

Short Commercialization Circuits: Contributions and challenges for the strengthening of Family Farming

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Abstract— Short circuits of commercialization (CCC), especially open markets, government purchases and networks of producers and consumers, have the potential to strengthen Family Agriculture, especially those that produce following the guidelines of alternative agriculture. In this sense, this paper analyzes the contributions and challenges of these types of marketing that provides more direct relationships between producer and consumer, in addition to reciprocity, bonds of trust, food and nutrition security and qualifies social agents in accessing public policies. The objective was to analyze the contributions and challenges of the CCCs for the strengthening of Family Agriculture in Brazil and in the world. The methodology approached was the bibliographical research, about the CCC and its fundamental bases. Having as object of study the modalities of CCC: open fairs, producer and consumer networks and government purchases. The main topics were: (i) short circuits and their potential as a marketing strategy for family farming; (ii) food and nutrition security in the context of short commercialization circuits; and (iii) short sales circuits in the world; initiatives, challenges and similarities. It is possible to state that the CCCs are distributed in several countries around the world, maintaining similarities in terms of challenges and organizations. The CCCs have been strengthening Family Agriculture with access to markets, but it is deficient in public policies. The CCCs, in addition to contributions to income generation, enable the establishment of improvements in food and nutrition security, strengthen organizational processes and promote development in different ways beyond economic growth.

I. INTRODUCTION

THE Family Agriculture has as its characterization and primordial element for its structuring the use of family labor, even if it hires temporary employees at certain moments of agricultural production. Added to the use of small areas for production, which

leads to diversification, replacement of inorganic inputs by organic and use in many cases of native seeds.

Historically, Family Farming has had major obstacles in its production processes, including the difficulty of accessing land and inputs. After production, they face difficulties in accessing efficient markets and in absorbing the productive surplus, especially for those who

carry out differentiated production such as organic and agroecological ones. In addition, its production reveals different outlet possibilities – it can present as its destination self-consumption, barter, producer fairs, agribusiness, sale to government markets or even fair trade (SAMBUICHI et. al., 2019).

For Pierri and Valente (2015), the commercialization of Family Farming, especially in Brazil, is consolidated in four channels; (i) sale of raw material for agribusiness, for the production of processed or ultra-processed products; (ii) sales to companies that distribute food; (iii) sales to institutional markets (government purchases), mainly the Food Purchase Program (PPA)¹ and the National School Feeding Program (PNAE)² and (iv) direct sales to the consumer. The last two are included in the short commercial circuits (CCC).

Therefore, this work will address the short circuits of commercialization (CCC) of Family Farming, especially families that produce following the guidelines of agroecology, organic production, agroecological transition and other ecologically-based productions. Having as object of study and examples the modalities of CCC that they are; open markets, producer and consumer networks and government procurement. As an understanding of CCC, we will approach the one defined by Guzzatti, Sampaio and Turnes (2014) who understand that the commercialization occurs through more direct relations between producer and consumer, not necessarily in a direct way, but can be indirect since there is only one intermediary between the consumer and producer poles.

It aimed to analyze the contributions and challenges of short commercialization circuits for the strengthening of Family Farming in Brazil and in the world. As a methodological process, a bibliographical research was carried out, on the subject of short commercialization circuits, considering its fundamental bases.

For this, the work is divided into 6 topics: (i) Introduction; (ii) short circuits and their potential as a marketing strategy for Family Farming; (iii) food and nutrition security in the context of short commercialization

circuits; (iv) short sales circuits in the world: initiatives, challenges and similarities; (v) final remarks, and (vi) references.

II. SHORT CIRCUITS AND THEIR POTENTIALITIES AS A MARKETING STRATEGY FOR FAMILY AGRICULTURE

The CCCs are strictly linked to the process of changing the concept of food and its nutritional quality, mainly by more informed and demanding consumers. This process also influences producers who need to enter demanding markets in terms of quality and origin (SCHNEIDER E FERRARI, 2015).

The search for the quality of food to be consumed permeates the establishment of relationships that determine the space in which it was produced, trust and, as a result, consumers value traditions and develop a rapprochement between producers and consumers (GOODMAN, DUPUIS AND GOODMAN, 2012). In other words, CCCs offer everything that the conventional system cannot demonstrate to its customers (SONNINO; MARSDEN, 2006).

Considering that the CCCs have at their base the elimination of intermediaries in their mercantile processes through direct sales, this new concept allows for "respatialization and resocialization" between producers and consumers, that is, producers offer qualified products with price control sales and in return the consumer has access to healthy and nutritionally rich food (SCHNEIDER E FERRARI, 2015).

According to Schneider (2016), the marketing of products from family farming is favored when the farmer interacts directly with their markets, through CCC, with the possibility of linking between farmer and final consumer, with a focus on relationships of trust, reciprocity and fair market; thus differentiating from large traditional markets.

The potential of the insertion of Family Farming in CCC adds in its process benefits that can be: (i) Social, favoring the consumer-producer relationship, with bonds of trust, reciprocity and autonomy; (ii) Economic, with insertion in markets and improvements in sales at fair prices; (iii) Environmental; with less negative impacts on the environment, as they develop cleaner production processes to ensure product quality; (iv) Preservation of traditional systems of family farmers and (v) Health; with access to healthy food (CORREIA et al. 2012).

The CCCs, in addition to gains in the commercialization processes, enable other values to be exchanged between consumers and producers, such as

¹The PAA is an initiative with a focus on fighting hunger, it aims to purchase foodstuffs from Family Farming and with subsequent distribution in nursing homes, schools, day care centers, hospitals, etc. It is governed by the art. 19 of Law No. 10696, of July 2, 2003, within the scope of the Zero Hunger Program, and Decree No. 7775, of July 4, 2012. (SAMBUICHI, 2020).

²The PNAE is a public policy linked to school meals. With Law No. 11,947, of June 16, 2009, it was recommended that at least 30% of the transfer from the National Education Development Fund (FNDE) be invested in the purchase of Family Farming products (PEIXINHO, 2013).

bonds of trust and cooperation, thus favoring reciprocity between all involved (SCARABELOTTI and SCHNEIDER, 2012). For Pierri and Valente (2015), even the presence of the middleman/intermediary positively helps in the commercialization of production, as in several production chains the producer prioritizes production and "outsources" the part of commercialization to other social actors, including in this understanding, representative organizations, such as associations and cooperatives of family farmers themselves.

We can consider that the CCCs are divided into three main dimensions; (i) economic dimension, with advances in processes that obtain fair payment for products; (ii) space dimension, with a reduction in the

producer-end consumer relationship; (iii) sociological dimension, with greater interaction and construction of consolidated social values (SCHNEIDER AND FERRARI, 2015).

Still characterizing the short commercialization circuits as potentiating significant advances for Family Agriculture, we can consider it in three types; (a) direct sales, establishing proximity between the two poles, and creating bonds of trust and cooperation; (b) extended sales, the producer's trademarks and characteristics are worked on and can be sold in spaces far from the production; (c) regional sales, the products are directed to the region where the producers are located (MARSDEN, BANKS E BRISTOW, 2000). As shown below.

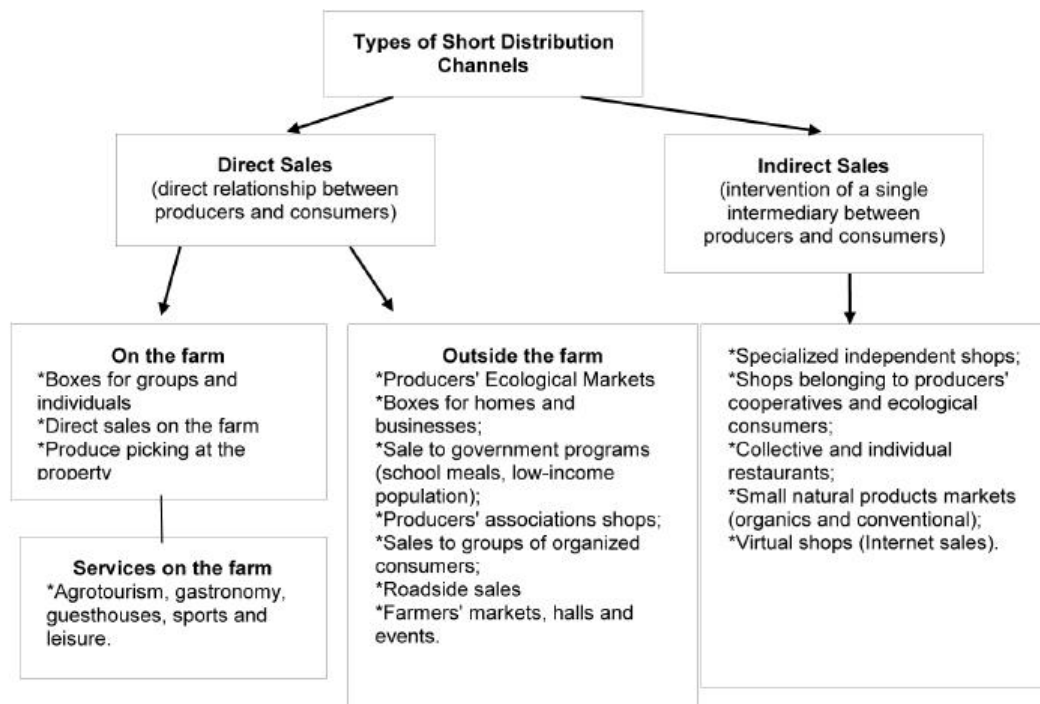


Fig.1: CCC types for eco-based products

Source: Darolt (2016)

The CCCs, in their processes of (re)approximation between producers and consumers, put into discussion, even in a subtle way, the way in which society is structured based on globalization and profit maximization, showing plausible alternatives of another relationship between the two links of production chains (FERNANDES; SAMPAIO, 2008; LEFF, 2001; VEIGA, 2007). For this, the consumer in the CCC becomes a social agent that promotes citizenship, that is, in addition to supplying food and nutritional security, it ends up generating the well-being of the community (GOMES, 2006).

For its potentialization and strengthening in several countries around the world, the CCCs in many cases need consumers to pay a premium for the product as a value-adding agent, and so that everyone involved can maintain their processes and have better survival conditions (OLIVEIRA et al., 2008).

In general, but above all in European countries, especially in France, the CCCs have, in recent years, been enhancing Family Farming in 4 (four) fundamental modalities: (i) Farmer's Markets; sites intended for commercialization without middlemen and managed by associations and with the support of local public policies; (ii) Collective points of sale; they are fixed points (stores)

that sell their products and are managed by associations; (iii) Associations pour le Maintien d'une Agriculture Paysanne (AMAP); a system where partnerships are established between consumers and producers, with the socialization of production processes and with guaranteed purchases and even advance payments; (iv) Supply in local schools (CHIFFOLEAU, 2008).

Within this same modality of AMAP, and with principles of collectivity, cooperation and reciprocity, commercial networks are established using cooperatives and associations of producers and consumers. In Brazil, this strategy is very present in the southern region, with the inclusion of at least 5 (five) "large" cooperatives that manage to strengthen Family Agriculture by distributing healthy foods to the three states of the region; Rio Grande do Sul, Santa Catarina and Paraná, and reaching more distant markets such as the insertion of its products in São Paulo. In this strategy, consumers are able to have access to products with a fairer price, accessible and with food and nutrition security, in addition to establishing the possibilities of volunteer work in the organization of networks (DAROLT, 2012).

Another modality of CCC that strengthens Family Farming and provides a considerable gain in food and nutritional security is the supply of products to the teaching units of the state and federal public network, as well as deliveries to support entities such as nursing homes, day care centers, hospitals inside others. In Brazil, this modality had its reach enhanced after the implementation of public policies, which regulated access and control mechanisms through programs such as: Food Acquisition Program (PAA) and the National School Feeding Program (PNAE) (MALUF, 1999). However, in recent years, the PAA has been the target of numerous setbacks and has drastically reduced its use as a marketing and strengthening strategy for Family Farming. That is why,

According to Villa Real and Schneider (2011), the PNAE underwent important transformations for the insertion of Family Agriculture in CCC. As a landmark of this transformation, we can mention the decentralization of public power purchasing processes, favoring small family farmers. With the support of Brazilian legislation, the PNAE started to mandate that at least 30% of the expenses allocated to school meals must be purchased from Family Farming, and with respect to regionality, eating habits and the establishment of menus adapted to each region and with broad social control with the inclusion of the School Feeding Council (CAE). The same authors point out that the advances of this policy provided;

transfer of income directly to the surrounding producers with local purchases; the approximation between food producers and consumers - in this case, students from purchasing schools, the possibility of revitalizing local production circuits, promoting the heating of the local and regional economy. With regard to production, it diversifies the range of products, there is an increase in the production of food for consumption, preserving natural resources (VILLA REAL E SCHNEIDER, 2011, p. 71).

However, even with these significant advances in the PNAE as a strategy to strengthen the commercialization of Family Farming in short circuits, there are challenges to be overcome for its realization in a broad manner.

Promote infrastructure logistics in schools (storage, food transport, food distribution centers, equipment and utensils for meal production); Develop specific actions for large cities; Discuss health and tax legislation; Strengthening social control; Expansion of the intersectoriality of public policies; Strengthening, together with education managers, the culture of family farmer participation in institutional markets, especially school meals; Ensure the presence of the nutritionist as technically responsible for school meals; Inclusion of organic food in school meals and Ensuring the dissemination of information (SILVA, 2011, p. 21-22).

Finally, in relation to CCC modalities, as a strategy to strengthen Family Farming, we approach open markets, which many theorists consider as the main form

of short circuits. Basically, the open market is established with the association of producers who organize themselves in a place to sell their products directly to consumers (GUZZATTI, SAMPAIO E TURNES, 2014).

However, in a more careful look, open fairs are cultural, educational and socially interactive spaces, and provide relationships for exchanging experiences between producers and consumers (DAROLT, 2012). Therefore, open fairs are spaces for building knowledge between rural and urban,

the fair space has provided the reciprocal knowledge of farmers and their experiences, a fact that could hardly occur if other more individualized marketing channels were used (GODOY; ANJOS, 2007, p. 366).

As limiting elements of open fairs, Darolt (2012) highlights the lack of diversification of products offered, which favors the consumer's move to the conventional market.

The CCCs allow, in addition to changes and income-generating potential, to reflect on changes in development conceptions going beyond economic growth, because for them to work, greater interaction between those involved is needed. Resulting in territorial development processes and other forms of sustainable development (JACQUIAU, 2000). The CCCs provoke new consumption strategies, and this favors the emergence of more organized communities with the potential to influence the formulation and implementation of public policies, that is, it allows the creation of new modes of development in confrontation with the ideal position of economic growth.

III. FOOD AND NUTRITIONAL SECURITY IN THE CONTEXT OF SHORT CIRCUITS OF COMMERCIALIZATION

According to Assis (2003), with the agricultural modernization process, especially after the Second World War, there was a great increase in the problems of environmental degradation, combined with the concentration of land ownership and social exclusion, due to the poor distribution of wealth and the increasing hunger in the world. As a result, in the 1960s and 1980s, alternative proposals emerged in the world for the exclusionary and degrading modernization of the environment. Becoming known as the "alternative agriculture", which emerged from the need to differentiate

themselves from the dominant technical models that are widely disseminated, from those more committed to social and environmental issues (CANAVESI et. al., 2016).

Among the ecologically-based "alternative agriculture" models, agroecology stands out. In its concept, it is defined as "citizen endosomatic processes" (MOLINA, 2011), with an understanding of the elements beyond the technical-agronomic aspects of agroecosystems, but the social, environmental elements and a balanced relationship between them. According to Molina (2011) it means guaranteeing the food distribution and safety processes that involve the production, preparation and transformation, transport, distribution, conservation and preparation of food. Thus, agroecology comes as a form of ecological management of natural resources through collective social action, capable of promoting, in counter-hegemony, the expansion of access and improvement of food quality and ensuring Food and Nutritional Security (CANAVESI et. al., 2016).

Ecologically-based agriculture is in line with the Sustainable Development Goals (SDGs), which aim to eliminate hunger in Latin America and the Caribbean, which requires the construction of food systems, integrating agriculture with nutrition. Thus, a sustainable food system is one that provides nutritious and affordable food for all, to meet not only current human needs and those of future generations, but also the delivery of food, economic, environmental and nutritional products and services.

In the process of structuring a healthy food system, one of the focuses must be nutrition, which in turn must alleviate malnutrition. For that, it must provide an increase in the availability of food, not only in terms of volume, but also in terms of accessibility, diversity, sustainability and nutritional characteristics. The improvement of food systems is capable of ensuring good nutrition, for physical and cognitive development, well-being, as well as enabling good maternal nutrition, allowing the birth of healthy children, which is the key to breaking the intergenerational cycle of poverty (FAO & PAHO, 2017).

In this sense, food and nutrition security is essential for the construction of new "models" of development, which favor the full development of individuals, improvements in production, conservation of the environment, guarantee of quality of food and life for the population. Thus, the equation of economic growth is aligned with social equity, especially quality food. In this way, the debates were aligned not only in Brazil but in the world of food and nutrition security with those of promoting agroecology and other alternative agriculture.

From this perspective of advancing food and nutritional security, in addition to enabling the sale of products from Family Farming that produce on the principles of alternative agriculture. They were created in Brazil, the PAA and PNAE, as a result of the struggles of family farmers who have great difficulties in accessing public policies and markets. These programs are based on school meals and other institutions that support the Brazilian population. In this process, the access of family farming to marketing strategies that fit into the CCC logic was enhanced. For its strengthening, in addition to access, actions to support prices, market guarantee and production qualification were promoted (Sambuichi et. al., 2019).

These two programs have enabled significant improvements in food and nutrition security, especially for children, youth and adults. It is also added to the strengthening of CCCs in Family Agriculture, as deliveries are made directly by producers in schools and social support institutions.

School feeding is an important public institutional action for the realization of food security, and comes with the purpose of supplying food to specific populations, in particular those of school age, and supporting family farming with marketing via CCC. Law No. 11,947 of 2009 provides that public basic education (kindergarten, elementary and high school, including youth and adults, indigenous people, quilombolas and those enrolled in specialized educational services) must contribute to the development and schooling of students, with formation of healthy eating habits thanks to the provision of quality food and food and nutrition education actions.

According to Schmitt & Grisa (2013) such programs allowed the economic insertion of family farmers, the promotion of local development dynamics, the creation of new commercial spaces, the enhancement of short production and consumption circuits and the social reproduction of family production units.

Thus, the experiences of short commercialization circuits based on government purchases carried out by the PAA and PNAE solidify Family Agriculture, which guarantees basic principles for Food and Nutritional Security, preserves traditional foods, with a focus on balanced nutrition, safeguarding agrobiodiversity and the sustainable use of natural resources, as well as an opportunity for sustainable local development, farmer autonomy, their identity, social protection and the well-being of communities and the generation of employment and income (EMBRAPA, 2014).

In addition to the programs mentioned, we can mention the open fairs, as a driver of the CCCs and as a promoter of nutritional food security for producers and

consumers, as with the direct relationship both will have access to nutritionally rich foods (SILVA et. al., 2017). The open fairs take place in public spaces and periodically, they are places where there is exchange of goods between producers, in addition to providing the flow of local agricultural production. The fairs contribute to close commercial relationships, through the direct contact between the producer and the final consumer, in addition to providing local experience, tradition and culture (Pierri & Valente, 2015).

Research on fairs has highlighted that the attractiveness of fairs in relation to other forms of retail is due to the higher quality of the products and its outstanding characteristic of being harvested or produced close to the day of sale, but, above all, in the characteristic dynamics of price negotiation and differentiated service (face to face with the producer) (SILVA et. al., 2017). Furthermore, "Fairs are also an important strategy for the social reproduction of family farming" (Silvestre, Calixto and Ribeiro, 2005, p. 4). Thus, open fairs are successful examples of CCC with the goal of conserving natural resources, food and nutrition security, reciprocal relationships, trust, fair trade and food quality, environmental conservation, respect for traditions and the possibility of local development.

IV. SHORT CIRCUITS OF MARKETING IN THE WORLD: INITIATIVES, CHALLENGES AND SIMILARITIES

The establishment of new relationships between family producers and consumers through short commercial circuits (CCC) can bring other advantages, in addition to the economic dimension, contributing to the overcoming of problems caused by the Green Revolution, such as those related to security food, the socio-environmental crisis and territorial development (GUZZATTI, CIOCE SAMPAIO and ALECIO TURNES, 2014). The strategies of these marketing circuits, based on greater proximity between consumer and producer as well as on a relationship of reciprocity, can contribute to the construction of a fair market, better integrating the countryside with the city.

The concept of reciprocity is part of the so-called free economy and solidarity economy, and is therefore a guiding element for understanding the social construction of these short circuits and the so-called proximity markets. (SABOURIN, 2018). Briefly, Sabourin presents the idea of reciprocity as an economic principle that generates ethical and human values, feelings of friendship, justice, identity, language and imagination, that is, something that goes beyond the exchange relationship. (SABOURIN, 2013).

In this context, many experiences have arisen inside and outside the country, proving that the existence of a new logic more suited to the universe of Family Farming is possible. The conventional circuits of large sales networks linked to large companies in the agro-industrial sector do not allow for an effective participation of family farmers, as they are unable to compete and insert themselves fairly in this global distribution chain. The need to seek a social construction aimed at the so-called fair market is evident. Many types of commercialization circuits have proven to be effective in this purpose of serving Family Agriculture, among which cooperatives and associations of producers, open fairs, home sales, farmer's houses, colonial products, stand out. certified organic products, institutional markets and cooperation networks. In this article, we will emphasize three types of short commercial circuits, open fairs, government purchases and producer and consumer networks, bringing reports of experiences present in Brazil, Colombia, France and Italy.

In the context of reciprocity, according to Sabourin (2018), fairs are old mechanisms, representing the first interface of direct contact between producer and consumer, allowing a reciprocal relationship to be established there with affective values of friendship, loyalty, trust and respect. Examples like this can be found in Brazil, as well as in Africa, Bolivia and France, adds the author, all retaining similarity in those aspects derived from this contact between producer and consumer.

Among the CCCs in Brazil, without a doubt, the open market plays a prominent role, as it is present in most Brazilian municipalities, taking place in public spaces organized weekly or daily. They are important for meeting the needs of producers and consumers with regard to the supply and consumption of local food production, generating income and work, in addition to becoming a space for sociability that unites tradition and culture. (SILVA et al., 2017). Model and Denardin (2014) highlight open markets as excellent marketing channels for Family Farming, with unique characteristics not found in other forms of commerce such as solidarity, proximity, trust, knowledge exchange and inclusion of social segments with lower purchasing power.

Also in Brazil, we can highlight experiences with networks of producers and consumers, which are forms of organization of family farmers with the aim of integrating themselves into short commercial circuits. According to Wilkinson (2010) apud Oliveira, Grisa and Niederle (2020), the so-called alternative, proximity markets value many aspects present in Family Farming products, such as their origin, the artisanal way and sustainability, organic or

agroecological. These networks integrate strategies such as the formation of producer groups, cooperatives, fairs, institutional purchases and participatory certification processes (seal), prioritizing the direct sale of agroecological foods. In this profile, the Ecovida Agroecology Network stands out, integrating groups, associations and cooperatives of family farmers, (OLIVEIRA, GRISA and NIEDERLE, 2020).

Garrido (2015) discusses the Food Acquisition Program (PAA) considering the challenges of its implementation in Colombia. In Brazil, the PAA was one of the structuring actions of the Zero Hunger Program of 2003, and constituted a public policy that played a structuring role in production, supply and consumption, with the participation of traditional peoples, settlers, family farmers, extractivists, from in order to meet the distribution and consumption of social assistance networks, public food facilities, population groups and families in a situation of food insecurity. Between 2003-2010, around R\$ 3.5 billion were invested in the acquisition of 3 million tons, involving 160 thousand family farmers in more than 2,300 Brazilian municipalities.

In the Colombian case, several initiatives were inspired by the Zero Hunger policy, such as the Bogotá sin hambre – no hunger program, in which peasant markets were articulated with school feeding programs, community eaters and highly vulnerable populations; and specifically, based on the PAA, the Instituto Colombiano de Bienestar Familiar (ICBF) developed the institutional purchasing model in Local Purchases of the School Feeding Program (PAE). However, as this is a first effort, the PAE did not manage to be as relevant for local economies as the contracts consider local purchase synonymous with purchase in the national territory and limit purchases to a maximum of 10%.(GARRIDO, 2015)

Based on previous experience, the project Strengthening of family agriculture was formulated as an agri-food model for food self-sufficiency and the generation of surpluses linked to institutional markets and with the support of local governments as a State policy, selecting public purchases from the PAE, prioritizing school eaters, directly benefiting 800 producer families, without establishing monthly or annual amounts of money, nor percentage of purchases. The execution was carried out by the FAO³ and PMA⁴ considering four components, such as producers and organization with the capacity to offer food; production of self-consumption for food safety; institutional markets articulated with family farming;

³ Food and Agriculture Organization of the United Nations.

⁴ World Food Program appears in 1963 established by the FAO.

positioning of Family Farming on public agendas. Although it is a project of limited scope due to the low percentage that the School Feeding Program has in the Colombian GDP, it presents a significant volume of food (700 t/day), showing the relevance of Family Farming and the potential of the PAE in its promotion. (GARRIDO, 2015)

According to FAO, Brazil and Colombia, in addition to international cooperation, have been exchanging successful experiences in the organization of Family Agriculture for the social construction of markets. The Semeando Capabilities Project, in a recent virtual seminar, presented Colombian initiatives such as the Rural Agroecological Markets Network of Vale do Cauca with 58 organizations and 300 families that produce according to agroecological principles; and the Association of Organic Producers La Tulpa, formed by 50 peasant and indigenous families, who weekly sell agro-ecological products, with a loyal base of customers, restaurants and stores. (FAO, 2020)

According to data from the French Agency for the Development and Promotion of Organic Agriculture, in France most food purchases in general are made in long circuits. However, part of consumers still prefer to buy in short circuits (33% buy at producer fairs (marché paysan); 29% in specialized stores and 19% directly on properties, which represented 48% of the total value of purchases) for reasons of health, quality, flavor and food and nutrition security, where these alternative networks bring new exchange principles, values and traditions in the relationships between producers and consumers. (DAROLT et al., 2016)

Darolt et al (2016) cites other successful CCC experiences such as Collective Selling Points (PVC), Consumer Associations (AMAP – Association for the Maintenance of Peasant Agriculture) and sales on properties. In France there is a preference for PVC, which are collective stores of producers that operate all year round, with fairs being more seasonal due to the difficult climate. The sale in PVC emerged in the late 1970s and aims to improve the working conditions of the farmer, reduce the time spent on marketing and offer consumers diversity, regularity and quality of typical products in the region. (DAROLT, et al., 2016)

Another well-established modality in France is the diversified baskets for organized groups of consumers, the AMAPs, inspired by Community Supported Agriculture (Community Supported Agriculture). They arise from the 2000s onwards, being the result of a greater social engagement of consumers and participation in social inclusion groups. There are also sales on the properties,

which are very widespread, especially for wines, cheeses and traditional products. (DAROLT et al. op. cit.)

The Associations pour le Maintien d'une Agriculture Paysanne (AMAP) were based on the Teikei models, developed in Japan in the 1970s and on the Community Support Agriculture (CSA), which appeared in the United States in the 1990s (OLIVEIRA et al. ., 2010). This modality of CCC has been gaining a lot of space in several countries, including Brazil, with experiences being developed in all regions of the country, and the prevailing name is "Communities that Sustain Agriculture (CSA)". The fundamental basis is established with the alliance between consumers and producers, where the logic of fair prices and advance payments prevails, which favors and enhances the production of family farmers. In this context, a rescue of cooperation, citizenship and collective thinking-doing is established (GUZZATTI, SAMPAIO AND TURNES, 2014). According to Gasc (2011), until 2010 there were 1,200 AMAPs in France with the inclusion of 50,000 consumer families.

Another important milestone of this modality is the establishment of a contract to follow the collectively established agreements, which suggest weekly delivery with pre-established products with guaranteed quality, in addition to following the debated modes of production, which in general prevails the agro-ecological and organic. In relation to consumers, production risks are established, advance payments and acceptance of seasonal and regional products, that is, possible harvest losses are socialized (GASC, 2011).

Also in France, Chiffolleau (2019) analyzes the trajectory of the Grabels market, a small town of 7000 thousand inhabitants, located in the suburb of Montpellier, in the south of the country. The experiment, started in 2008, was supported by INRA⁵ whose research into short food supply chains (CCAA) helped to develop a 'hybrid' outdoor market, mixing producers and retailers, but focusing on short chains and local products. Among the main characteristics, we have that the condition for farmers is that most of their products come from their own production, and in the case of retailers, directly from local farms; a committee was installed with local authorities, consumers and sellers in a form of collegiate governance; There was also social control by the sellers themselves through the creation of a labeling system that, in addition to guaranteeing the origin and quality of the products, also served to exchange knowledge.

Chiffolleau (2019) presents the analysis of a cooperation project developed in Central Italy between an

⁵ French National Institute for Agricultural Research.

agricultural cooperative that produces organic pasta (La Terra and il Cielo) and 50 solidary buying groups (Gruppi di Acquisto Solidale - GAS). This form of cooperation took place through a long participatory process based on cost transparency for customers, and fair and stable prices for producers, thus creating a "Solidarity Economy Pact" between the parties, a relationship within a broader framework of principles of the social and solidarity economy. This pact established aspects such as purchase commitment with advance payment, contribution to a project support fund, shared risks and discounts, all in order to optimize a fair trade relationship managed from the perspective of proximity markets (SABOURIN, 2018).

According to Anjos and Caldas (2017), Italy is a country that has a rich and diverse food culture, which makes it almost a cultural identity, which transcends borders and is transmuted over time. In this context, the direct sales markets of agri-food products and alternative agri-food networks (AFN⁶) have emerged with ample possibilities for contributing to this very striking identity. The authors analyzed the trajectory of the main Italian agrarian organization, Coldiretti, responsible for the creation of the Campagna Amica project.

According to Anjos and Caldas (2017), the National Confederation of Direct Growers (Coldiretti), recognized as the largest agrarian organization in Italy and Europe, currently has 1.6 million farmers and emerged after the Second World War. As a union organization, from the beginning its interests were focused on producers whose income came from their work and their family.

The Campagna Amica project, initially a farmer markets, evolved towards the establishment of a brand identified through a seal, guaranteeing origin and a standard of excellence for agrifood products, as well as a direct sales network with more than seven thousand points throughout Italy. Campagna Amica is structured around axes that bear its brand: farmers' markets with genuine Italian products and preferably at km zero; the accredited farms where the farmer sells his products directly, encouraging face-to-face interaction and agritourism; the Italian winery that resembles gourmet markets, located in cities, for the sale of products from agricultural chains controlled by Coldiretti; the Buy and Offer Groups, formed by people who collectively purchase food products and redistribute them among the participants. In summary, there are 1,228 markets in Campagna Amica, 6,195 points of sale and 140 wineries, a network throughout the Italian territory. (ANJOS and CALDAS, 2017)

The initiatives presented here converge towards the same objective, which is to emphasize the ability of Family Farming to provide healthy food, while ensuring greater environmental and social sustainability, as its mode of production tends towards an effective conservation of the environment and valuing the human capital. The CCCs emerge as viable alternatives for promoting these family farmers, as they are based on principles of equity, solidarity, protagonism, creating a new socially fairer dynamic, with ample possibilities to leverage local development. In the European scenario, the initiatives, mainly in France and Italy, are already more consolidated, reaching a greater degree of organization. It is also evident that, despite the advances in these CCC modalities, the challenges faced are many.

V. FINAL CONSIDERATIONS

The CCCs in their multiple modalities have similar ways of organization and control, and are developed in several countries, thus demonstrating the potential for strengthening Family Farming, but even with countless searches in the literature for the preparation of this work, it was not possible to establish numbers and quantities commercialized by the CCCs in their modalities, requiring more in-depth studies on their reach in the commercialization and income generation processes.

With its distribution in several countries, the CCC stand out as a great potentiator of Family Farming worldwide, and maintain similarities in relation to the challenges and forms of organization, mainly in relation to the establishment of cooperation between consumers and producers, access to markets demanding, indicating that they are in the process of expansion. However, for their expansion and strengthening, the CCCs need public development policies, so that they continue to guarantee access to pesticide-free food, food and nutritional security, as well as environmental preservation. In addition, they must contribute to the generation of income for Family Farming, strengthening its organizational processes and its protagonism.

Finally, the CCC modalities analyzed in this work, such as open fairs, distributed in large parts of Brazilian cities and in other countries, demonstrate their potential as an income generator and as a place for exchanges between the rural-urban and between the rural - rural, promoting reciprocity, trust and access to healthy food. Also worth mentioning are the networks of producers and consumers, which demonstrate a new way of bringing the two poles together, and with shared responsibility so that everyone can obtain gains in terms of food and income. Government procurement, especially the PAA and

⁶ Alternative food networks.

PNAE, demonstrate that a debate on the formulation is necessary.

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