

# The promotion of institutional markets as a way to foster rural social development

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## INTRODUCTION

The National School Food Program (PNAE) and the Food Purchase Program (PAA) are called institutional markets.

The origin, purpose and execution of these programs differ, but they are both considered strategies for:

- fostering sustainable local development;
- promoting regional food and sociobiodiversity;
- ensuring food and nutrition security.

## OBJECTIVE

To report on the rural social development project that worked with a farmer cooperative targeting the institutional market in a town in Goiás, Brazil.

## METHODOLOGY

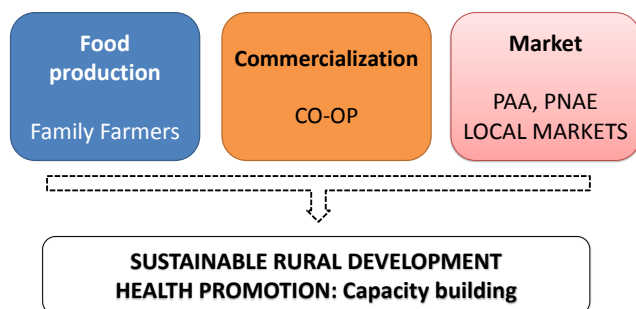


Longitudinal study, action-research  
(January-December 2013)  
Locus: Small town in state of Goiás.

### Participants:

- 47 smallholder families (called family farmers - FFs) >> agrarian reform settlers belonging to a farmer cooperative.
- PNAE Stakeholders (Secretariat of Education, Nutritionists, and PNAE coordinator).
- School managers, cooks and School Food Council members.
- Institution that works with vulnerable people in situations of food and nutrition insecurity (FNinS).

The project has three components:



## RESULTS

### Food production:

Participatory technical advice focused on the local reality: production of fresh, local (related to cultural diet) and processed foods.

Results: diversified processed products, more organized local production, and adherence to food safety standards.

### Co-op:

Capacity building for farmers, students and professionals >> sustainability of actions.

Results: increased number of participating farmers, motivated family farmers and trained project staff.

### Markets:

Overcome limitations related to access markets: local production organization, legal understanding, the social organization of family farming and the vision of local managers in carrying out the Programs.

### Market execution:

**PAA:**  
A program. Focus: FFs

**PNAE:**  
A policy. Focus: students.

- The inclusion of FF-produced food in the PNAE follows strict food purchasing rules, which are usually unclear to farmers. This issue was solved in intersectoral meetings where legal jargon was translated into everyday language. Involved parties were encouraged to talk and find ways to connect local FF production with school food menus.
- The PAA has a simple purchasing process established by local or state government actors. The FFs preferred this market, thus the main result of the project was the approval of a purchasing contract involving 30 FFs (53% woman), 27 FNinS institutions and a contract value around US\$ 48,000.00.

## CONCLUSION

- The intersectoral actions were important for creating mechanisms for solving the resistance of the participants and for building common solutions for purchasing food from institutional markets.
- The capacity building was important to ensuring the sustainability of actions and processes.
- Institutional markets have strong potential for targeting the Social Development Goals.

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