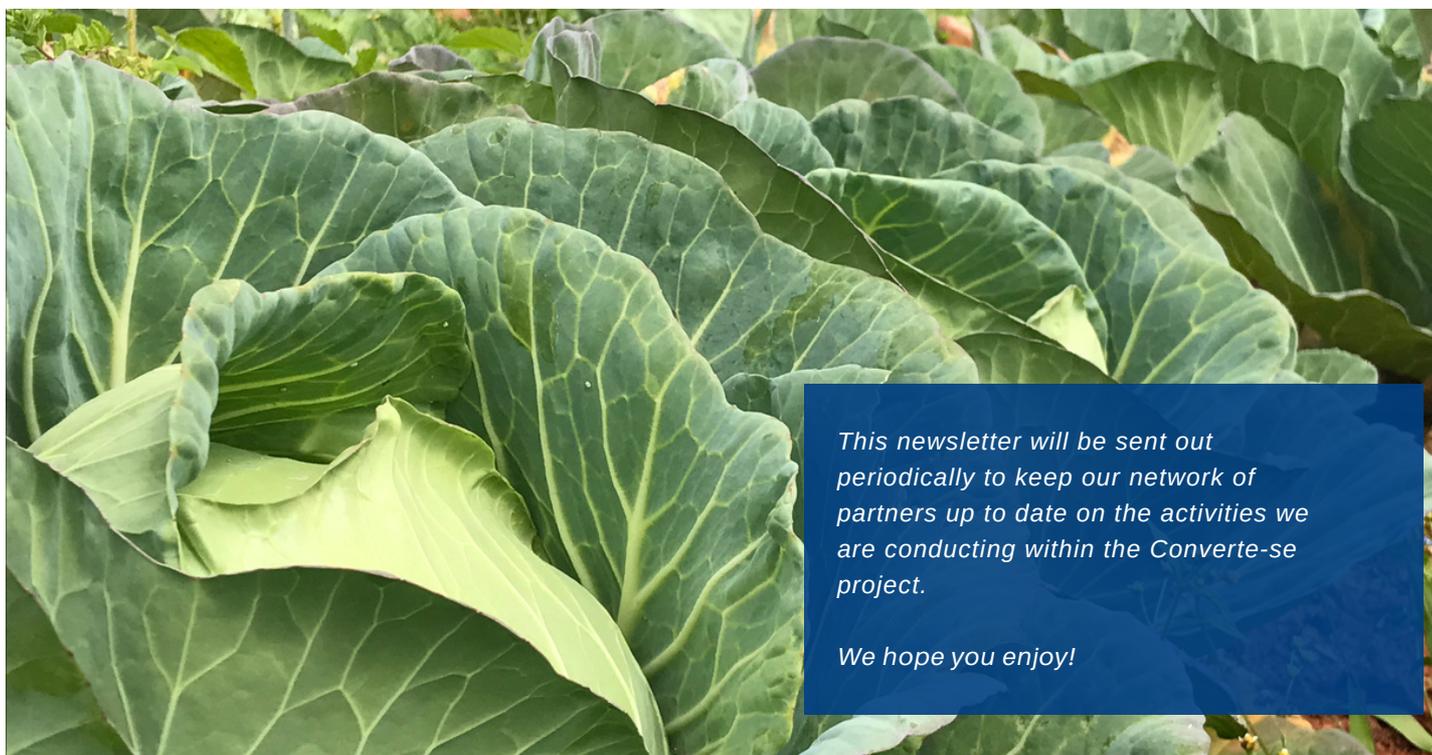


# CONVERTE-SE:

Newsletter - December 2021



*This newsletter will be sent out periodically to keep our network of partners up to date on the activities we are conducting within the Converte-se project.*

*We hope you enjoy!*

## PROMOTING SMALLHOLDERS' ORGANIC CONVERSION AND MARKET ACCESS

In 2021, FGVces started the **Converte-se project**, which aims to promote the conversion to organic production by smallholder farmers and contribute to the construction of an organic food chain fairer and more inclusive for these producers.

Since its beginning, in March 2021, the project has led an articulation work front, which involves an online meeting agenda with more than 60 players from the organic agri-food chain, with the mission to build recommendations so that the chain becomes more favorable to the conversion of smallholder farmers to organic production.

In October of this year, the Converte-se team began planning the project's fieldwork front, which consists of a cycle of training with ten groups of smallholder farmers in the surroundings of the city of São Paulo, to support the conversion of their production and connect them to qualified markets. At the moment, the team is mapping groups of interested farmers, in order to conduct training in 2022.

Learn more about the main milestones of Converte-se throughout 2021 in the following pages.



## ARTICULATION WORK FRONT |

### JOINT CONSTRUCTION OF RECOMMENDATIONS FOR THE ORGANIC FOOD VALUE CHAIN

The front of the project dedicated to research and articulation with the organic food chain aims **to build, with a network of specialists, a set of recommendations to make the chain more favorable to the conversion to organic production by smallholder farmers**. The recommendations will be published in 2022 and are organized into three priority themes.

- .....○ **TECHNICAL ASSISTANCE AND RURAL EXTENSION FOR CONVERSION**
- .....○ **SUITABLE MARKETS FOR ORGANIC SMALLHOLDER FARMERS OR IN CONVERSION TO ORGANIC**
- .....○ **STRENGTHENING POLICIES TO PROMOTE THE ORGANIC FOOD CHAIN**

See below the activities carried out by FGVces in 2021 for the construction of those recommendations.

# THE PATHWAY TAKEN IN 2021 FOR THE RECOMMENDATIONS CONSTRUCTION



## MARCH AND APRIL

### GENERAL OVERVIEW OF ORGANIC AGRICULTURE IN BRAZIL

Bibliographic review and interviews with specialists to better understand the profile of organic food sector in Brazil (production, commercialization and consumption) and the challenges for conversion by smallholder farmers.

## MARCH AND APRIL

### ENGAGEMENT OF EXPERTS AND ORGANIC FOOD VALUE CHAIN ACTORS

Articulation with experts and actors from different links in the organic food chain and invitation to participate in project meetings. More than 60 representatives from governments, markets, technical assistance and rural extension, civil society and farmers were mobilized.

## MAY 13TH

### INAUGURAL MEETING

Meeting with 45 experts and actors from different links in the organic food chain, in addition to the special participation of Daniel Balaban, representative of the UN World Food Program (WFP) in Brazil. This meeting was the starting point for making recommendations for the actors in the chain, especially discussing the main challenges that smallholder farmers face in Brazil in order to convert to organic production systems.

## AUGUST AND SEPTEMBER

### FIRST ROUND OF THEMATIC MEETINGS

Meetings with actors and specialists linked to each priority theme (technical assistance, market and public policies), to deepen the discussion on the challenges faced by smallholder farmers in relation to each theme. The occasion also sought to encourage the exchange of experiences and knowledge among participants, contributing to the strengthening of the network.

## OCTOBER 7TH

### JOINT MEETING

Presentation of the main points discussed at the thematic meetings and reflection on possible ways to make the organic food chain fairer and more inclusive. Marcelo Fukunaga, a smallholder from Coopafasb, and Thiago Vinícius, founder of Armazém Organicamente were invited to participate in a round table.

## OCTOBER AND NOVEMBER

### SECOND ROUND OF THEMATIC MEETINGS

Presentation of the structure that will guide the recommendations elaboration, validation of main messages to be transmitted within each priority theme, resulting from consolidation of previous discussions, and definition of structuring actions for the implementation of the recommendations.



The **Converte-se project** fieldwork front aims **to promote activities with groups of producers so that they can convert to organic production**. Between January and August 2022, training will be held with ten groups of smallholder farmers within a radius of up to 150 km from São Paulo, especially dedicated to growing vegetables. The particularities and characteristics of the groups will be considered in this process, assuming that they will be in different stages of the conversion process.

Among contents to be addressed in the field workshops, organic management practices, the presentation of forms of certification, and the strengthening of management through tools such as cost structure and cash flow stand out. In addition, efforts will be made to bring participants closer to markets of interest, seeking to support them during the conversion stage.

Between October and December 2021, the project team dedicated itself to mapping potential groups of producers in municipalities such as São Roque, Iperó, Ibiúna, Itanhaém, Nazaré Paulista and São José dos Campos and carried out visits to present the Project to those groups.

## NEXT STEPS

The project reaches the end of 2021 with very relevant lessons learned and contributions on the subject of **conversion to organic systems by smallholders**. The engagement of our network of partners in the activities carried out so far has been fundamental to this process. The next steps on the articulation front consist of consolidating the discussions and formatting a reference document with recommendations for actors in the chain. The network will meet for the last time in a final meeting in February.

On the field front, it will be time to strengthen the capacities of groups of producers with regard to the conversion of their production systems and access to markets, in addition to refining the understanding of the challenges faced during the conversion stages.

Once again, we would like to thank all participants for their interest and trust in this process, which we are sure will bring important results to leverage the activities of smallholder farmers in the organic production segment.

We wish everyone happy holidays. May we safely resume meetings and celebrate the achievements of this year 2021!

Greetings from the Converte-se project team.

EXECUTION:



SUPPORT:

