

CONVERTE-SE:

Newsletter 4 - December 2022



The final event of the Converte-se project brought together around 50 participants and provided an important exchange of ideas, dreams and organic products and agroecological transition.

PROMOTING SMALLHOLDERS' ORGANIC CONVERSION AND MARKET ACCESS

Hello! This is the 4th edition of the Converte-se Project Newsletter. You will find below a summary of the activities developed on both work fronts of the project: the field front and the articulation front.

CYCLE CLOSING EVENT

On the morning of November 22, 2022, the closing event of the Converte-se project took place at Ibirapuera Park in São Paulo. The meeting was an opportunity to bring together members of the two fronts of the project (field and articulation) to share results obtained so far and, of course, to promote integration between the organic network and encourage the rich exchanges that occasions like this make possible.

The event brought together around 50 participants and was massively attended by the smallholders who are part of the 10 groups served by the project. The farmers also brought with them fruit, vegetables, spices, seedlings and other products of their crops. Beautiful and abundant tables were set up with these items, with the aim of presenting them to the whole organic network.

The agenda began with a presentation of the project's journey and the main results achieved so far. Then, participants were invited to reflect and share their dreams regarding the organic food chain, according to their perspective and actions, as well as challenges and ways to achieve them. They ranged from dreams related to land tenure security and access to water and energy, to long-term dreams for the chain as a whole, such as the succession of agricultural activity and the presence of young people in the field, the strengthening of collectivity, the transformation of people's relationship with food,



and ways to sell organic products at fair prices for producers and consumers. From this exchange, it was possible to see that the dreams of the people there revolve around common objectives, such as valuing smallholder farmers, democratising access to quality food and supporting the agro-ecological transition of the entire food system.

The realisation of these dreams depends on articulated networking, involving all the actors that make up the food chain.

The event ended with the exchange of the beautiful products that had been brought by the farmers. The participants returned home with elements and food to nourish their hopes for a fairer and more sustainable food value chain.



ARTICULATION FRONT

As a result of the contribution of **more than 70 representatives** of partner organizations of the Articulation Front (network and advocacy), the **executive document** *Converte-se - Promoting smallholders organic conversion: recommendations to the organic food value chain*, was **launched in September 2022**. This publication in Portuguese summarizes the discussions of the articulation front with recommendations for the value chain to be able to be more accessible to organic production by smallholders in Brazil. The English version of the recommendations will be integrated on the final publication of the project.

DISCOVER THE CONTENT

[Click here](#) to access the Portuguese version of the executive report of the recommendations to make the organic food value chain more favorable to the conversion of smallholders to organic production.



FIELD WORK FRONT

After the technical workshops held in the first half of 2022, starting in July, the project team began the **cycle of workshops on management skills and market access**, which lasted until November. The ten groups of farmers participated in three more rounds of workshops, focused on aspects related to production costs, selection and evaluation of markets and, finally, the construction of a strategy to access a prioritized market. This was followed by the commercial approximation activities, currently underway, in which the team has been articulating conversations between the farmer groups and the prioritized markets.

FIRST ROUND OF MANAGEMENT SKILLS AND MARKET ACCESS WORKSHOPS

In the 1st round of management skills and market access workshop, the objective was to **better understand the costs** regarding their crops. The first step was the selection of a common product among the farmers. Then, each group mapped out the activities involved in the production process, from soil preparation to the purchase of seedlings to harvesting, and then estimated the costs involved in each activity. At the end of the process, the unit cost of the product in question was finally calculated. The team was able to calculate, together with the groups, the production cost of lettuce, lettuce intercropped with arugula and also the cost of cassava production.

This exercise provides important reflections, linked both to financial concepts and the importance of conducting a cost management of the farm, as well as the tools and strategies to support this task.



SECOND ROUND OF MANAGEMENT SKILLS AND MARKET ACCESS WORKSHOPS



The 2nd round of workshops looked outside the farms gates, **focusing on the value chain and markets**. At first, the groups mapped out the food chains in which they operate, identifying possible markets for their products. To support the discussion, the team shared a video recorded by FGVces providing general information on some of the main commercialization channels. In the second part of the workshop, the intention was to choose three of the markets mapped out in the previous activity and then evaluate how well the group meets the requirements needed to access them, and select one market to work on in the subsequent workshop. Thus, at the end of this workshop, each group obtained a prioritized market. Examples of selected marketing channels involve institutional markets, such as the São Paulo Municipality School Nutrition Program (PNAE), street and outdoor markets and delivery of organic products.

	Mercado 1	Mercado 2	Mercado 3
	PNAE PRÊMIO/SP	CESTAS CONSUMIDOR COMUM	CESTAS VIA INSTITUIÇÃO
Volume	●	●	●
Variedade	●	●	●
Preços	●	●	●
Padrão do produto	●	●	●
Transporte	●	●	●
Condições contratuais (prazo de pagamento, flexibilidade, política de vendas)	●	●	●
Certificação	●	●	●
Esforço comercial (divulgação, contato com clientes)	●	●	●

Handwritten notes on the table include: 'TRANSIÇÃO!', 'CONHECIMENTO NA/IS', 'LISTAR OS PRODUTOS EM TRANSIÇÃO PESQUISAR', 'ORGANIZAR LOGÍSTICA', 'PESQUISAR E REFLETIR', 'EM PROCESSO N/ TEM O DAP-T', 'N/A', '1º PASSO MANUTENÇÃO', and '2º PASSO MANUTENÇÃO'.

THIRD ROUND OF MANAGEMENT SKILLS AND MARKET ACCESS WORKSHOPS

In the 3rd workshop, the idea was to **build a strategy to access the market that has been prioritized** in the previous workshop, though the use of the Canvas Business Model. This tool consists of 9 blocks and each one goes into more detail on an aspect of how a business works. The completion of the Canvas allows the visualization of the flows and activities involved in achieving access to a particular market segment, and helps to identify bottlenecks and mapping information gaps, supporting the definition of next steps. Finally, the team handed out the certificates of participation to the farmers in the training cycle.



COMMERCIAL APPROACH STAGE

Once the workshop training cycle was finished, the project team began the commercial approach stage, **articulating interactions between farmer groups and the key markets** of each group. For some groups, this stage is being more focused on gathering information about some markets or contacting with partners, aiming to facilitate the access to the markets and exchanging knowledge. This stage is underway and should last until the second half of December.



The final publication of the project will be launched in the beginning of 2023, detailing the activities conducted in the two fronts and exploring the challenges faced by farmers in converting to organic production and the transformations needed in the chain to support them in this process, that will be inspired by the executive report of the recommendations, aforementioned.

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

Best regards,
Converte-se Team

Execution:



Support:



GRUPO
CARREFOUR
BRASIL

