



# IFAD in BRAZIL

Strategies to promote sustainable inclusive  
rural development in the Northeast



Investing in rural people





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rural development in the Northeast

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### **IFAD IN BRAZIL: STRATEGIES TO PROMOTE SUSTAINABLE INCLUSIVE RURAL DEVELOPMENT IN THE NORTHEAST**

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Agency: Traço Leal Comunicação

Graphic Design: Plínio Fernandes

Printing: Gráfica Papel & Cores

Distribution: 250 copies

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Salvador, 2017

International Fund for Agricultural  
Development (IFAD)



Investing in rural people





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# Foreword

Brazil has made great strides in reducing hunger and poverty in the past two decades. Family farming, which has played an important role in promoting the right to the food and nutrition security of rural populations, is addressed in the government plan and produces 70% of the staple foods consumed in the country. Rural families are acting as both the agents and beneficiaries of territorial development policies. Despite this progress, however, 17 million Brazilians are still living in extreme poverty, 11 million of them in the North and Northeast and 6.5 million in rural areas of these regions. (IBGE/Censo 2010). These numbers pose a challenge, and there are ominous signs that the decline in poverty in the country has slowed or even stagnated.

Since 1980, the International Fund for Agricultural Development (IFAD) has been working with the Brazilian government and society to reduce rural poverty in the country through investments in family farming. IFAD works with public agencies, civil society organizations, rural social movements, businesses and other international organizations to achieve a common objective: sustainable inclusive rural development.

The book you are now holding presents IFAD's intervention strategies in Brazil. Part one covers the mission, principles and eight lines of action that guide the Fund's operations in Brazil: **1** Technical Assistance and Organizational Strengthening; **2** Productive Development, Cooperativism, Rural Business and Market Access; **3** Access to Public Programmes; **4** Environment, Climate Change and Adaptation to Conditions in the Semi-arid Region; **5** Water Resource Management; **6** Knowledge Management; **7** Monitoring and Evaluation; and **8** South-South Cooperation. These strategies, which are part of IFAD's new Strategic Framework (2016-2021) in Brazil, are illustrated by a wide array of photos that show the extent of the work being done in the Semi-arid Northeast and the action taken, the agents involved and the results achieved.



IFAD team in Brazil (from left to right): Leonardo Bichara Rocha and Hardi Michael Wulf Vieira, Country Programme Officers; Paolo Silveri, Country Programme Manager; Adenike Ajagunna, Administrative Assistant; Carina Giorgi-Moreni, Country Programme Assistant

Part two of the publication describes IFAD's investment portfolio in Brazil, with brief texts describing 12 projects supported by the Fund – among the initiatives under way and in the design phase – made possible by a loan or grant from the Fund.

The purpose of this book is to showcase IFAD's work in Brazil, recognizing the importance of collaboration with the different sectors of society to promote broad participation, foster public policy dialogue and scale up the use of innovative technologies and practices for adaptation to conditions in the Semi-arid region, in addition to improving the quality of life of rural populations and demonstrating the value added by the Fund in the efforts to reduce poverty in Brazil.

This publication is therefore directed to current and potential partners inside and outside Brazil, as well as individuals and organizations committed to the sustainable inclusive rural development agenda.

Good reading!  
**IFAD team in Brazil**

# Acknowledgments

We would like to express our gratitude to all the individuals and institutions who have worked side by side with IFAD over the years in Brazil and helped improve the life of rural populations in the Northeast – agents familiar with the particular characteristics and potential of the region, who have strived to reduce rural poverty and improve the quality of life in the countryside; who are committed to creating, experimenting with, systematizing and disseminating social technologies and good practices for adaptation to conditions in the Semi-arid region; and who have therefore been essential to building an inclusive sustainable rural development project.

Our thanks to the Federal Government, the state Governments of Alagoas, Bahia, Ceará, Maranhão, Paraíba, Pernambuco, Piauí, Rio Grande do Norte and Sergipe, as well as the United Nations Development Programme (UNDP) and the Inter-American Institute for Cooperation on Agriculture (IICA) – with whom we have entered into direct partnerships and without whom it would be impossible to scale up innovations in rural areas and incentives for family farming – for their support and partnership with institutions and groups from the different sectors. Our deepest gratitude to every public, private and civil society organization, social movement, international cooperation agency and, especially, farming family in Northeastern Brazil, with whom we dialogued and worked in the field.

The International Fund for Agricultural Development (IFAD) is the only agricultural finance institution in the United Nations System. One of the main outcomes of the World Food Conference of 1974, it was created in 1977 to finance agricultural projects in developing countries and is one of the world's 10 largest multilateral development banks. Headquartered in Rome, Italy, IFAD supports global efforts to eradicate rural poverty, hunger and malnutrition; boost the productivity and income of farming families; and improve the quality of life of rural populations.

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# IFAD:

investing in rural populations to  
increase sustainable inclusive  
development in Northeastern Brazil



In Brazil, IFAD seeks to support family farming and the development of the Northeast, whose social indicators are among the poorest in the country. In order to accomplish this, it works with the government, civil society organizations (including rural worker's unions and community associations), business and other international cooperation agencies. Based in Salvador, Bahia, IFAD's office in Brazil is the only country office situated outside the administrative capital of a country. Its location facilitates dialogue with social agents in the Northeast, supporting the implementation of and assistance to projects supported by IFAD.

Fund operations are aimed at:

- 1 Boosting farm production and increasing food and nutrition security, as well as access by poor rural households to markets;
- 2 Promoting access by these households to non-farm activities;
- 3 Creating and disseminating knowledge to empower rural populations and local institutions (both government and civil society) to capitalize on the potential of the Semi-arid region, adapt to climate change and implement rural development policies and programmes;



- 4 Recording and disseminating information and good practices developed by family farmers (male and female) for adaptation to conditions in the Semi-arid region to influence public policies for rural poverty reduction.

In this way, IFAD seeks to support Brazil in meeting the priorities of the 2030 Agenda for Sustainable Development and achieving the Sustainable Development Goals (SDG), especially: ending poverty (Goal 1); ending hunger, achieving food security and improved nutrition (Goal 2); achieving gender equality (Goal 5); ensuring the availability of water and sanitation (Goal 6); combating climate change and its impacts (Goal 13).



IFAD's 30-plus years of experience in Brazil have resulted in learning and modifications of its intervention strategies with the object of promoting concrete changes in the lives of the most vulnerable rural households. Its operations in the Northeast's Semi-arid region have yielded a series of work methodologies in areas such as support for community organizing, knowledge management, rural extension and participation in territorial development processes. Its cooperation has also fostered a wealth of experience in the production (agroecological and sustainable), processing and transformation of family farm products and access to markets.

A new cooperation cycle has begun in the country with Brazilian government approval of IFAD's Strategic Framework 2016-2021. During this period, IFAD intends to strengthen the loan and grants programme for the Semi-arid region, eventually expanding it to other areas in the Northeast. The operations follow principles aimed at adding value to initiatives carried out in partnership with the Fund, namely:

### **The territorial approach**

IFAD operates in every state in Brazil's Northeast, the region with the country's highest concentration of poor rural households. The Fund proposes to consolidate work in the Semi-arid region and expand it to other vulnerable areas, reaching the woodland *agreste* and *Zona da Mata* regions of Pernambuco, as well as the transitional area of the *Amazônia-Cerrado* ecosystems, especially in the state of Maranhão. This territorial approach is designed to integrate the projects supported by the Fund with government policies and programmes and to forge partnerships and encourage social participation in local decision-making forums.

### **Targeting**

IFAD wishes to ensure that its activities reach the poorest and most vulnerable rural groups, which include traditional communities (extraction, river-dwelling, indigenous and *quilombola* communities) and land reform settlements—especially women and young people. The Fund is explicitly concerned about fostering ethnic-racial inclusion, increasing youth engagement and the promotion of gender equality.

### Innovative practices

Operations financed by the Fund in Brazil are designed to promote innovations in social technology and good practices that improve adaptation to conditions in the Semi-arid region and promote rural development. Participatory planning, harvesting and water conservation methodologies, as well as organic production and agroecological methods are but a few examples. Once these innovations are tested and shown to improve the lives of family farmers, IFAD and its partners will take action to broaden the scale of these innovations, encouraging their inclusion in public policies.

### Civil society participation

The participation of family farmers and civil society organizations in tackling issues related to the projects, in the dissemination of information on successful practices and in rural development policy discussion forums are another guiding principle of IFAD cooperation. These stakeholders contribute to participatory planning processes, the creation and implementation of Annual Work Plan and Budget (AWPB), management committees (community and territorial) and other forums for dialogue, as well as to social policy implementation and oversight.

### Policy dialogue

IFAD contributes to the coordination and improvement of public policies targeting poor rural populations to boost incentives and opportunities in the countryside. The Fund promotes multisectoral dialogue on issues relevant to rural poverty reduction, land reform, support for agricultural research, technical assistance and financing. Knowledge management and monitoring and evaluation activities fuel this dialogue in national, state, municipal and territorial plans. The results and lessons learned from the project are shared with family farmers and government, civil society and private-sector organizations. One example of this is IFAD's support, through the Semear Programme, for the Northeast States and Minas Gerais Family Farm Managers Forum.

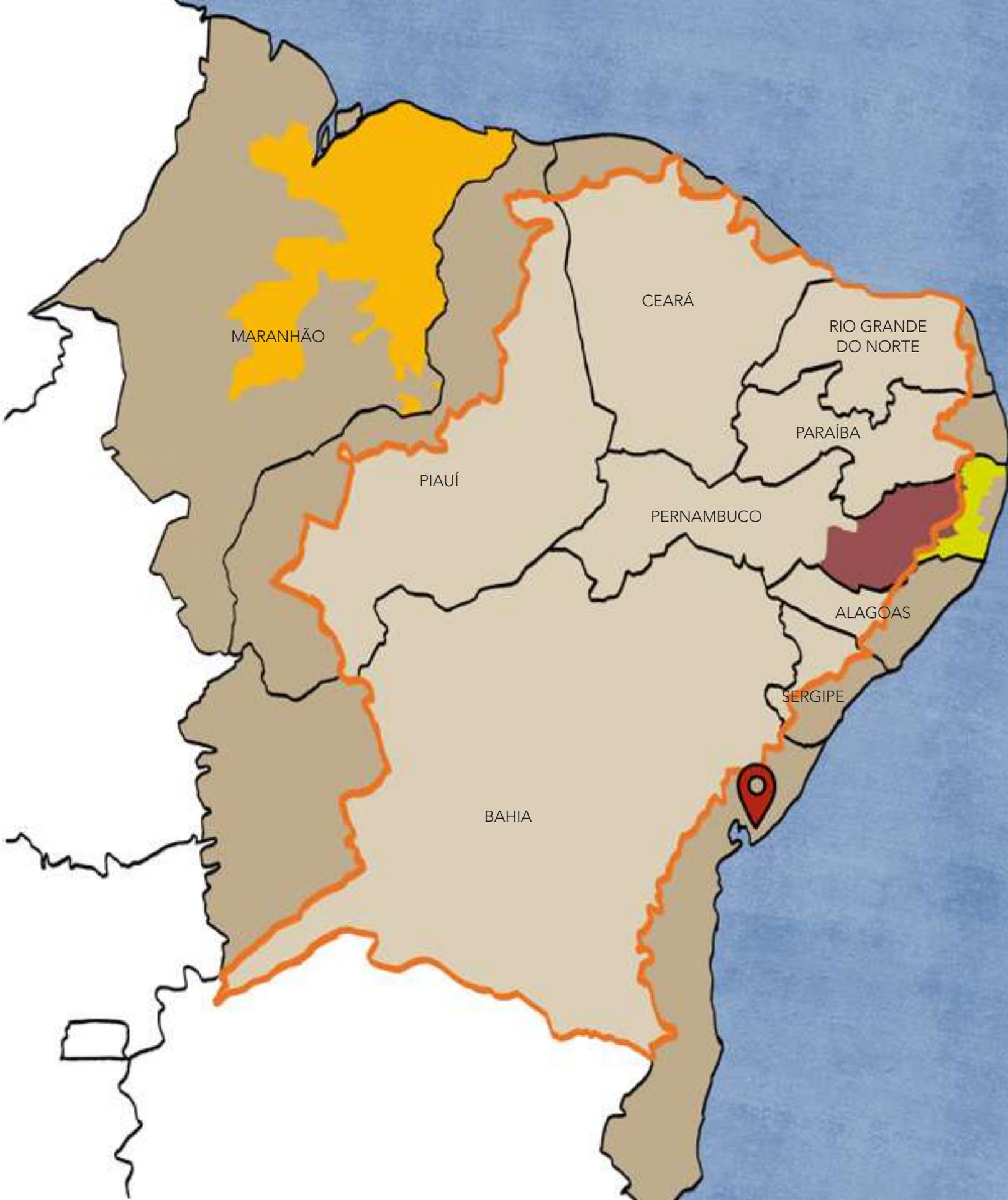




# Areas of activity

- Northeast
- Semi-arid Northeast
- Transitional areas of *Amazônia-Cerrado* and *Maranhão* ecosystems
- Agreste woodlands of Pernambuco
- Pernambuco *Zona da Mata* area
- 📍 IFAD office in Brazil





MARANHÃO

CEARÁ

RIO GRANDE DO NORTE

PARAÍBA

PIAUI

PERNAMBUCO

ALAGOAS

SERGIPE

BAHIA

In order to support sustainable and inclusive rural development, the IFAD programme in Brazil has eight lines of action: **1** Technical Assistance and Organizational Strengthening; **2** Productive Development, Cooperativism, Rural Business and Market Access; **3** Access to Public Programmes; **4** Environment, Climate Change and Adaptation to Conditions in the Semi-arid Region; **5** Water Resource Management; **6** Knowledge Management; **7** Monitoring and Evaluation; and **8** South-South Cooperation.

These lines of action provide a sound platform for the discussion of issues connected with rural public policy. They stress the importance of investing in family farming to reduce poverty and improve the quality of life of rural populations in Brazil's Northeast.

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# Lines of action

IFAD IN BRAZIL

Craftswomen in the Cariri region of Paraíba preserve the Renaissance lace-making tradition and boost their household income by selling their wares at the *Associação de Resistência das Rendeiras* shop in the Community of Cacimbinha (Arca) in São João do Tigre.





# 1 Technical Assistance and Organizational Strengthening

This Strategic Framework component of IFAD is devoted to empowering government and civil society organizations to promote productive and social development. In addition to promoting higher income and standards of living for the rural population, it fosters the participation of organized civil society in territorial policy discussions on the promotion of family farming. It supports public agencies that coordinate policy and programme implementation; businesses that offer technical assistance services to rural organizations; cooperatives and associations that generate projects, working to scale up tested innovations in rural areas and informing small producers about family farming policies.

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LINES OF ACTION

Artisanal Women's group from ASFLA (*Associação Artesanal Formiguinhas em Ação*), from Passagem, in Neópolis, Sergipe that is executing a business plan and boosting their household income with ouricuri straw and crochet crafts.  
// Dom Távora Project







Farmers employing agroecological techniques to produce sour sop (*graviola*) and protect it from insects in Gameleira, Pernambuco.





Betânia Municipality's Goat and Sheep Raisers Association (Ascobetania) in the Semi-arid region of Piauí has an experimental production unit for the transfer of genetic improvement technology. // *Viva o Semiárido* Project



Farmers using a silo fabrication kit that she received from the community of Sítio São Francisco in Prata, Paraíba. It can be used to produce animal feed. // Procasa Project



Women's group in Sítio Pedra II, in Caraúbas, Rio Grande do Norte, receiving technical assistance for improving the pulp of fruits native to the region. // Dom Helder Camara Project



Farmer processing cassava grown with agroecological techniques at the flour mill, in the *quilombola* community of Serra do Chagas, in the Salitre, Ceará.  
// Paulo Freire Project



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FESTA BIFÓBICA

óleo bifóbico

FESTA BIFÓBICA



Women's group from the Santa Agostinha Settlement Project in Caraúbas, Rio Grande do Norte, receiving technical assistance for the production and improvement of honey for food and cosmetics. // Dom Helder Camara Project

## 2 Productive Development, Cooperativism, Rural Business and Market Access

IFAD values the important role of family farmers in food production and the promotion of rural development. It therefore promotes investments in production and rural businesses, helping to raise household incomes. It finances farm and non-farm activities to promote the sustainable transformation of production. The Fund also encourages cooperation among small producers and capacity building among their organizations to improve the management of economic activities. Furthermore, it create opportunities for workers to access private and institutional markets, as well as relevant niches, such as organic and fair trade products.

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LINES OF ACTION

IFAD IN BRAZIL

Family farmers from the community of Serra dos Camilos in Campo Grande, Piauí, improving the production of cassava for flour and gum manufacturing.  
*// Viva o Semiárido Project*







Family farmers from the Canudos, Uauá and Curaçá Family Farming Cooperative (Coopercuc) in the Semi-arid region of Bahia, producing and improving fruits native to the Caatinga for candy and jelly manufacturing, sold inside and outside Brazil. // Pró-Semiárido Project





Youth group from the Joint Bee Keepers' Cooperative in the Simplício Mendes microregion (Comapi) in Piauí state, which produces honey for the domestic and international market. // *Viva o Semiárido* Project



The Central Cashew Growers Cooperative in the State of Piauí (Cocajupi) promotes the production, improvement and marketing of cashew nuts from nine family agriculture cooperatives in the Semi-arid region. // Viva o Semiárido Project





Farmer sells the surplus from her own production of vegetables at the agroecological fair in the municipality of Dom Expedito Lopes, Piauí. // *Viva o Semiárido* Project

# 3 Access to Public Programmes

Guaranteeing the access of poor rural households to the benefits of public policies and territorial development, technical assistance, extension, credit, business support and land reform programmes is another major component of IFAD's Strategic Framework in Brazil. In order to meet this goal, the Fund forges partnerships with technical assistance and farmers' organizations to disseminate information about these policies and programmes and connect rural families with the bodies responsible for their execution.

Public school cooks in the Semi-arid region of Bahia trained to prepare tasty, healthy recipes with family farm products procured through PNAE (National School Feeding Programme).  
// Semear Programme







The Family Farm Cooperative of Apodi (COOAFAP) in Rio Grande do Norte sells its products to institutional markets and supplies public schools. // Dom Helder Camara Project



Programmes such as cisterns and food procurement help family farmers in the Semi-arid region increase their production, market their crop surplus and improve the lives of their families.

# 4 Environment, Climate Change and Adaptation to Conditions in the Semi-arid Region

Sustainable management of natural resources is another component of IFAD operations in Brazil. The Fund supports activities that generate income and preserve biodiversity and native forests. It also supports activities related to the adoption of organic and agroforestry production, soil conservation practices, conservation diversification and the use of natural defensive agents. The agency helps protect the environment, heighten household resilience to the effects of climate change and improve lives in the Semi-arid region.

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LINES OF ACTION

IFAD IN BRAZIL

Farmers in the Piracicaba community in Upanema, Rio Grande do Norte, use agroecological techniques to grow organic cotton and vegetables. // Dom Helder Camara Project







Experimental farmer from the Primeiro de Maio Settlement in Carúbas, Rio Grande do Norte, uses a biodigester to produce cooking gas from manure. // Dom Helder Camara Project



Experimental farmer from the Paraíso Settlement Project in Carúbas, Rio Grande do Norte, has used the silage technique on his family's land, enabling him to properly feed his herd in times of drought. // Dom Helder Camara Project





Youth from the 8 de Outubro Settlement in Simão Dias, Sergipe, building a creole seed bank, adapted and resistant to the Semi-arid climate, contributing to crop diversification as well as food and nutrition security for farming families. // Dom Távora Project



Goat and sheep raiser from the Paulo Freire I Settlement in Algodão de Jandaíra using forage palm as animal feed, which was marketed at the municipal fair. // Procace Project



Experimental farmer from the community of Serrinha dos Amâncios, in Assaré, Ceará, producing plants and biofertilizers to improve soil quality in her productive plot, diversify cultivation and protect plants from disease and insects. // Paulo Freire Project

# 5 Water Resource Management

This IFAD line of action is aimed at improving water security in the Semi-arid Northeast. In other words, its aim is to give rural populations access to the necessary amount of quality water—enough to meet their basic needs and permit the socioeconomic development of the region. The agency finances water storage and collection to supply rural households and support food crop and livestock production. It also supports the empowerment of farmers, enabling them to sustainably use this natural resource.

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LINES OF  
ACTION

IFAD IN BRAZIL

Water from the  
Adductor Channel  
in Sertão Alagoano,  
used to irrigate crops  
in their surroundings.  
*// Alagoas Sertão  
Channel Project*







This resident of the Pimenteira community in Santana do Cariri, Ceará, has a home cistern that holds up to 16,000 litres of rainwater for the household to use in times of drought. // Paulo Freire Project





Irrigation system boosts farm agroecological production in the Piracicaba community in Upanema, Rio Grande do Norte. // Dom Helder Camara Project



Production is maintained in times of drought through subterranean dams, which store water underground in Sítio Tanquinho, Prata, Paraíba. // Procace Project



Irrigation kit in the Zé Marcolino Settlement in Prata, Paraíba: solar energy panel activates the water pump, bringing underground dam water to the PVC tank, which, using gravity, supports the irrigation system hoses. // Procasa Project



The grey water reuse system is an alternative for the reuse of water, irrigating crops and reducing pollution of the environment and productive plots in the Nova Morada Settlement Project in Caraúbas, Rio Grande do Norte. // Dom Helder Camara Project

# 6 Knowledge Management

Information, social technologies and good adaptive practices identified in rural areas of the Semi-arid region are recorded and disseminated through knowledge management activities and communication products, such as the systematization of experiences, thematic studies, seminars, exchange programs and knowledge fairs. IFAD strives to contribute to social education processes for sustainable development. The innovations developed by these projects are available to every individual and organization interested in applying them to other situations.

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**LINES OF ACTION**

IFAD IN BRAZIL

Offices and seminars promote the interconnection and improvement of collaborative networks of agents working in rural development in the Semi-arid region of Northeast of Brazil.  
// Semear Programme





1 QUAIS AS RELAÇÕES  
- EXISTEM ENTRE OS SENTI-  
AFETOS, POESIAS DOS AGRICULTORES  
E AGRICULTURAS COM A CON-  
QUISA DO CONHECIMENTO

2 QUAL O "ESTALO" OU  
"MEXIDA" QUE AS EXPERIÊNCIAS  
- PROVOCARAM EM NÓS E  
NOSSAS PRÁTICAS?

3 QUAIS OS SIGNIFICADOS QUE  
- AS METODOLÓGICAS (INTE-  
DIAGNÓSTICOS, COMUNICAÇÃO)  
TÊM PARA OS SUJEITOS?  
REVELAM O QUE?

4 QUAL A RELAÇÃO  
CONHECIMENTO E PODER  
IDENTIFICAR





Good adaptive practices in the Semi-arid region are systematized and disseminated, helping facilitate access to knowledge sharing and innovation to improve the quality of life in rural areas. // Semear Programme

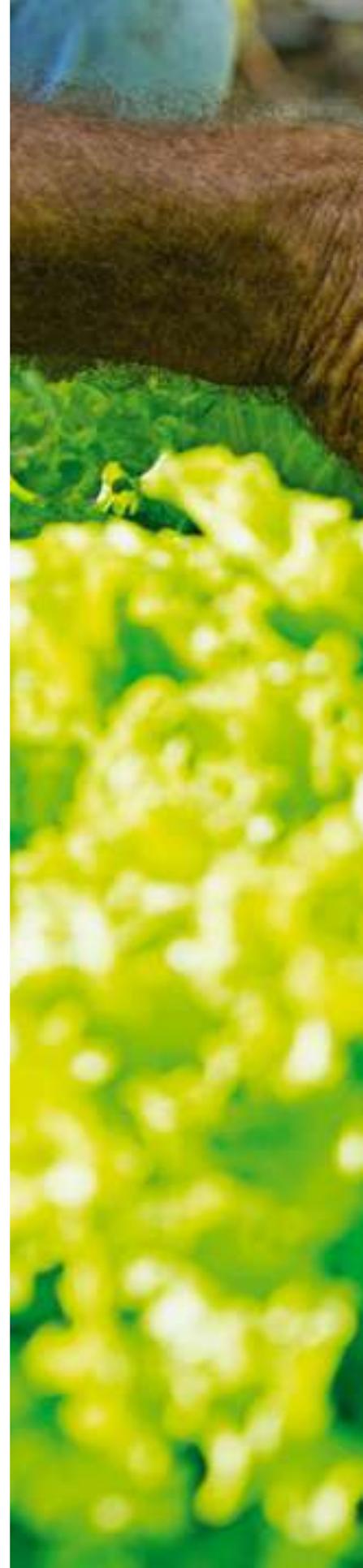




Exchange visits promote knowledge sharing and innovations to improve the life in the Semi-arid region. // Semear Programme

## 7 Monitoring and Evaluation

The indicators defined in the outcome matrix of IFAD's Strategic Framework for Brazil are periodically followed up by its programme managers and, at the end of the cooperation cycle, examined by an independent evaluation office. The Fund has a new monitoring and evaluation system for observing the indicators related to the objectives and goals set in project Annual Work Plan and Budget (AWPB) and logical frameworks. This is an online platform that generates supervision reports and supports decisionmaking for course correction to achieve concrete, positive changes in the lives of poor farming families in the Northeast. The system promotes the organization, storage and dissemination of information among the agents and organizations connected with IFAD, improving knowledge management and public policy dialogue.







Meeting of artisans to evaluate business plan proposals. // Dom Távora Project



# 8 South-South Cooperation

IFAD supports programs that promote innovative technologies, good practices and policies to benefit family farming in Brazil, Latin America and the Caribbean. IFAD-Mercosur, for example, encourages the government to share its knowledge within the Southern Common Market. Over the next three years, the *Adaptando Conhecimentos para a Agricultura Sustentável e Acesso a Mercados* (Adapting Knowledge for Sustainable Agriculture and Access to Markets) project will facilitate the expansion and adaptation of innovations developed by EMBRAPA (Brazilian Agricultural Research Corporation) for IFAD-financed initiatives financed in South American and Caribbean countries.

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LINES OF ACTION

IFAD IN BRAZIL

Brazil-Nigeria Project defines chicken breeds to construct a database and increase knowledge sharing about germplasm. MKTPlace





Workshop on drafting cooperation proposals, which is part of the MKTPlace 2012 Board, in Brasilia.





Since the beginning of IFAD cooperation in Brazil in the 1980s, the 11 inclusive sustainable rural development projects financed by the Fund in the Northeast have allocated US\$825 million—including low-interest loan agreements and government and beneficiary counterpart funds.

At the present time, six financial projects are under way, constituting IFAD's largest investment portfolio in Latin America and the Caribbean, with contributions of US\$450 million. Two new financing projects, one in Maranhão and the other in Pernambuco, are scheduled for start-up in 2018, increasing the total investments supported by the Fund in Brazil to US\$560 million, reaching more than 370,000 households.

In addition, IFAD financially supports projects through grants – for example, the Semear Programme, for the *Alagoas Sertão* Channel project and the MKTPlace Platform.

# Investments in Brazil





IFAD-supported projects act in keeping with its Strategic Framework's lines of action. Aligned with the priorities of the Brazilian government, these initiatives are integrated into the main public policies that support family farming and rural poverty reduction, as well as the federal programme "Brazil without Extreme Poverty".

Twelve projects have received IFAD loans or grants or have a signed financing commitment with the Fund. Ten initiatives involve municipalities in the Brazil's Northeast region. Another two projects are designed to foster South-South cooperation, reaching rural communities from other Latin American, Caribbean and African countries.

# Supported projects



## 1. Dom Helder Camara Project (PDHC)

PDHC project with the Federal Government promotes dialogue on alternatives for reducing poverty and inequality in Northeast Brazil. First, it builds capacity in rural communities, land reform settlements and their organizations to participate in territorial planning and public policy-making. The project also enables rural families to manage their production systems. In addition, PDHC tests innovations to improve family production units and public policies. Thus, it creates conditions and provides references for the promotion of rural development. Its activities promote agroecology, boost the technological capacity of small producers and facilitate their access to markets. It therefore helps increase the rural population's water and food security, while raising the income of farming families and improving living conditions in the region. Implemented by the Federal Government through SEAD (Special Secretariat for Family Farming and Agrarian Development) of the





Ministry of Home Affairs, the project reaches some 74,000 households in 129 municipalities in seven states (Alagoas, Ceará, Paraíba, Pernambuco, Piauí, Rio Grande do Norte and Sergipe).

PDHC is in its second implementation phase (2014-2020) and is a reference for other IFAD-financed projects in Brazil. From 2002 to 2010 (phase one), the project promoted public policies in the region and developed human and social capital, strengthening organizations linked to participatory and sustainable development processes with an impact on poverty reduction. It has reached 15,600 families and 365 settlements and communities, including *quilombolas*, in 79 municipalities in six states (Ceará, Paraíba, Pernambuco, Piauí, Rio Grande do Norte and Sergipe).

With support from the *Dom Helder Camara* Project, rural families from Pernambuco implement social technologies that are appropriate for semi-arid regions, improve the management of their farming systems and businesses, and expand marketing for their produce.



## 2. Canal do Sertão Alagoano Project (state of Alagoas)

The government of Alagoas joined forces with IFAD to promote development of the *Participatory Plan for the Sustainable Use of Water from the Alagoas Sertão Channel*, a rural development plan for a 105 km stretch of the Sertão Channel, already in operation. On completion, this largest waterworks system in the state should have an extension of 250 km and bring water to 1 million people in 42 municipalities.

The plan's construction project, implemented by the State Secretariat of Agriculture, Livestock, Fisheries and Aquaculture (SEAGRI), directly involves 451 households in four municipalities and public and civil society organizations. It benefits from the experience and technical support of PDHC in territorial management and the use of participatory planning methodologies that integrate scientific and technical knowledge and familiarity with the local population in the sustainable management of water and other natural resources for different purposes. The plan will emphasize social and productive transformation, as well as access to markets by farming families in *Alto Sertão Alagoano*. This initiative dialogues with other IFAD-financed projects in the Northeast in the fields of sustainable production, marketing and participatory water resource management through exchange visits and knowledge sharing.



Farming families from Alagoas are adopting agro-ecological farming systems with technical assistance from the *Dom Helder Camara* Project, and participating in the preparation of a plan for sustainable use of water from the *Sertao Channel*.

### 3. *Pró-Semiárido* Project (state of Bahia)

The Rural Development in the Semi-arid Region of Bahia Project (*Pró-Semiárido*) contributes to poverty reduction in 32 municipalities, working to develop human social and productive capital and markets. Implemented by the government of Bahia through the Secretariat of Rural Development's Company for Regional Development and Action (CAR/SDR), it promotes increased agricultural production and job opportunities inside and outside the agricultural market and, thus, income generation for farming families, *quilombolas* and indigenous people, as well as households of land reform settlers. To do so, it builds capacity among individuals and organizations such as cooperatives and associations to develop productive activities and rural businesses and promotes greater access to markets, public programmes and financing targeted to rural areas and family farming.

The public participates in the formulation and implementation of work or business plans. It therefore selects the production activities of interest, identifies local problems and potential and defines activities, investments and training. It receives financing to improve agricultural production while adopting innovative practices in agroprocessing, among other economic activities, and to sustainably manage natural resources through the strategy for adaptation to climate change, for example.



Since 2016, *Pró-Semiárido* has been implementing the **Ponto Novo** subproject, expanding the region's water supply and irrigated production, particularly through its adoption of Fusegate®, an innovative technology that increases the storage of dam water, promoting water security for 260,000 people.

*Pró-Semiárido* buttresses economic activities developed by the **Gente de Valor Project (PGV)**, especially honey, cassava, umbu (Brazil plum), cashew, and goat and sheep raising production chains. By 2021, the project should reach 70,000 families.

Concluded in 2013, the *Gente de Valor* Project helped improve the social and economic conditions of 35,000 people from rural communities in 34 municipalities in Bahia's Semi-arid region. Its activities focused on strengthening the capacities of family farmers and their organizations, enabling them to participate in development projects and turning their subsistence activities into lucrative businesses. In order to accomplish this, the PGV invested in technical assistance, the transformation of production systems, the improvement of local ecosystem products and access to markets. It promoted the construction of cisterns and development of home gardens; introduced innovations in the use of scarce natural resources; contributed to the diversification of food crops, thus improving the family diet; and raised household incomes through the sale of surplus production. It was also created as a reference for assisting these communities, including the *Rede Gavião* cooperatives.

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*Pró-Semiárido* creates job opportunities for men, women and young people in the agricultural and non-agricultural sectors, and contributes to raising incomes for rural families.

## 4. Paulo Freire Project (state of Ceará)

The Training and Productive Development Project, known as the Paulo Freire Project, is designed to reduce rural poverty in 31 municipalities in Ceará's Semi-arid region through sustainable productive development and social and human capital development. The initiative was implemented by the Government of Ceará's Secretariat of Agricultural Development (SDA). It offers investments and training to enable 60,000 rural households—especially woman, young people, *quilombolas* and landless individuals—to boost their production by adopting agroecological natural resource conservation practices; manage





their businesses, farm or non-farm; gain access to markets and other public programmes and improve their quality of life. The project also empowers small producers and their economic organizations to identify, prioritize and solve problems and to develop leadership and enhance their credibility in decision-taking processes in their region. It also supports the strengthening of public and private organizations that offer technical and administrative services to the rural population.

Farmers from Ceara, trained by the *Paulo Freire* Project, are adopting agro-ecological techniques and practices to preserve natural resources to reduce the impact of climate change and improve their families' lives.



## 5. *Procasa* Project (state of Paraíba)

The Cariri, Seridó and Curimataú Sustainable Development Project (Procasa), implemented by the government of Paraíba through the Secretariat of Agricultural Development and Fisheries (SEDAP), aims at improving the quality of life of 18,500 families in 56 municipalities in the Semi-arid region, stimulating local economic growth. In order to do so, it supports the development of rural farming and non-farming operations and market entry for small farmers. It strengthens existing production chains and stimulates new investments, taking local interests and aptitudes into consideration, improving the water and food security of herds and human populations.

*Procasa* prioritizes activities connected with goat and sheep raising, fruit growing, crafts, horticulture and bee keeping, as well as associative and cooperative enterprises. It disseminates social technologies that foster adaptation to conditions in the Semi-arid region, such as the planting of forage palm, which is resistant to carmine cochineal bugs, irrigated with tube well water or underground dams. The project also promotes initiatives to fight desertification to conserve natural resources in the *Caatinga*. These activities also focus on boosting the capacities of public and small producers' organizations, developing technical assistance systems and implementing rural development policies.



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The *Procasa* Project supports the development of local production chains such as sheep and goat breeding, fruit growing, crafts, horticulture and beekeeping.

## 6. Viva o Semiárido Project (state of Piauí)

The Piauí Sustainable Semi-arid Development – *Viva o Semiárido* – Project promotes work opportunities for men, women, and young people in rural areas, as well as increases in the income of poor households. It strengthens the capacities of rural workers and their organizations to improve the quality of their farm and non-farm production and the management of their businesses and provide favourable conditions for access to markets and the sale of their products. This initiative offers technical assistance in the use of sustainable technologies, as well as financial resources for projects submitted by small producers through formal groups, cooperatives or associations.





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The *Viva o Semiárido* Project also provides training to technical assistance institutions so that they are qualified to offer technical assistance to local organizations and contribute to the design and execution of rural development policies. The project supports entrepreneurship and contextualized education focused on the rural environment to raise teacher and student awareness about the challenges and potential of the Semi-arid region. Technical and professional courses will be aligned with production in Piauí hinterlands, which includes the industrialization of honey, cashew, and cassava. Implemented by the Government of Piauí through the Secretariat of Rural Development's (SDR) Office for Combatting Rural Poverty, *Viva o Semiárido* will reach 22,000 families and 89 municipalities by 2017.

The *Viva o Semiárido* Project trains rural workers in Piauí to use sustainable technologies and contributes to strengthening agricultural and non-agricultural production by families.

## 7. Dom Távora Project (state of Sergipe)

The Rural Business for Small Producers Project, also known as the *Dom Távora* Project, is designed to generate work and sustainable income in 15 municipalities in the Semi-arid region of Sergipe. First, it seeks to support small producers and their organizations in the development of farm and non-farm rural operations, promoting the creation of new enterprises and/or expanding existing ones. To do so, it strengthens the capabilities of people in the region in areas linked with productive and business management, the linkage of value chains and access to markets. Dom Távora also increases public and private capacity (institutional or individual) to provide technical and management services focused on developing rural businesses and entrepreneurship among small producers. With these strategies, this initiative, implemented by the government of Sergipe through the State Secretariat of Rural Development and Agriculture (SEAGRI), should reach 12,000 rural families, especially women, young people and land reform settlers.





With technical and financial support from the *Dom Távora* Project, rural families living in the semi-arid region of Sergipe engage in agricultural and non-agricultural business initiatives.

## 8. State of Maranhão Project

Scheduled for launch in early 2017, the Maranhão Project will be implemented by the State Government through the Secretariat of Family Farming (SAF), and should directly benefit 24,000 families and 43 municipalities. It focuses on agroextraction communities, babassu coconut breakers, river dwellers, *quilombolas*, settlers and 16 indigenous lands located in the transitional *Amazônia-Cerrado* ecosystem bordering the country's North region. This initiative expresses IFAD's desire to expand its activities to include vulnerable rural populations outside of Brazil's Semi-arid region.

The new project will be divided in two parts, the first of which will promote income generation and greater food availability, boosting agricultural production and increasing the value of traditional products, as well as giving small producers access to markets. To





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do so, it will support local production chains, such as goat and sheep raising, bee keeping and the improvement of native fruits, such as açai and buriti. The second part of the project will focus on empowering the rural population and its organizations, training them to manage their production systems and sustainable natural resources and improving their knowledge of and access to public policies and programmes, as well as their participation in decisionmaking on local development. This part of the project will also focus on empowering state and local institutions, so they can implement poverty reduction and rural development policies and programmes.

Traditional communities in the semi-arid and other vulnerable regions of Maranhao will receive support from a new project under a partnership between the state government and IFAD to develop local production chains.

## 9. State of Pernambuco Project

In 2018, the Government of Pernambuco's Secretariat of Land Reform and Agriculture (SARA) will launch a new project focused on the *Agreste* and *Zona da Mata* areas. This initiative will target agricultural communities and land reform settlements, especially the families of workers in the sugar cane region of the *Zona da Mata*, as well as *quilombolas* and fishermen, especially women and youth.

The new project will promote the generation of and increase in household income, investing in productive development, technical assistance and access to markets. It will foster the diversification of agricultural production, non-farming activities such as crafts and fruit improvement and rational water resource management. This initiative will also empower rural families and their organizations to participate in community planning, manage their associative enterprises and learn about and access public programmes and policies. It should also contribute to the coordination of state rural development policies by investing in monitoring and evaluation, knowledge management, communication methodologies and innovative good practices, as well as the public policy dialogue.





A joint project between IFAD and the government of the state of Pernambuco will support agricultural and non-agricultural activities in rural communities in the Agreste and Selva zones, prioritizing Quilombola families of fishers and those living in the sugar cane producing region of the state.



## 10. Semear Programme

The Semear Programme is a knowledge and good practices catalyst for different social agents, aimed at improving life in the Semi-arid region. Its uniqueness with respect to other IFAD initiatives is the fact that it is devoted solely to knowledge management in the Semi-arid region of Northeastern Brazil. This initiative promotes the identification, recording and dissemination of knowledge to improve learning processes and scale up successful innovations and experiences related to equitable sustainable rural development. It focuses on three main thematic areas: Productive innovations and the use of appropriate technology in the Semi-arid region; farming and non-farming rural businesses; and practices related to natural resource management and adaptation to climate change.

The aim of the programme is to enable farming families to describe their experiences, systematize them, learn with others and access useful knowledge so they can improve their productive activities and quality of life. It also focuses on strengthening collaborative networks of cooperation agencies and associations, civil society organizations, government entities and research, education and rural technical assistance institutions. Semear also promotes knowledge management processes linked to IFAD-supported projects in Brazil, encouraging the sharing of educational experiences as well as the implementation of public policies to fight rural poverty. Available through a donation from the Spanish





Agency for International Development Cooperation (AECID) to IFAD, the programme is being implemented in partnership with the Fund and the Interamerican Institute for Cooperation on Agriculture (IICA).

In 2017, the Semear Programme will begin a new phase devoted to strengthening results-based institutional management capacities. In this new cycle, it will promote the improvement of monitoring and evaluation (M&A) systems and knowledge management by the Northeast government bodies responsible for implementing family farming and poverty reduction policies. The programme will also train civil society organizations in these areas. It will continue to share knowledge about innovative practices for agricultural production and better adaptation to climate change and improve public policy dialogue, not only in Brazil, but in Mercosur countries as well. SEMEAR is therefore designed to enhance the positive impact of sustainable rural development policies and programmes.

Knowledge management activities promoted by the *Semear* Programme mobilize a diverse range of social actors in the semi-arid Northeast.

## 11. MKTPlace Platform

The Agricultural Innovation Marketplace Platform (MKTPlace), implemented by the Brazilian Agricultural Research Corporation in partnership with many South-South co-operation institutions, fosters collaboration between Brazil, Africa, Latin America and the Caribbean to promote agricultural innovation and benefit small rural producers. This initiative promotes policy dialogue among African, Latin-American and Caribbean authorities as well as Brazilian research and development institutions, focusing on the construction of a common cooperation agenda. The Platform is a forum for presenting and discussing joint proposals for research and knowledge sharing. It facilitates project implementation in high-priority areas, such as production technologies for poverty reduction; natural resource management; institutional, policy and market improvement; and knowledge management.

MKTPlace has received 793 preliminary proposals and supported 82 projects in 13 African and 10 Latin-American and Caribbean countries, all of them in cooperation with local, regional and national institutions, as well as private and non-governmental institutions. The 35 projects already concluded have yielded promising results, such as the generation of 107 agricultural technologies, products and services, 924 genotype exchanges adapted to tropical agriculture and 65 knowledge management products.

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### SUPPORTED PROJECTS

The MKTPlace platform promotes dialogue and cooperation between researchers, public managers and family farmers in Brazil, Africa, and the Latin America and Caribbean region as a whole, to generate agricultural innovation in rural communities.



## 12. Adapting Knowledge for Sustainable Agriculture and Access to Markets

This initiative, scheduled for execution in 2017, is designed to promote cooperation between *EMBRAPA* and sustainable development projects supported by IFAD in Latin America and the Caribbean. It will promote access by rural households to agricultural innovations that boost productivity and access to markets and value chains. It will provide continuity for the most successful activities of the MKTPlace Platform and improve them. The initiative will also contribute to the training of Project Management Units (PMU) and implementing agencies to better identify and overcome the obstacles faced by small farmers. Finally, it will promote knowledge sharing and the reintroduction of *EMBRAPA*-tested social technologies and good practices in new contexts.





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ISBN-978-92-9072-735-4



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