

**Juazeiro**  
Bahia • Brasil  
**2020**

**RURAL LEADERS AND  
IFAD PROJECTS IN  
MERCOSUR:**

*a summary of shared  
challenges and  
proposals*





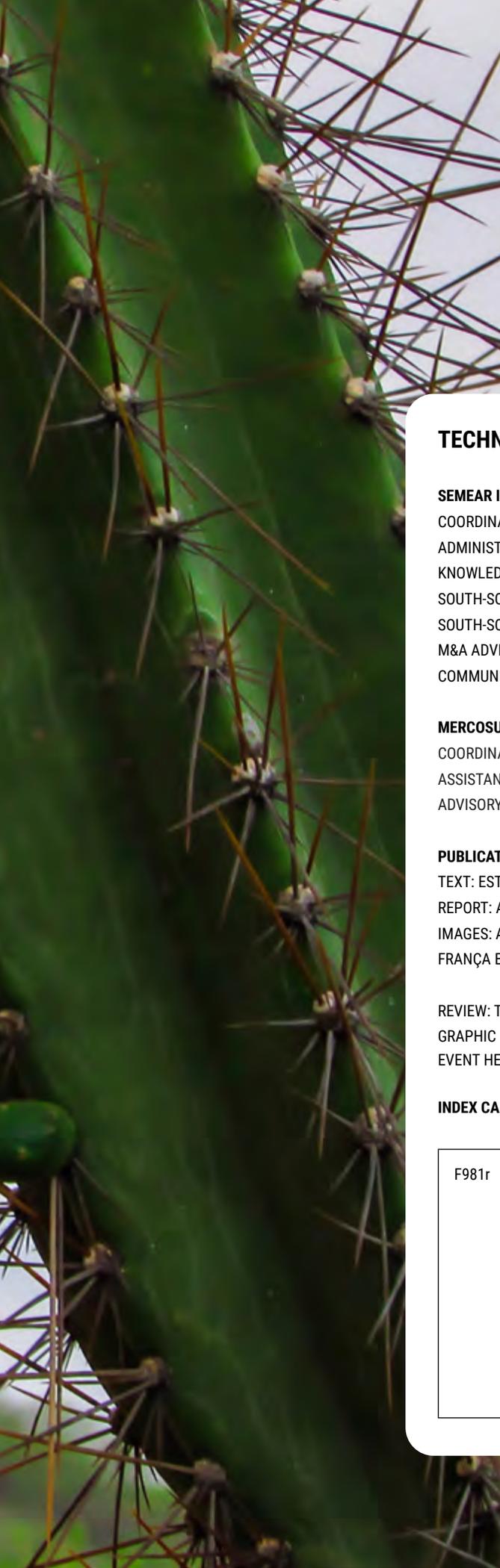


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## TECHNICAL SPECIFICATIONS

### SEMEAR INTERNACIONAL PROGRAM

COORDINATION: FABIANA DUMONT VITERBO  
ADMINISTRATIVE-FINANCIAL ASSISTANCE: ANA LUIZA SANTOS  
KNOWLEDGE MANAGEMENT: ALINE MARTINS DA SILVA  
SOUTH-SOUTH COOPERATION MANAGEMENT: RUTH PUCHETA  
SOUTH-SOUTH COOPERATION ASSISTANCE: ESTHER MARTINS  
M&A ADVISORY: ADALTO RAFAEL  
COMMUNICATION ADVISORY: GABRIEL MONTEIRO

### MERCOSUR CLAEH IFAD PROGRAM

COORDINATION: CARLOS MERMOT AND LEOPOLDO FONT  
ASSISTANCE: LUIZ VICENTE FACCO, CAROLINA RODRIGUEZ AND MATEO MERA  
ADVISORY: ÁLVARO RAMOS, GABRIELA GORRITI AND ALEJANDRO COTO

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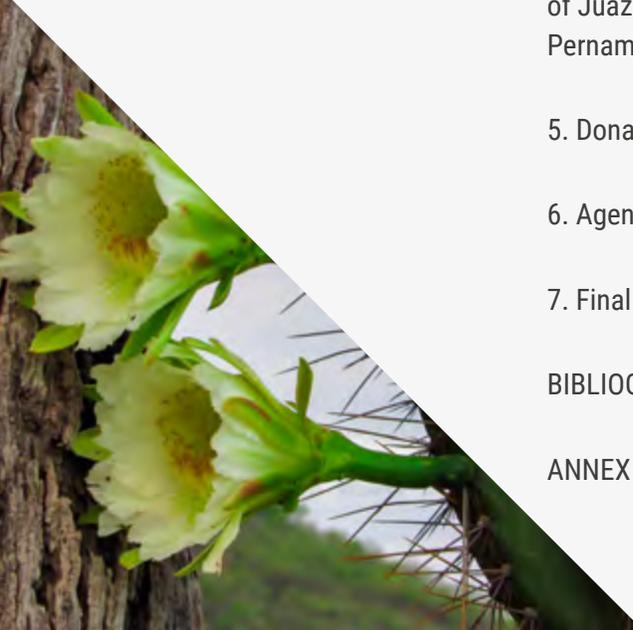
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# *summary*

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#### LIST OF ABBREVIATIONS

Accesos - Asap -Programa de Inclusión Económica para Familias y Comunidades Rurales en el Territorio del Estado Plurinacional de Bolivia

AKSAAM - Adapting Knowledge for Sustainable Agriculture and Access to Markets

LAC -- Latin America and the Caribbean

NAA - National Articulation of Agroecology

AS-PTA - Advisory and Services for Projects in Alternative Agriculture

Capribom - Cooperative of Rural Producers of Monteiro (Paraíba, Brazil)

CAS - Southern Agricultural Council

Cegafi - Family Agriculture Management and Innovation Center

CLAEH - Latin American Center for Human Economy

Coovita - Cooperative of Rural Producers of Chapada do Vale do Rio Itaim (Betânia do Piauí, Brazil)

Coopercuc - Cooperative Family Farming of Canudos, Uauá and Curaçá

Coprofam - Confederation of Family Producers' Organizations of Mercosur Expanded

CFS - Committee on World Food Security

CTA-ZM - Zona da Mata Alternative Technologies Center

Embrapa - Brazilian Agricultural Research Corporation

FAFO - World Peasant Forum

IFAD -- International Fund for Agricultural Development

WRF - World Rural Forum

CMG - Common Market Group

IICA -- Inter-American Institute for Cooperation on Agriculture

Innova AF - Knowledge Management Program for Adaptation to Climate Change in the Semiarid Region

INSA - Semiarid National Institute

Lume - Method of Economic-Ecological Analysis of Agroecosystems

M&A - Monitoring and Assessment

Mapa - Ministry of Agriculture, Livestock and Supply

Mercosur - Southern Common Market

MST - Landless Rural Workers' Movement

UN - United Nations

PAA - Food Acquisition Program

PDHC-II - Project Dom Hélder Câmara II

PDRT - Project Political Dialogue for Rural Transformations

PDT - Project Dom Távora

Pisear -- Proyecto de Inclusión Socio-Económica en Áreas Rurales

PNAE - National School Food Program

PNCF - National Land Credit Program

PPF - Project Paulo Freire

PPI - Proyecto Paraguay Inclusivo

Procasa - Sustainable Development Project of Cariri, Seridó and Curimataú

PSA -- Program Pró-Semiárido

PVSA -- Project Viva o Semiárido

REAF - Specialized Family Farming Meeting

SAFC - Secretariat of Family Agriculture and Cooperatives

UCR - Regional Coordination Unit

UFRPE -- Rural Federal University of Pernambuco

UnB -- University of Brasília



## INSTITUTIONAL PRESENTATIONS

### *IFAD's performance in Brazil with the Semear Inter- nacional Program*

The International Fund for Agricultural Development (IFAD) is an investment agency of the United Nations (UN) that, in partnership with state and federal governments, makes loan and grant agreements to support rural development. In Brazil, IFAD's main investment focus is the semiarid region, where it promotes actions aimed at fostering productive projects to generate agricultural income, cooperatives, associations and access to markets. With a goal that has the promotion of nutritional food security and the reduction of poverty in rural areas among its pillars, IFAD encourages the strengthening of activities that have, as priority audiences, women, young people and traditional communities.

IFAD has already made an amount of approximately US\$ 300 million available for the implementation of thirteen projects in Brazil. Currently, in 2020, six projects are being executed, reaching 250 thousand families directly benefited. Five of them are in partnership with state governments, through bilateral agreements: Paraíba (Sustainable Development Project of Cariri, Seridó and Curimataú - Procase), Bahia (Project Pró-Semiárido), Sergipe (Project Dom Távora), Piauí (Project Viva o Semiárido, and Ceará (Project Paulo Freire). Project Dom Hélder Câmara (PDHC), with the federal government, covers eleven states - Pernambuco, Ceará, Rio Grande do Norte, Alagoas, Bahia, Piauí, Paraíba, Sergipe, Maranhão, Minas Gerais and Espírito Santo.

In parallel with the projects, IFAD also seeks to carry out actions that go beyond productive development in the communities served, encouraging access to information through donation programs, such as the Program Semear Internacional (PSI). Operating in Brazil, PSI has the following axes: Knowledge Management, Monitoring & Assessment, Communication, Policy Dialogues and South-South and Triangular Cooperation, with its operationalization supported by the Inter-American Institute for Cooperation on Agriculture (IICA). The Program works with the six projects supported by IFAD in Brazil, strengthening their capacities by carrying out activities that stimulate knowledge. The goal is to facilitate access to contextualized knowledge and innovations for living in the semiarid region.

Find out more about PSI's actions, visit the virtual library and access the events held to join the network for the dissemination of good rural practices in the semiarid region, visiting:

Learn more about the actions of the IFAD Mercosur CLAEH Program by accessing:



Among the PSI's activities are exchanges, training, workshops and seminars with technicians and beneficiaries of projects, technical training for public managers, institutional articulations, promotion of work for gender equality, support for the collection of socioeconomic data and methodization of results, publication of books, and production of journalistic and communication content in printed and digital formats. The Program has been making a significant contribution to the systematization and dissemination of good rural practices in IFAD projects, both at the national and international levels.



## ***Program IFAD Mercosul CLAEH***

The IFAD Mercosur CLAEH Program (Latin American Center for Human Economy) was born after the end of IFAD donations to Mercosur, which allowed the Regional Coordination Unit (UCR) of the IFAD Mercosur Program to assume the technical secretariat of the Specialized Meeting on Family Agriculture (REAF) and support it to carry out its work plans, as an instrument of policy dialogue and consultation group of the Common Market Group (CMG), until 2011. As of 2012, IFAD approved a new donation that continued the IFAD Mercosur Program, with a new mandate and a new institutional dynamic: complementary, but different and independent from REAF. The IFAD Mercosur CLAEH Program supports the formulation, within national contexts, of public policies aimed at the development of family farming, the guarantee of food security and the reduction of rural poverty, seeking the harmonization of policies at the regional level, as well as promoting cooperation South-South through the participation of governments, multilateral and bilateral organizations, and family farming organizations, while developing actions and mechanisms that systematize knowledge in the Southern Cone.



## ***Coprofam***

The Confederation of Family Producers' Organizations of the Expanded Mercosur (Coprofam) is made up of nine national organizations in seven countries of the expanded Mercosur and represents a universe of 50% of family, peasant and indigenous agriculture in the region. Since 1994, it has been working to strengthen family, peasant and in-

indigenous agriculture, promoting training, exchange of experiences and technical advice. In partnership with governments, organizations and international bodies, Coprofam works in the formulation and implementation of differentiated public policies for the sector, in particular at REAF Mercosur, the Southern Agricultural Council (CAS) and at international levels, such as the IFAD World Peasant Forum, the Civil Society Consultation Mechanism of the Committee on World Food Security (CFS/UN), and the World Rural Forum (WRF), an entity in charge of the United Nations Decade for Family Farming at the global level. The cooperation between IFAD and Coprofam began in 2000, through the IFAD Mercosur Program, reaffirmed in 2014 and, since 2018, it has been consolidating the presentation of proposals and solutions for international cooperation to strengthen family farming in the region, within the Program of Political Dialogue for Rural Transformations (PDRT).



## *Project Pró-Semiárido*

The project Pró-Semiárido is a part of a set of commitments by the State to continue advancing poverty eradication, bringing services and investments directly to help 70,000 families to live better in the Semi-Arid, in 32 municipalities in Bahia's hinterland. The project's action directly involves 782 communities with a high degree of poverty, as determined by the Human Development Index (HDI) and the Social Exclusion Index (SEI).

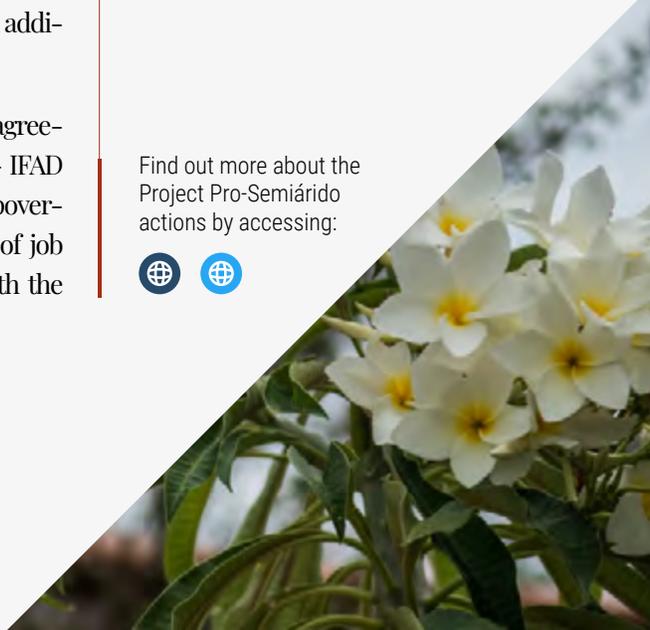
Rural communities are participating in the Pró-Semiárido, mainly quilombolas, "fundo" and "fecho de pasto", rural and indigenous settlements, which are provided with continuous and specialized technical assistance and rural extension (ATER), promoting water security and sustainable production activities, agro-industrialization and commercialization of production, in addition to access to public policies for rural areas.

The Pró-Semiárido has a total budget of R\$ 351 million, from the loan agreement between the International Fund for Agricultural Development - IFAD and the State Government, to contribute to the reduction of rural poverty through income generation, increase of production and creation of job opportunities in the agricultural and non-agricultural fields, and with the development of human and social capital.

Find out more about Coprofam's actions by visiting:



Find out more about the Project Pro-Semiárido actions by accessing:





ENCONTRO DE LÍDERES PÚBLICOS E GESTORES DE PROJETOS  
**1º FIDA NO MERCOSUL**  
AMPLIADO

PRESENTATION

The 1st Meeting of Rural Leaders and IFAD Project Managers in the Expanded Mercosur brought together, between September 17 and 19, 2019, in Juazeiro, Bahia, the leaders of family, peasant and indigenous agriculture organizations affiliated to COPROFAM, the team of IFAD in the region and IFAD-financed project coordinators in six countries in Latin America, with the aim of discussing project management by results achieved, exchanging good practices and lessons learned, and promoting rapprochement and dialogue between IFAD projects and COPROFAM organizations.

Rural leaders and IFAD project managers from Argentina, Bolivia, Brazil, Chile, Paraguay, Peru and Uruguay were present. The meeting portrayed the importance of IFAD investments in family farming in Brazil and the region, surveying actions developed on key project themes, such as monitoring and assessment, water management for productive purposes and access to financial resources and markets, their instruments and applied methodologies, as well as action strategies with the grassroots: the beneficiary communities and populations.

In addition to the topics discussed at the meeting, field visits were made to settlements and rural communities benefited by the Project Pró-Semiárido (Bahia) and Embrapa (Petrolina - Pernambuco), with the aim of promoting knowledge and the exchange of experiences and techniques on the actions implemented and the results observed in the context of the Brazilian semi-arid.

The meeting also allowed the deepening of the dialogue between COPROFAM and the projects

supported by IFAD, aiming at building an agenda of commitments for the implementation of common measures to improve the performance of projects in countries of the region.

This document is the result of the reporting and systematization of the event, organized methodologically by the Semear Internacional Program and executed in partnership with Coprofam. The proposal made was based on the adoption of three axes for recording the information, these being the highlights, challenges and proposals taken from each of the themes addressed in the panels and worked on during the meeting.

The reporting was performed from a base-document structured for each panel, collection of files of presentations, and audio recordings of all the event speeches. The systematization of the document gathered and reorganized the information recorded in the presentations, distributing it among the key topics of the meeting, selecting the most relevant subjects and also settling the frequent repetitions.

Finally, in order to contextualize the highlights and present more information on the successful experiences, small summaries of the main topics were included, elaborated with the material of the reporting and recent research, adding indications of relevant sites and publications to expand the references and enable the continuity of research and exchange between participants from different countries.

We hope that this content will serve not only as a memory of an important meeting moment between leaders and institutions in the regional scope of Mercosur, but also as an overview of the main challenges shared by family farming with initiatives that have been bringing positive results and reference to other realities. Good reading!





## READING GUIDELINES

To facilitate the connection of ideas and complement the reading, some markings (in the body of the text) and symbols (in the side guides) will bring clarity in the presentation of contents and more information on the topics covered.

### ***Markings:***

**HIGHLIGHTS** – indication of the most commented subjects on the themes; the main technical interests shown; and the practices and methodologies considered most interesting.

**CHALLENGES** – unsuitable conditions for the activity; main difficulties signaled; perceptions of the similar and the different between the reality visited and that of visitors.

**PROPOSALS** – solutions presented for the difficulties; resolutions, deliberations, demands, agreements and responsibilities generated from the activities.

### ***Navigation Icons:***

**LEARN MORE** – more information and relevant references on the subjects and cases addressed.

**GOOD PRACTICES** – indication of successful experiences and with significant potential for replication shared by the participants during the meeting.



LEARN MORE



GOOD PRACTICES

17

Tuesday - 1st day of the IFAD Rural Leaders and Project Managers Meeting in MERCOSUR Expanded

SEPT

Time		Topic
8:00 a.m.	9:00 a.m.	<b>Reception and accreditation</b>
9:00 a.m.	10:00 a.m.	<p><b>OPENING OF THE MEETING</b></p> <ul style="list-style-type: none"> <li>- Claus Reiner - Country Director and Head of the South-South and Triangular Knowledge and Cooperation Center. IFAD Brazil.</li> <li>- Francisco Américo Neves de Oliveira - President of FLEM - Luis Eduardo Magalhães Foundation.</li> <li>- Fabiana Dumont Viterbo - Coordinator of Semear Internacional Program.</li> <li>- Pedro Carlos Gama da Silva - Head of Embrapa Semi-Arid</li> <li>- Aristides Santos - President of the National Confederation of Rural Workers and Family Farmers - CONTAG.</li> <li>- Hernán Chiriboga - Representative of the Inter-American Institute for Cooperation on Agriculture - IICA.</li> <li>- Fernando Lopes - Director of the Confederation of Family Producer Organizations of the Expanded Mercosur - COPROFAM.</li> <li>- Justiniano Félix - Secretary for Economic and Livestock Development in the city of Juazeiro.</li> <li>- Dilson de Moura Peixoto Filho - Secretary of Agrarian Development of Pernambuco.</li> <li>- Wilson José Vasconcelos Dias - Chief Executive Officer CAR - Bahia Regional Development and Action Company.</li> </ul>
10:00 a.m.	10:15 a.m.	<b>Program presentation and methodological / logistical guidelines</b>
10:15 a.m.	11:15 a.m.	<p><b>PANEL 1 - Main results in project monitoring and assessment (M&amp;A)</b>  <b>Panel Coordinator:</b> Carmen Eugenia Morales - IFAD Peru.</p> <ul style="list-style-type: none"> <li>- César Maynard - Coordinator of Project Pró Semiárido, Bahia, Brazil.</li> <li>- Josilene Maria dos Santos Magalhaes - Coordinator of Project Dom Helder Câmara II, Brazil.</li> <li>- Ana Pont Verges - IFAD Projects Argentina.</li> <li>- Bettyna Levy - IFAD Projects Paraguay.</li> </ul>
11:15 a.m.	11:30 a.m.	<b>Coffee Break</b>
11:30 a.m.	12:30 p.m.	<p><b>PANEL 2 – Main results of Projects financed by IFAD in its water management for productive purposes</b>  <b>Panel Coordinator:</b> Claus Reiner – Country Director and Head of the South-South and Triangular Knowledge and Cooperation Center, IFAD Brazil.</p> <ul style="list-style-type: none"> <li>- Aristeu Chaves - Coordinator of PROCASE, Paraíba, Brazil.</li> <li>- Maria Íris Tavares Farias - Coordinator of Project Paulo Freire, Ceará, Brazil.</li> <li>- Ana Pont Verges - IFAD Projects Argentina.</li> <li>- José Antonio Carvajal Almazán - IFAD Project Bolivia.</li> </ul>
12:30 p.m.	2:00 p.m.	<b>Lunch</b>
2:00 p.m.	3:00 p.m.	<p><b>PANEL 3 – Main results of Projects financed by IFAD in access to financial resources and markets for Family Farming products.</b>  <b>Panel Coordinator:</b> Cíntia Guzmán - Program Officer, IFAD Brazil</p> <ul style="list-style-type: none"> <li>- Francisco das Chagas Ribeiro Filho - Coordinator of Project Viva o Semiárido, Piauí, Brazil.</li> <li>- Gismario Nobre - Coordinator of Project Dom Távora, Sergipe, Brazil.</li> <li>- Ana Pont Verges - IFAD Projects Argentina.</li> <li>- Norma Migone - IFAD Projects Paraguay.</li> <li>- José Ignacio Olascuaga - IFAD Projects Uruguay.</li> </ul>

Time		Topic
3:00 p.m.	4:00 p.m.	<p><b>PANEL 4 – Impact Assessment on IFAD Projects - Increased income and reduced poverty</b>  <b>Panel Coordinator:</b> Leonardo Bichara Rocha - Program Officer, IFAD Brazil.  - Adriana Martins - Consultant at IFAD Brazil.  - Adalto Rafael - Monitoring and Evaluation Advisor, Semear Internacional Program, Brazil.  - Ana Pont Verges - IFAD Projects Argentina.</p>
4:00 p.m.	4:20 p.m.	<b>Coffee Break</b>
4:30 p.m.	5:30 p.m.	<p><b>Commitment agenda:</b> joint measures to be implemented to improve project performance, in the form of a joint work agenda at national and / or regional level for the implementation, management, monitoring and evaluation of projects and programs supported by IFAD.</p> <p><b>Works Coordinator:</b> Carlos Mermot - IFAD Mercosur CLAEH</p> <p>Continuing the works begun at the Regional Conference of Latin America and the Caribbean of the World Peasant Forum in Montevideo, Uruguay, in May 2019, the intention of this panel is to enable dialogue between COPROFAM leaders and the national conductors of projects financed by IFAD. The works will begin with a presentation of the organizations' opinion on the current operations of projects and their expectations for the future. Members of the IFAD teams and national project coordinators are expected to be able to provide answers to the questions raised in the groups, in the expectation of reaching work agreements at the national level.</p> <p>The agreements would serve to complement the final report of the Montevideo Forum, with a view to the next meeting of the Peasant Forum in Rome in 2020.</p>
5:20 p.m.	6:00 p.m.	<b>Closing of the 1st day's works</b>
6:30 p.m.	9:00 p.m.	<b>Cocktail at Central da Caatinga</b>

**18** Wednesday - 2nd day of the IFAD Rural Leaders and Project Managers Meeting in MERCOSUR Expanded

SEPT

**Field Visits - Uauá and Juazeiro Region (Bahia) PROJECT PRÓ-SEMIÁRIDO**

7:00 a.m. – 4:00 p.m.	<p>Departure of groups to the field:</p> <ul style="list-style-type: none"> <li>- Group 1. Coopercuc / Uauá: native fruit processing; valuation of AF products; diversification of production; market access strategies; self-management; cooperativism; increase in the income of cooperative members; producers' organization.</li> <li>- Group 2. Casa Nova: productive yards and small irrigation.</li> <li>- Group 3. Massaroca: productive yards with gray water reuse; poultry and egg processing.</li> <li>- Group 4. Sobradinho: irrigated fruit growing (MST Settlement and Land Credit Settlement).</li> <li>- Group 5. Embrapa Semiárido - Research in water collection and management.</li> </ul>
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**19**  
SEPT

**Thursday - 3rd day of the IFAD Rural Leaders and Project Managers Meeting in MERCOSUR Expanded**

Time		Topic
9:00 a.m.	10:00 a.m.	<b>Feedback from field visits</b> <b>Coordination:</b> Ruth Pucheta - South-South Cooperation Manager, Semear Internacional Program, Brazil.
10:00 a.m.	11:50 a.m.	<b>PANEL 5 – Water management cases for productive purposes</b> <b>Panel Coordinator:</b> Luiz Facco - COPROFAM. - César Maynard - Coordinator of Project Pró Semiárido, Bahia, Brazil. - Íris Tavares - Coordinator of Project Paulo Freire, Ceará, Brazil. - Ana Pont Verges - IFAD Projects Argentina.
10:50 a.m.	11:15 a.m.	<b>Coffee Break</b>
11:15 a.m.	12:25 p.m.	<b>PANEL 6 – Opportunity for donations and IFAD funds for the region</b> <b>Panel Coordinator:</b> Claus Reiner - Country Director and Head of the South-South and Triangular Knowledge and Cooperation Center, IFAD Brazil. - Carlos Mermot – Coordinador FIDA MERCOSUL CLAEH. - Fabiana Dumont Viterbo – Coordinadora Programa Semear Internacional. - Miguel Altamirano Tinoco – Coordinador Projeto INNOVA – AF. - Marcelo José Braga – Coordenador AKSAAM.
12:25 p.m.	2:30 p.m.	<b>Lunch</b>
2:30 p.m.	3:30 p.m.	<b>PANEL 7 – Cases of access to financial resources and markets for Family Farming products</b> <b>Panel Coordinator:</b> Carlos Mermot - IFAD MERCOSUR CLAEH. - Revolving Funds - Ana Pont Verges, IFAD Projects Argentina. - Microcredit and Public Procurement - José Ignacio Olascuaga, IFAD Projects Uruguay. - Credit for Small Farmers - Jorge Bello, IFAD Conosur. - Public Purchases - Aristeu Chaves, PROCASE Coordinator, Paraíba, Brazil.
3:30 p.m.	4:20 p.m.	<b>PANEL 8 – Cases of Public-Private Partnerships to support Family Farming organizations</b> <b>Panel Coordinator:</b> Hardi Michael Wulf Vieira - Program Officer, IFAD Brazil. - Productive Alliances in Argentina - Ana Pont Verges, IFAD Projects Argentina. - Agreements with Supermarkets in Chile - Carlos Mermot, Coordinator of IFAD MERCOSUR CLAEH.
4:20 p.m.	4:40 p.m.	<b>Coffee Break</b>
4:45 p.m.	5:15 p.m.	<b>Commitment agenda (continued):</b> Joint measures to be implemented to improve project performance, in the form of a joint work agenda at national and / or regional level for the implementation, management, monitoring and evaluation of projects and programs supported by IFAD.
5:15 p.m.	5:45 p.m.	<b>Final considerations by the organizers IFAD and COPROFAM</b> - Cíntia Guzmán - Program Officer for IFAD Brazil. - Fernando Lopes - Director of COPROFAM. - César Maynard - Coordinator of Project Pró Semiárido, Bahia, Brazil.
6:30 p.m.	10:00 p.m.	Fraternization dinner.



# MONITORING AND ASSESSMENT

Panels 1 and 4 dealt with the theme based on the experiences of the Pró-Semiárido projects (Bahia, Brazil), Project Dom Helder Câmara II (Federal Government, Brazil), IFAD Argentina Projects and IFAD Paraguay Projects, which presented different instruments for monitoring and assessing the execution of IFAD projects in the countries of the Expanded Mercosur, according to the methodology and diversity of the benefited public. In addition, the impact assessment of the Program Gente de Valor (Bahia, Brazil), the Data.FIDA System (Semear Internacional Program, Brazil) and the experience of IFAD Argentina Projects in relation to the impact and result measurement processes were presented.

The importance currently given to the theme has increased the number and diversity of proposals, publications and tools in the area. The evolution of the Monitoring and Assessment (M&A) instruments has been verified over time, seeking greater efficiency in gathering and analyzing information. The need to include the impact assessment process from the beginning of the work was also recognized, since the baseline and initial data of the projects are of paramount importance and directly influence their final analysis. Interestingly, some of the proposals presented are direct solutions to the challenges and difficulties initially mentioned, such as the **Data.FIDA System**.

**The following stood out:** (i) the **Lume Methodology (Economic-Ecological Assessment of Agroecosystems)**, applied in Bahia by the Pró-Semiárido Project (PSA) in partnership with the NGO AS-PTA, and which has a participatory and evaluative character, aiming to offer answers on the effective results and impacts of the PSA project in the Bahian Semi-Arid; (ii) the **Olhar do Beneficiário App**, developed by PSA, which allows the beneficiary to send texts, audios, photos and videos that show the impact of the project on the communities; (iii) the **Monitora Project**, developed in partnership with the University of Brasília (UnB) and applied within the scope of the PDHC-II, in order to provide support for the coordination of public policies, assess the implemented actions, and provide a virtual platform for support for the coordination and articulation of monitored public policies.

The projects considered that **qualitative analyses**, with **focus groups**, complement and strengthen the monitoring and assessment of projects; that the **analysis differential** (social capital, empowerment, civic, social and political awareness) allows us to understand how the individuals feel in their community and can contribute relevant information to the impact assessment of IFAD projects; that in order to promote the **interaction of IFAD projects in the Expanded Mercosur** it is ne-



Data.FIDA is an integrated management system developed by the Semear International Program which is currently in the implementation phase with the productive projects supported by FIDA in Brazil. The system is able to aggregate and process information related to the execution of projects, from the baseline to the impact assessment, serving as a primary tool for operationalization, as well as monitoring and evaluation. The structure of the system provides that the interfaces of the projects are aggregated, allowing a global view of the IFAD portfolio, which can be accessed in real time. In addition, it allows the import of several files, including good practices, with access to the general public.



The Method of Economic-Ecological Analysis of Agroecosystems (Lume), developed by the NGO AS-PTA, uses methodologies for the collective construction of knowledge about the family/community and the agrosystem in which it is inserted, through semi-structured interviews and qualitative and quantitative analyses (social dimension and economic-ecological flows of the family agrosystem), to assess the impacts of the intervention of projects for family farming, in this case the PSA, on the benefited families. Access the full publication (in Portuguese) on the method [here](#).



The application is responsible for managing the records of evaluations, opinions and contributions of the PSA beneficiaries, and aims to involve, on a voluntary basis, the benefited families in the systematic of monitoring and evaluating actions and investments in their communities, as well as the level of service evaluation (for example, in technical assistance and rural extension), promoting an effective sense of social control. Based on the information provided by the beneficiaries, the project management team can communicate directly with the interest groups or with the family and improve data collection for censuses and diagnoses. The application is available on the Google Play Store: access it [here](#). (Source: <http://www.car.ba.gov.br/noticias/aplicativo-permite-que-agricultores-familiares-avaliem-aco-es-de-projeto-do-governo-da>. Accessed on: 03/27/2020.



"The project 'Evaluation and monitoring of the Dom Helder Câmara Project - Monitora UnB/SEAD' aims to monitor, evaluate and support the coordination and articulation of public policies and innovations related to technical assistance and rural extension and the fight against poverty and rural inequality within the scope of Phase II of the Dom Helder Câmara Project, reaching 11 Brazilian states. (...) Among the main objectives of the Project are to monitor innovations in social policies, rural extension and technical assistance and how they are (or are not) coordinated to tackle rural poverty in the region". Access the project website [here](#). Available at: [www.monitoraunb.com.br/](http://www.monitoraunb.com.br/) Accessed on: 03/27/2020.

cessary that the international indicators be unified to reach a global scale of IFAD projects and expand their regional and national impacts; that the **effective and/or direct participation of the beneficiaries** improves the indicators and the impact diagnoses of IFAD projects; that the **results of the projects should not be limited to measuring the impacts** of the action, but also to developing the skills of technicians and beneficiaries; that **resources administered by the community** ensure that beneficiaries know all the processes and results of the action; and that the **Data.FIDA System** will contribute to M&A by allowing a global view of the IFAD portfolio.

The **main challenges were identified:** **(i)** the need for the instruments to make a real reading of the poverty environment; **(ii)** the change in the government's political orientation, which redefined priorities and institutionalities, making it difficult to implement projects; **(iii)** the dispersion of information on policies and projects in different bodies and institutions of local and federal governments; **(iv)** the need to value, from the action design stage and its instruments, the monitoring and assessment systems as strategic elements within the project's organizational structure; **(v)** the lack of infrastructure in the beneficiary communities - mainly related to digital and information technologies -, which prevents direct participation in the evaluation of the actions carried out; and **(vi)** the task of disseminating systems and instruments for monitoring and assessment programs and projects among beneficiaries.

And, in addition, **difficulties** such as: **(vii)** the absence of baseline studies of the projects, which makes it difficult to establish parameters for the analysis of impacts and results; **(viii)** defining baselines that include respect for nature and the dynamics of new sociodemographic processes in rural areas; **(ix)** the non-adoption of treatment groups and control groups to verify the observed data; **(x)** collect agricultural data that measure information and describe the methodologies used since the initial phase, the challenges and the changes observed over time; **(xi)** the team's travel logistics for research and the application of questionnaires to families, communities and agricultural technicians in rural areas; **(xii)** incorporating environmental variables in research and data analysis; **(xiii)** the provision of outdated data; and **(xiv)** instrumentalizing indicators of beneficiary's participation in the processes of design, execution, monitoring and assessment of projects, taking into account the political dimension of the decision.

Control or treatment groups are groups external to the agricultural development project studied that have similar characteristics to their beneficiaries, created for the collection of comparative data. Baseline studies are applied in communities served by the project, and also in "twin communities" not served, for matching information and analyzing the relevance of the results and impacts achieved.





In this sense, **it was proposed:** **(i)** to seek ways to disseminate and expand the digitalization of documents and use of information technologies at the base; **(ii)** to promote ways of integrating different M&A systems (records, financials, executives, logical framework, etc.) and the use of qualitative and quantitative methodologies for recording and analyzing information; **(iii)** to improve the parties' understanding of M&A systems based on a clear and adequate definition of what exactly is intended to be achieved in terms of results in the communities; **(iv)** to promote the direct participation of beneficiaries in the M&A systems, expanding the capacities of technicians and beneficiaries involved in the projects; **(v)** to broaden the focus on results, assessing the impacts and/or products resulting from the projects, in addition to producing and disseminating more information about how the action reaches families and what changes they are promoting in communities; and **(vi)** to adopt the baselines and define the starting and ending points of the projects to ensure an adequate impact assessment.



WATER MANAGEMENT  
FOR PRODUCTIVE  
PURPOSES

Panels 2 and 5 presented the experiences of the Sustainable Development Project of Cariri, Seridó and Curimataú (PROCASE) (Paraíba, Brazil), the Project Paulo Freire (Ceará, Brazil), the IFAD Argentina Projects, the ACCESOS - ASAP Program (Bolivia) and Pró-Semiárido (Bahia, Brazil), with successful cases of water management for productive purposes. The theme, common to several regions, is considered fundamental in the change of life of the beneficiaries and in the issue of climate change. The intervention of IFAD and local governments in the transfer and implementation of low-cost technologies oriented to the needs of beneficiary families was highlighted, considering the challenges and local realities, guiding the actions to the presentation of solutions for self-consumption and increased productivity through the water use and reuse.

Among the best practices, the **following stood out: (i) the implementation of cisterns** (plate and boardwalk) that serve as a reservoir to capture, store and conserve water, especially rainwater; **(ii) the acquisition and availability of mobile water collection and treatment stations; (iii) the creation and availability of Agroecological Handbooks** as a political-pedagogical instrument that promotes the role of rural women; **(iv) the development and adoption of climate risk management maps**



Cisterns are reservoirs, built with simple and low-cost technology, for capturing and storing water, mainly from rains. Cisterns aim to guarantee access to water for families in semi-arid areas, and are now part of the scenario of rural communities in Northeast Brazil, since the expansion of technology in the 2000s with the federal program One Million Cisterns (P1MC). The most widespread are the plate cisterns, made with pre-molded cement plates in a cylindrical shape, which are semi-buried next to the houses and work by capturing rainwater that drains from the roofs, through gutters; and the sidewalk cisterns, which capture rainwater that falls on a 200 m<sup>2</sup> cement sidewalk, built on the ground, and drains through pipes to the cistern, built in the lowest part of the land, close to the family crops. In their different uses, cisterns are intended for human consumption (16,000 liters), production (52,000 liters) and schools (52,000 liters). Source: <http://www.asabrasil.org.br/> Accessed on: 03/27/2020.



Mobile Water Treatment Stations (ETAs) are a good practice applied within the scope of the Paulo Freire Project (Ceará, Brazil), based on technology acquired from Iraq, whose objective is to supply the newly built cisterns with quality water, avoiding waiting for rain and possible damage to the cistern's structure, caused by the weather and the sun, guaranteeing the immediate access of families to drinking water. Each machine is designed to handle any source of raw water, regardless of impurity levels, and, with 15 hour operations per day, each ETA can produce up to 75,000 liters of water, enough to supply seven cisterns with an average of 8 thousand liters each. (Source: <http://saladeimprensa.ceara.gov.br/todospelaagua/?p=27227>. Accessed on: 03/27/2020.



Agroecological Handbooks is more than an instrument for measuring the results of agricultural production of rural women from their trades and backyards. In these booklets, women register the products of their garden or their production (such as handicrafts and manufactured products), indicating the quantity and value produced, consumed, exchanged and / or traded, counting the income and the family income acquired from their production. Created by the Center for Alternative Technologies of the Zona da Mata (CTA-ZM) in partnership with the Women's Movement in the Zona da Mata and Leste de Minas, the booklets are a political-pedagogical instrument to measure and give visibility to the work of agroecological women farmers, while contributing to the promotion of their autonomy. The methodology has been applied to projects supported by IFAD in Brazil through the Semeiar Internacional Program. To know the step by step of using this instrument (in Portuguese), click [here](#). (Source: CARDOSO et al., Guia metodológico da caderneta agroecológica, 2019).

Initiatives within the scope of the Accesos Program - Asap (Bolivia) for risk management and adaptation to climate change, the Climate Risk Management Maps  are used for planning related to climatological events such as: floods, frosts, droughts and hailstorms. The maps are provided to municipal governments, in the area of intervention of the program, for use in the local administration, along with training on risk alerts and solutions in the face of possible climatic events. The "talking maps" are part of the communities' self-diagnosis and territorial planning methodology, in which Territorial Groups are created that elaborate the talking maps about the community's past, present and future. This tool helps to recognize the vulnerabilities, the productive and climatic potential of the territories, as well as to plan activities for the management of natural resources, with the identification of climatic risks. (Source: FIDA, Programa Accesos - Asap: Informe de Revisión de Medio Término, 2016. Available at: <https://operations.ifad.org/documents/654016/5c65d6e0-5a34-4fb0-afd3-78733ddd54b4>. Accessed on: 03/27/2020.

Access the Drought Monitor [here](#). 

Social technology for capturing water, the underground dam acts as a barrier that "holds" rainwater that flows under the earth, keeping  the area soaked. It is built in places of shallows, streams and intermittent streams, with the excavation of a ditch covered with plastic canvas and closed, including a ledge that takes the barred water to a well where it is stored. In addition to the fact that the area can be used for crops that require greater flooding, the surplus is also stored in the well and can be removed for family use. Trench barriers, on the other hand, are long, narrow and deep tanks dug into the ground, on level ground and close to the production area. They have the capacity to store at least 500 thousand liters of water, with the advantage of being narrow, reducing the action of wind and sun on the water. The technology stores rainwater for animal drinking and the production of vegetables and fruits. Source: <http://www.asabrasil.org.br/> Accessed on: 03/27/2020 

The water desalination system presented was implemented with resources from the Procase project (Paraíba, Brazil), in order to serve  communities that do not have quality water, which have wells with low flow and salt levels in the concentrate, aiming mainly at animal desalination, focusing on goats and sheep. The Vertical Desalination System uses salinity wells less than 5,000 TDS (total dissolved solids) and has a differential, as it has drinking fountains for animals, in addition to a self-service system for the population, with a plug mechanism that controls the outlet up to 20 liters of water at a time. 

and "talking maps", used to measure the evolution of drought periods and other climatic events on the main affected territories in Bolivia, through government agencies and local community self-diagnosis; (v) the adoption of the Drought Monitor in the actions of the PSA project, a digital platform developed by a group of voluntary organizations, which identifies areas of predominance of drought in Brazil and its evolution during the action implementation; (vi) dams and trench-barriers, used for rainwater storage, for animal consumption and for families to expand their crops; (vii) the implantation of water desalination equipment, with drinking fountains for





people and animals, expanding the ways of controlling water outlet; **(viii) gray water reuse systems**, from showers and sinks, used to irrigate some crops, especially permanent ones; and **(ix) the implementation of community wells** for the storage of water for consumption and production by families in the Argentine Chaco region.

The importance of **producing knowledge** linked to the sustainability of the implemented projects was identified, particularly with regard to technical assistance, specific training and exchange of experiences, promoting the beneficiaries' awareness focused on investment and dedication to their family and community enterprises; and also the significant improvement in **water management and agroecology** through the PSA Project, and its direct impact on the quality of water for consumption and production in the region served.

Among the main **problems** raised are: **(i)** the concentration of land and water resources, which imposes serious challenges on farming families and traditional communities; **(ii)** the reduction of public policies aimed at food and nutritional security and sustainable development; **(iii)** the political changes in orientation and priorities in the government, which significantly affect the counterentries and the allocation of resources for social actions; **(iv)** the concentration of poverty in several areas and regions, which is aggravated by the reproduction of discourses of economic unfeasibility in family farming, making it difficult to generate and strengthen public policies; **(v)** the bureaucracy and complexity of internal and official procedures; **(vi)** the difficulty of access to water by farming families, both in the Brazilian Semiarid and in the Argentine Chaco; **(vii)** the scarcity and/or absence, in several cases, of indicators for monitoring water management by farming families; **(viii)** dependence on consumption of external inputs; and



With the reuse system, the water used in the shower, in the sink, in the kitchen sink, in the tank or in the washing machine can be reused after a filtering process. The operation of the system is simple: the so-called "gray" waters, those already used, are channeled through PVC tubes for installations that will filter chemicals and other impurities. Already clean, the water goes, through a water pump, to a water tank. From there it is distributed by drip irrigation to the plantations. The idea is that the passage of water occurs by gravity. The filter can be masonry or biological (using earthworm humus). For more information on this good practice, click **here**. (Source: <http://portalsemiar.org.br/boaspraticas/reuso-de-aguas-cinzas/>. Accessed on: 03/27/2020.



(ix) the sustainability of actions after the end of projects.

The following proposals were presented: (i) taking more ownership of the projects and lessons learned during their design and implementation to ensure improvements in their execution; (ii) making the official bureaucracy more flexible or reducing it to facilitate the access of beneficiaries to public programs and policies, to the information produced and results achieved; (iii) strengthening the role of rural women, their empowerment in communities and decision-making spaces, developing their technical capacities for sustainable and agroecological enterprises and crops; (iv) increasing access and use of water by vulnerable populations, as well as expanding policies and programs for access to water resources, adaptable technologies and work methodology for water management by families; (v) expanding water collection, use and reuse systems for productive purposes; (vi) encouraging, in particular, the reuse of gray water by farming families in order to develop more sustainable water management, in line with the development of production and quality of life; (vii) expanding technical assistance actions to mitigate climate impacts; and (viii) encouraging the permanence of young people in their territories with the implementation of infrastructure and social technologies.



3

ACCESS TO  
FINANCIAL  
RESOURCES  
AND MARKETS

Intervention strategy of the Paraguay Inclusive Project (PPI, Paraguay), the Articulated Business Plans (PNA) are public-private alliances in support of family farming organizations to facilitate their link and integration with value chains. PNAs are an alternative, given the impossibility of direct action by the public power, which creates agreements between the State, private companies and social organizations, where: the government, through the Ministry of Agriculture and Livestock, finances productive plans (with infrastructure, equipment, transportation and guarantee funds for access to credit); private companies provide technical assistance and financing, taking advantage of its secure market; and farmers' organizations execute business plans, making work complementary and participatory (with inputs, labor). As lessons learned, we highlight the focus on alliances with key companies to ensure the motivation for mutual gain, the importance of starting plans with a comprehensive diagnosis of chains and organizations, in addition to ensuring the quality of plans and an efficient process of organizational strengthening of social organizations.



The Chapada Vale do Rio Itaim Producers' Cooperative (Coovita, Piauí, Brazil) is an example of a cooperative organization between associations to facilitate commercialization and access to markets, since the associations organize production, and the cooperative commercializes it. Coovita has 306 members, women are expected to participate in its statute, and is formed by 19 associations, among which 11 had their Productive Investment Plans (PIP) developed with the support of the Viva o Semiárido Project (PVSA). It operates in the sheep and goat production chain and in 2019, until the month of July, it had sold 956 animals, equivalent to an income of R\$ 305,824.10. Through partnerships with educational institutions, Coovita trained all board members and other members with specialization in strategic planning and has been developing an application that monitors the management, production and marketing of the cooperative.



Rural Development Tables (MDR) in Uruguay are spaces for dialogue between representatives of rural organizations (unions, cooperatives, labor leagues and other producers' and family farmers' organizations) and national and state public institutions related to rural development, in addition to other actors of interest in the area. Created in 2011, they are part of an inclusive and participatory rural development policy of the Ministry of Livestock, Agriculture and Fisheries, estimated to have at least 40 tables in operation in the 19 states of the country today. The MDRs serve as spaces for expressing demands between civil society and governments, in addition to public-private articulation on rural development policies. The project encourages organization and social participation in territorial issues, and its qualitative results have already contributed to the creation of legal frameworks in the country, which adopted the mutual participation and contribution of the beneficiaries. (Source: ARBELETCHÉ et al., La experiencia en Uruguay de las Mesas de Desarrollo Rural en territorios de agricultura familiar, 2019. Available at: <https://www.researchgate.net/publication/334119805-La-experiencia-en-Uruguay-de-las-Mesas-de-Desarrollo-Rural-en-territorios-de-agricultura-familiar>. Accessed on: 03/27/2020.



The theme was discussed in Panels 3, 7 and 8, exposing the experience of the Viva o Semiárido (Piauí, Brazil), Dom Távora (Sergipe, Brazil), PROCASE (Paraíba, Brazil), Paraguay Inclusivo, Uruguay and Argentina projects. Ways were presented to overcome the difficulties of commercialization through the training and organization of farmers, public-private partnerships and the instrumentalization of project practices in structured public policies for family farming.

Different situations and modalities were also presented on the topic of access to credits, resources and markets, which portray the diversity of activities by countries and organizations. Finally, there were cases of public-private partnerships in Argentina and Chile, carried out by government agencies in countries that are not necessarily linked to projects supported by IFAD. Solutions were demonstrated for the challenges of insertion in the private market with agreements between farmers and entrepreneurs, mediated by public bodies. The importance of developing business plans articulated with the reality and viability of the market was highlighted, involving the communities and taking advantage of the differentiation of products and the family farming market as a marketing strategy.

The following experiences were **highlighted:** **(i) articulated business plan**, which are alternative public-private alliances in which States finance the plans, private companies provide technical assistance and financing, and farmers' organizations execute the plans; **(ii) COOVITA**, in Piauí, Brazil, for its experience in organization, associations and female participation, and for the adoption of an application that controls animal health, accounts for commercialization and demonstrates the offer of cooperative members to guarantee the production of the cooperative; **(iii) Rural Development Tables**, in Uruguay, whose qualitative results contributed to the creation of legal frameworks in the country;





(iv) **self-managed revolving funds**, in Argentina, developed to solve the difficulty of farmers in accessing the market and the formal financial sector; (v) **Rural Microcredit Program**, in Uruguay, which offers financing for rural sectors, with the characteristic of strengthening local organizations, social control and voluntary participation by members of society; (vi) **public purchases**, whose Brazilian experience relies on public policies of reference, such as PAA and PNAE; (vii) **CAPRIBOM**



  The self-managed revolving funds, or Operational Capital Funds for Organizations (FOCO), in Argentina, were developed with the objective of solving the difficulty of farmers in accessing the market and the formal financial sector in the country. Financed by IFAD and World Bank Projects, they have demonstrated their effectiveness in loan cycles and income growth, being mostly applied to livestock. They are governed by regulation, committee and minutes, and already have very didactic manuals systematized for application and monitoring of their execution. As lessons learned, the importance of the initial diagnosis is indicated, which identifies the minimum structure and the knowledge for its operationalization; the agreement and transparency between the parties; the training of technicians and their continuous monitoring; and, in addition, the keywords: trust, social control, cooperativism and solidarity. Find out more about revolving funds [here](#).

 The Rural Microcredit Program in Uruguay is an alternative financial tool that aims to meet the short-term financial needs of the rural population that does not have access to formal credit. It is characterized by the strengthening of organizations at the local level, social control over the correct use of credit and the voluntary participation of members of society. It has three lines that make it possible to meet the needs of the productive sphere, the basic consumption needs of families and residential improvements. In the process of accessing credit, the community is the applicant and also integrates the credit analysis and committee, responsible for the process of evaluating, approving or recommending credit applications. These are forwarded to the government, which, through the Ministry of Livestock, Agriculture and Fisheries, requests the transfer from the financial institution. The government does not exercise authority over credit or intervene directly, the local committee being sovereign in relation to decision making. The program does not require formal guarantees beyond the community's trust and social control, thus fostering social responsibility and encouraging other local articulations, such as the formation of cooperatives.

 Public procurement is an opportunity to organize production, bring supply closer to demand, acquire commercial experience and promote short sales channels. Brazil has an important history of public policies aimed at family farming, since the creation of the Food Acquisition Program (PAA, by article 19 of Law no. 10.696/2003), of the Law of Family Agriculture (Law no. 11.326/2006) and of the National School Feeding Program (PNAE, Law no. 11.947/2009). Such measures were fundamental for the inclusion of family farming in federal purchases, both by the PAA that promotes food supply through government purchases of food produced by family farming, with no need for bidding, and aimed at people in situations of food and nutrition insecurity and at institutions and support networks for these; and by PNAE, which guarantees that 30% of the funds transferred to school meals are invested in the direct purchase of products from local family farming. In Uruguay, based on the knowledge acquired from the Brazilian experience, the process of political incidence began, which resulted in agreements between the Ministry of Interior and other institutions with producers for direct purchasing mechanisms, which resulted in Law No. 19,292/2015, market reserve for family farming in state-owned companies. On the Brazilian government website you can access more information about PAA and PNAE, clicking [here](#).



The Monteiro Rural Producers' Cooperative (Capribom, Paraíba, Brazil) is a reference for local goat and dairy production, and today it is an important alternative for generating income from the primary sector in the region, especially during periods of drought. Capribom benefits approximately 10,000 liters of milk, generating more than 450 direct and 1,350 indirect jobs. The cooperative's highlight is also an example of the importance of supporting the Procace project to the goat and sheep production chain, which takes place through: rural technical assistance, goat support (donation of breeding animals) and equipment for animal fodder. In addition, the implementation of the solar system made possible by the project today generates savings of R\$ 8 thousand per month in electricity, which has already resulted in the acquisition of a truck for the cooperative, as well as in the expansion of milk collection. Get to know the association's blog [here](#).



Productive alliances are a financing instrument within the scope of the Socioeconomic Inclusion Project in Rural Areas (Pisear), financed by the World Bank and executed at the national and state level by the Argentine government, whose objective is to help small producers access markets in a sustainable way. The alliances promote commercial agreements between organizations of small producers and buyers (companies, consortia, distributors), so that both parties establish the conditions of supply and sale of products. Providing simultaneous support to the supply and demand of agricultural products, with a focus on production on demand, Pisear finances small organizations with the necessary resources to comply with the terms of the commercial contract, for the adaptations required in the products (quality improvement, certifications, processing) or agreed volumes (scale, capacity). Learn more about Pisear [here](#).



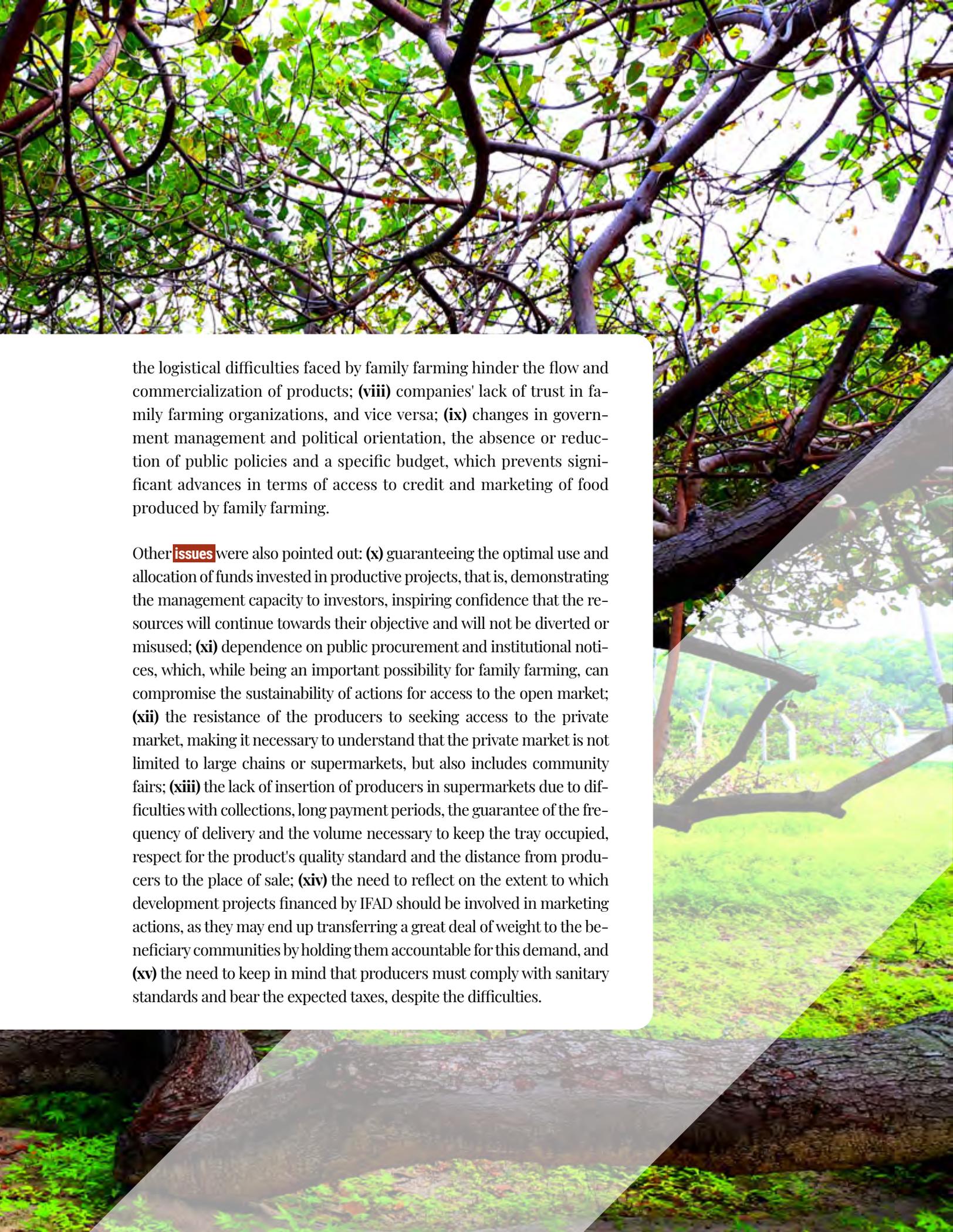
The 100% Nuestro program includes products from family farming in supermarkets in Chile, through the Ministry of Agriculture and the Unimarc chain. By connecting producers to supermarkets, tripartite agreements are signed and spaces are opened to improve the quality of goods, include technical assistance services and the participation of those interested in product development, as well as to support sales growth. For example, a "100% Nuestro" seal was adopted as a market policy, which guarantees reserved space in the markets for family farming products in the region, valuing local farmers and indicating the origin of the goods. Access the seal website [here](#).



**Cooperative** in Paraíba, Brazil, a reference in the state's caprinovinoculture chain, and its development based on the support of PROCASE; **(viii) productive alliances** developed by the Socioeconomic Inclusion in Rural Areas Project (PISEAR), in Argentina, which promotes commercial agreements between organizations of small producers and buyers; and **(ix) partnership with supermarket Unimarc**, in Chile, which includes family farming products in supermarkets in the country, and adoption of the **100% Nosso program and seal**, which guarantees identification and reserved space in the markets for products in the region.

It was also identified: the relevance of **the organization of associations in cooperatives** to improve the level of organization of production and access to markets; **handicrafts** as an experience that generates and supplements the income of the benefited families, highlighting the work of women and rural youth at the head of this enterprise; the **projects that contributed to the creation and institutionalization of public policies** for family farming in their countries; the **advantages of public-private partnerships**, such as stable supply, greater control, quality raw material, risk reduction, new market opportunities, improved productivity levels and strengthening of the organization.

The **main difficulties were pointed out:** **(i)** the projects often contemplate the productive development of family farming, but do not cover market niches and other socioeconomic issues in the sector that should be prioritized; **(ii)** a significant part of the resources are destined to various activities, which need to be transformed into productive arrangements for family farming; **(iii)** the market prices products, including those from family farming, summarizing them at price and profit; **(iv)** in most countries in the region, rural areas have insufficient or no technologies for producer families, which makes access to information and marketing difficult; **(v)** for family farming, in general there are difficulties in accessing credit for investment and production, due to the formalities and legal barriers of the market, in addition to high interest rates; **(vi)** there is a lack of investment by States in public services and infrastructure in rural areas, from rural schools to differentiated credit systems for family farming; **(vii)** the distance from the industries, usually located in urban areas, and



the logistical difficulties faced by family farming hinder the flow and commercialization of products; **(viii)** companies' lack of trust in family farming organizations, and vice versa; **(ix)** changes in government management and political orientation, the absence or reduction of public policies and a specific budget, which prevents significant advances in terms of access to credit and marketing of food produced by family farming.

Other **issues** were also pointed out: **(x)** guaranteeing the optimal use and allocation of funds invested in productive projects, that is, demonstrating the management capacity to investors, inspiring confidence that the resources will continue towards their objective and will not be diverted or misused; **(xi)** dependence on public procurement and institutional notices, which, while being an important possibility for family farming, can compromise the sustainability of actions for access to the open market; **(xii)** the resistance of the producers to seeking access to the private market, making it necessary to understand that the private market is not limited to large chains or supermarkets, but also includes community fairs; **(xiii)** the lack of insertion of producers in supermarkets due to difficulties with collections, long payment periods, the guarantee of the frequency of delivery and the volume necessary to keep the tray occupied, respect for the product's quality standard and the distance from producers to the place of sale; **(xiv)** the need to reflect on the extent to which development projects financed by IFAD should be involved in marketing actions, as they may end up transferring a great deal of weight to the beneficiary communities by holding them accountable for this demand, and **(xv)** the need to keep in mind that producers must comply with sanitary standards and bear the expected taxes, despite the difficulties.



The Forum of State Managers Responsible for Support Policies for Family Farming in the Northeast and in Minas Gerais was created in 2015, during a meeting held in Fortaleza (Ceará, Brazil), with the objective of consolidating an institutional arrangement that articulated the state managers linked to the family farming with social movements. It is an articulation of state governments, whose coordination is shared and rotating, being formed by the heads of states where their ordinary quarterly meeting is being held, where the previous one was held, and where the next one will be held, with the support of a technical executive secretary, bringing together sector officials from 10 states and federal authorities at least three times a year. The Forum was conceived as an opportunity for political dialogue and the exchange of experiences between state, federal and social movements on public policies and projects for the development of family agriculture and the fight against rural poverty in the region, as well as to identify any necessary adjustments for available instruments or the need to create new instruments.



To this end, **it is proposed:** **(i)** to carry out topics such as commercialization for the political bodies of the states and secretariats and, in the case of Brazil, articulate with the Regional Forum of Managers Responsible for Support Policies for Family Farming in the Northeast and Minas Gerais the incidence with the Northeast Consortium - a legal partnership between the nine federative units in the Northeast region -, for purchases and the execution of public policies; **(ii)** to overcome the invisibility and isolation of family farming as a productive sector, and to transform good practices into broad and inclusive state policies that bring together different actors, institutions and areas; **(iii)** to disseminate knowledge of market access, commercialization, private and institutional purchases, developing network work to strengthen the capacities of beneficiaries and organizations in management and competitiveness in the formal market; **(iv)** to conduct training in financial education within organizations for pragmatic and strategic use of resources; **(v)** to strengthen local producers as a strategy for trade in the region, so that it is not necessary to bring inputs from distant locations; **(vi)** to reinforce product differentiation and the creation of specific markets for family farming, organic products and agroecological products; **(vii)** to create a brand of family farming products from enterprises supported by IFAD and **(vii)** to formulate business plans for projects based on consumer demand from society and the market, reversing the current logic, in which plans have been carried out without a feasibility study.



4

## FIELD VISITS:

experiences supported  
by the Project Prosemiárido  
in the cities of Juazeiro, Uauá,  
Casa Nova and Sobradinho  
– Bahia; Embrapa Semiárido –  
Pernambuco.



**Group 1** visited three experiences in communities in the city of Uauá. The first was in Lajes das Aroeiras, where the investment made an ice cream factory and artisanal popsicles, produced with local fruits. In the community of Testa Branca, they visited the spice factory with local products, aromatic herbs and medicinal plants. Finally, they visited the agroindustry of the Family Agriculture Cooperative of Canudos, Uauá and Curaçá - COOPERCUC, which gathers products from several small associations and local producers to enhance marketing and distribute sales, also advancing in the manufacture of jellies, pulps of fruits, spices and medicinal herbs produced by local families.



In Laje das Aroeiras, although it is not yet selling, the cooperative is already organizing the sale and buying materials (such as carts for the sale of popsicles, a freezer and a refrigerated truck to transport products to neighboring municipalities), and it is clear that the community is growing from the initiative. At COOPERCUC, the role of women in the production of the cooperative stands out, and the innovations they have been applying in marketing, such as delivery through social networks. The cooperative also provides technical assistance to 260 cooperative members and to more than 2,000 organized farming families that provide raw material to the cooperative.



Among the main current challenges, we highlight the drop in sales due to the end of the PAA, which shows the importance of public policies for the development of the sector. Currently, the factory seeks partnerships with other institutions to increase sales, as it has greater processing capacity than what it currently produces.

**Group 2** visited experiences in the city of Casa Nova, in the communities of Budinho, São José, Deodato and Deus me Leve. Goat farming is the strong point of local production, in which communities invest in the creation and sale of goats and in technologies to promote animal production. Technologies for reservoirs and water treatment systems, productive yards, forage testing and the sale of goats for school feeding were presented through the PNAE. The territory's similarity with the Argentine Chaco region and the feeling of solidarity that is common among community members, which is perceived in social work in the education of young people and adults and in the construction of houses for families, stood out.

The difficulties presented are related to the lack of access to water in the region and the lack of electricity services. The energy is generated by solar panels, which demonstrates the population's resilience to local challenges.

In **Group 3**, three communities were visited in the Massaroca region, district of the city of Juazeiro. The first was the community of Cachoeirinha, where forage testing techniques, solar energy for irrigation, shade and organic garden were seen. In the Curral Novo community, the Total Sewage Treatment System was visited, and in the community of Fundo de Pasto de Canoa, poultry farming and





egg production. The forage test techniques stood out, the tensiometer (device used to measure the drip irrigation shift and manage the water), the Bioágua system (reuse of the shower water, washbasin, kitchen sink, tank and even toilets) and the total sewage treatment of the residence for agricultural production. The egg store was also visited, the first unit certified by the Municipal Inspection Seal (SIM) in the entire municipality of Juazeiro, which has encouraged the articulation of young people and women in the multiplication of knowledge.

In addition, there is an advanced stage of community organization and their social engagement, in addition to the clarity with which farmers identify the different productive projects that support them, which helps to avoid overlapping projects in the same territories. Effective changes are noted in the living conditions of families based on the technologies visited. And the current challenges are rural succession, commercialization and the flow of products to institutional markets.



The visit to Massaroca also had proposals from the group, which considered the importance of: drilling wells to ensure that families maintain water recharge and reforestation conditions to combat desertification; including in the M&A analyses of the indicator projects or ways for farmers and families to express how they feel, their perception of the project; creating a photo gallery for communities, recording all visits they receive from exchanges; implementing reuse actions, such as using the disposal of eggs for cake production, for example; and, finally, bringing projects closer to state governments and the union movement, in order to take advantage of the positive results of IFAD projects and to create/request public policies that guarantee their continuity - as in the case of cisterns.

**Group 4** visited a settlement of the National Land Credit Program - CAIXA (PNCF) in the city of Sobradinho, called Rede Produtiva, and the Terra Nossa, Vale da Conquista, Fonte de Vida and Tatuí communities. It is noteworthy the high presence of women among political leaders, in management positions in community councils and assemblies, as well as in charge of the production and commercialization of agroecological foods. The settlement has methodology and instruments for adapting to climate change, such as solar energy for collective irrigation, agroecological production, biodigesters, water use and reuse systems, forage testing, aviary and productive yards. The community also has MST's Chico Mendes School, for the learning of agroecology, with a focus on rural succession. The school also offers courses to other communities.

There is a great diversity of cultures. Approximately 90% of families breed goats and sheep and access consumers through digital technologies and the Agroecological Fair in Sobradinho. Fonte de Vida community invested in scale production (65 hectares) and commercialized acerola, winning an exclusive contract with a Japanese company, which exports vitamin C to the pharmaceutical industry. The four territories joined forces and foresee the expansion of the acerola cultivation in 200 hectares, for commercialization and contract with another company, and they are in the installation phase of their cooperative.

The main challenges are: expansion of energy generation; sustainability of the productive project after the end of PSA due to the setback in public policies; expansion and management of agroecology; permanent training; rural succession; and access to water. It is also foreseen the installation of tanks for fish farming and the extension of the methodologies implemented by the PSA to the total of settled families.





**Group 5** visited Embrapa Semiárido, in the city of Petrolina, which presented several experiences of relatively low cost and high efficiency technologies for family farming in the region. The institution conducts nutrition courses for the conscious consumption of semi-arid foods and plants, in addition to drawing attention to the bioprospecting of oils and other substances extracted from semi-arid plants for the pharmaceutical industry. The development of five grape varieties for consumption and production of juices and wines in the São Francisco Valley region stood out.

In addition, the entity has a large number of publications available for consultation and research. Embrapa presented its demonstrative unit of family production, which has 1.5 hectares and seven modules applied in: poultry, forage, native seeds, culture of fruit, olericulture, among others. In this space, 600 liters of water are used, enough for consumption and irrigation, demonstrating the rational use and management of water, since the ideal and maximum amount would be 1,000 liters. After the visits, lectures were also given by teachers who research the theme of water storage with cisterns and minimizing evapotranspiration.

Among the main challenges pointed out by the group, the following stand out: the articulation between farmers, Embrapa and INSA; expanding access to adaptable social technologies; the absence of public policies to expand water capacity for families and agriculture; the need to expand the use of cisterns for water consumption for domestic use, production and animals; and the importance of working salinity in the water.



5

DONATION  
OPPORTUNITIES  
AND IFAD FUNDS  
FOR THE REGION

IFAD, international organizations, academia and research institutes presented opportunities for donations for investments in family agriculture in Latin America and the Caribbean, some already in progress, such as the Semear Internacional Program, the PDRT COPROFAM-IFAD, and others in the implementation phase, INNOVA and AKSAAM, which integrate lessons learned from other projects and new M&A tools.

As **best practices**, the following stood out: **(i)** integration between projects and building alliances; **(ii)** COPROFAM's incidence capacity; **(iii)** insertion in differentiated markets; **(iv)** the Data.FIDA M&A system, developed by Semear Internacional; **(v)** Cadernetas Agroecológicas, in partnership with Semear Internacional, Zona da Mata Alternative Technologies Center (CTA/ZM), the GT Women of ANA and the Rural University of Pernambuco (UFRPE); **(vi)** knowledge management for adapting family farming to INNOVA's climate changes; **(vii)** the adaptation of knowledge for sustainable agriculture and access to AKSAAM markets; **(viii)** the contribution of the programs to the Sustainable Development Goals; and **(ix)** valuing the identity and knowledge of traditional peoples.

The **main challenges** identified were: **(i)** the new political scenario in the region; **(ii)** the delay of some IFAD projects in their approval and, mainly, in implementing them; **(iii)** the need to increase the impact and efficiency of public policies; **(iv)** the integration of IFAD projects and programs and public policies; **(v)** the need to increase the role of women in the countryside; **(vi)** the eradication of rural poverty in Brazil and LAC with a focus on sustainable agriculture; **(vii)** the transfer of technologies and investments; and **(viii)** strengthening the resilience of rural families.

**It was proposed:** **(i)** to seek the articulation of partnerships and new alliances for the IFAD donation programs; **(ii)** bringing producers closer to public managers; **(iii)** capitalizing and expanding successful experiences, as well as policies and programs; **(iv)** strengthening the articulation of projects and the participation of grassroots organizations; **(v)** expanding successful policies, programs and experiences; **(vi)** expanding the transfer of technologies and knowledge to families; **(vii)** adapting technologies to other realities to mitigate climate impacts; **(viii)** expanding the insertion of agriculture in more dynamic markets and value chains; **(ix)** strengthening alliances with other United Nations agencies; **(x)** promoting the combination of ancestral knowledge with scientific knowledge; and **(xi)** expanding possibilities for exchanges of young farmers with the University of Viçosa.



AGENDA OF IFAD  
AND COPROFAM  
COMMITMENTS



**The leaders of family, peasant and indigenous agriculture in Mercosur Expanded** would like to thank IFAD for the technical and financial support for this meeting, which promoted the exchange of successful experiences between IFAD projects and a closer relationship with organizations representing family farming in seven countries of the region.

The leaders reiterate their interest in strengthening this approach and collaborating with local governments and the managers of the IFAD projects in improving management, through a more inclusive participation in the design, execution, monitoring and assessment phases, seeking to strengthen the interaction between the projects in the countries of the region and improving the performance and results of IFAD interventions for the beneficiary population.

It is considered opportune to highlight the important role of the Semear Internacional Program, carried out by IICA, and the Pró Semi-árido Project, through the Government of Bahia, in the organization of the meeting, in the management of human and financial resources and in the logistics of the activity, which contributed to facilitate dialogue between the parties, favoring institutional articulation and bringing together managers and rural leaders from the bloc's countries.

Continuing the works started at the Regional Conference for Latin America and the Caribbean of the World Peasant Forum IFAD, held in Montevideo in May 2019, which pointed out a set of actions proposed for impact at the regional level, this panel enabled dialogue between the leaders of the COPROFAM and national project managers financed by IFAD.

COPROFAM organizations started the panel by presenting their opinion on the current operations of projects in countries and their expectations for the future, seeking answers from IFAD members and project managers regarding the definition of joint working agreements at the national level. These agreements will serve to complement the final document of the Regional Conference in Montevideo, with a view to the next meeting of the World Peasant Forum in Rome, scheduled for 2020.

Two working groups were formed (Brazil and Southern/Andean Cone), in which representatives of the IFAD projects and organizations discussed ways to strengthen the institutional relationship and joint work in each of the countries.

COPROFAM organizations presented the following recommendations regarding the FIDA Portfolio:

1. Increasing the work and cooperation in each country, to complement what takes place within the scope of policy dialogue at the regional level, mainly at the Specialized Meeting on Family Farming in Mercosur (REAF), and at the multilateral level, at the World Peasant Forum (FAFO). In this sense, it is proposed to intervene jointly in the design of projects, in the execution of activities and in the monitoring and assessment of results and impacts.
2. Contemplating, in the projects, instruments that support family farming in guaranteeing: access to water for domestic and productive purposes; access to institutional purchasing markets and private markets, in an associative and/or cooperative manner; access to collective and individual productive assets that serve the productive development and the processing and commercialization of production; access to bank and non-bank repayable financing (credit); consideration of investments for the installation of connectivity infrastructure (paths, electricity, telephony and internet); and the strengthening of associations and cooperatives to provide services to their members, such as training, technical assistance, processing and marketing.
3. Implementing agreements for the development of a joint work agenda in each country, allowing the improvement of opportunities for grassroots members, such as beneficiaries of IFAD projects.
4. Working towards taking advantage of some spaces and opportunities that are registered throughout the year in the region - COPROFAM meetings, REAF Mercosur meetings, retreat from the Latin America and Caribbean Division - so that they serve to continue the work started at this meeting.

At the same time, the **International Fund for Agricultural Development** assessed the development of the meeting's activities as positive, fulfilling its objective of bringing together experts in rural development, decision-makers, representations of beneficiary entities and executing governments, all parties involved in projects supported by the IFAD in the seven participating countries. The meeting provided a first opportunity for joint work and the creation of a network for sha-



The Specialized Meeting on Family Farming in Mercosur (REAF) is an advisory body linked to the Common Market Group (GMC), based on the political dialogue, created in 2004 (Resolution GMC 11/2004), with the objective of strengthening public policies for the sector, promoting the trade in family farmer products and facilitating commercialization in the region. REAF enables a more direct political dialogue between governments, civil society organizations and other actors involved with the family farming sector in the countries that make up the economic bloc. The dialogues generated at the Regional Sections of REAF generate recommendations that may or may not be accepted by the bloc and indicated to become public policies for the strengthening of family farming in South America. (Sources: <http://www.reafmercrosul.org/> and <http://www.contag.org.br/>. Accessed on: 03/27/2020).



ring best practices, aimed at making projects more effective and improving their relationship with IFAD itself.



IFAD thanked the presence and participation of rural leaders and COPROFAM, especially as a representation of family farmers in Latin America, recognizing that sustainable rural development, a common objective, cannot be achieved by an isolated institution or agency, nor by actions and concentrated programs, but through strong networks and partnerships. For IFAD and the financed projects, it is very important to have access to the relevant knowledge that COPROFAM organizes with farmers, and this contact must be increasingly deepened between the parties.

In this sense, it is recognized the importance of receiving input from rural leaders during the event and the need for alliances and joint work. IFAD is clearly aware of its beneficiary public, the small producers of family farming, and for this reason its actions are directed towards associations, groups and cooperatives, contemplating in its actions the forms of organization and collective work. However, it is still difficult to have spaces in which to see how these organizations supported by IFAD are dialoguing with governments and influencing politically, which can be improved with COPROFAM.



On the occasion, the representatives of IFAD presented the operation of the offices, projects, programs and donations that are underway in the extended Mercosur region, explaining in detail how each action works within its scope and location. They highlighted how IFAD's actions are constructed and civil society's participation in this process through public consultations, forums and commissions, carried out in



direct contact with the communities that will be benefitted.

The representatives resolved doubts and also highlighted the role of IFAD in the Regional Forum of Managers Responsible for Support Policies for Family Agriculture in the Northeast and Minas Gerais, in Brazil, a space for political dialogue that involves IFAD, the project managers and public managers, for the discussion and elaboration of public policies aimed at family farming.

Based on this, IFAD, through its representatives, project managers and donor coordinators, presented the following proposals:

1. Creating an online group in order to hold a virtual meeting for discussion and continuation of the event's guidelines.
2. Holding meetings in the participating projects and countries in order to share the experiences and proposals agreed at this meeting.
3. Holding meetings between organizations and projects supported by IFAD in order to define joint work agendas, and only after this contact taking the necessary referrals to IFAD.







# 7

FINAL  
CONSIDERATIONS

The 1st Meeting of Rural Leaders and FIDA Project Managers in the Expanded Mercosur had the direct participation of 80 people from seven countries in Latin America, and ended its activities with the speech of Fernando López (director of COPROFAM) representing rural leaders; César Maynard (Pró-Semiárido coordinator) on behalf of the IFAD project managers; and Cíntia Guzmán (IFAD) on behalf of the International Fund for Agricultural Development.

In the three days of the event, good practices and lessons learned on the priority themes of the meeting were identified and disseminated, and the technical capacities of the participants were strengthened through the exchange of experiences. In addition, it was possible to improve the capacity for dialogue between representatives of family farming in the countries, in addition to facilitating and strengthening relations between coordinators of projects supported by IFAD and rural leaders affiliated with COPROFAM. Accordingly, the construction of a network was initiated between the projects supported by IFAD in the Mercosur region and the proposition of a joint agenda of commitments between IFAD and COPROFAM.

In this sense, it is considered that the six objectives proposed for the meeting have been achieved, four of them in full and two at the beginning and articulation, since they depend on the commitment of rural leaders and project managers present for continuity, deepening and consolidation. The meeting was recognized as an important opportunity for sharing knowledge and strengthening family farming in the region, dealing with issues that concern all countries and bringing together representatives from different institutional levels, such as government, projects and programs, civil society, beneficiaries and institutions of research.

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## ANNEX - LIST OF PARTICIPATING INSTITUTIONS

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1. ACCESOS – Programa de Inclusión Económica para Familias y Comunidades Rurales en Bolivia
2. AMA
3. AMRU – Asociación de Mujeres Rurales
4. ASA – Articulação do Semiárido Brasileiro
5. CAR – Companhia de Desenvolvimento e Ação Regional da Bahia
6. CCP – Confederación Campesina del Perú
7. CIOEC – Coordinadora de Integración de Organizaciones Económicas Campesinas
8. CNFR – Comisión Nacional de Fomento Rural
9. CONTAG – Confederação Nacional dos Trabalhadores Rurais
10. DPDAG/SFA-PE – Ministério de Agricultura, Pecuária e Abastecimento
11. Embrapa Semiárido
12. FAA – Federación Agraria Argentina
13. FETAG - BA
14. FIDA Brasil
15. FIDA Cono Sur
16. FIDA Lima
17. FLEM – Fundação Luis Eduardo Magalhães
18. FUNARBE – Fundação Arthur Bernardes – Fundação de Apoio à Universidade Federal de Viçosa
19. IICA – Instituto Interamericano de Cooperação para a Agricultura
20. IPA
21. Lvieira Consultoria
22. MUCECH - Movimiento Unitario Campesino y Etnias de Chile
23. ONAC - Organización Nacional Campesina

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24. PDHC – Projeto Dom Hélder Câmara 2 (Nacional – Sergipe, Pernambuco, Piauí, Ceará, Paraíba, Rio Grande do Norte)
  25. PDT – Projeto Dom Távora (Sergipe)
  26. PPF – Projeto Paulo Freire (Ceará)
  27. PPI – Proyecto Paraguay Inclusivo
  28. PPIR – Proyecto Piloto de Inclusión Rural
  29. Prefeitura de Juazeiro, Bahia.
  30. PROCANOR – Programa de Inserción Económica de los. Productores Familiares del Norte Argentino
  31. PRODECCA – Programa de Desarrollo de las Cadenas Caprinas
  32. PRODERI – Programa de Desarrollo Rural Incluyente
  33. PROCASE – Projeto de Desenvolvimento Sustentável do Cariri, Seridó e Curimataú (Paraíba)
  34. Programa FIDA Mercosul CLAEH
  35. Programa Semear Internacional
  36. PROMAFI – Proyecto Mejoramiento de la Agricultura Familiar Campesina e Indígena
  37. PSA – Projeto Pró-Semiárido (Bahia)
  38. PVSA – Projeto Viva o Semiárido (Piauí)
  39. Secretaria de Desenvolvimento Agrário de Pernambuco
  40. STTR Petrolina
  41. UAN - Unión Agrícola Nacional
  42. UFV – Universidade Federal de Viçosa
  43. UNB – Universidade de Brasília







