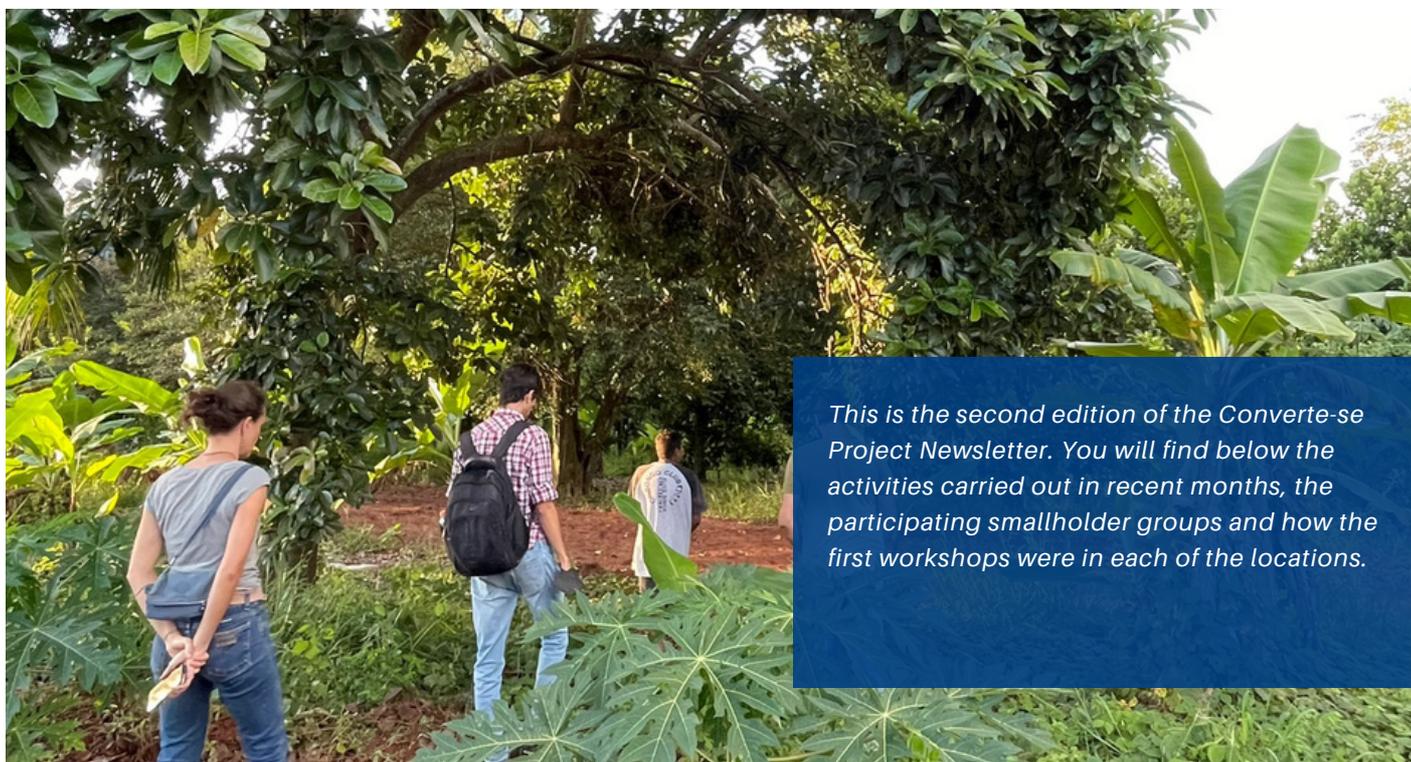


# CONVERTE-SE:

Newsletter - May 2022



*This is the second edition of the Converte-se Project Newsletter. You will find below the activities carried out in recent months, the participating smallholder groups and how the first workshops were in each of the locations.*

## PROMOTING SMALLHOLDERS' ORGANIC CONVERSION AND MARKET ACCESS

### FIELDWORK FRONT

The project's **fieldwork front** aims to **promote, along with groups of smallholder farmers, a cycle of workshops with contents and tools that support the conversion to organic production and access to qualified markets.**

Between January and April 2022, the project team dedicated itself to articulate participants engagement in different locations, in addition to having held the first workshop with each of the groups.

This workshop aimed to carry out a participatory diagnosis of each group in relation to organic production, collectively mapping the challenges faced for conversion.

As a whole, the project is working with **more than 50 farmers**, contemplating a wide diversity in relation to the stage of production - from conventional to newly certified organic - and the profile of the group - cooperatives, quilombola communities, agrarian reform settlements and informal groups.

Find out below how the work in the field is organized and which groups are mobilized.

# HOW THE FIELDWORK FRONT WORKS

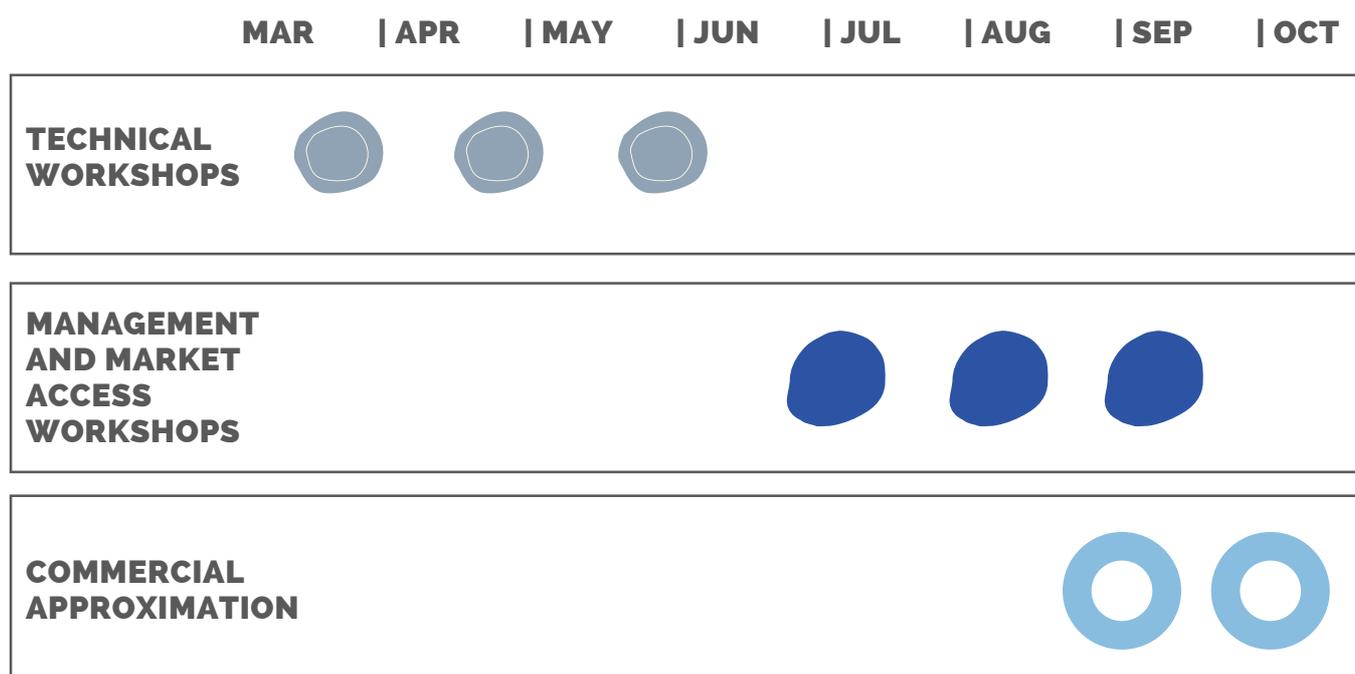
The training process, scheduled to take place from **March to October 2022**, is divided into two stages: technical workshops, and management and market access workshops.

First, in the **technical workshops**, aspects related to crop management and property adequacy for organic compliance will be discussed. It is expected that, after the first three workshops, producers will be able to advance in practices and controlling instruments already in place. Within the scope of Converte-se, the **workshops will be conducted based on the Organic Management Plan**, without losing sight, however, of the particularities of the groups that are involved in other initiatives related to the theme, and ensuring complementarity between them.

In a second moment, from July 2022 on, **management and market access workshops** will be conducted. At this stage, concepts such as cost structure, pricing and mapping of target markets will be discussed by the project team with the participants. In order to support the groups' planning to sell their products to new markets, **action plans will be created for accessing markets**.

Additionally, the **mobilization of markets** aligned with the profiles of the groups is also planned, seeking to create opportunities for commercial approximation and exchange of experiences. This activity will be conducted by the project team starting in September, and will involve holding meetings and visits between farmers and potential markets.

## FIELDWORK FRONT SCHEDULE



# WHO ARE THE PARTICIPATING GROUPS

## PRODUCERS GROUP | NAZARÉ PAULISTA



## CARLOS LAMARCA SETTLEMENT | ITAPETINGA



## QUILOMBO CAFUNDÓ | SALTO DE PIRAPORA



## MARIELLE VIVE CAMP | VALINHOS



**COMUNA DA TERRA IRMÃ  
ALBERTA | SÃO PAULO**



**APOENA NETWORK | SÃO  
JOSÉ DOS CAMPOS**



**IPANEMA SETTLEMENT  
AREA 2 | IPERÓ**



**COOPPHIR | IBIÚNA**



**IPANEMA SETTLEMENT  
AREA 1 | IPERÓ**



**PRODUCERS GROUP |  
SANTA ISABEL**





## NEXT STEPS

In the coming months, the project team will continue to work in the field, with technical workshops 2 and 3.

On the articulation front, a publication will be produced with recommendations to make the chain more favorable to the conversion of family farming to organic production. So far, the team has conducted interviews with experts on technical assistance and rural extension, public policies for the organic food chain, and markets suitable for organic and conversion family farming.

We will keep the project network updated on the next steps and we thank you once again for the interest and trust of all participants in this process!

Greetings,

Converte-se project team

Execution

Support:



**GRUPO  
CARREFOUR  
BRASIL**

