



Family farming and public development policies in Vale do Ribeira in SP

Family agriculture and public development policies in the Ribeira Valley in SP

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SUMMARY

In this article, we sought to investigate the presence of family farming in Vale do Ribeira – SP and the evolution of the participation of farmers and their cooperative organizations, with a view to understanding the effects of public policies on agriculture. The experiences lived by family farmers in Vale do Ribeira demonstrate the relationship between contemporary agriculture and sustainable development, which are linked to public policies and family farming. In this discussion, the general objective is to analyze how Family Farming production can be integrated with development in Vale do Ribeira in SP with a view to local appreciation, aiming to bring family farming and public policies closer together. Specific objectives: Describe possibilities for articulation between family farmers and public policies in Vale do Ribeira in SP. As a methodology, a bibliographic approach was adopted, with family farming and public development policies in the Vale do Ribeira – SP region as the research universe. **Key words:** Family farming. Public policy. Ribeira Valley.

ABSTRACT

This article sought to investigate the presence of family farming in the Ribeira Valley - SP and the evolution of the participation of farmers and their cooperative organizations, with a view to understanding the effects of public policies on agriculture. The experiences of family farmers in the Ribeira Valley demonstrate the relationship between contemporary agriculture and sustainable development, which are linked to public policies and family agriculture. This overview has so its general objective to analyze the production of Family Agriculture can be integrated into development in the Ribeira Valley in SP with a view to evaluating location, aiming at an approximation between family agriculture and public policies. As specific objectives: Describe possibilities of articulation between family farmers and public policies in the Ribeira Valley in SP. As a methodology, a bibliographic approach was adopted, having a universe of research family agriculture and public development policies in the Ribeira Valley region - SP.

Keywords: Family farming. Public Policy. Ribeira Valley.

1. INTRODUCTION

In this article, we sought to investigate the presence of family farming in Vale do Ribeira – SP and the evolution of the participation of farmers and their cooperative organizations, with a view to understanding the effects of public policies on agriculture.

Vale do Ribeira is located in the south of the State of São Paulo, and its territory encompasses 25 municipalities and an area of 18,075.27 km². It can be geomorphologically divided into Lower, Middle and Upper Vale subregions. Banana farming is one of the main economic activities in the region, being an important source of employment and income for its municipalities (CHIOTI, et al., 2020).

In this way, we seek to answer the following question: How can Family Farming production be integrated with development in Vale do Ribeira in SP with a view to local appreciation, aiming to bring family farming and public policies closer together?

The experiences lived by family farmers in Vale do Ribeira demonstrate the relationship between agriculture and contemporary culture and sustainable development, which are linked to public policies and family farming (MIRANDA; GOMES, 2016).

Carvalho, Cruz and Rozendo (2019) elucidate that the industrialization of food and lifestyle habits made in an increasingly shorter space of time led to the establishment of an industrial standard of production and processing, establishing

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Given the idea that quality foods are those produced and processed in large industries, family establishments were forgotten and considered as low quality almost instinctively by consumers.

The production chain based on monoculture agribusiness has been bringing economic, social and cultural problems to the countries that adopt it, including impacts on public health, the ecosystem, food quality and the livelihood of rural properties (MARIN; NASSIF, 2013).

Climate change, especially in the 21st century, has had significant and far-reaching consequences for primary food production, resulting from natural and anthropogenic processes, which affect both the production process and human life (MARIN; NASSIF, 2013).

The need for awareness about sustainability arose mainly to face the ecological crisis that has been alarming the planet, resulting from the impacts that human beings have caused and are causing on the environment, bringing problems that can affect the balance and survival of species in our country. planet (MIRANDA; GOMES, 2016).

In the midst of all this calamity, there is rampant consumerism, brought by globalization and capitalism. talism, in which, within the scope of nutrition, there is the consumption of animal protein that has been growing at rates higher than population growth (SANTOS; BATALHA; PINTO, 2010).

The economic pillar relates to issues of production, distribution and consumption, in which productive efficiency and economic growth envision renewable resources and reduced pollution. The social pillar concerns elements that seek to improve the quality of life, democracy and human rights, without affecting property and resource relations.

Ecological sustainability involves the balance and maintenance of the ecosystem, in which companies, society and nature consider reducing environmental impacts for the conservation and maintenance of resources (LOURENÇO; SCHNEIDER, 2022).

In this discussion, the general objective is to analyze how Family Farming production can be integrated with development in Vale do Ribeira in SP with a view to local appreciation, aiming to bring family farming and public policies closer together. Specific objectives: Describe possibilities for articulation between family farmers and public policies in Vale do Ribeira in SP.

As a methodology, a bibliographic approach was adopted, with family farming and public development policies in the Vale do Ribeira – SP region as the research universe.

2 THEORETICAL FRAMEWORK

2.1 TERRITORIAL DEVELOPMENT

The territory can be understood as a unit that measures the ties between people, social groups and institutions. tuitions, capable of mobilizing initiatives aimed at development, from this perspective, tourist activity is a great promoter of employment and income generation (PEIXE, 2010).

It is important to highlight the understanding surrounding the term territory, which according to Souza et. al. (2015), can be understood as a “space defined and delimited by and based on power relations”.

That, from the author's perspective, in a more comprehensive and critical way, a union of political, social and environmental dimensions is assumed, making the notion of territory more flexible as:

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A field of forces, a web or network of social relations that, based on an internal complexity, defines, at the same time, a limit, an alterity: the difference between the 'us' (the group, the members of the collective or 'community'), (the insiders) and the 'others' (the outsiders, the strangers, the outsiders) (SOUZA, et. al, 2015, p. 86).

In this context, it is necessary to highlight that territorial development may require political-administrative decentralization. However, the development progress of a locality will depend on the initiatives to be

taken with precision, since territorial development combines decentralization with endogenous development, enabling local development based on the participation of civil society.

It is in light of this that this type of development aims to promote planning, self-management of territories (rural or urban) and the dynamization of their economy, through the rescue of the idea of space socially occupied by distinct social groups (PEIXE, 2010).

Davidovich (1989, p. 69) highlights that territory “brings the idea of a certain use of space, embodied in processes of appropriation and control, which demarcate specific geographic areas”. In the use of the territory there is the development of agribusiness as one of the drivers of the Brazilian economy.

Agriculture is treated by several authors as the art of cultivating land that results from human action through productive processes, aiming to satisfy basic needs (SANTOS; 2010). This term was used until recently to understand agricultural production in all its scope, but from the 1990s onwards it underwent transformations and became even more comprehensive (PEIXE, 2010).

Agriculture is defined as the art of cultivating the land, it arises from man's need to meet his needs, through the productive process, which according to Santos (2008, p. 23) is the “[...] set of events and actions through which factors of production are transformed into plant and animal products.” The productive process is understood as preparing the land, cultivating vegetables, fruits and seeds, until harvesting, with the purpose of feeding human beings and animals.

In this sense, the term agriculture has become insufficient, considering the fact that today, for agricultural production to exist and for the result of this production to reach the consumer, a range of social, agro-industrial, economic activities are necessary. , industrial, administrative and marketing, among others, meaning that agricultural production is no longer an activity solely for agronomists, farmers and ranchers, but rather understood as agribusiness.

The increase in population meant that there was a greater need to plant, so that it would be enough to feed more and more people. In this sense, technology has advanced drastically due to the sophistication of planting instruments as a way of facilitating work, as well as improving genetics of seeds and plants, with the with the aim of increasing productivity.

It is possible to assess that agribusiness requires certain functions that interconnect it, forming a large link of processes. For this reason, the activities developed move a series of sectors, which are affected directly or indirectly.

Causing plausible repercussions on industry and commerce. Considering the data presented, it appears that every year investment in research and development increases. This is related to the fact that the sector of agricultural equipment must adapt to the needs of customers and the market; boosting the Brazilian agribusiness market.

Agribusiness involves a broad chain of processes and activities, with a great effect on the world economy. If the amounts spent from the purchase of agricultural inputs to distribution are calculated, it is clear that it is the largest business in the world, including Brazil.

In this way, it can be said that agribusiness is a fundamental part of the world economy. Not only because of the monetary value that revolves around agricultural production and marketing, but because of its “social” role in feeding the population (SANTOS; 2010).

In this sense, it is possible to verify the relevance of this study, both economic and social, making it important provide subsidies so that agroeconomic entrepreneurs can better develop their activities, with the information is one of the main assets for this area.

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Agribusiness is part of the food production chain. In the understanding of Vial, Sette and Sellitto (2009), production chains involve all production and commercialization operations necessary for the processing of raw materials, up to the product, to reach the end user, encompassing technologies, strategies, activities diversity, performance and competitiveness.

For Abramovay (1997), family farming is one in which ownership, management and most of the work come from people who have blood or marriage ties between them.

In Brazil, family farmers are defined and characterized according to Law No. 11,326/2006. Bialoskorski Neto (2006) argues that family farming is an essential factor in any food security policy in the country, among other reasons, due to the fact that its production mainly supplies the domestic food market.

As defined by the Food and Agriculture Organization of the United Nations (FAO), both in developing and developed countries, family farming is the dominant configuration of agriculture in food culture.

Currently, around 70% of the food that reaches tables comes from the hands of small farmers. The sector is an important pillar of global agriculture and therefore, in 2014, the United Nations determined the performance of small farmers in rural development as a basic topic for debate (SCHNEIDER; NIEDERLE, 2008).

Family farming is also a key sector for food security in Latin America. However, the sector faces significant limitations in aspects related to access to productive resources, social services, basic infrastructure, rural services, financing and agricultural extension.

The percentage of poverty in rural areas is four times higher than in urban areas and around a third of people living in rural areas suffer from extreme poverty (SCHNEIDER; NIEDERLE, 2008).

When reporting on family farming, a change in the attitude of technical assistance is assumed, as in the traditional mold the technician is a great expert and expert, different from what is proposed, the technician being a development agent. It is a fact that currently the discussion about family farming is gaining greater social, political and academic legitimacy, especially in Brazil.

There is a consensus on the concept of family farming, being the individual who works and lives in rural areas, working together with his family in agriculture (SCHNEIDER; NIEDERLE, 2008).

In our country, according to the precepts of Law No. 11,326/2006, the family farmer has a land area of up to four fiscal modules, has a business managed by the family, the workforce is predominantly from the family and the income comes from activities linked to the countryside.

[...] family farming has its importance in the capacity to generate income and absorb labor in the countryside, becoming an efficient means of reducing migration from the countryside to the city, as well as having a great influence on what respect for food security and environmental preservation, playing a fundamental role in the growth of the nation's economy and improving the living conditions of rural and urban populations (AHLERT, 2017, p. 24).

As mentioned by the FAO representative in Brazil, Alan Bojanic, with better access to productive resources, rural services and maximum associativity, family farming can sustainably increase production and productivity, which contributes to the progress of production practices.

To double the potential of the sector, investments that involve access to resources are essential. financial resources (credits), access to technological innovations (machinery, among others) and improving learning through rural extension.

It is noteworthy that the Government has promoted considerable incentives for the development of agribusiness, with access to credit and public policies to encourage activities, including the National Program for Strengthening Family Agriculture (PRONAF).

The IBGE (2009) points to family farming as representing 84.4% of agricultural production units in Brazil, being a supplier of important foods to the Brazilian economy for the national market.

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In terms of sustainable development under the spectrum of family farming, the paradigm between the two lines of discussion relating to this development must be demonstrated, namely anthropocentrism and biocentrism, which deal with the economy and ecology, respectively.

Therefore, sustainable development is based on the assumption of reconciling economic development with environmental preservation. Referring mainly to the consequences of this relationship on the quality of life and well-being of society, both present and future (GASTAL *et al*, 2012).

Economic activity, the environment and the well-being of society form the basic tripod on which the idea of

sustainable development. Rural development is directly related to economic development (BREITENBACH; TROIAN, 2020).

Making a relationship between family farming – sustainable development – producer organizations, it can be said to be a set of ideas that, when associated, create opportunities for the success of agriculture as a whole.

In view of this, it refers to the understanding that the choice of family farming is related to its multifunctionality, which in addition to producing food and raw materials generates greater employment in the rural sector. In this way, favoring the association with development under the need to build a more sustainable agriculture that considers social and environmental aspects, in addition to economic aspects.

In this context of the relationship between territorial development and Family Farming, it is possible to situate the valorization of local ingredients by Gastronomy, positioning it as a transformative agent of local reality (GASTAL *et al*, 2012).

Cruz and Menasche (2011) reflect on this process of valuing local products, stating that a context of urban anxiety in relation to food is noticeable in parallel with intense material and symbolic mobility between countryside and city. For the authors, what exists is a demand for foods associated with an idealized image of rural areas, generating mixed views on these products.

Family farming is characterized by vertical integration, presenting a high degree of diversification, most often directed towards the family's food needs, highlighting the trinomial corn, beans and soy.

At the same time that the market for colonial products grows socioeconomically, family farming is going through an intense process of cultural erosion of knowledge transmitted to each generation. Furthermore, insertion into markets through large agro-industries leads to the adoption of settlers, under the terms of the Theory of Conventions (DORIGON; RENK, 2011).

In this light, family farming since the beginning of colonization has been characterized by its relations with the market and since the 1980s, agri-food companies have excluded a significant portion of farmers from this integration, forcing them to seek other sources of income for their social reproduction, among these are colonial products.

It should be noted that although family farming is rich in traditional knowledge, it goes through an intense process of cultural erosion caused by its insertion into markets through large agribusinesses and the adoption of technologies from the industrial world (DORIGON; RENK, 2011).

The countryside should not be seen as a place only for the production of goods, considering that the countryside needs to be understood as a group of social, political, economic and environmental factors, which are characterized as a regional diversity in which the forms of production in agriculture they differ in agribusiness and family farming (DO NASCIMENTO E SILVA, *et al*, 2012).

Family-based agriculture is sold with production on the regional market, seeking smaller production areas, encouraging community cooperation, making work a way of life, diversifying crops and integrating them with livestock farming.

It is defined that family farming includes elements such as ownership of land, ownership and management control, work carried out by the owner and his family, importance of the family for agricultural income, and the family's experience in the countryside (DORIGON; RENK, 2011).

5 The importance of family production is reflected in multiple functions of family farming and therefore must be valued, enabling access to different types of food, effectively contributing to the supply of regional markets.

Therefore, family farming is recognized as a social actor responsible for rural-urban articulation, being the main expression of the rural way of life, with relevance in the search for a new paradigm of rural development (DO NASCIMENTO E SILVA, *et al*, 2012).

2.2 FAMILY FARMING IN VALE DO RIBEIRA - SP

The importance of family farming for the economy refers to modern times, considering that in the past its need was limited to subsistence for the rural producer and his family. Lamarche (1993, p. 15) highlights:

A family farm corresponds to an agricultural production unit where property and work are closely linked to the family. And the interdependence of these three factors in the functioning of exploitation necessarily engenders more abstract and complex notions, such as the transmission of heritage and its reproduction.

It is clear that in a cooperative way, family farming transfers the exploitation of individual strength to the family group, aiming at introducing new economic aspects through capitalism, thus excluding its exclusive use for subsistence.

Although family farming in Vale do Ribeira has historical relevance, agriculture needs to be constantly modernized, in the agricultural model adopted in the 1960s and 1970s, there were facilities granted by the Federal Government, such as rural credit (API, 2021).

However, its economic and social role was only recognized from the 1990s onwards, with the arrival of the National Program for Strengthening Family Agriculture (PRONAF) and at the federal level, the Food Acquisition Program (PAA) and the National Program of School Meals (PNAE) (GOMES; ABREU, 2019).

In 1955, the National School Meal Program (PNAE) was implemented, with the aim of guaranteeing school meals to students in basic education who are enrolled in public schools.

The PNAE is administered through the National Education Development Fund (FNDE), which was expanded and improved by Law no. 11,947, of July 16, 2009, which introduces food as a student's right and a duty of the state (GOMES; ABREU, 2019).

It is worth mentioning that one of the objectives of the PNAE is to promote better eating habits, in a healthy and safe way. In addition, as well as the importance of culture and traditions relating to each region, this program encourages sustainable development, the products that are consumed by students are varied foods that are produced in the same region as the school or nearby, preferably by family farming, paying greater attention to settlements and indigenous communities. (BRAZIL, 2010).

The FNDE regulates the program and its relationship with family farming, with the individual sales limit being defined for the family farmer when marketing to the PNAE is R\$20,000.00/year per executing entity (GOMES; ABREU, 2019).

In Vale do Ribeira, following access to the PAA and PNAE, there was a considerable emergence of cooperatives, which since 2014 have served the School Feeding Program of the Municipality of São Paulo (CHIOTI, et al, 2020).

Since 2014, cooperatives in Vale do Ribeira began to serve the PNAE, contributing to the cooperative strengthening of family producers, which resulted in the creation of a second generation cooperative, called Cooperativa Central do Vale.

In the Vale region, family farming plays an important role in the banana production segment, in which in 2017, banana cultivation in Vale do Ribeira reached an average of 22% of national production, which represents around 89% of the São Paulo population (CHIOTI, et. al, 2020).

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It is considered that public food purchases via PAA and PNAE promoted multiple important dimensions for the lives of family banana farmers.

In addition to banana farming, the region's municipalities have low human development indexes – HDI, positioning the Valley as one of the poorest regions in the State (CHIOTI, et. al, 2020).

Three classes of disparate family farmers are also considered from the Food and Agriculture Organization of the United Nations (FAO/INCRA): consolidated, in transition and subsistence (CHIOTI, et. al, 2020).

Such categories differ based on characteristics such as organization and management of work, as well as durability of the resources used and diversification of production (VEIGA, 2002).

Public policies to encourage family farming must meet the needs of farmers (BUAI-NAINet a/2005), seeking to overcome barriers such as difficulties in obtaining financial credit, poor communication, support for property development and cooperatives, among others.

2.3 RURAL WORLD AND RURALITY

The rural world underwent several transformations with the entry of capitalism, but without losing its importance. In ancient times, the rural production process was a form of sustenance and labor relations were not only based on market laws but on exchanges between families, relatives and neighbors. (MARTINS, 2001).

With the entry of capitalism, the subsistence economy was suffocated, causing rural workers to be inserted into the urban environment as consumers and then expropriated of their land to live and work in the city in subhuman and slave-like conditions.

These factors are due to the idea of modernization, where the machine became a symbol of this era, causing farmers' spatial mobility and the search for new land and work spaces.

With the advancement of modernization, agricultural productivity grew substantially, and with it the proliferation of companies providing services in soil preparation, harvesting, spraying, among others (MARTINS, 2001).

Meanwhile, rural space began to be valued by industries as a means of minimizing costs due to the proximity of raw materials and obtaining cheaper, non-unionized labor. Furthermore, it also began to be sought after as a form of leisure and housing for middle and upper class urban families.

It is noteworthy that economic development provided rural workers with access to services in the city, reducing the physical and social distance between populations. Furthermore, the countryside is no longer just an agricultural space but has become a leisure environment for city dwellers looking for a better quality of life away from urban congestion and pollution. (WANDERLEY, 2014).

The fact is that this modernization, technological innovations bring about an advancement in society at the same time that they stimulate excessive consumerism. There is a disparity in social class, a dependence on the dominant worlds.

Consumerism and competitiveness lead to a person's moral and intellectual weakening, a reduction in personality and worldview, also inviting us to forget the fundamental opposition between the figure of the consumer and the figure of the citizen. (SANTOS, 2008, p. 24).

This phenomenon causes a mixture of peoples, races, cultures, tastes, which if it were not for the interest in producing capital, would be an important foundation for social and political transformations. (SANTOS, 2008, p. 9).

However, what occurs is a rupture in the identity of rural workers, which is the interaction of the "self" with the "other" influencing the values, beliefs and ideologies of the individual, as an action in successive development and constant change, with a effective process associated with changes in relation to time and social space of reference.

Rurality can then be seen as an ambivalent rural process that involves the construction of ruralities in the urban world, with a separation between the imaginary and reality, for example, the June festival in Brazil is an urban image of the rural, in other words, rurality. (DE PAULA, 2001).

In this way, identity comes into question where the rural and the urban can be inserted in the same social actor, producing urban elements in rural areas and expanding the modernization project. (MOREIRA, 2007).

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Finally, it is understood that the term "rural" is no longer just a space but rather expresses the social relations inserted in it and "rurality" comprises a socially shaped rural area.

At the time of Colonial Brazil, in the 16th century, there was a growth in the compulsory labor force, in which Large-scale production met the needs of cities that established themselves as a channel for commercial and financial intermediation of agricultural and extractive products. (SINGER; SOUZA, 2000).

Between the 19th and 20th centuries, compulsory work was replaced by free labor, where the colonato model predominated in the organization of rural work, mainly in the country's coffee production, which contributed to the arrival of industries in the Brazilian Southeast region and to the division of work between city and countryside.

During the settlement period, rural workers received only part of the land to produce, with most of what was produced remaining for the owner. In addition, other services he used on the farm were deducted from the worker. (NORDER, 2006).

At the end of the 20th century, when labor legislation advanced, the settlement lost its space, with three models of work emerging in the countryside, as highlighted by Veiga (2002, p. 15):

Partners are workers who pay for the use of the land with a share of the production received, like settlers. Tenants have access to land by paying a fixed rent, usually in cash, to the owner. Logically, the profits and production risks belong to the lessee. Salaried workers are characterized by the sale of their labor power in exchange for cash remuneration and their exclusion from participation in production, the most explicit form of proletarianization in the countryside. Rural employees differ in terms of payment method (monthly wage earners, day laborers, laborers) and length of contract, whether permanent or temporary.

In this sense, capitalism ends up generating a large-scale supply of labor, in which the worker He will rarely leave his job, as he needs the salary to survive.

FINAL CONSIDERATIONS

In this study, it was found that the prices received by the PNAE impact family income, given the participation of banana sales.

Although there is criticism about the lack of communication between public policies, the PAA encouraged social organization for farmers to participate in the program and the PNAE, on the other hand, encouraged the increase in product quality, aiming to deliver fruit to schools on time.

It is understood that family farming lacks land availability, land regularization, assistance technique, infrastructure, access to public policies, training and professionalization for the field, among others.

Therefore, it can be said that there is a difficulty for farmers due to a lack of technical knowledge in organic production and guarantee and certification mechanisms. The fact that farmers do not understand the institutional structure of public policies does not allow for greater effectiveness in the execution of programs.

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