



# Family Farming in Domestic and International

***BRAZILIAN FAMILY FARMING SEMINAR:  
Brazilian Social Footprint***

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***Nuremberg, Feb, 16<sup>th</sup> 2010***



Most of  
the food in  
Brazil

Annual  
food  
production  
: 20 billion  
Euros

84.4% of  
the  
24.3% esta  
blishments  
of the area

## Brazilian Family Farming

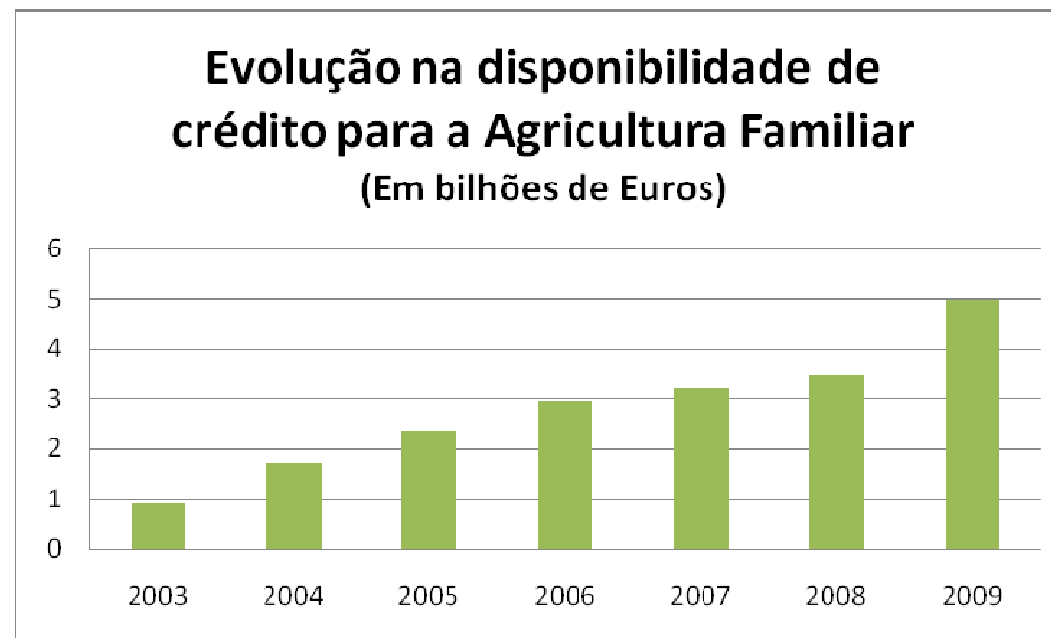
85% of the  
90,000  
organic  
producers

Producer  
of socio-  
biodiversity



## General Policies in Support of Family Farming

### ■ National Program for Strengthening Family Farming (Pronaf)





## General Policies in Support of Family Farming (Cont.)

### ■ *Technical Assistance and Rural Extension Service (“Ater”)*

- Specific law (universality)
- 240 million Euros for 2010
- Benefits 2 million families

### ■ *Harvest Guarantee*

- 128 million Euros paid in 2009
- Benefited 553,000 families

### ■ *Other insurances for Family Farming*



## General Policies in Support of Family Farming (Cont.)

### *National Plan for Socio-biodiversity*

-  Integrated actions among ministries: MDA; MMA; MDS and Conab

-  10 priority chains, starting with Brazil Nuts and Babassu

-  Benefits 500,000 families engaged in extraction activities

-  Present market worth 60 million Euros






## Policies in Support of Marketing in the Domestic Market

### *Food Acquisition Program (PAA)*

 Ministries of Agrarian Development and of Social Development

 1 billion Euros invested in 7 years

 Benefits 700,000 farming families





## Policies in Support of Marketing in the Domestic Market

### 🌾 *National School Meals Program (“PNAE”)*

🌾 Ministries of Agrarian Development and of Education

🌾 400 million Euros from Family Farms in 2010

🌾 Benefits 250,000 farming families and 50 million students





## Policies in Support of Marketing in the Domestic Market

Family Farm Price Guarantee Program (“PGPAF”) and Minimum Price Guarantee Program (“PGPM”)

- Ministries of Agrarian Development and of Agriculture
- Bonuses of up to R\$ 3,500.00 (1,350 Euros) per family, per year
- 7 native species in the PGPM
- Subsidy of 200,000 Euros





## Policies in Support of Marketing in the Domestic Market

- 🌿 *Family Farming Seal*  
*FF enterprises and companies*
- 🌿 *Products with more than 51% of the main raw-material originating from FF*
- 🌿 *To identify, publicize and emphasize the value of products with the participation of FF*
- 🌿 *Consumer recognition*
- 🌿 *Increasing market*

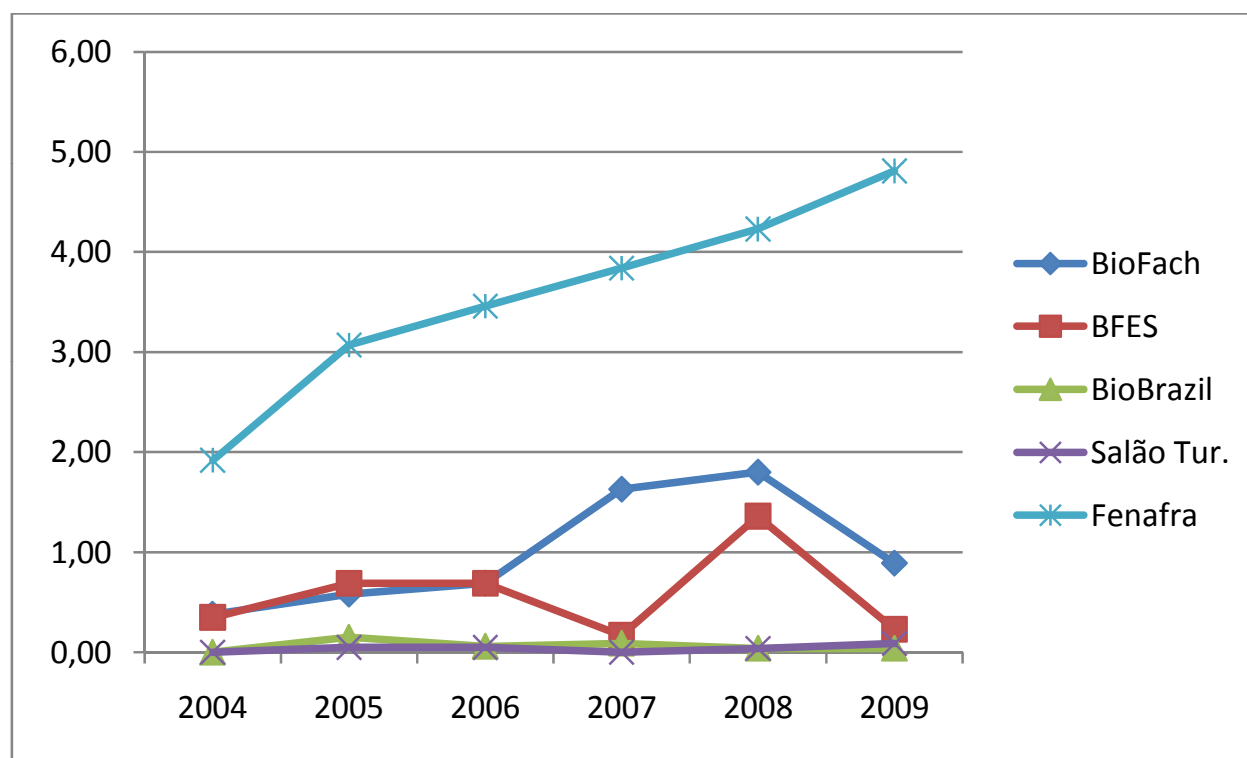
O Selo da Agricultura Familiar





## Policies in Support of Marketing in the Domestic and Foreign Markets

### Trade Fairs (Business in millions of Euros)



### BioFach Germany:

- 95 enterprises
- 21.048 families
- 6 million Euros in business





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