, and then comes the blessing.” MR. JOÃO GUALBERTO

Of the resources directly resulting from marketing the agricultural production of the family unit, Mr. João Gualberto could buy 25 land tasks of R\$ 5,000.00, in addition to reforming the family kitchen for R\$ 4,500.00 (four thousand and five hundred). With resources from the sale of two plots of land, Mr. João's retirement resources, among others, two water reservoirs of 1st and 2nd use water were built, amounting to R\$ 4,500.00 (four thousand and five hundred). Each reservoir has a 35,000 liters capacity.

Between 2016 and 2018, they could buy more gutters for cisterns, valued at R\$ 600.00, including work force and manufacturing. They also acquired 280 m of hose and three wire balls, 500 m each, to channel water for the picket to the grazing of goats.

In 2018, an investment of R\$ 368,298.50 comes to the Association. Of this amount, the family unit of Mr. João Gualberto and wife was awarded 32 heads of goats. By the end of 2018, they still had 23 heads, due to mortality throughout the period. That results, including the increased agricultural production, in the guarantee of food sovereignty for the family.

Based on these data, we can see the increase income for the couple and their children, increase that was brought by the PFP. The same occurred with other members of the quilombo community in which they are inserted.

PRODUCTION FROM FARMING AND CATTLE RAISING		
31,5 BAGS (60 KG) OF BEANS	300 KG OF FLOUR	250 KG OF GUM
↓		
VENDA DE EXCEDENTE		
BEANS: 16 BAGS FOR R\$ 100,00 EACH	FLOUR: 250 KG FOR R\$ 4,00 EACH KG	GUM: 250 KG FOR R\$ 4,00 EACH KG
↓		
TOTAL		
BEANS: R\$ 1.600,00	FLOUR: R\$ 1.000,00	GUM: R\$ 1.000,00

2017 RESULTS OF THE TECHNICAL MONITORING CARRIED OUT BY CARITAS CRATEÚS THROUGH THE PFP WITH THE FAMILY OF JOÃO GUALBERTO DE SOUSA.

PRODUCTION FROM FARMING AND CATTLE RAISING			
28,5 BAGS (60 KG) OF BEANS	300 KG OF FLOUR	250 KG OF GUM	23 CAPRINOS
↓			
VENDA DE EXCEDENTE			
BEANS: 22 BAGS FOR R\$ 100,00 EACH	FLOUR: 250 KG FOR R\$ 4,00 EACH KG	GUM: 250 KG FOR R\$ 4,00 EACH KG	GOATS: 7 FOR R\$ 100,00 EACH
↓			
TOTAL			
BEANS: R\$ 2.200,00	FLOUR: R\$ 1.000,00	GUM: R\$ 1.000,00	GOATS: R\$ 700,00

RESULTS OF THE MARKETING OF SURPLUSES OF THE FAMILY OF JOÃO GUALBERTO DE SOUSA IN 2018.

TRAINING IS NECESSARY

Looking at the monitoring of the quilombo community and Mr. João's and Ms. Zilma's families – described in this article –, one can conclude the coexistence with the semi-arid region is possible, provided some conditions are met. Of these, the planning, the knowledge exchange among local communities, and the technical assistance organizations are of paramount importance. Supported by partnerships between the Government and financing institutions, they can transform life in the semi-arid region of Ceará.

To provide family-based agriculture with the training tools and knowledge on how to produce more to increase one's income – this is the task of the Paulo Freire Project in Ceará.

We advise therefore to how important is the continuous technical assistance and community organizations of family agriculture, such as is the specific case of the Association of Small Producers of Serra dos Paulos, in the Inhamuns region.

Technical assistance to community leaders had a very positive impact in the management of public funds invested.

In addition, the participation in workshops held by the project led to an improved quality of life for the residents of the quilombo community of Monte Sion in Parambu. They learned to combine traditional knowledge and modern practices, which brought hope and joy of a renewed life in the field.

They thoroughly applied such knowledge, with the wisdom of those who know how to own the land in which (and of which) they live in.



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ON THE LEFT, JILVANDA CORREIA DE ANDRADE,
ON THE RIGHT, JOSEFA ANDRADE DE JESUS, SELLING AT A CRAFTS FAIR

Sewing dreams, embroidering realities

*WOMEN FROM THE LOW SÃO
FRANCISCO OUTWEIGH POVERTY
PRODUCING CRAFT ITEMS*

by **Ednilson Barbosa**

From Tobias Barreto, a municipality in the center-south of the state of Sergipe, comes one of the most beautiful styles of embroidery in the state: cutwork. Much of the local embroidery is born from the talented hands of the women from the village of Nova Brasília.



PROJECT

DOM TÁVORA – SERGIPE

The Dom Távora is executed by the State Secretariat of Agriculture, Cattle Raising, Irrigation, Fishing and Fish Farming – SEAGRI, in the state of Sergipe, and has a specific technical unit to analyze the proposals from the communities.

The Project serves 15 municipalities in the state located in the following territories: Mid-South – Tobias Barreto, Poco Verde and Simão Dias; Central Agreste Territory and Mid-Sertão – Pinhão, Nossa Senhora Aparecida, Carira, Graccho Cardoso and Aquidaba; Low São Francisco Territory – Japoata, Santana do São Francisco, Ilha das Flores, Pacatuba, Brejo Grande, Neópolis and Canhoba.

This project trains family farmers and settlers to manage their individual and associative undertakings and to contribute with creation and strengthening of the production, transformation and marketing production, to add value to their products and services.

“The success of our work is related to how we do it, the quality of the material we use and also the love the artisan puts into it, because each item is unique.”

JOSIVANIA MENEZES, EX-PRESIDENTE



PHOTO OF SOME OF THE MEMBERS OF THE EMBROIDERERS ASSOCIATION

ASSOCIATION OF EMBROIDERERS AND RESIDENTS OF NOVA BRASÍLIA AND THE CUTWORK EMBROIDERY TRADITION

Mainly comprising women for whom embroidery is the main source of income, the group is organized by the Association of Embroiderers and Residents of Nova Brasília.

The group stands out for the quality and uniqueness of its embroidery, produced in a collective and cooperative way – each item is worked on by several artisans before the final product is ready. Another important feature is the participation of young men and women, an example of work and culture being passed on to younger generations in the semi-arid region.

“There are several processes: the fabric is cut and the pattern is traced, then another person outlines the design, another embroiders the cutwork, another will do the embossing and finally comes the sewing and finishing. It would take a single person two and a half days to make a detailed item.” (artisan Gilvanda Correia de Andrade Silva)

FIRST STEPS: TRACE THE PATTERN ON THE FABRIC, THEN OUTLINE THE DESIGN.



NEXT STEP: NOW WE EMBROIDER THE CUTWORK, THEN WE CUT THE LEFTOVER FABRIC ON THE REVERSE SIDE. USING THE PADDED SATIN STITCH AND EMBOSsing ARE OPTIONAL, BUT MOST ORDERS REQUIRE THEM.



NEXT: SEWING WITH SPECIAL MATERIAL, USING HOOPS ABOVE AND BELOW THE FABRIC TO KEEP IT WELL STRETCHED. IN THIS PHOTO, THE EMBROIDERER IS FINISHING THE HEM OF A CROSS STITCH EMBROIDERED HANDBAG.



FINISHED CUTWORK EMBROIDERY: IF IT IS AN ITEM THAT REQUIRES NO SEWING, SUCH AS A TABLE RUNNER, IT IS FIRST WASHED, STARCHED AND IRONED, AND ONLY THEN THE LEFTOVER ENDS ARE CUT. THEN THE ITEM IS PACKAGED AND READY FOR SALE.

“When cutwork craft is mentioned, people immediately think of Tobias Barreto, because we have set a benchmark for this technique.”

JOSIVANIA MENEZES, EX-PRESIDENTE DA ASSOCIAÇÃO

The tradition of this kind of embroidery has been preserved by the city's inhabitants for over half a century. Cutwork embroidery started in Nova Brasília in the 1950s, introduced by Iracema Geralda dos Santos, Maria Ferreira and Normiza Andrade de Jesus, who passed on the embroidery technique to an informal group of interested women from the community.

In 2006 the artisans founded the Embroiderers Association, composed initially of only nine members who paid a small monthly fee to keep up the work. Since then the Association has evolved and nowadays has 130 members between women and men, and is growing every day.



SOCIOECONOMIC PROFILE OF THE GROUP OF ARTISANS

- Average age: between 21 and 60.
- 81% of members are women and 19% are men.
- Most receive welfare assistance from Programa Bolsa Família and Programa Nacional de Habitação Rural (PNHR)
- 70% of women are married or live with partners.
- About 80% of married women have two or three children.
- Most men are married.
- 60% did not complete elementary education, 20% completed elementary education and 20% completed secondary education.
- A few people in the group are illiterate: six women and eleven men.
- Most artisans have an average monthly income of up to half a minimum wage from embroidery and sewing work, which complements the family income, and the husbands are family farmers.

REUNIÃO DA ASSOCIAÇÃO DE BORDADEIRAS E MORADORES DO POVOADO NOVA BRASÍLIA

“STITCH BY STITCH” WE WILL LEARN THE STORY OF THE ASSOCIATION OF EMBROIDERERS AND RESIDENTS OF NOVA BRASÍLIA

It is a story of great determination. Even before the arrival of the Dom Távora project (PDT) in Sergipe, the women had already sought support and partnerships with:

Brazilian Support Service for Micro and Small Businesses (SEBRAE): they were able to organize several embroidery courses;

Sustainable Development Company of the State of Sergipe (PRONESE), through the Poverty Reduction Project (PROSPERAR): they obtained support to build the association's headquarters and buy sewing machines and supplies such as thread, needles and hoops;

Bank of Brazil and Northeast Region Bank: they obtained Pronaf B loans to buy more machines and raw material;

Agricultural Development Company (Emdagro): this entity has been a partner of the group since its foundation, providing technical assistance;

Rural Workers Union of Tobias Barreto: it connected the association with the National Rural Learning Service (SENAR) to offer courses in digital inclusion – for young people – rural entrepreneurship, cooking, horticulture, sheep farming and participatory management.

Tobias Barreto Municipal Government: it provided stalls in handicraft fairs in the city itself and neighboring municipalities, covering travel expenses;



NORMIZA ANDRADE DE JESUS, 67, NUMBER 01 MEMBER AND FOUNDER OF THE ASSOCIATION.

THE INESTIMABLE SUPPORT OF PROJETO DOM TÁVORA

Despite all the support, the Association of Embroiderers and Residents of Nova Brasília had few machines for such a large group of women.

“In one house we had two or three artisans for one machine,” says Association President Kelly de Melo Santos. According to her, the shortage was overcome with support from the Dom Távora Project, which funded the purchase of 64 new modern sewing and embroidery machines, as well as raw materials (textiles and trims).

“In my many years as a member and embroiderer, no other project gave us so much as this Dom Távora, machines, textiles, thread, it gave us everything we need for our work.”

NORMIZA ANDRADE DE JESUS, 67 ANOS, NUMBER 01 MEMBER AND FOUNDER OF THE ASSOCIATION

Projeto Dom Távora also provided the groups with:

- Training workshops, seminars on associations and cooperatives, agricultural and non-agricultural management courses;
- Handicraft workshops held in Nova Brasília, at the Association of Embroiderers and Residents;
- Women’s Regional and State Meeting (on valuing women in the labor market);
- Seminar in Aracaju, at Museu da Gente Sergipana, for the exhibition of the handbags produced at the Handicraft Workshop in Nova Brasília;
- Participation in the I and II Meeting of Rural Youth of the Semi-arid Region, organized by Programa Semear and Semear Internacional.

The president of the Artisans Association says that Projeto Dom Távora has enabled the group to achieve its goals, such as increase the women’s income, promote continuity in handicraft work, produce more with better quality and secure a fixed market for the sale of products.

Today, embroidery has become more attractive for everyone in the community, even young people, and a space of social inclusion with less prejudice against male embroiderers.

“We already have 10 boys inserted in the embroidery process, one of whom is already working professionally”, STATED JOSIVANIA MENEZES PROUDLY

DENISE ALVES DOS SANTOS, MEMBER. BESIDES EMBROIDERY WORK SHE PRODUCES OTHER ITEMS SUCH AS TOWELS AND KITCHEN SETS



DETLAHE DO RICHELIEU PRODUZIDO PELAS MULHERES DO NOVA BRASÍLIA



The Dom Távora project “further motivated us to work as an association to increase our source of income, as we have learned to analyze our strengths and weaknesses and how much stronger and productive we are united around a single objective

HIGHLIGHTED KELLY DE MELO

In its ten years of existence the artisans' project has produced important results such as:

- Product improvement and diversification;
- Changes in attitude, especially among young people and women, since the Dom Távora project has greatly emphasized those two segments. It has raised awareness among women of the importance of their role in the labor market and in contributing to the family income, and among both women and young people of the importance of agricultural workers and how the embroidery culture enriches our community and region;
- It has shown the importance of management and planning in the achievement of personal and collective goals;
- The training provided by the Dom Távora project has positively motivated the entire community, since all 64 beneficiaries took part in at least some of the events and spread information to others (indirect beneficiaries). As a result, many young people took interest in joining the Association on seeing the results the project afforded to the community.
- The total number of direct and indirect beneficiaries of the Dom Távora Project was 64 and 256, respectively. The entire community benefited since the 64 families that received raw materials need more people to assist them in production, generating work for about 600 people who benefit from the project directly or indirectly.



“I do community work because I am happy with the achievements that improve the quality of life of the community where I was born and still live. When I achieve something collectively, I have the feeling that the happiness is also collective and that motivates me to keep on striving for new dreams to come true and benefit more and more people.”

JOSIVANIA MENEZES DE MELO SANTOS



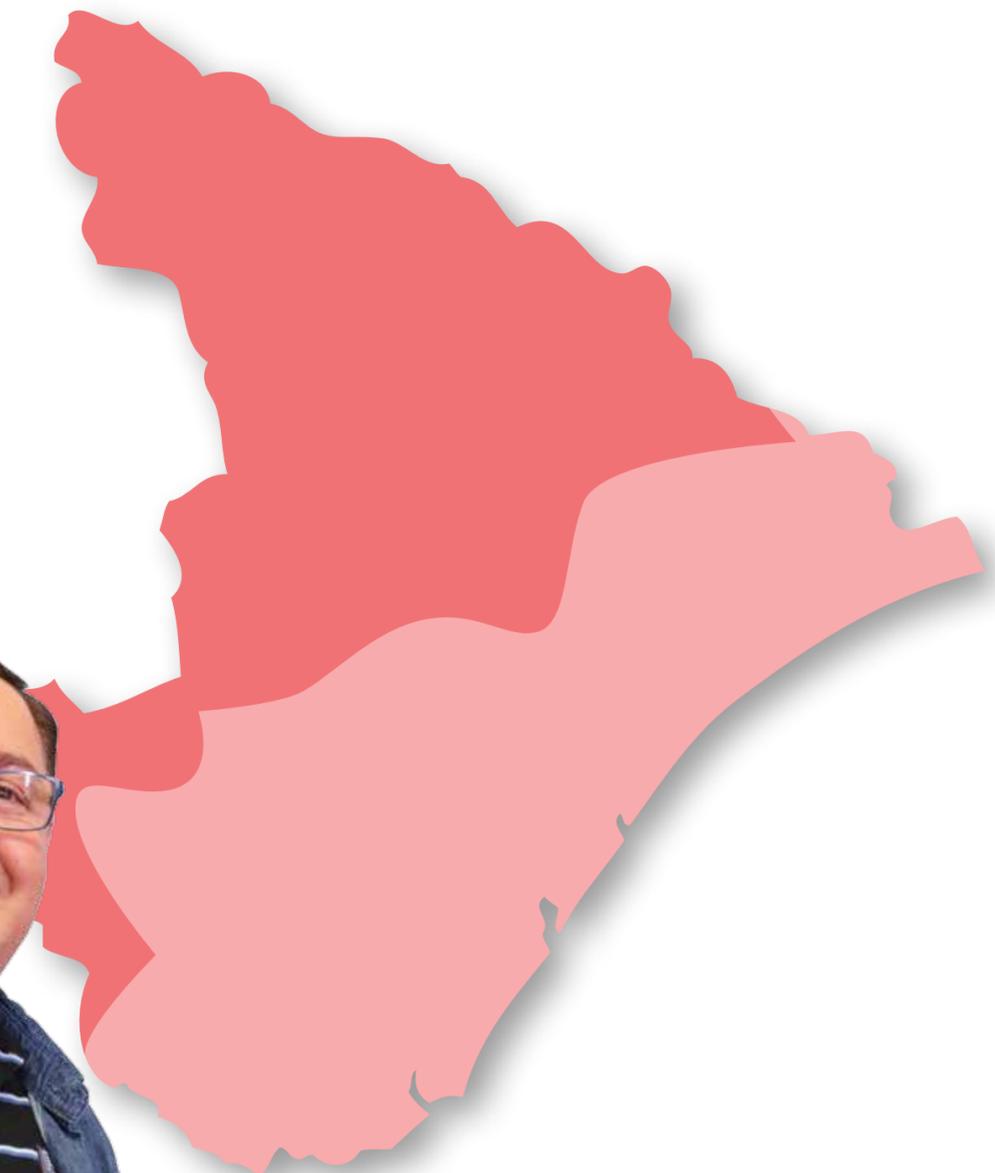
KELLY DE MELO SANTOS, 22, PRESIDENT OF THE ASSOCIATION

GETTING TO KNOW THE EMBROIDERERS' PRODUCTS

The products, which are mainly sold in local shops, include a wide variety of items, from embroidered washcloths, sheets and table runners to the full costume used in ceremonies of African-based religions, adorned with detailed embroidery. The prices range from R\$ 5 to R\$ 550.

“The Dom Távora project has brought us many benefits, but for me the most important thing was the attention and recognition it afforded our community, especially for us young people and women, making us feel important and valued for what we really are: embroiderers and family farmers, and that’s priceless.”

KELLY DE MELO SANTOS



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From the tied bag to the barcode

*MARKETING NETWORK CHANGES THE
REALITY OF FAMILY AGRICULTURE IN
THE SEMI-ARID REGION OF BAHIA*

by Egnaldo Gomes Xavier

A pioneering initiative in the State of Bahia for the commercialization of native fruit develops, for more than fifteen years, an important training work around enterprises for the commercialization process of Network production. Production marketing, increasingly complex and demanding, requires professionalism and knowledge of the sector.



PROJECT

PRÓ-SEMIÁRIDO – CAR/BAHIA

The marketing has been one of the biggest challenges of the cooperatives of family farmers of the semi-arid region of Bahia. With that in mind, the Secretariat of Rural Development (SDR) and the Company of Development and Regional Action (CAR) have been developing a set of action and investments through their programs and projects. They implement these actions with family farmers and their associations, aiming at structuring market actions.

In this sense, we intend to systematize the experience of network marketing, carried out in northern Bahia, through their Cooperatives Marketing Central. We aim to show the advances and challenges faced with the commercialization of the production from its social base (associations and cooperatives), in the process of modernization of the business model established in the region and the country.

RESPECTING LOCAL PARTICULARITIES, THE RESULTS COME NATURALLY

Bahia is diverse and plural, with a large socioeconomic and cultural wealth. It makes up a complex reality due to its size and different biomes (Caatinga, Atlantic Rainforest and Cerrado). This state has the largest number of rural establishments in the country: 762,6001. Such establishments are mostly productive and represented by family farmers, responsible for more than 75% of the food production in the country, both regarding quantity as diversity – native and exotic. Most of them follow an extraction or agroecological method with great use of local biodiversity, which is possible due to the organized action of family farmers in associations and cooperatives.

Despite the productive potential, this region still has many weaknesses and challenges related to the socio-environmental and economic conditions. However, public policies geared towards family farmers and their organizations were only developed in the late 1990s. Institutions such as the Regional Institute of Small Farming (IRPAA) have been, ever since, effectively implementing social technologies of coexistence with the semi-arid region. These technologies aim to ensure the strengthening of family-based associations and organizations and solidarity economy ventures. The Family Agriculture Cooperative of Canudos Uauá and Curaçá (Coopercuc), successful in the processing and marketing of caatinga fruit, is currently regarded as a successful case in the northern region of Bahia.

The first initiatives of Network production, processing and marketing appeared in northern Bahia (Canudos, Uauá and Curaçá) in 1997, with groups such as Unidas no Sertão. They were dedicated to derivatives of umbu. Later, this group became the Sertão Natural Flavor Network, to control the articulation process of many productive groups that emerged in the region over the years.

¹ According to the latest agricultural census of IBGE.





COOPERCUC

Providing technical and continuous guidance since the 1990s, the presence of IRPAA was fundamental to articulate and promote the emergence of several productive groups in other parts of the semi-arid region. Respecting local biodiversity and particularities, the Institute allowed the results to come naturally. The CooperCUC experience was replicated in different parts of the semi-arid region. To coordinate such changes, the Sertão Natural Flavor Network was created for family agriculture groups/enterprises².

In 2015, the Pro-Semi-arid project emerges, a project coordinated by CAR through a loan agreement of the International Fund for Agricultural Development (IFAD) in the region, with a proposal for strengthening the economic organizations. Getting closer to the Network, it contributed to its institutionalization process. Thus begins the Marketing Central of the Caatinga Cooperatives, named Central of Caatinga. Established in 2016, it initially counted with nine affiliated unions and more than twenty projects composing its social base.

Central of Caatinga is, in itself, the result of interventions capitalized here.

In this context, the propose of contributing to the process of structuring and institutional strengthening of family agriculture enterprises/unions and of establishing market actions is borne.

That became an important tool in solving bottlenecks and obstacles of commercial management, both of cooperatives as of productive groups in their social bases. Giving regular and systematic technical advisory services, it proved to be of paramount importance in establishing network commercialization techniques aimed at ensuring access to different markets through the dialogue with other, already consolidated, marketing networks. Thus, it contributes to strengthening the family agriculture and promoting the sustainable development of economic organizations in territories of Bahia.

² The Sertão Natural Flavor Network: (a) promotes and articulates actions in knowledge management, such as training meetings (courses, workshops and exchanges) and gender actions; (b) enables the marketing of products native from several biomes of Bahia, Pernambuco and Piauí; and (c) monitors the production planning, including the purchases of inputs. Thus, it served as a model of sustainable development.

THINKING “BEYOND THE GATE”

Cooperatives and productive groups of family agriculture face serious challenges to move their production and compete for space on the market. Production marketing becomes increasingly complex and demanding, requiring professionalism and knowledge of the sector. Family farmers are, in this sense, historical orphans of a marketing-oriented technical assistance.

They do not learn to think “beyond the gate.” Producing primarily for subsistence, they had no concern for the requirements and rules imposed by the market. For these and other reasons, the role of Marketing Networks is essential in the search for alternative ways to make possible, on the one hand, the movement of production from cooperatives and, on the other hand, creates circuits of combined purchase of inputs, effecting collective commercialization actions according to demands.

The major problems faced by cooperatives in the commercial area starts from the lack of management, coupled with the lack of working capital. Cooperatives are vulnerable to rules imposed by the market, running great risks and often compromising the results of their agribusinesses.

There are honorable exceptions.

Central of Caatinga, the State Marketing Network and the Cerrado Central are marketing networks that have been creating strategies over the years to sell the production of cooperatives through the collective commercialization of production of enterprises – both organic or agroecological – based in various parts of Brazil.

With the emergence of new cooperatives and regional associations, a new cycle starts. With the work done by the Network, many of these cooperatives have already begun to plan production, searching for stamps and certifications, offering standardized products with well-presented visual identity and trademark (labels, tags and logos).

To boost the Network’s actions, Central of Caatinga has promoted debate spaces and the construction of new knowledge. Through projects in its social base, it has promoted exchanges and seminars, conducting courses and workshops on the management of production and marketing processes, and participating in fairs and exhibitions in several regions of the country and abroad, to articulate actions of access to new markets.





REFLECTION

Central of Caatinga has gathered many efforts and several members of its social base (farmers, managers of cooperatives, associations and productive enterprises, technicians, partners, public agents) in constructing its strategic planning and Business Plan. The plan presents the structuring of production and marketing of family-based agricultural products from its social base. The collective effort of the whole Central of Caatinga and its social base came to consolidate in a single document the actions, goals, strategies, activities and guidelines for the next three years. This goes beyond the mere formulation of a planning: this is an exercise of existential self-reflection and self-management, which has been awaited and nurtured for long.

EFFECTIVE RESULTS: NETWORK OF STORES

Another highlight of the Central of Caatinga is the partnership that is being prepared between many stores for marketing family agriculture products and the State Marketing Network of Bahia and Central of Cerrado in São Paulo. More than thirty shops in the State of Bahia have been enforcing network commercial actions and promoting the marketing of products from several biomes and different cooperatives. They also invest in ventures linked to both the Central of Caatinga as to markets in São Paulo. In São Paulo, there are partnerships of Central of Cerrado and Conexão Solidária, with a shop in the City Market of Pinheiros, in the capital city. Thus are established effective commercial relations with different markets.

LOCAL PRODUCERS OF PRODUCTS FOR NATIONAL CONSUMPTION

OPENING SOON

The Family Farming Warehouse is a regional marketing representative of small family farming and economic solidarity cooperatives of all identity territories of Bahia. To be built on the edge of Juazeiro – pole of Sertão with the São Francisco River, with a circulating population close to one million people –, it aims at strengthening the Center of Services and at supporting family agriculture. More specifically, it aims at expanding and improving the actions of Central of Caatinga regarding Network commercialization, distribution and logistics at city halls and state public schools in sales by the National Program of School Feeding (PNAE), to supermarkets, bakeries, coffee shops and consumers in general, strengthening economic organizations of the territory. Such scheme also includes the logistics support to all enterprises in products and inputs distribution.

The Family Farming Warehouse project relies on financial support of the Pro-Semi-arid and partners with the City Hall of Juazeiro, establishing a strategy of territorial development and articulation of public policies for the sustainable development of family agriculture and solidarity economy enterprises.

In addition, it shall be a gastronomic environment, with strong commercial appeal, to promote and facilitate the commercialization of products from caatinga and other biomes of Bahia and Brazil: Atlantic Rainforest and Cerrado. It is estimated it will generate revenue to ensure the maintenance of Central of Caatinga.

For now – and to answer the commercial questions of enterprises linked to Central of Caatinga and to strengthen marketing strategies of Network cooperatives products –, Central of Caatinga has opened a small shop in the central area of Juazeiro in March 2018. The shop was structured with the support of IRPAA, through the Ecoforte and Pro-Semi-arid projects, through the monitoring and permanent advice.

The shop has a range of more than three hundred items of family agriculture cooperatives. Sweets, drinks, cassava derivatives, cheese – all of agroecological and organic base, from several regions of Bahia and Brazil – generate business opportunities, selling more than R\$ 20,000.00 per month.

Due to these new challenges, Central of Caatinga has been consolidating its work day by day, providing an important service and decisively contributing to the social transformation of thousands of farmers in the semi-arid region of Bahia, in the eagerness to collaborate to the structuring of organizational, productive, and commercial processes of diverse organizations from its social base: cooperatives and associations.

Results can be verified through commercialization stores all over the country, which came to enable the marketing of cooperatives affiliated to Central of Caatinga. They leverage the diversification and exchange of products with other regions of the country that work with agroecological and organic production. Also, the integration of production systems with other cooperatives and networks of family farmers already is a reality. Solidarity routes compose the products distribution.



BACK TO THE BOARDROOM

Despite advances, the enterprises and cooperatives of family agriculture face many challenges, especially those related to marketing. There is a lack of production structures (agribusiness), and products with conditions for receiving records, seals and certifications. Another limiting factor creating obstacles for their relation with the market is the lack of working capital to ensure production, financing inputs, inventory and sales.

A crucial factor are the partnerships with different marketing networks of other states and the country. The participation in fairs and exhibitions proved to be important to create new commercial circuits and possibilities and to ensure the sustainability of family farming enterprises from increasing sales revenue. Cooperative gains are linked to market opportunities. Another factor to be pursued by the Central and its cooperatives is the continuous investment in the aspects of diversity and quality of their organic or agroecological products, for these are their differential.

Finally, the sustainability of Central of Caatinga is directly linked to the professional management of cooperatives in its social base. Therefore, we recommend the Central to establish a continuous training process and to create control mechanisms for structuring enterprises with management strategies and tools to ensure the professional management of the central and its affiliated cooperatives.

Cooperatives should establish a system of planning, monitoring, and permanent assessment as management tools. They must develop, implement and monitor a business plan or strategic planning for the organization, so that it can have governance and collective and decentralized decision-making processes.

“The Central is a great strategy for family farming enterprises. For me, the Central means business opportunity, work for families, it means the viability of an organized management process, structured with its own peculiarities.”

AS FORMULATED BY ADILSON RIBEIRO, PRESIDENT OF CENTRAL OF CAATINGA



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Young communicators: permanence in the field and media democratization

AN INNOVATIVE EXPERIENCE OF TRAINING IN COMMUNICATION AND EXPRESSION TOOLS FOR APPRECIATION OF LOCAL CULTURE SEEKS TO ENSURE RIGHTS AND OPPORTUNITIES IN THE SEMI-ARID REGION OF BAHIA

by Emília Chaves Mazzei

IFAD provides empowerment and income generation for the rural youth through training and exchanges developed for young people from rural communities of Bahia, via Pro-semi-arid Project.



PROJECT

PRÓ-SEMIÁRIDO – BAHIA

The Project Young Communicators is an initiative of the communication and gender offices of the Pro-semi-arid project, fruit of the partnership between the Government of Bahia and IFAD, through the Secretariat of Rural Development (SDR). The Company of Regional Development and Action (CAR) runs the project, with which it aims to attract the rural youth and provide the opportunity of socio-economic autonomy, through the learning of communication and expression tools.

This article proposes to analyze the implementation of this pioneering project, as well as the impact of their interim results in restraining the rural exodus in the region.

The experience to be systematized is under development throughout the area covered by the project. The cut to be systematized refers to three classes of the beginning of the project, located in the Identity Territory¹ Sertão do São Francisco, in Bahia, in its pilot project, until the stage they were in November 2018.

¹ Identity Territories of Bahia were recognized as an official territorial division for the planning of state public policies in 2010.

ALIGNMENTS AND ACTIONS

During the first meetings and assemblies for the preparation of the Development and Investment plans in the communities of the 32 municipalities in the area covered, one noted that low representation of the public from 15 and 29 years old. Thus was aroused the need to promote a specific and attractive action for the involvement of these young people in the project activities.

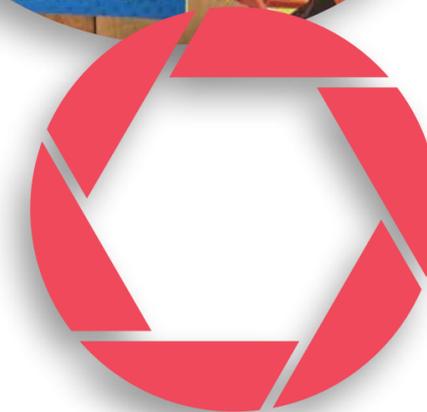
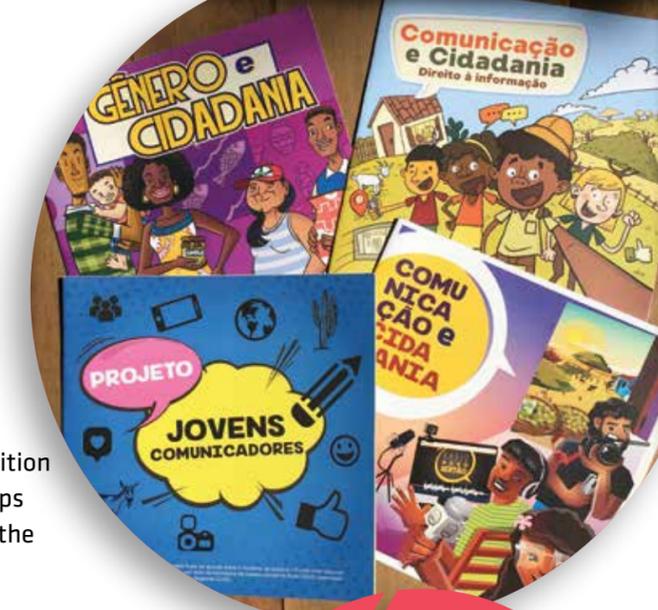
The Communication Advisory Body sought then to dialogue with the Institute of Small Appropriated Agriculture (Irpaa) and the Advisory Service to Popular Organizations (Sasop). As Communication trainings were already conducted in its organizations, both regional entities – already contracted by Pro-Semi-arid to provide technical support – have been partners since the development phase of Young Communicators. A three-class project was drawn for experience, with start in May 2017.

The project consists of ten meetings, called workshops, with the following themes: Web radio, Mobile video, Interview techniques and Text production, Right to Communication, Digital Marketing, Photography: Basic and Advanced, Cordel, Citizenship, and Gender.

CITIZENSHIP WORKSHOP



EDUCATIONAL PAMPHLETS FOR USE DURING THE WORKSHOPS. ISSUES ADDRESSED REFER TO THE REGIONAL REALITY AND ENCOURAGE READING, REFLECTION AND WRITING.



To conduct the workshops, teachers – called “lecturers” – were hired individually. In addition to them, each local office has a journalist who plays the role of facilitator in all workshops and exchanges, leading classes and permeating the encounters with themes related to the local context.

Important in conducting the process, the partnerships built provided for the selection of young people and the commitment of collaboration. These partnerships are responsible for providing the location and equipment needed to conduct the meetings, in addition to mobilize and even monitor the group upon completion of each activity of the project. Offset, lodging, and food expenses of the young people are covered by the project.

The selection of young people is carried out by Continuous Technical Assistance (ATC)² entities, priority partners in the opening of classes, respecting a preset people for these young people, with gender equality in vacancies. These organizations work with the three local Pro-Semi-arid offices, located in Juazeiro, Senhor do Bonfim and Jacobina. However, partnerships for Young Communicators can be established with other institutions, including City Halls.

Guidance is given to the beneficiary of Young Communicators, so that they are involved in collective actions, have a leadership profile and, preferably, fits the age set.

² Advisory Service to Popular Rural Organizations (Sasop); Regional Institute of Appropriated Small Agriculture (IRPAA); Agrarian and Social Development Institute of the Semi-arid (Idesa); Family Farming Cooperative of Canudos, Uauá and Curaçá; Association of Small Jabuticaba Producers (APPJ); Cooperative of Work, Assistance and Sustainable Family Agriculture Piemonte (Cofaspi); Association of Technical Assistance and Advisory Services to Rural Workers and Popular Movements (Cactus); Socio-environmental Assistance Service in the Country and City (Sajuc); Central of Assistance to Family Farming of the North Piemonte Territory of Itapicuru (Caafitpni); Regional Association of Solidarity Groups of Income Generation (Aresol) and Cooperative of Consulting, Research and Support Services to Sustainable Rural Development (Coopeser).

With an average of twenty young people per class, the workshops last two days, each with 6-hour classes and a cultural evening, with duration of two hours. Together, lecturer and facilitator develop a tailored program before each class and send it to the coordination, for validation of the proposal.

The programming of each workshop consists of an opening mystique, discussion circles and practices that include creative writing and content analysis. During the day, the dialogue and exchange of knowledge are established with activities involving the issues contextualized according to the reality of these communities. Topics covered: Coexistence with the semi-arid region, Agroecology, Public Policies, Associations, Solidary Economy, Family Farming, Ethnicity, among others. Each workshop is terminated with an individual assessment of the work and each young responds to a questionnaire to record the socio-cultural and economic profile of the participants. The Communication Advisory Body processes the data, with the collaboration of the Pro-Semi-arid Monitoring and Assessment Team.

After the first three workshops, each class performs an exchange, to meet an entity that works with youth empowerment. Then, a Cultural Festival is carried out in one of the reference-communities of the class, to present to the participants' family the products developed by the young people in the workshops.

Along the steps, the classes will get to know each other. Finally, they met in a big graduating event, with delivery of certificates, expected to occur in 2019.

COLORS, GLOWS, POETRY AND KNOWLEDGE EXCHANGE

A plywood chest is available to the group in the Cultural Night. It houses costumes, hats, glitter, glows, shreds of fabric, scissors, adhesive tapes – almost everything – so that the young people create playful and creative costumes.

This is the time they present their talents.

The event brings together a photographic exhibition, cordel declamations, dances, traditional songs, all developed and presented by the young participants. Such talent show has the presence of regional artists, thus fostering cultural exchanges.

There is also a “story-telling” circle, part of what we call Holy Bonfire, a step included to rescue ancestral purification rituals.

REFLECTION AROUND THE SACRED FIRE



DEMOCRATIZATION OF THE TOOLS – PHASES

Initial test: The beginning of actions took place in 2017, when the project was initiated in the Identity Territory Sertão do São Francisco, with the participation of 64 young people, divided into three classes from municipalities covered by the local Pro-Semi-arid office, in Juazeiro: two in Remanso and one in Juazeiro. Residents of communities in the municipalities of Casa Nova, Sento Sé, Sobradinho, Monte Santo, Remanso, Pilão Arcado, Juazeiro and Campo Alegre de Lourdes participated in the project. Since then, the project has few withdrawals.

Partnerships and spaces expanded: From 2018, the Young Communicators Project opened new classes in municipalities covered by the local offices of Senhor do Bonfim and Jacobina, reaching the number of twelve classes, with a total of 381 young people until this date. Examples of new partnerships are the Rural Workers Union of Remanso; the Radio Zabelê FM; the St. João parish; the Radio Luz do Sertão, in Uauá; and the City Hall of Pindobaçu, through the Reference Centre in Social Care (Cras). All yield spaces for holding workshops and contribute to implement and disseminate the activities among beneficiaries.

From apprentices to protagonists: Cordel³ workshops, taught by the poet and cordelist Maviael Melo, resulted in the production of 1,338 verses. The topics were: Rights and Duties, Communication, Education, Gender, Domestic Violence, Family Agriculture, Drugs, Politics, and Citizenship.

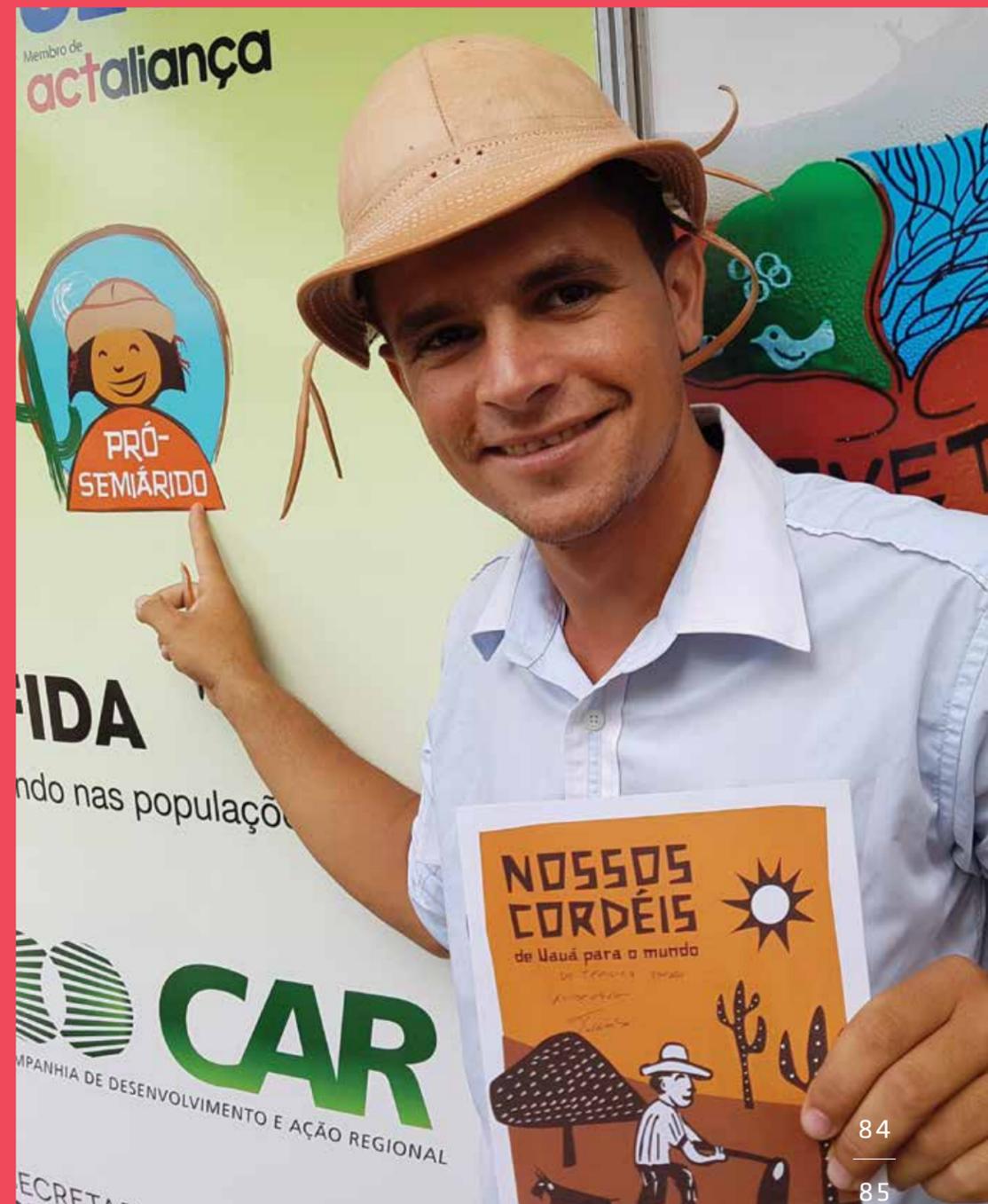
In the Citizenship workshop, mediated by the political scientist Claudia Machado, the young are encouraged to present social projects involving their communities. The classes have developed twenty proposals on topics ranging from awareness campaigns on solid waste disposal in the communities to the creation of a leather processing unit. These proposals will be detailed in a second Citizenship workshop, so that they are examined for viability and support by the Pro-Semi-arid coordination.

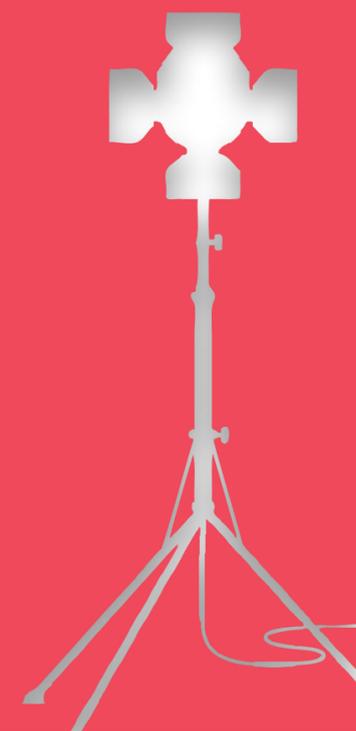
³ *Cordel* literature: popular literary genre often written in a rhymed manner, originated in oral reports and then printed on leaflets.

THE STORY OF TEONES

Young from the Retiro community, in the municipality of Uauá, he had his cordels published before the strings of the Young Communicators Project workshops. It came to draw the attention of Pro-Semi-arid beneficiaries to non-agricultural activities that can be developed to attract youth. From there, the young has been invited by schools, in events, to talk about his experience to other young people, encouraging other to write. He had his work recognized and awarded for the first time in Juazeiro, in the Tempos Literary Artes competition of 2014. In 2016 and 2017, he won a tablet and R\$ 500.00 in prizes at the Festival of Umbu, a traditional festivity in Uauá, and is still acting as cordelist in the region.

Teones won visibility by being invited to present a cordel to the State Governor, during the signing of agreements with the Pro-Semi-arid project. He became the protagonist of two advertising campaigns – one of the Government and another of SDR. His image was disseminated all over Bahia, in outdoors, on television and social networks.





REVERSAL OF THE MIGRATION FRAMEWORK

Since the beginning of the project, the young people were invited to cover regional events, such as the 19th Cassava Festival, in the municipality of Casa Nova, with texts and pictures published on the Sasop website. With that, we realized the increased interest of young people by the dissemination of news and pictures of their localities, which leveraged their creation of pages in social networks – a result of workshops.

With the development of actions and public recognition, an intense search for vacancies in the Young Communicators project started, generating a waiting list. Thus it was demonstrated how the work managed to include and enchant the youth of the semi-arid region. It showed that, with innovative and involving opportunities, young people want to be part of them and, above that, tend to remain in their territories of origin.

INCLUSIVE AND INNOVATIVE

Analyzing the results obtained by the Young Communicators Project, we verified and observed improvements at two levels: there was an increase of young people as Pro-Semi-arid beneficiaries, in the Productive Component, reduction of rural exodus of youth to large urban centers, and the first signs of income generation and autonomy by these young people are already to be perceived, from the learning provided by the Young Communicators.

To measure the project results, we asked the young people: “You have the desire to get out of here?” The answer was: “No.” Because the project creates opportunities for the youth to stay and generate income.

There are numerous testimonials from the more than 380 beneficiaries of Young Communicators, which reflect the changes they already felt regarding worldview, critical eye and talent discovery that unfolds into local and professional activity.

The dynamics of workshops uses multimedia and traditional resources to perform activities if reflection on various aspects of communication. Throughout the course, issues such as the meaning of being born in the semi-arid region of Bahia, which is the blackest state of the country, were discussed. Putting it in context with the history of various Brazilian colonizations and how they were directed, workshops include issues related to land, politics, regionalism, associations, and how public institutions are structured, for example.

The choice for this issues for discussion is due to the fact the use and dissemination of alternative media – of communal character – have created important spaces for youth participation, such as moments of affirmation of this group’s cultural and political resistance. Nonetheless, such participation still needs qualification, in a more effective and articulated manner, aiming at the construction of a project of a more fair and sustainable society.

With the use of products from family farming and the ban on processed and industrialized foods in meals and snacks of the workshops, the action implicitly covers the importance of nutrition and food safety.

As for the Basic Photography workshops, for hundred high-quality photos, made by the young people, were recorded. Taken from the understanding of the strategic role of photography, they show comprehension on it as a form of aesthetic expression, subjective perception, authorial production, reading of the visible world, plots to visually conceive and record the history. They are focused on the development of the look.



Clécia is one of the participants of Young Communicators who already had demonstrated a passion for photography, even before joining the project; however, from the workshops, she improved her knowledge and showed what she knew in voluntary work. Today, she is paid R\$ 50.00 for series of weddings, birthdays and events in the community.

“I’ve always had an aptitude for photography, I’ve always photographed everything. Then the project came, the Photography workshop, which was fundamental because I learned about a lot: history of photography, framing, lighting... anyway, I’m already selling photographs.”

CLÉCIA RIBEIRO DA SILVA, CALDEIRÃOZINHO COMMUNITY, IN THE MUNICIPALITY OF UAUÁ

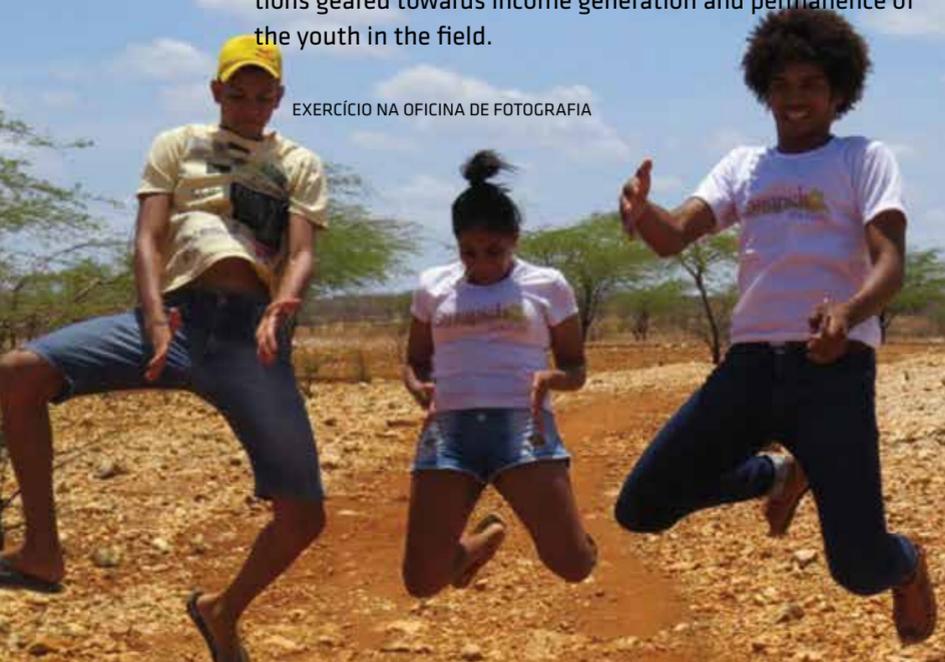
TO ENSURE SUSTAINABLE EMPOWERMENT

Analyzing the political scenario, one can conclude the priority of the State Government of Bahia in strengthening family agriculture and developing rural communities – encouraging income generation – favored carrying out such youth empowerment action through communication.

One can see the Project Young Communicators is unprecedented, both in the State Government of Bahia as in IFAD projects. There are no records of public policies geared towards the rural youth, focusing on communication and citizenship training. The experience had shown great potential, considering the positive results and the promising scenario in the communities. Finally, we make sure there was return of public policies that benefit the youth through investment in training. Considering the three local Pro-Semi-arid offices support the class indication process and forward administrative and financial processes for hiring services and the team, one can see the need for the coordination, the office and the financial advisory body of the project to be aligned with local offices, ensuring the achievement of goals and work quality. On the other hand, the signings of workshop teachers proved to be more difficult than expected, thus undermining the goals.

We also recommend the expansion of investment and actions geared towards income generation and permanence of the youth in the field.

EXERCÍCIO NA OFICINA DE FOTOGRAFIA



“The proposal of Young Communicators is very rich, it is actually very broad and complex. It is perhaps even greater than it should be. This is an assessment I make, as creator of the project. Today, each class goes through ten with, and the young people are a little more than a year with us. ... Maybe five workshops would be enough, so that we could further expand the number of classrooms.”

DESTACA A ASSESSORA DE COMUNICAÇÃO DO PROJETO EMILIA MAZZEI



THIS EXPERIENCE WAS TOLD AND WRITTEN BY:

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Integration, seeds and freedom

*BEYOND AGRICULTURAL AND LIVESTOCK ACTIVITIES,
A SETTLEMENT IN THE SEMI-ARID REGION OF
SERGIPE EXPANDS THE CREOLE SEED HOUSE*

by Gilmara Farias

An alliance between national bodies and the International Fund for Agricultural Development (IFAD) has made possible the production of good creole seeds and agroecology-based food. Such initiative of social and environmental sustainability with settled families has been seen as a work of rescue of settlement cultures.



PROJECT

DOM TÁVORA – SERGIPE

The “Seeds and Freedom Integration” is an action of families of the Francisco José dos Santos Settlement Project (PAFJS), located in the Malhadinha community of the Poço Verde municipality, in the State of Sergipe.

And why Freedom?

“Freedom means we have seeds and tractors to plant at the right time, without having to get it from outside or depend on the Government.”

In a partnership with the State Secretariat of Agriculture, Agrarian Development and Fisheries (Seagri), the Francisco José dos Santos Settlement (PAFJS) was covered by the Dom Távora Project, funded by IFAD and the State Government, with compensation by the association. Dom Távora Project of productive investment aims at fostering environmental sustainability and income generation.

The project directly benefits 37 families, being twenty men and seventeen women – eight of which are young people –, in a total amount of R\$ 314,316.25. This current phase – among the continuous interventions – explains itself when one considers the history of the settlement.

In this article, two actions will be analyzed in detail, namely: the identification of seed guardians, and the strengthening and dissemination of creole seeds houses.



SOIL TILLAGE WITH TRACTOR AND PLOW

SEEDS OF THE PROJECTS

It all started with the creation of the settlement in 2008, which benefited, then, ten families. Soon enough, the Technical Assistance team of the Dom José Brandão de Castro Community Center of Agricultural Training (CFAC) and the coordination of the Landless Rural Workers Movement (MST) started to mobilize families to the need to produce without the use of pesticides. Several seed guardians were identified in the settlement of a neighboring community by Ater, which promoted exchanges, seminars, courses, field day, and technical visits.

The families quickly realized the need to establish a legal entity to seek partnerships with various bodies, aimed at consolidating this goal: an agroecological production project and the storage of creole seeds.

THE FRUITS OF PROJECTS

After its creation, the Community Association of Agriculture and Livestock of the Francisco José dos Santos Settlement Project was founded in 2015. Currently, it has 42 associates. Partnerships have been established with the Brazilian Semi-Arid Articulation (ASA). The consortium had developed projects for building two cisterns and a seed house.

It also established a partnership with the Company of Water Resources and Irrigation Development of Sergipe (Cohidro), through which a dam was built, being all ready and full today.

Both with the National Institute of Colonization and Agrarian Reform (Incra) as with the Technical Assistance and Rural Extension (Ater), the CFAC Technical Assistance established partnerships for various actions over the years. Among these, the production and storage of creole seeds is highlighted.

The rescue of creole seeds is understood as a way to ensure independence in the production system. Rescuing such knowledge enables families to reduce the dependency of current technological packages of major business. In addition to reduce the purchase of seeds, such action also led to the ban of pesticide use.

Such dependency was overcome when MST technicians and coordination established a partnership with Seagri, through the Dom Távora Project, and acquired a tractor and farming implements. Implements much facilitate the soil preparation. More importantly, agricultural machinery made it possible to sow at the right time, as this work was always hampered due to the dependency of tractor and equipment for soil tillage and planting.

“Today I have my own farming and I can tell: I harvested five sacks of creole beans,”

HAPPILY REVEALS THE SETTLER

JOSÉLIA ALVES

With this work in the settlement, many varieties of creole seeds could be rescued. Among them, we emphasize the seed of forage watermelon, which is being bred by several settlers. For them, the watermelon is one of the main sources of forage support for the flock creation system.

The construction of surface silos¹ for storing bulky products is an alternative for all creators, as all corn chaff is crushed and used. Developing collective works, using the manure from poultry, sheep and cattle raising in their individual lots, the community ensured a sustainable production.

¹ Surface silo consists of a pile of chopped fodder, compacted and covered with a tarp secured by land.

THE DRY YEAR OF 2018

There was a loss of creole seeds due to the water deficit in the 2018 crop, in which most of the cultivated seeds did not develop, losing 95% of production in some cases. The Brazilian Institute of Geography and Statistics (IBGE) noticed the loss and, because of it, the municipality entered the State Government Program of Crop-Guarantee.

Some settlers managed to produce beans because they followed the agricultural calendar of the region and due to the fact this kind of culture requires smaller cycles and demands than the corn. Thus, they took advantage of the few precipitations of the year, but even so, they produced much less than expected for the municipality.

Due to the prolonged drought, the second installment of Dom Távora Project, intended for the purchase of sheep, was blocked, as some of the beneficiaries still do not have conditions to keep the animals alive.

For 2019, the harvest has allowed little reserve of production that would be used for seeds. With partnerships with social movements such as MST and Popular Peasant Movement (MCP), the State Government of Sergipe allocated 30% of the resources for the purchase of creole seeds of family farmers that will be acquired for planting in 2019.

“Now we have our own tractor for planting at the correct time. We did everything... and it did not rain!”

SETTLER MILTON PEREIRA

FRUITS OF FREEDOM

The set of actions promoted by the Dom Távora Project aims to promote environmental sustainability and income generation. It supports the productive development through investment in sheep farming, implementation of forage palm, acquisition of an equipped tractor and agricultural implements.

The conservation and rescue of creole seeds in the settlement were strengthened with the implementation of the Dom Távora Project, in investment in traditional knowledge management.

COMMUNITY IN AN INTEGRATED ACTION



Such work of social and environmental sustainability with settled families has been seen by communities and urban areas as a rescue work of settlement cultures. The planting practice is conducted together with different crops: corn with beans, corn with forage watermelon, corn with forage grass, and string beans with forage grass.

Family gross income increased R\$ 400.00 per month with the productions of: corn, beans, forage watermelon, forage grass and string beans.

Each family saved up to R\$ 650.00 on the purchase of corn and beans seeds, hours/machine, and agricultural implements from April to July.

That because the rain deficit in the region cause production loss and, in the next year, most families already have creole seeds and hours/machine to start planting according to the agricultural calendar.

Existing seed varieties in the settlement, today, are: beans, string beans, black-eyed beans, white beans, taquaral corn, sunshine corn, catingueiro corn, forage watermelon, and palm for fodder.

Initially, sales have been occurring in free fairs in the municipalities of Poço Verde and Tobias Barreto, in the State of Sergipe, and through middlemen.

Through the National Supply Campaign (Conab), the Government shows to be valuing creole seeds. A kilo of beans reaches R\$ 12.50, whereas the kilo of corn costs R\$ 8.67. Production aimed at creole seeds can aggregate income, as the marketing prices are higher than those applied to grains. This because there is a need for processing and use of production management techniques, which are usually done by the settlers' families.



SEEDS OF KNOWLEDGE

The rescue work of creole seeds with partners, settlers and the Ater yielded great achievements to the Settlement Project and vicinity. The cultivation of creole seeds spurred households to reduce and even eliminate the use of pesticides in the soil.

The Seed House also serves as a collateral. When suffering with climate problems, such as lack of rain, or if a crop is impaired, the settlers may rely on the stored seeds to retrieve production.

Labor division following traditions and fair income generation for settle families were also gains of this project.

The experience in maintaining traditional knowledge and genetic heritage of the Agrarian Reform settlement eliminated the use of pesticide, generating an economic and environmental gain, as improved supplies are no longer purchased.

All pictures were taken by the author.



SERGIPE
POÇO VERDE

THIS EXPERIENCE WAS TOLD AND WRITTEN BY:

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YOUNG PEOPLE OF THE REVOLVING FUND

“This sheep is mine!”

*REVOLVING FUND AS A STRATEGY
OF FEMALE AND YOUTH EMPOWERMENT
IN A SETTLEMENT IN PARAÍBA*

by Francisco Jomário Pereira

In this text, we shall present the results achieved by the Agricultural Cooperative Association of Rural Producers from the Nova Esperança São Domingos I Settlement (Acaprane), located in the city of Cubati, in the Seridó microregion of Paraíba.



PROJECT

PROCASE – PARAÍBA

The productive project sought to genetically improved the herd of 16 families practicing family farming as an alternative income.

In social terms, the project focused on the protagonism of women and young people from 15 to 29 years old.

Today, one can see the increased herd, offspring quality, female engagement in animal management, and integration of young people via revolving fund.

BEFORE...

The Settlement Nova Esperança São Domingos I participated in fostering projects linked to productive activities, such as the P1+2 e P1MC, through the ASA2; as well as in the construction of houses and Project Brazil Without Misery (PBSM), by Incra.

The association featured a solidary revolving fund project of grille knitting and chicken raising. This fund came from a fifteen-people group; each contributed with R\$ 10.00 per month and, hence, every month somebody was benefited.

From this experience, the need to create a fund for sheep raising arose.

BENEFITED FAMILY BY THE MOTOR SHREDDER



ACTIONS AT THE SERIDÓ

The semi-arid region has some social and economic issues related to the lack of water caused by long periods of drought. Such shortage hinders the creation and development of livestock and pasture, something that could strengthen the local economy, generating income and employment.

Couple with the climatic factor, the lack of information in social technologies for sheep raising made the local socio-economic development difficult.

To lessen these difficulties, the State Government of Paraíba, supported by the International Fund for Agricultural Development (IFAD), created the Sustainable Development Project of Cariri, Seridó and Curimataú (Procasa), which meets social and technical demands of these regions.

In 2014, the Procasa publicizing started and invitations were extended to existing associations in the region, the Acaprane included. In the first quarter, there were thirteen awareness meetings in the Seridó territory, involving 25 partners. Associations were encouraged (including Acaprane) to devise productive projects proposals to be submitted to public notice.

Still in 2014, the social mobilization started, diagnosing needs, tracing goals, and helping communities in the creation of productive projects to be presented to Procasa. The proposal were intended to be approved to get economic and technical support. After signed, the agreements were expected to last 24 months.

¹ ASA: Articulação Semiárido Brasileiro.



After the productive project was devised, the goals were outlined, and the agreement was established, the project started.

The first activity to be conducted was around the mobilization for creating a bidding committee, formed by associated members, to acquire equipment. The biggest challenge in this step was to prepare the team: the members had no intimacy with bureaucratic processes but, as a result of trainings held by Procasa technicians, the process was quickly successful.

Animals acquisitions stated in the first quarter of 2015. In the same period, they acquired equipment for fodder support: three stack (cincho) silos¹, a shredder² and a baler³, totaling R\$ 24,700.00.

¹ The Stack (Cincho) Silo, of Italian origin, is a type of fast-filling surface silo. Low cost, it requires few machinery and labor force. It is indicate for: silage preparation in small- and medium-sized agricultural properties, mainly family-based farms.

² This type of harvesting is done by machines (shredders) drawn by a tractor. Shredders cut plants, shred and unload this material in a cart, also drawn by a tractor.

³ Baler is an agricultural use machine that allows one to collect and baling hay or fodder in the field, for subsequent use as animal food in the dry season or in the winter.



With investments of R\$ 30,000.00, two Dorper-breed reproducers and eighty sheep matrices with undefined standard and breed were acquired in the second quarter of 2016. In return, the association had run in the first quarter of 2016 the building of sixteen rustic sheepfolds⁴. Although the action came from the association, the building of sheepfolds was a particular action that went quickly due to the use of local materials.

The Settlement Nova Esperança São Domingos I initially received a total contribution of R\$ 54,700.00. Each associate was awarded four animals, plus two reproducers for the sixteen families.

Once the animals and equipment were delivered, Procace diagnosed and recommended the hiring of technical assistance aimed at strengthening the association. The hiring came about from monthly visits of the field technician to the properties and from collective meetings aimed at training rural producers and workers in the segment they have chosen to work with. Such process occurred through individual technical visits to the properties, held from November 2017 to August 2018.

⁴ Sheepfolds: rustic wooden construction that aims at impounding the animals for deal, feeding, leathering, vaccines, among other activities. It is usually built by owners with local natural resources, as a form of economy.

From the diagnosis, the project organized exchanges, lectures, workshops and training courses for associates. The sixteen direct beneficiaries and their families were prioritized, as well as young people of the community who wanted to be part of the revolving fund and other members of the community and association. Thus, more than sixteen people were directly or indirectly benefited.

Themes collectively agreed upon were: “Fodder production and the use of stack (cincho) silos”, “Sheep management” and “Property management”. Aimed at not only expanding the technical productivity but also at improving socioeconomic indicators, ensuring equity and gender equality, the training also included: “Women empowerment in the field and in social spaces.”

Finally, with the animals distributed and the realization of trainings, the Revolving Fund was created. These can be conceptualized as: “funds intended to support associative and community projects of production of goods and services and of basic needs of the groups involved. Through Solidary Revolving Funds, monetary or non-monetary resources – in our case, the sheep – are invested in the community, through support to projects. As they can be devolutive or not, when it requires devolution the terms of repayment are more flexible and better adapted to the conditions of families.” (Cáritas Brasileira, 2018).

In a meeting with the beneficiaries, the need to keep the animals until the end of the deadline and to fulfill the delivery of bitches to the revolving fund was stressed. The members agreed to decide in future meetings the destination of the matrices – whether they will be sold, slaughtered or definitively donated to the beneficiaries. It is worth mentioning here that the ownership of animals is the responsibility of the association; beneficiaries have only a grant within a stated period.

“We will emphasize the issue of gender. Women were leading this fight, but men always had the final word. When one talks of heads of animals, the men arrived. But when it was time to discuss the association only women remained,”

EXPLAINS ONE OF THE TECHNICAL ASSISTANCE TEAM MEMBERS

REWRITING TRADITIONS

The Acaprane productive project had as purpose the genetic improvement of the herd as a strategy of income generation. Some problems were encountered and solved in full or in part, always respecting the dynamics of the group.

With the arrival of the project and technical assistance, the work of rethinking strategies for living with the drought and the management started. Thus, there were training, talks and individual visits aimed at generating a new awareness in dealing with animals. With the arrival of the new herd, the number of heads practically doubled, increasing the responsibility of each family settled.

The first major problem was the resistance to adopt new forms of creation and production. The sixteen families had a herd of, on average, a hundred animals, and were used to deal with them in a traditional, rustic manner. Free-range animals stood in the pasture, without animal supplementation conditions.

Used to produce within and to the family unit, much work on the part of the technical assistance was required to convince several people about the advantages of sharing equipment acquired for all associates. The solution for them was to agree on rotations.

With the delivery of machines for fodder production, a production of about 4,400 kilos of fodder was observed which is already in stock since the farmers still take advantage of the existing pasture formed by recent rains. We emphasize that, until then, pasture was the only feeding form possible, using facheiro⁵ as food during the dry season. Today, beneficiaries already know and can rely on maniçoba and marmeleiro as nutritional and food source.

Until November 2018, 56 pups were born, both male and female, and six of them died. One can see that the average weight of newborns is three kilos, which is regarded as an adequate standard.

⁵ *Pilosocereus pachycladus*: cactus that can reach up to 10 m height. The trunk and branches have a dark green coloring and acute, yellowish spines. It features large, alb leaves, and its fruits are edible. Flowering occurs from September to October and the fruits appear in December and January; it can be produced by seeds of stem cuttings.



"THIS SHEEP IS MINE!"

So far, of this offspring, nine animals have already been passed on, consolidating the establishment of the revolving fund, already provided for. In November 2018, three young people had already been included. The fund will be composed of young men/women, consisting of sixteen beneficiaries over the initial age of 16 years old. Each beneficiary will receive three animals, totaling 48 animals transferred until March 2019, and such turnover may and shall continue after the completion of the first delivery.

It is expected that these young people will join the association, thus achieving the initial: the protagonism of youth.

“The little lambs and sheep are born with characteristics of the mother, but with the father’s size¹: bigger, fuller, more beautiful, much more beautiful,”

EXPLAINS SARA MARIA CONSTÂNCIO, PRESIDENT OF THE ASSOCIATION AND BENEFICIARY.

¹Dorper breed reproducer.



YOUNG PEOPLE OF THE REVOLVING FUND

We would like to emphasize that we have observe female protagonism of “housewives,” as they make up the project: of the sixteen direct beneficiaries, only three are men. The association has its presidency, secretary and treasury occupied by women.

The major difficulty found for the realization of courses, especially those concerning gender, was the resistance of the men involved in the project – the logics that preconizes that women do not work, only “help” their companion, still prevails. Their domestic work is not factored in, but seen as an obligation on the part of the wife.

The resistance from men was (is) being slowly torn with the insistence of technicians involved and with the strong presence and help of the President of the Association, Sara Maria Constância, a strong, determined woman. Passionate about what she does, she exerts a leadership worthy of record, inspiring young people.

RETHINKING KNOWLEDGE

We concluded the Acaprane productive project in the town of Cubati, in Paraíba, innovates by adopting a revolving fund geared towards young people of that community.

“It was difficult, but we got through with the training of this group of young people – the main objectives. It was achieved. We worked with all young people, but the group met eight more women. The next step is to bring them all to join the association, along with the Technical Assistance. As they are all relatives: children, grandchildren or nephews of the members.”

Including the young people to the activities and encouraging them to participate in it, the project contributes to the social inclusion of minorities, adapting the culture of the community to current needs, along with the family of each beneficiary. The involvement of young people in productive activities and their filiation to the association positively contribute to containing the rural exodus.

This intervention gradually changes relationships at home and within the community. Usually, the father figure represents the one responsible for family subsistence, the provider who owns the herd and the land. Focusing on young people, we noticed the creation and strengthening of ties with the rural area, allowing them to glimpse a future of financial autonomy. The fund breaks new ground by giving responsibility to young people, showing them they are trustworthy and able to manage their own enterprise.



FAZENDO O HOJE E PLANEJANDO O AMANHÃ

To intensify technical assistance around genetic improvement and to seek new breeders, avoiding genetic crossing in the herd.

To encourage the use of local flora, stressing the perspective of producing fodder with it. Thus, one can contribute to the awareness and sustainability of the environment.

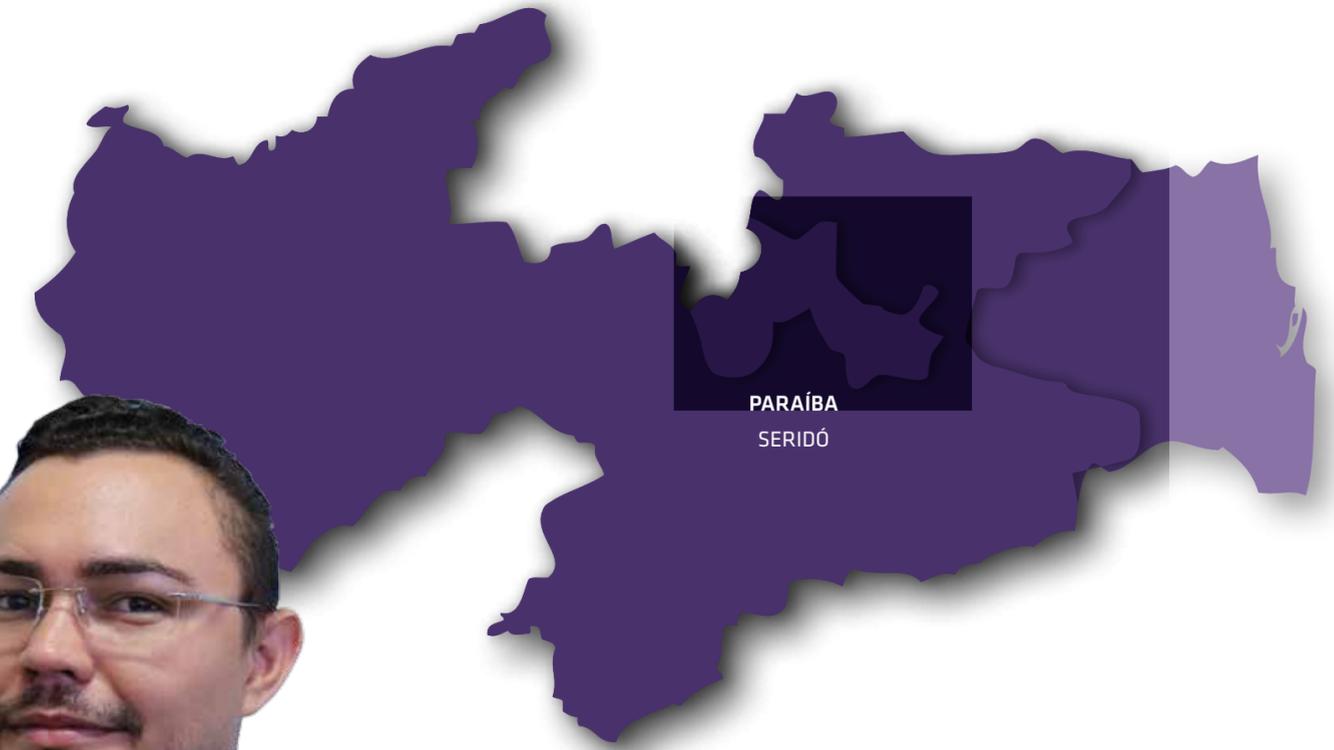
It must be a responsibility of technical assistance to seek strategies to break the existing resistance among producers, a factor that shall be consolidated with the early implementation of an Agroforestry System – SAF in the community.

As for the revolving fund, one must focus on its continuity after the distribution of cubs among the sixteen young people.



PROCASE

PROJETO DE DESENVOLVIMENTO SUSTENTÁVEL
DO CARIRI, SERIDÓ E CURIMATAÚ



THIS EXPERIENCE WAS TOLD AND WRITTEN BY:

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Fair division of work and income generation

*"I USED TO THINK THE GREY WATER RECYCLING SYSTEM SERVED ONLY FOR PLANTS, BUT I DISCOVERED YOU CAN EVEN MAKE MONEY FROM IT, AS MY SON WENT ON TO SELL HUMUS AND WORMS."
(DONA LUCIVALDA, MOTHER OF GINO)*

by Priscila Alves de Holanda

A set of for different social technologies was implemented in a family production unit. With positive impacts for food production, now diverse, and for food and nutritional sovereignty, it also generated income increase. As both the family as the social organization were redesigned, the beneficiaries are happy with the fair division of labor and the social inclusion in the community.



PROIETO
PAULO FREIRE

PROJECT

PAULO FREIRE – CEARÁ

This article presents the experience of the Barroso family, resident of the Trapiá community, in the municipality of Massapê, State of Ceará. From the technical advice provided by the Paulo Freire Project, the intervention has funding from the International Fund for Agricultural Development (IFAD), in partnership with the State Secretariat of Agrarian Development (Seda). Run since 2015 by the Center of Work Studies and Assistance to Workers (Cetra), the set of actions is expected to end in 2019.

Initially, the actions aimed at contributing to the quality of food pattern, as well as increasing the capacity to overcome the difficulties of living in the semi-arid region.

The results went beyond.

“DOORKNOBS PURCHASED WITH MONEY FROM WORMS”

The Barroso family is formed by Mr. Assis, Ms. Lucivalda, and their children, Gino, Jucivan and Gisele. For a long time now, they are active in the local association and known in the community due to the involvement of all family members in the productive activities on the land. Typical of the semi-arid climate of the Northeast, this region of the State of Ceará faces long periods of drought and very high evaporation rates.

From the technical assistance, one could notice that families usually suffer negative impacts from climate issues, resulting in limitations of food and animal production and income generation, leaving families dependent on the consumption of inputs from outside the property.

The process of social organization of the Barroso family contribute for them to be successively benefited by social technologies.

In 2005, they were awarded a 1st water cistern¹ by the Program A Million Cisterns (P1MC). In 2009, the Program One Land Two Waters (P1+2) deployed the 2nd water cistern². Both cisterns contributed to the coexistence with the semi-arid region, resulting in the availability of rain water for human and domestic consumption, as well as for food production.

¹ **1st water cistern:** A reservoir built with concrete slabs, for rainwater catchment through gutters installed in the nozzles of the house. This reservoir has a capacity to store 16,000 liters of water for drinking and cooking. Source: <http://www.asabrazil.org.br/acoes/p1mc>

² **2nd water cistern:** A reservoir built with concrete slabs, for rainwater catchment through boardwalks or rings constructed in lands with slopes. This reservoir has a capacity to store 52,000 liters of water aimed at food production and consumption by animals. Source: http://www.asabrazil.org.br/acoes/p1-2#categoria_img

The third social technology came to be in 2015, through the SDA and the Paulo Freire Project. A grey water recycling system³ was installed and, to meet the hydraulic needs of the reuse, the family raised a new brick house.

Finally, a biodigester⁴ was built in 2018, through Bento505. The equipment is connected to the hydraulic system of water recycling.

The backyard has 100 m². In this space, an average of 300 liters of water were wasted daily, being exposed to open air and even affecting the health of poultry and other animals. Thus, the water recycling system allowed the use of 100% of this water, amounting to a total consumption of 109,500 liters of water per year.

With the reuse of grey water, water which would be wasted is being conducted through a biological filter and irrigates the diversified food production in the backyard.

Such abundant and healthy water made possible the expansion of beds for the cultivation of vegetables. As a result,

³ **Grey water recycling system:** Social technology for reusing the grey waters from domestic uses (from dishwashing, laundry, bathing, among others). The treatment is performed with a biological filter, so that this water is used for food producing crops. https://www.projetodomhelder.gov.br/site/images/PDHC/Artigos_e_Publicacoes/Bioagua/Bioagua_Familiar.pdf

⁴ Biodigester: simple and practical technology to take advantage of organic remains and animal waste for the production of gas. https://www.projetodomhelder.gov.br/site/images/PDHC/Artigos_e_Publicacoes/Biodigestor/Biodigestor_Portugues.pdf

⁵ Bento50: consulting company for clean and renewable energy. http://bento50.se/?page_id=303



BIODIGESTER AND VARIOUS SOCIAL TECHNOLOGIES

“Building this house wasn’t even in our plans. Do you remember we lived on the pug house before the project? Then, we managed to save some from the sale of our products: some animals that Assis sold. Our economy – by not needing to buy gas anymore – was enough to put it all together and build it and, today, we’re already living in it.” DONA LUCIVALDA

there is food production for family consumption in virtually every month of the year, in addition to also serving as fodder support for animals.

After implementing the social technologies, one could observe the diversification of cultures. Today, the family orchard has trees of papaya, acerola-cherry, guava, blackberry, pomegranate, soursop, passion fruit, lemon, banana, coconut, sapodilla, cashew, mango and sugar-apple.

The garden consists of tomato, green onions, cabbage, peppers and cilantro.

For raising cattle, pigs, sheep and poultry, they have now grass, sugar cane, palm, gliricidia, leucaena.

Two unexpected results have yet contributed to the family economy: the production of worm humus and the improved health of chickens, which no longer die in the grey water.

The biodigester also reserves two good surprises:

The methane gas – produced from the anaerobic fermentation process of cattle manure and water – is the same as cylinder gas. In addition, the production of gas generates biofertilizer, known as slurry, which is a rich source of nutrients for plants in the reuse backyard.

“A project such as these, we will value it, thank for it. It is important to cultivate what we get; it has improved our lives. My son almost didn't have any work, and now people arrive here wanting to buy worms and hummus.”

DONA LUCIVALDA



BARROSO FAMILY BRICK HOUSE

WATERHOLE AND WHATSAPP

Geographical and environmental factors have a similar influence on productivity. The land with availability to work in is given in by the uncle. It provides access to the river, which is preserved by native vegetation and ensures water from January to June. As a negative impact: in the period of very intense rainfall, the river level rises, flooding much of the yard. On the other hand, it allows access to water all year round, through waterholes used for growing plants.

The soil, due to being clayish, contributes to both factors.

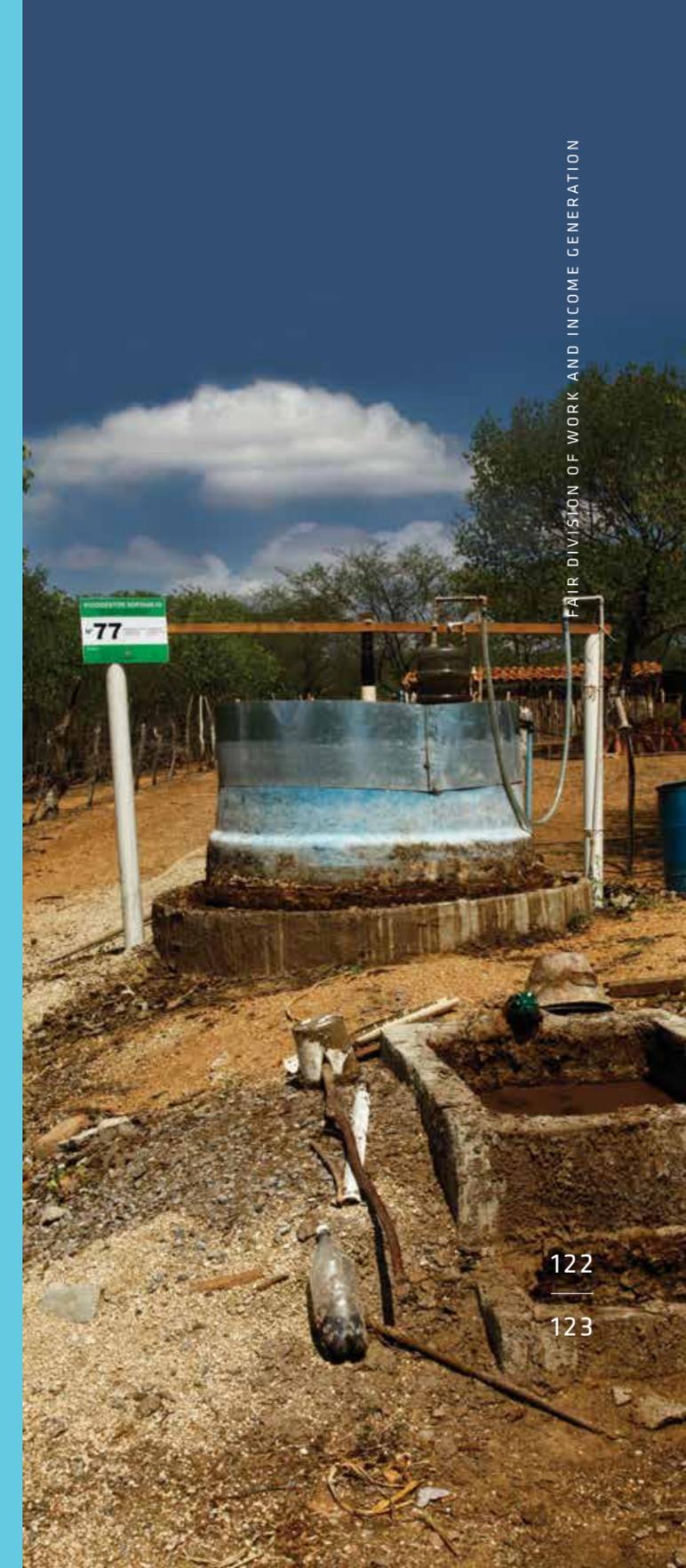
In this scenario, it was noticed that the scarcity of rainfall and high temperatures could be mitigated with the implementation of social technologies. Low cost and of easy management, these improvements come to impact positively the development of the family production unit.

Nonetheless, the difference that stands out in this article is the division of labor performed by the Barroso family – the autonomy of women, the interest and management for the operation of each technology. The responsibilities assigned to the household members – both individual as collective – resulted in food diversity and sovereignty, income generation for the family, especially for young farmers.

The technical assistance complemented the environmental impacts, resulting in the improvement of life. With its support, they managed to improve time management, giving visibility and showing the need for valuing the work of women and young people.

We verified that, before the implementation of social technologies, there was a reduced amount of plants in the backyard. There was one tree of each: acerola-cherry, coconut, sugar-apple, mango, guava; in addition to one seedbed.

Only a few crops could be produced in the rainy season. The family consumed maize, beans, watermelon, jerimum, melon and cucumber in the harvest period (from March to August). Maize and beans were usually stocked and consumed throughout the year. All production was intended for consumption, as there was no surplus.





RECYCLING SYSTEM

The family already conducted activities of poultry, sheep, pigs, and cattle raising as a priority for family consumption. They sell products in the own community, such as milk, papaya, sheep and cattle.

Given that, the Barroso family always had to buy external inputs, inserting fruit, vegetables and animal fodder into the purchase. Every two months, the family also had to shell out a value of R\$ 70.00 for acquisition of a gas canister. In addition, there was the physical wear and tear from breaking firewood since, for the canister to last longer, they needed to use a wood burning stove.

Today, the production of the family unit still is intended for consumption but the surplus is sold. Such sale happens in the own community, said Ms. Lucivalda, who uses the WhatsApp application as a tool for selling their products. According to her, there is no difficulty in it.

Based on food production and animal raising, the average of products sold by the family per year is as follows.

Table 1: Marketed production

PRODUCT	UNIT	ANNUAL SALE	UNITARY VALUE (R\$)	TOTAL VALUE (R\$)
Papaya	kg	384	1,90	729,60
Guava	kg	48	2,00	95,00
Acerola	kg	240	1,50	360,00
Milk	liter	144	2,00	288,00
Pig	unit	10	120,00	1.200,00
Sheep	unit	4	200,00	800,00
Cattle	unit	3	1.500,00	4.500,00
Poultry	unit	12	30,00	360,00
Earthworms	kg	3	50,00	150,00
Humus	kg	300	2,50	750,00
TOTAL VALUE OF ANNUAL GROSS INCOME				R\$ 9.233,00



“We just have to disclose the products in the community groups and the sale is immediate. I use it since the technology appeared around here.”

DONA LUCIVALDA

The following table shows the amount of food that has been consumed by the family from the implementation of grey water recycling in the backyard. As these foods are not being purchased on the market, it is necessary to translate this production in monetary terms.

Table 2: Consumed production

PRODUCT	UNIT	UNITARY VALUE	ANNUAL CONSUMPTION	TOTAL VALUE (R\$)
Papaya	Kg	1,90	500	950,00
Guava	Kg	2,00	25	50,00
Acerola	Kg	1,50	60	90,00
Banana	unit	0,40	60	24,00
Cashew	Kg	2,00	20	40,00
Mango	Kg	2,50	24	60,00
Sugar-apples	Kg	4,00	24	96,00
Tomato	Kg	3,00	72	216,00
Parsley and spring onion	sauce	0,50	360	180,00
Pepper	unit	0,50	240	120,00
Corn	Kg	1,00	2.000	2.000,00
Beans	Kg	3,00	250	750,00
Watermelon	unit	2,00	200	400,00
Pumpkin	unit	3,00	200	600,00
Chicken	unit	30,00	30	900,00
Eggs	unit	0,70	500	350,00
Sheep	unit	200,00	1	200,00
Milk	liter	2,00	365	730,00
Gas	unit	80,00	6	480,00
TOTAL VALUE OF CONSUMPTION				8.236,00

“The Paulo Freire Project is different, we receive and don't pay, and it will stay forever.”

DONA LUCIVALDA



One can see that the annual marketing had a result of R\$ 9,233.60 in the family unit, which corresponds to an increased income of R\$ 769.47 per month. Before, the family income was about R\$ 400.00/month. At the same time, the gross value of food consumed annually was R\$ 8,236.00 (R\$ 686.33/month), from the social technologies.

As the production is based on agroecology – which rules out any kind of synthetic chemical, we have an extra to contribute to improving the quality of life of the family.

RECOGNITION X 500:

This experience stood out by the great difference in this family's routine. In everyday life, Ms. Lucivalda and Mr. Assis share the tasks with their children. Mr. Assis almost always prepares the lunch with Ms. Lucivalda, and the maintenance of technologies is under the responsibility of Gino and his entire family.

The complicity between all of them is very beautiful – together they harvest, sell, and manage resources from the selling. Thus, when they gather together to eat, they give real value to what comes from their yard. They recognize how important it is to be the owner of their own business, how much the grey water recycling system and the biodigester improved their lives, both in the production of healthy food and in income generation.

Lessons – as expected – were learned and built together.

Food produced with family labor and agroecological practices ensures a diversified diet all year round, resulting in more health, autonomy, and food sovereignty.

Income: All yard production prioritizes the family consumption, which automatically results in economy. Mainly the non-monetary income increased, as the family stop to consume external products. With the growing production, they now have a surplus – which is, indeed, for sale.

The technologies implemented made possible a better coexistence with the semi-arid region. Located in a region where the weather is pretty warm, they had experiences of overcoming since they can currently produce in their yard all year round, as they have water and family labor available.

Regarding replicability, about five hundred of each technology will be built in the units of other families through the Productive Investment Plan.

“We feel happy because it is very good to improve our own life, and I only work for myself;” SEU ASSIS



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TRABALHO NO VIVEIRO DE MUDAS

Profits instead of debts

AGROECOLOGICAL DIVERSITY IN THE SEMI-ARID REGION OF PARAÍBA: SUSTAINABLE PRACTICES IN THE SETTLEMENT RIACHO DO SANGUE

by Samantha Pollyana Messiades Pimentel

The Sustainable Development Project of Cariri, Seridó and Curimataú (Procase) brought food security to the settlement with the implementation of a field of cochineal-resistant forage palm and diverse social technologies for water security in the area. Agroecological practices allow the community to maximize the local potential.



PROJECT

PROCASE – PARAÍBA

In the Curimataú region of Paraíba, in the municipality Barra de Santa Rosa, more precisely in the settlement Riacho de Sangue, twelve families of farmers develop an experience of agro-ecological diversity. There, in addition to strengthening the herd of dairy goats, one can find live farming practices, fodder production, and the implementation of an Agroforestry System (SAF). In this article, we will present some of the results already achieved by the project, as well as an analysis exposing the goals, problems and context in which its actions are inserted, to finally dwell on the lesson that can be drawn from this experience.



ÁREA DE IMPLANTAÇÃO DO SAF (MOSTRANDO A DIFERENÇA DO SOLO IRRIGADO E COM COBERTURA VEGETAL)

THE BEGINNING

To seek a productive alternative within the context of co-existence with the semi-arid region, including the pillars of sustainability – this is the goal of the productive project that has been developed in the Riacho do Sangue community. The initiative has the support of the International Fund for Agricultural Development (IFAD) and the State Government of Paraíba, through the Procasa.

Procasa actions encompass 56 municipalities located in the semi-arid region of the state, distributed into five distinct territories in which one finds low levels of economic and social development, in addition to being a locality with extended periods of drought.

In 2014, the community submitted a proposal to the notice released by Procasa, guided by political articulations in the municipality, which helped the Community Association of Family Farmers of the Riacho do Sangue Property to think about the design of the productive project.

Through the Procasa actions, there was an improvement in the fodder production capacity, with the implementation of an irrigated field of palm and purchase of machinery – a shredder, a feed mixer, and forms of stack (cincho) silos. Furthermore, equipment was acquired for the electromechanical installation for the catchment of well water.

There was also the implementation of a seed nursery, aimed at strengthen the reforestation and conservation of watersheds, leading to the reduction of environmental degradation of the caatinga biome. The implementation of a Agroforestry System (SAF) also aims at environmental defense, with the added advantage of enabling the fodder support in the community, opening up the possibility of using other cultures besides palm for feeding the flock.

The deployment of the seedling nursery, in addition to having the goal of serving the productive activities of the community, also brought a new possibility of income generation – the commercialization of these seedlings. Another goal, which integrates the working plan of the productive project supported by Procasa in the Riacho do Sangue community, is the construction of a shed for storing animal feed and equipment. The shed houses a plate cistern, taking advantage of the cover of the building to assist in the water support for goat production. As ultimate goal, the following animals were acquired: goat matrices and reproducers, aimed at genetically improving the local flock.



SEEDLINGS FOR CHANGES

The Procasa has been deploying in its territory of coverage thirty agroforestry systems, associated with collective areas ranging in dimension to up to 0.5 ha. The planting of approximately 20,000 seedlings is expected, which should abduct approximately 480 tons of carbon. It is expected that 345 will benefit from it, of which 112 are women (32.46%).



During this process of Procasa action in the community, one of the challenges found concerned the cleaning of premises where the animals were placed and the use of de-worming medication to prevent diseases in the herd. As a result, when the works of Technical Assistance (Ater) began in the community, actions of awareness regarding these topics were started.

The monitoring by Ater teams reached the community in mid-2017.

The service was conducted by the Technical Cooperative of Agrarian Reform Services Provision of Paraíba LTDA (Cooptera), which aims at monitoring intensively the development of productive activity, with individual visits and collective activities with producers.

To start the Ater works, the team responsible for tracking each community devised a Enterprise Development Plan (PDE) in conjunction with the beneficiaries.

One of the advances already achieved by these ATER actions was the improvement of animal health and nutrition management (goats), with increased food security for the herds, which also brought an increase in milk production.

The ATER teams also performed a process of awareness regarding deforestation, the presence of trash even with public collection, the predatory hunting, and the presence of fires. To minimize these human actions, a calendar of awareness and guidance for caring for natural resources was prepared.

The Riacho do Sangue community also received a series of trainings aimed at enhancing the development of the productive project, including: Seedling production; Gender and Social Organization; Water Recycling Technology; Fodder Production and Storage; Project Economic Feasibility Study; Silage Production with Native Vegetation and Aspects for its Conservation, among others.

Currently, the project is heading to the accountability phase, as the implementation of its goals was concluded, totaling R\$ 88,618.75 in investments. However, the Technical Assistance services will continue until mid-2019, giving support to the best development of all actions implemented, increasing agroecological diversity and sustainable practices in the location.

REGISTRATION OF THE DELIVERY DATA OF ANIMALS IN THE RIACHO GRANDE COMMUNITY.

THE TURN

The Settlement Riacho do Sangue emerged around 2008, when the families who were camping at the site gained land ownership. During this period, there were technical assistance actions and monitoring through Incra, granting the community a field for the production of forage palm, which serves the entire population settled. When the Procace actions started, another field of Carmine cochineal insects-resistance forage palm was implemented, serving the twelve families benefited by the productive project.

As one of the Project results, the local farmers have today a greater food security for the herd, with the guarantee of fodder for animals. They even started to multiply that palm cultivation – which is in a collective production field – so that each producer may have a little production in their private properties. Farmers have also held racquets donations to other communities in the region.

The improvement of herd food security was also only possible through the increased water security in the community, with the implementation of a water catchment system in an existing well on the site. They also contributed to the construction of a plate cistern with capacity for 20,000 liters of water and the implementation of a irrigation kit. Such kit has facilitated the work of local farmers, in addition to ensure greater use of the water available, as it uses the dripping system.

This rational use of water, together with other agroecological practices, allow the Riacho do Sangue community to maximize the local potential with few resources and in the semi-arid context, developing sustainable practices. Thus, they ensure food and nutritional security both for the goat herd as for the families living on the location, which can draw from it their subsistence and livelihood.



AGROFORESTRY SYSTEMS (SAF)

This is a model of agricultural production in which fruit-bearing or logging species are combined with agricultural crops an/or animal raising, simultaneously or in temporal sequence, promoting economic and ecological benefits.

The benefits of this production model are directly linked to the conservation of natural resources and the coexistence with the semi-arid region. One of the premises is the soil protection with organic matter, guaranteeing fertility and nutrients availability, as well as the maintenance of soil humidity, reducing the expense of water – a very precious resource in the region.

Within a broad vision, the implementation of agroforestry systems allows the increased animal productivity due to animal welfare (shadow) and nutritional quality of pastures. It favors biodiversity in general due to the formation of ecological corridors, including the availability of pollinators. All this helps to mitigate the effects of climate change.

From the socio-economic point of view, the agroforestry system allows for a drastic reduction in the use of inputs and pesticides – the main production costs – because the harmonic ecological relations they generate reduce the emergence of pests and nutritional needs. Who gains from it is the produce who, in addition to having lower costs, can add greater value to their products.

Changes are seen immediately after deployment. The diversity of cultures in a same space is greater, assisting in food security and diversification of marketed products.

Cultural practices required for it stimulate the collectivity since the care of each type of crop demands the expertise of one or another farmer, more familiar with this or that plant. The exchange of experience between generations is also perceived: older people pass on knowledge to younger people by demonstrating how to “take care of the farm,” and the latter help them with innovations, often absorbed from informational materials on the internet.

Therefore, Procace has aided in a change of paradigm concerning how to grow and live with the environment surrounding us, leaving aside the simplistic model of production and decreasing the monoculture and the use of pesticides. They invest in a complex method, in which the consortium production is fostered and organisms regarded as plagues are, in fact, continuous agents of transformation.

Currently, with the SAF, the community has crops of sorghum, millet, palm, cassava maniçoba, jerimum, watermelon, pine cone, pomegranate, soursop, guava, orange, mango, cashew, moringa (forage plant important due to its amount of protein and calcium), gliricidia, ipê-roxo (also know as pau d'arco), aroeira, catingueira and umburana.

All that has been cultivated in consortium with the forage palm already present in the community. Other cultures should still be implemented in the rainy period in the region, as they demand a lot of water.

The SAF was recently deployed on the site and the crops are still growing. One may observe this diversity of crops now present in the community, in addition to bringing environmental improvements, also presents itself as a new possibility of income increase for these families.

This due to the possibility of sale of surplus products in markets and fairs in the region, as well as due the decrease in the purchase of foods, as most of these will be produced by the farmers of the settlement. Productive activities in the fields of dairy goat and living farm offer an extra income complement.



VIVEIRO DE MUDAS

INCREASED MILK PRODUCTION

Before the Procasa actions, local producers accumulated debts rather than profits due to expenses they had to maintain their herds. The mean daily production was about ten liters of goat milk, with around twenty matrices in a squad, which hardly ensured family consumption. Today, after the acquisition of 48 goat matrices and three reproducers PO of the Alpine Brown breed, the genetics of the herd improved and the production has risen to 65 liters per day, opening up the possibility of selling and processing the milk.

Nonetheless, despite the great milk production, the milks is little markets, except for a few individual initiatives of each producer. This is due to numerous factors involving the organization of the association. In this sense, there is a group difficulty in organizing own events or even in inserting themselves in fairs promoted in the region.

In addition, many people still have prejudice about goat milk consumption because of its smell and taste. If there is no proper management, they end up acquiring aspects from the reproducer, father of pigsty, as they use to call it.

The community intends to process goat milk through the production of cheese, yogurts and sweets, increasing the possibilities of income generation for the families. However, the dilemmas of this difficulty in the local market remain, as countryside residents have prejudice against the consumption of these products derived from goat milk. As a result, the health management techniques are also important to ensure milk quality, assisting in breaking the existing bias.

Currently, the producers market on average 40 liters of milk per day, as the remainder is intended for household consumption. Based on the current marketing price practiced for the liter of milk (R\$ 1.99), one can estimate the possible gross income of these producers in R\$ 79.60 per day. This represents a value of R\$ 2,388.00 per month.

In addition, the seedlings nursery, built to produce seedlings for the productive activities of the community, gave rise to another opportunity: income generation through living farm activities. The company Florest, responsible for the implementation of SAFs in the Procasa coverage area, hired the producers from Riacho do Sangue. The company acquired 4,000 seedlings in the community, at a value of R\$ 1.25 each. This additional resource of R\$ 5,000.00 for the producers may help in goat raising or motivate a new productive activity; in this case, the expansion of living farm.



THE EXAMPLE

The Riacho do Sangue community currently is a great example of what are the goals of investments made by Procasa in associations and cooperatives covered by it. With the action implemented on the location, the technical assistance, and the own dedication of beneficiaries, an enormous environment of sustainability and agroecological diversity was created.

Currently, the community performs various productive activities, in an agroecological and sustainable manner. The equipment, resources and technical assistance offered by the Project, allied with the interest and organization of the own community – that works to leverage the productive project – guarantee the sustainability of these actions, both today as when the Project activities end.

Present in a semi-arid context, in a region where there is a great shortage of water, as well as difficulty of access to public policies and other resources, the Riacho do Sangue Community proves that it is possible to have a good quality of life when producing in a diversified, sustainable and agroecological manner, besides generating income for their families.



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Amor Jardim in search of social and economic autonomy

*STRENGTHENING OF PRODUCTIVE YARDS
FROM THE CREATION OF CAIPIRA CHICKENS
IN THE DRY WILDERNESS OF PIAUÍ*

by Sarah Luiza de Souza Moreira

In 2017, the Organized Women's Association of Jardim had its proposal of Productive Inclusion Project (PIP) approved by the Viva o Semiárido Project. Through such project, they could invest in improving the creation of caipira chicken, in search of quality of life for their families and the community. The initiative has been growing and, today, includes productive agroecological gardens, contributing to the autonomy of the women involved.



PROJECT

VIVA O SEMIÁRIDO – PIAUÍ

In this article, we present the experience of the Association AMOR de Jardim, located in the municipality of Ipiranga do Piauí, in the Sambito Valley territory. Consisting of fifty women, 43 of which working towards the improvement of caipira chicken raising, it aims at social and economic autonomy. The article shows the importance of the women's self-organization process and the potential of caipira chicken raising, from the systemic and agroecological point of view of productive gardens.

From results description and analysis, we shall present conclusions and recommendations for this experience to be regarded as a reference for other realities.

IMPLEMENTING ACTIONS OF LOVE

To value the work of rural women in the semi-arid region, the Viva o Semiárido Project (PVSA), an action of the Piauí State Government in partnership with the International Fund for Agricultural Development (IFAD), established them, in its own design, as one of the priority publics of its actions.

The Jardim community is located in the Sambito Valley Territory, occupying 3.2% of the area of Piauí and harboring 114,688 inhabitants¹. The location is formed by 123 families working with family agriculture, developing activities such as non-irrigated subsistence agriculture, the creation of small animals, caipira chicken and pigs, for both consumption and income generation.

With actions in the communities Jardim I, Jardim II and Mina, the Organized Women's Association of Jardim was founded in 2008.

Only in 2015 the members took note of PVSA, during meetings of the Municipal Council of Sustainable Development, and decided to fight for the Project to invest in the community.

In 2017, the women managed to have their Productive Inclusion Proposal (PIP) prepared and approved by PVSA, involving 43 women, of which sixteen are young. Such process contributed to the empowerment of Association women, considering they were discouraged after a series of non-effective projects

The goal of the experiment was to promote the productive inclusion of women for income generation and improvement of social organization and quality of life, through the raising of caipira chicken, counting with a total resource of R\$ 247,000.00.

The investment provides for technical assistance for the deployment and post-deployment of the PIP, in supporting the improvement of management practices and infrastructure conditions. This includes the construction of aviaries in all production units and the enclosure of backyards.

To make this feasible, one needed to consider the difficulty of access to water in the community, requiring the construction of a cistern to store up to 52,000 liters of water and a well, in addition to the purchase of production equipment: fodder machine, hatcher, scale, rain gauge, feeders and waterers. The installation of a project nameplate was carried out, as well as the acquisition of a computer kit.

BINGO!

From its foundation in 2008, with the support of the Rural Workers' Union (STTR) of Ipiranga, the Organized Women's Association of Jardim arranged itself around the search for projects, actions, and support to bring improvements to the community's quality of life. Difficulties were many, such as the lack of water, energy, medical care, communications, and transportation to the seat of the municipality. Both dwellings and food and nutritional security were precarious.

Initially, they struggled to put a pay phone in the locality.

Then, they realized they could help each other, conducting auctions, parties, bingos and raffles, raising resources to contribute to the management of the association, in carrying out local activities, and in supporting the demands of the population. An example of these actions was the raffle of basic food baskets from the contribution of a kilo of food by the own members. With bingos, they raised enough funds to pay the deed of their land.



¹ Data from IBGE, 2010.

The women involved in the project have on average twelve chicken matrices and one rooster per family, totaling 550 matrices and 43 roosters. Aimed at guaranteeing food for the hens, the project provided the planting of grass sorghum and the acquisition of 215 corn bags.

Also, the structuring of a irrigated collective garden was provided for.

Gardens are productive spaces whose management is traditionally under the control of women. In addition to providing an important parcel of the food for households, they are essential to the conservation of agro-biodiversity. (OLIVEIRA, 2009, p. 35)²

As for project management, a participatory process was established, with the composition of work teams with three members each: one for bidding and purchases, a supervisory body (of material quality, construction work and service equipment), a marketing team, and the management.

² OLIVEIRA, Cidvânia. Mulheres construindo agroecologia. *Revista Agriculturas*, S. I., v. 6, n. 4, 2009.

Three elements are central in the process of implementation and execution of actions of the women's project of AMOR Jardim, starting from associations, which aim at strengthening for improving the quality of life of the community. At the same time the self-organization process of the women seeks to transform unequal gender relation, it also focuses on economic autonomy through income generation.

The result we recorded until now regarding association practices is that meetings for project building and defense contributed to the strengthening of the association. Before, these meetings happened less frequently and with little participation of members.

Once the previous, frustrated proposals were due, they currently overcome together the moments of fragility.



When one looks at the prospect of strengthening the productive organization for caipira chicken raising, up to now, with the construction of aviaries in productive units, we identified the improvements of maintenance and management of productive yards.

Even if, initially, the proposal focused on poultry raising, we perceived the potential to expand the look and assistance to the production garden in an agroecological manner. To integrate this creation to the production of vegetables, fruits, fodder plantation, among others. The search is for a more autonomous production, so there is less purchase of external inputs, such as, for example, to feed caipira chickens, providing economic gain.

As it is still under implementation, one cannot calculate the impact of the project on income generation. To do so, we intend to work with the methodology of agroecological notebooks³. Such management tools allows one to monitor the production of these gardens, measure the appropriate value for self-consumption and the income generation brought by the women's work.

³ These are table filled daily with the following information: production, sale; exchange; donation. After record, monetary equivalentents are made, demonstrating the actual value of the women's work and production in the productive unit.





SMALL-SIZED ANIMALS, SUCH AS CHICKEN, ARE BRED LOOSE AND CARED FOR BY WOMEN

THE GREATEST WEALTH

Rural women historically perform a series of works in the productive unit, in their communities, which are culturally rendered invisible, such as the creation of small animals, the cultivation of fruits and vegetables, seed multiplication and storage, in addition to food production.

Furthermore, to them are assigned the house work and family care, that is, raising children, cleaning the house, producing food, and managing waters. So many activities hamper their participation in collective and political organization spaces, overloading them.

Adding to all of these factors, many public policies – such as the access to technical assistance and credit – are beyond the reach of most women in rural communities. The intent was to involve women in management, marketing and stock control, contributing to them to effectively grasp the processes and take responsibility for their full performance.

Regarding the creation of caipira chicken – historically performed by women –, we sought to improve the infrastructure for production, making it possible to contribute to the diversification of production in the vicinity of the house. Throughout the monitoring performed by the PVSA, one could perceive the need for looking to productive gardens in a systemic, diverse and integrated form.

We evaluate that association practices led to the strengthening of the organization. With the increased systematic of meetings, with greater and more qualified participation, with the collective involvement in the actions. An indicator of such strengthening has been the performance of women who make up the commission of bidding and purchases in the oversight and coordination of purchases and deliveries of materials for constructing the well and the aviaries.

The women's excitement in seeing, for the first time, a project being implemented in the community and as a possibility of new learnings and future projects really contributes to it. On the other hand, as a limiting factor one could mention the lack of resources for the constant offsets required, of members to the seat of the municipality.

Looking to the self-organization of women and to the changes in gender relations, we consider that, as the association is an specific space for women, they feel comfortable sharing experiences, difficulties, fears, as well as sharing resistances and learnings.

They perceive themselves invigorated as women and as members of the association and the community. The participation of some of them in activities outside the community has been illustrative of that, mainly in representation spaces such as unions, councils and committees of PVSA/URGP4, consolidating solidarity actions and collective work.

However, they continue to have difficulties regarding gender issues. Expressions of machismo in the community often put them in embarrassing situations in spaces of joint participation.

They feel restricted when they are not heard and their opinions are not considered, as well as when they are under pressure from the overload of domestic work and family care.

Regarding income generation and economic autonomy, we see the great potential of the association and its members, who are busy with doubling the number of animals. Their joy of having an aviary in their backyards is expressed by one of the beneficiaries during a workshop: “Today even the chickens have a tile roof. It looks like a rich people's house.”

A highlight in productive projects specific for women is the collective recognition of their contribution to the family income and the household economy, which is often reflected in the increased autonomy and freedom, and reduction of violence.

For that, the support of the technical assistance of the Cooperative of Production and Agricultural Technical Services of Piauí (Cootapi), of UGRP and UGP5 of the PVSA, has been fundamental. The same goes for the interest and involvement of the group in the project implementation.

⁴ UGRP: Regional Units of Project Management.

⁵ UGP: Project Management Unit.

A WOMAN'S PLACE? EVERYWHERE!

With the experience of AMOR Jardim, we have learned the importance of women self-organization spaces. These are places that strengthen solidarity, experiences exchange, and collective learning. While working towards the improvement of life for the whole community, they seek recognition of their work and their economic contribution as subjects.

We have also seen that associations and collective organization are strategic to attract projects and actions that may benefit the communities, at the same time that establishing partnerships proved to be fundamental to give strength and support that result in a sustainable and solidary rural development.



Regarding income generation and economic autonomy, the group has shown a great potential. The joy of having the project technical support valuing and investing in their works has made the group to get actively involve, even thinking about organizing themselves for more than just the free-range raising of caipira chicken.

A unique feature of AMOR Jardim is on everyday resistance, regardless of difficulties; the collective organization against disbelief; the solidarity in the face of an individualizing logic; and the ability to believe that better days are possible, even if the challenges are huge.

We propose that reflections and continuous and specialized assistance are deepened in the agroecological and gender perspective, as a way to contribute to the understanding of reasons and mechanisms of inequality in gender relations.

Reflections and continuous assistance should also apply to agroecology.

A systemic, diverse and comprehensive look, when extended to agroecosystems, enables one to think of productions in a relational manner and positively contributes to improvements in quality of life and living in these communities.

Issues related to the record of costs and revenues shall be answered from the application of the agroecological books. It is worth emphasizing that the work with the books can contribute not only to register, monetize and systematize production data but also to make visible the economic contribution of women.

MEETING ON SYSTEMATIZATION WITH AMOR JARDIM
WOMEN, OCTOBER 11, 2018
REPRESENTATIVES OF THE AMOR JARDIM ASSOCIATION



THIS EXPERIENCE WAS TOLD AND WRITTEN BY:
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One also lives of water drops

*CREATING AND INNOVATING SUSTAINABILITY
POSSIBILITIES FOR FAMILY FARMING
IN THE SEMI-ARID REGION OF CEARÁ*

by Inês Mapurunga

The concreteness and success of the irrigated fruit growing production chain occurred when the Association of São Bento Valley, in Quixeramobim, Ceará, integrated union, will, determination, organization, planning, and – let us not forget – technical assistance coupled with partnerships.

Projeto
São José III

PROJECT

SÃO JOSÉ III/BANCO MUNDIAL – CEARÁ

The Sao Jose project, and a great partner of the Paulo Freire Project executed by FIDA in Ceara.

The experience to be presented deals wit the São José III Project of strengthening of irrigated fruit growing, focusing on agro-industrialization and marketing, aimed to improve the income of family farmers and to strengthen associations and cooperatives.

With the investment and technical assistance from the Secretariat of Agricultural Development (SDA), the Sustainable Rural Development Project (PDRS), and the São José III Project (PSJ III) – and from the initiative of the Association of Producers of São Bento Valley (APVSB) –, the intervention was carried out in the context of a Local Productive Arrangement (APL).



“In this valley, no one else will be hungry nor be humiliated.”

The experience takes place in the semi-arid region of Ceará, in the city of Quixeramobim, in the Forquilha River Valley, more precisely in the Association of Producers of São Bento Valley. As protagonists, there are the family farmers developing activities of the irrigated fruit chain, with crops of hog plum, cashew, mango, guava, acerola, soursop, passion fruit, sapodilla, among others.

About 1,300 families inhabit this geographical area, distributed into seventeen communities. This experience of agro-industrialization and marketing of fruit complements the formalization of a productive chain of irrigated agriculture, which emerged in the later 1980s with the production of fruit and vegetables in the valley.

In 1987, a group of farmers created the Association of Producers of São Bento Valley, whose motto “In this valley, no one else will be hungry nor be humiliated” is an answer to events that occurred in times of drought, events which made the population contingent of Forquilha Valley increasingly poor due to the scarcity of water and food.

In the course of these social concerns, new and necessary

partnerships arise, among which the Sebrae¹, Ematerce², the Bank of Nordeste, and the Agriculture Secretariat (Secretariat of Agricultural Development). The Secretariat acted through the Support Program to Small Farmers, currently São José Project, which is present in all phases of the project.

In 1989, another partnership leads to a proposal for drilling tubular wells, also known as alluvial wells. A team of geologists, agronomists, anthropologists and other researchers of the University of Tours, in France, with support by the local power and the State University of Ceará, encourage and support this social and sustainable technology aimed at human supply.

As the flow of the wells was much higher than expected, they could develop an irrigation system to process the production, which was then aimed at subsistence. This is an irrigation system through micro sprinkler and dripping, in which fertilizers are added to the water (fertigation), limiting the risk of groundwater contamination by chemical inputs.

This was named Project Drop of Water.

In Forquilha Valley, initially, only 21 farming families believed it would be possible to produce fruit to something more than own consumption through this technology.

Compromised by a great flood in 2004, the project resumes its activities in 2005 and, with PSJ support, a new irrigation system was installed, which conveyed the initial standard of the Project Drop of Water.

The 21 farming families resumed planting, producing three times more than what they produced in the beginning.

¹ Sebrae: Brazilian service of Support for Micro and small enterprises.

² Ematerce: Technical Assistance and Rural Extension Enterprise of Ceará.



“When we saw the possibility of losing the sales of our products because we were not organized, we sought to form a cooperative, which is the Coopvale”

MR. DEUSIMAR CÂNDIDO DE OLIVEIRA, MEMORIES OF ONE OF THE DIRECTORS

In 2012, the Association starts to produce and sell to the Program of Food Acquisition from Family Farming (PAA) and the National School Feeding Program (PNAE).

In that year, they found the Cooperative of Family Farmers of Forquilha Valley (Coopvale), a legal form of aggregation that eliminates the impossibility of profit, imposed by the statute of the association.

Agricultures and other associations also adhere, aimed at organizing the production and ensuring the marketing of fruits in natura. Such movement, which seeks resources through PSJ III to increase production, is the result of a discussion of social movements from the end of 2014 to the beginning of 2015.

In 2015, the APVSB stars, on its own, the agro-industrialization (processing) of fruit pulp. Aiming at adding value, it

terminates the prejudice in fruit cultivation, especially in the harvesting period. Thus the brand Frutos do sertão is borne.

Once again, the productive PSJ III arises, in 2017, this time strengthening the steps of agro-industrialization and marketing with a total investment of R\$ 427,331.50 and a financial contribution of R\$ 8,260.47. Such investment enabled the construction of a fruit agro-industry, the insertion of machinery, cooling chamber, and proper transportation with a cooling chamber. Technical assistance could be strengthened by a year, offering course on cooperation practices, association practices, management and organization, among others.

They also prepared, in conjunction with a specific company, the Business Plan, reinforcing the Local Productive Arrangement. Thus, they support the association/cooperative in the future perspective of working in cooperative networks.

“When we saw the high production of fruit that were often wasted, other fruits of lower standard that were marketed at very bad prices, that was when we realized the need to process those fruits.”

SR. DEUSIMAR CÂNDIDO DE OLIVEIRA, PRESIDENTE DA ASSOCIAÇÃO

MATURE COOPERATIVE

Currently, thirty families associated to the São Bento Valley are part of Coopvale. Other surrounding associations add up to a total of 62 cooperating families.

In the past six years, due to the drought, the fruit production of the Association of Producers of São Bento Valley decreased. With that, various regional producers integrated themselves to the local productive arrangement system. Selling their production through Coopvale, they also benefited from it.

With the increase in the agro-industrialization project, there was a higher volume of cooperative production and marketing. Consequently, the range of coverage for selling their products came to extend beyond the municipal limit of their geographical area.

At first, the cooperative met some public schools of the city of Quixeramobim. After the increment to its agribusiness, it also meets, in addition to all public schools in the city of Quixeramobim, several other municipalities, at great distances from the agribusiness area. Namely: Parambu, Aiuaba, Arneiroz, Catarina, Tauá, Quiterianópolis and Acopiara.

All in all, the Coopvale provides processed fruit to fifty schools, and to supermarkets and coffee shops of Quixeramobim.

Pulps requested by schools are those that give high yield in juice: hog plum, cashew, acerola, guava, and mango. Noble pulps, in turn, come from soursop, passion fruit and sapodilla; more expensive, they are produced for supermarkets and cafeterias, stored in a cold chamber and marketed out of season.



“Now this resource runs among us, generating employment, aggregate distribution trucks, so many things... The dynamics of such resource generates a lot of work and income for families, both in production as in distribution and marketing.”

“The continuity of rural communities for tomorrow is the youth.”

GOVERNANCE

In the Forquilha Valley, which houses seventeen communities – including that of São Bento Valley –, not all families are on an equal footing regarding development: some walk further than others.

Families of farmers who are part of the Association of Producers of São Bento Valley are more advanced. From the beginning, an effort and belief in the possibilities of improvement can be seen. Where it all began with fruit production – beginning of the irrigated fruit production chain –, passed through agro-industrialization, and now lives with further perspectives of cooperative networks.

Most of the non-associated families of the Forquilha Valley also benefit from this production process, as the Coopvale buys fruits in nature that were wasted before and are now industrialized.

The best example is the local producer who currently invoices R\$ 20,000 per semester with mango production. Nonetheless, before the increment of pulp agro-industry happened, this was one of the most wasted fruits.

Positions and functions occupied in this process of production, distribution, agro-industrialization and marketing of fruit and pulps are occupied by families that are part of the APVSB Association and Coopvale.

Even being associated to it, they provide services and are remunerated for the activities provided. Weighers and distributors work for daily income, weighing the fruits and separating them by school before distributing them.

The agribusiness of fruit pulp processing has a massive participation of young people and women. In addition, one of the coordinators is a young daughter of an associated/cooperated family, a graduate in Food Technology. There is also a young man who deals with accounting and another who works with the public control system of E-partnership.

INVESTMENT DOUBLING THE INCOME

By investing in the sustainable rural development of the Association of São Bento Valley, the PSJ III focus first on ensuring that family farmers can develop their agricultural production in a sustainable manner. It has provided them with access to new technologies, training and improvement in management. The result was beyond an improved quality of life: it has ensured the permanence of families in their place of origin.

As we have seen, the first action in this development story was not well accepted by farmers.

To the reality of the 1980s, it would only be possible to provide irrigation for production through the use of irrigation systems that consume large amount of water. This water was usually from dams that have proliferated in the Northeastern region due to public policies to combat drought.

Disbelievers of the efficiency of the modern dripping system, they first named this project of Drop of Water. Over the years, they have come to take increased advantage of its benefits.

Gradually (and culminating in 2017), the Coopvale starts to feel the need for a greater agro-industrialization and marketing increment, to resolve issues inherent to its growth. After all, the increased production began to compromise product quality (pulp durability).

“Before, fruit pulps were transported within Styrofoam boxes in open body trucks and, most of the time, arrived at schools in inappropriate stage for consumption.”

The physical space of agribusiness became limited, making the logistics and, consequently, the management difficult. Expanding thus becomes a condition to Coopvale to provide a service adjusted to the public schools and supermarkets of Quixeramobim, to their buyers, favoring a larger increment to its income.

Thanks to the agribusiness funded with PSJ III support, Coopvale – including the Association of Producers of São Bento Valley – expanded its production. It has strengthened its production capacity and accessed new markets, surpassing borders and selling its products to other municipalities in the central Sertão and of Sertão dos Inhamuns, in the State of Ceará. Then it was possible to include the provision of services to six new state schools.

Translating the results in quantitative terms, one can see an almost double result in recent years:

the gross income of the association due to the sale of fruit pulp to schools from April 2017 to March 2018 amounts to R\$ 1,023,579.38.

They continued to grow: with the project increase through fruit pulp agribusiness, one can observe the gross income in the first semester of 2018 reached R\$ 938,392.23.



IN CONCLUSION

The Association of Producers of São Bento Valley/Coopvale is an example that the investment in public policies, when directed and focused, allow that even communities located in the faraway areas of the northeastern semi-arid region can live with the stigma of drought.

One can find alternatives for its permanence in the communities, with dignity and economic development, through local production and development of cooperatives to ensure income and food and nutritional security.

The lessons one can take from these experience are:

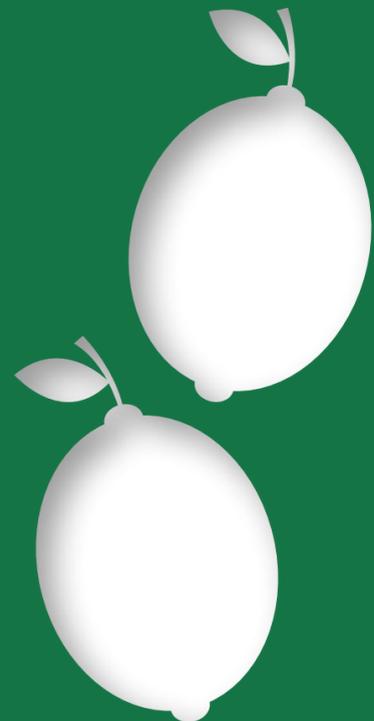
- the existence of organized groups, with well-defined objectives and good articulation, generate opportunities and sustainable local development;
- family farmers need to ally with the market and organize their production to meet its demands, considering the food and nutritional security;
- Technical Assistance is a fundamental element for the development of family farming;
- the government is indispensable in strengthening economic inclusion actions for family farmers, in all states; and
- with access to technology and technical assistance, one can produce and live in the semi-arid region of Ceará.

POST-HARVESTING PROCESSING

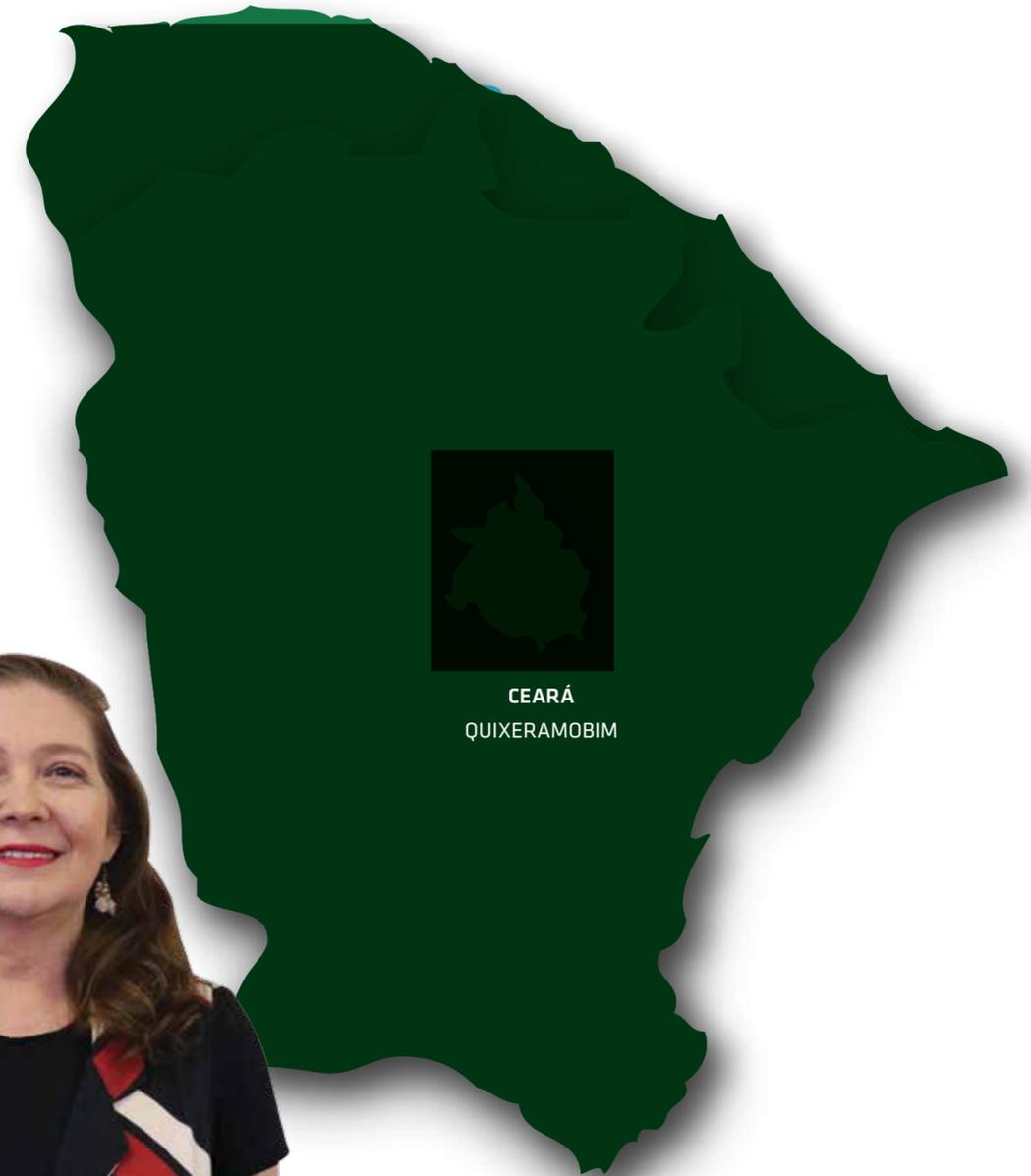
The productive PSJ III came to strengthen the local production of family farmers, respecting the origins of the community.

It blossomed and literally allowed the harvesting of many fruits, by enabling that projects are born within their realities, focusing on what the beneficiaries are already developing.

With this bias of respect to local cultures, features and aptitudes, it is possible to achieve success in the project.



Projeto
São José III



THIS EXPERIENCE WAS TOLD AND WRITTEN BY:

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Acknowledgments

Whenever we write a book, we think very carefully and fondly about the content we want to deliver to our readers, and this time we had a new focus, because the stories would be told by people closely involved in daily support to family farmers: the male and female technicians of IFAD-supported projects.

The attention in choosing the people who would (re)learn to write the stories for others to read soon gave way to meetings and training processes and the accounts of each person present.

Little by little, everyone started documenting passionately their “good practices,” brought from every state in the Brazilian Northeast region, and proudly narrating the cases they chose to spread to the world through this book.

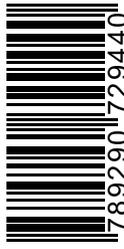
Books are written and stories are told to prevent knowledge from being trapped, for, as Paulo Freire said, “Nobody knows everything. That’s why we always learn.” And the main idea of this publication is to enable, through successful practices, new successful experiences to emerge.

We would like to thank everyone who contributed to transforming this idea into a beautiful publication that is now in your hands, and we are especially grateful to all male and female family farmers in the Brazilian Northeast, who help keep alive our semi-arid region, our woodlands and our food culture. We thank all male and female artisans who daily experience the joy of preserving culture through products and art.

We are grateful to all projects supported by IFAD: Projeto Pró Semiárido in Bahia, Projeto PROCASE in Paraíba, Viva o Semiárido in Piauí, Projeto Dom Helder Camara of the federal government, Projeto Dom Távora in Sergipe and Projeto Paulo Freire in Ceará.

Programa Semear Internacional plays a strategic role, aimed at the exchange of experiences between people and countries, and, alongside IFAD and IICA, is pleased to be able to cooperate with the dissemination of these cases that have changed the reality of women, men, women and rural communities.

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