

Sertão's Natural Flavor Network Support the Commercialization of Local Agricultural Products of the Semi-arid Northeastern Area of Brazil

COSPE1

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Abstract

The goal of the project is to improve the living conditions of smallholders and their families by increasing the value of the typical, local products and by promoting the use of a sustainable ecosystem in order to generate income.

In addition, the project proposes specific increases of the commercial volume in conventional and alternative channels at the national and international levels. This is achieved through actions aimed at improving product quality and by expanding networks, as well as increasing environmental awareness of the producers in order to promote the sustainability of the harvesting methods currently used.

The initiative anticipates the following results: increases in product and harvest volumes, and in processing of the products by small groups of smallholders benefiting from the project; the introduction and expansion of sustainable and organic harvesting and production methods; an increase in volume of commercialized products for producers involved in the network; an improvement in the level of comprehension, involvement and management of public policies on the part of the producers associated with the Sabor Natural do Sertão network; and an increased participation of women in the management of micro enterprises and associations related to the network, as well as their involvement in public policies.

Three hundred producers will directly benefit by being involved in strengthening production activities and commercialization of the internal structure of the organizations involved with the initiative. Accordingly, they will have access to the services provided by the technical assistance organization, to educational activities and to the improved production and commercialization infrastructure.

Three thousand people associated with the twenty-two participating organizations linked to the "Sabor Natural do Sertão" network will benefit from it indirectly.

In order to reach the final results listed above, there is a need for educational activities, seminars, marketing research, and construction of a service platform for small producers in the distribution area of the product, as well as logistical support for commercialization. Meetings and trade should be set up at an international level in order to aid the discussions about the situation between Italy and Brazil on the themes of "agricultural production vs. organic production," "protection of biodiversity and seed conservation," as well as "world policies on agricultural products trade."

Additional actions aimed at inserting the products into the joint fair trade markets and their organic certification.

This project was funded by the Regions of Emilia Romagna and Tuscany. The local counterpart was IRPAA, the Instituto Regional da Pequena Agropecuária Apropriada. Currently, the project is also being analyzed by the Department of Foreign Affairs for further funding, thanks to COSPE's successful meetings with beneficiaries, as well as with partners who first pointed out the priority needs of the project. These priorities are to increase the commercialization of products with the "Sabor Natural do Sertão" label and to promote sustainable practices for the harvest and production of the products.

¹ Cooperazione per lo Sviluppo dei Paesi Emergenti (Cooperation for the Development of Emerging Countries).