

Brazilian government's initiatives to promote the consumption of FRUITS & VEGETABLES



Map of the Brazilian government's initiatives to promote the consumption of FRUITS & VEGETABLES



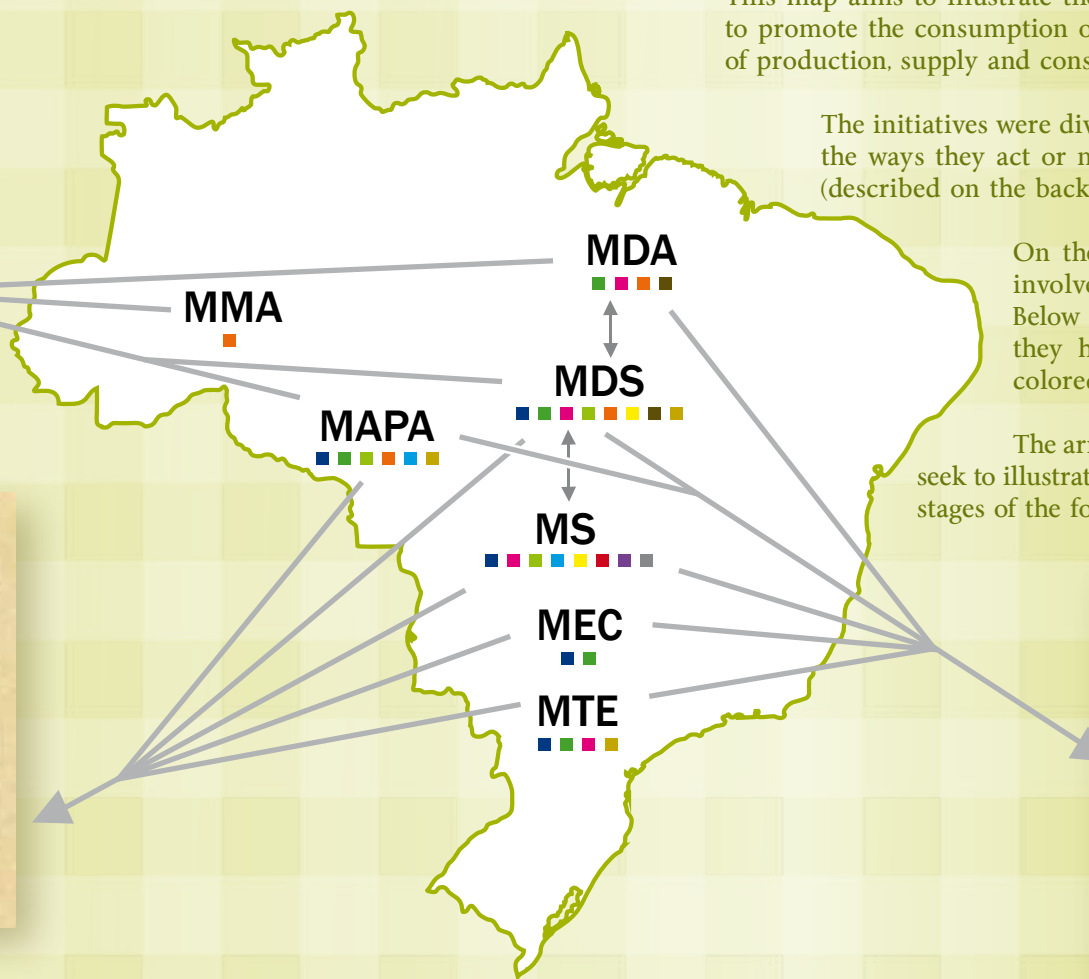
Production



Consumption



Access



This map aims to illustrate the initiatives of the Brazilian government to promote the consumption of fruits and vegetables among the stages of production, supply and consumption of the food system.

The initiatives were divided into 12 lines of action, according to the ways they act or may act in the promotion of these foods (described on the back of the map).

On the map the seven government ministries involved in these initiatives are presented. Below each one, the lines of action in which they have actions/programs are indicated by colored squares.

The arrows represent the actions / programs and seek to illustrate the connection of each ministry with the stages of the food system and the ministerial actions.

Lines of action to encourage the consumption of fruits and vegetables

- MEC: Ministry of Education
- MAPA: Ministry of Agriculture, Livestock and Supply
- MDA: Ministry of Agrarian Development
- MDS: Ministry of Social Development and Fight against Hunger
- MMA: Ministry of Environment
- MS: Ministry of Health
- MTE: Ministry of Labor and Employment

- Food and nutrition education
- Food supply
- Income and access to food
- Industrialized food products with fruits and vegetables
- Agroecological transition and agrobiodiversity
- Quality control
- Local production, local consumption
- Social value and Cultural dimension of food
- Advertisement: Regulation of industrialized food products
- Agricultural subsidies and credit
- Pesticides: Regulation and food labels
- Advertisement of fruits and vegetables

| Food and nutrition education To carry out educational practices to promote healthy eating habits | |
|--|------|
| National School Feeding Program (PNAE) | MEC |
| Consumer Tips* | MAPA |
| General Coordination of Food and Nutrition Education (CGEAN) | MDS |
| Food Bank* | |
| Promotion of Healthy Eating (PAS) | MS |
| School Health Program (PSE) | |
| Occupational Safety and Health Program* | MTE |

*Programs/actions that do not develop activities specifically linked to the line of action, but that have the potential to do so.

| Food Supply To impact the availability and price of fruits and vegetables through supply | |
|--|------------|
| More Food Harvest Plan | MDA |
| Program of Price Guarantee to Family-Based Agriculture (PGPAF) | |
| Community Kitchens | MDS |
| Food Bank | |
| Communal Restaurant | |
| Supply Centers (CEASA) | MAPA |
| Good use of Natural Resources and Sustainable Agricultural Production | |
| Occupational Safety and Health Program | MTE |
| National School Feeding Program (PNAE) | MEC |
| Program of Food Acquisition from Family Agriculture (PAA) | MDS MDA |

| Income and access to food To guarantee or increase income, leading to improved access to food | |
|---|------------|
| National Program to Strengthen Family-Based Agriculture (PRONAF) | MDA |
| More Food Harvest Plan | |
| Technical Assistance and Rural Extension (ATER) | |
| National Land Credit Program (PNCF) | |
| Program of Price Guarantee to Family-Based Agriculture (PGPAF) | MTE |
| National Program to Encourage the First Job | |
| 'Solidarity Economy under Development' Program | |
| Program to Support Peri-urban and Urban Agriculture | MDS |
| Program of Food Acquisition from Family Farming (PAA) | MDS MDA |
| Family Allowance Program (PBF) | MDS MS |

| Industrialized food products with fruits and vegetables To control the production of processed products containing fruits and vegetables | |
|--|----|
| Good Manufacturing Practices | MS |
| Food Labeling | |

| Agroecological transition and agrobiodiversity Promotion of the transition of the agrobusiness for the agroecological production process, prioritizing agrobiodiversity conservation | |
|--|------|
| Program of Support for Urban and Peri-urban Agriculture | MDS |
| Tips to the Consumers* | MAPA |
| Program for Solidary Economy in Development | MTE |

*Programs/actions that do not develop activities specifically linked to the line of action, but that have the potential to do so.

| Quality control To prioritize food quality, control of pesticide use, water availability and control | |
|--|------|
| Integrated Crop Livestock Production System | MAPA |
| Conservation, Management and Sustainable Use of Agrobiodiversity | |
| National Plan of Residues and Contaminants Control in Products of Plant Origin (PNCRC / Plant) | |
| Program for the Modernization the Horticulture Market (PROHORT) | |
| Exploitation of Natural Resources and Sustainable Agricultural Production | |
| Food Security and Safe Food | |
| Program for Analysis of Pesticide Residues in Food (PARA) | MS |
| Cisterns Program | MDS |

| Local production, local consumption To facilitate trade and distribution of food, improvement on food quality, respecting cultural habits and ensuring lower prices | |
|---|------------|
| Supply Centers (CEASA) | MAPA |
| Modernization Program for the Horticultural Market (PROHORT) | |
| Technical Assistance and Rural Extension (ATER) | MDA |
| Program of Socio-Environmental Development of the Rural Family Production (PROAMBIENTE) | MMA |
| Support Program to the Urban and Peri-Urban Agriculture | MDS |
| Program of Food Acquisition from Family Farming (PAA) | MDS MDA |

| Cultural dimension and social value of food To impact how people perceive food, social interactions and cultural aspects of food and nutrition | |
|--|-----|
| Promotion of Healthy Eating (PAS) | MS |
| Community Kitchens | MDS |
| Consortium for Food Security and Local Development (CONSAD) | |

| Advertisement: Regulation of industrialized food products To guarantee consumer protection concerning advertising of industrial products | |
|--|----|
| Inspection and Monitoring Actions of Food Advertising | MS |

| Agricultural subsidies and credit To support producers throughout the agrifood system process | |
|---|------------|
| National Program for Strengthening Family Farming (PRONAF) | MDA |
| National Land Credit Program (PNCF) | |
| Program of Food Acquisition from Family Farming (PAA) | MDS MDA |

| Pesticides: Regulation and food labels To regulate pesticide use and declaration of its presence on food labels | |
|---|----|
| Program of Analysis of Pesticide Residues in Food (PARA) | MS |

| Advertisement of fruits and vegetables To encourage the consumption of fruits and vegetables through advertising | |
|--|------|
| Consumer Tips* | MAPA |
| School Health Program (PSE)* | MS |

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Legend of acronyms:
 MAPA: Ministry of Agriculture, Livestock and Supply
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MEC: Ministry of Education
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