

ACTIONS OF THE MINISTRY OF AGRARIAN
DEVELOPMENT FOR THE DIVERSIFICATION
OF PRODUCTION AND INCOME
IN AREAS OF TOBACCO
CULTIVATION IN BRAZIL



The diversification is not consolidated until it becomes institutionalized (formal or tacit) and be rooted in the recognitive, mental and cultural needs of farmers and the general public, including public officials and government institutions. In this sense, it is a process in which the people themselves need to establish ways of governance while maintaining the ability to control and regulate. The more control mechanisms and institutions that are democratic and participatory, the better for sustainability (Schneider, 2009).

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I. Introduction

The Diversification Program of Areas of Cultivated Tobacco was launched in October 2005, in the context of the ratification of the Brazilian Senate for the Framework Convention for Tobacco Control (FCTC) and the World Health Organization (WHO). The launch of the program was a joint effort of six ministries: the Agrarian Development (MDA), Agriculture, Livestock and Supply (MAPA), Health (MS), the Civil House, Institutional Relations and Finance.

The coordination was taken by the Secretariat for the Agricultural Family of the MDA, in an effort to articulate their public policies for the Agricultural Family to subsidize the process of diversification of the production and income in areas of tobacco cultivation, in compliance with articles 17 and 18 of the FCTC/WHO.

The MDA believes that the global projections of reduction in cigarette consumption in the medium and long term, will impact the lives of the Agricultural Families who depend economically and socially, upon the tobacco production. In this sense it has made efforts towards the integration of public policies that support diversification in the productive regions of tobacco preparing farmers for a possible decline in demand for tobacco in the market.

Programs of action and dialogue, with four basic axis that guide the actions and policy instruments to strengthen the Agricultural Family, laying the foundation for sustainable rural development strategies. The axis are: rural poverty alleviation, food security and sovereignty, sustainable systems of production and income generation and added value.

Over these four years the program's actions were driven by a network of institutions, farmers and technicians, that in partnership with the Federal Government are implementing goals of technical assistance, training, research, production, marketing and rural development, using several different existing public policies for the Agricultural Families in Brazil.

Below is the information that compiles of an assessment of a program implemented in Brazil between 2006 and 2010.

2. Agricultural families and the production of tobacco



The Brazilian Agricultural Census data confirmed a significant share of agriculture in terms of Agricultural Families, which total 4.4 million properties, representing 84.4% of the total farms.

The Agricultural Family occupies a total area of 24.3% but with restrictions that account for 38% of the gross value of production (GVP). It occupies an average of 15.3 people per 100 hectare and contributes with 50% of the production of the food basket, such as beans, cassava, milk, poultry, pork, among others. This agriculture is distributed in five regions, 35% in the Northeast, 21% in the North, 12% in the Midwest and 16% in the South and Southeast (IBGE, 2006).

The tobacco production is concentrated almost entirely on properties of the Agricultural Family, which uses the labor of the family with contract labor hired during the harvest season. The system is integrated, in which families produce the raw material that has been contracted with the tobacco company. There are around 200,000 household producers of tobacco in Brazil, placing the country in second place as a producer and exporter. This dynamic process within the tobacco production chain generates a series of challenges to the introduction of diverse processes of production and income in the tobacco growing areas.

Work towards the diversification in areas cultivated with tobacco requires intersectoral action in order to cover topics related to health, environment, social organization, culture, entertainment, food security and appropriate technology.

3. The agricultural family and its diversification in areas of cultivated tobacco

The Brazilian Senate approved the ratification of the Framework Convention on Tobacco Control (FCTC) on October 27th, 2005, within a scene of great turbulence, pressure and competition between different sectors of society, both for and against ratification.

The presentation of the proposal to Article 17 of the Convention was defining for its ratification, in order that:

The Convention itself - in its preamble of Articles 4, 17 and 26 - acknowledges that "...reducing the overall consumption of tobacco might affect the economic stability of those who depend on farming or trade of these products, also because it provides for cooperation among State Parties to search for economically viable alternatives to tobacco, especially in developing countries."

Likewise reinforcing it: "This is especially interesting for Brazil that regardless of whether or not to ratify the Convention, we will feel the effects of reduced global demand for tobacco and, therefore, should begin preparing now to deal with this new reality "(text to ratify the Convention for Tobacco Control by the Congress - October 2005).

In this context, Brazil launched the National Program for Diversification in Areas with Tobacco Cultivation in the following areas of concern: "financing, access to technology, adding value to local production and marketing guarantees" in tobacco growing areas.

THE DIVERSIFICATION PROGRAM works with a view, to the diversification of production and not on crop substitution:

REPLACEMENT OF CROPS	SUSTAINABLE DIVERSIFICATION
<ol style="list-style-type: none"> 1) To reduce the industry dependency 2) Aim to increase agriculture income 3) Calls for increased use of resources (land, water, labor) in production 4) Contributes to reducing soil fertility and biodiversity; 5) Helps to reduce soil fertility and biodiversity; 6) Favors economies of scale and industry growth; 7) Brings risk to health (diseases) and the work of producers; 8) Meets industry goal: to keep tobacco production and supply. 	<ol style="list-style-type: none"> 1) Increased potential for generating self-reliance; 2) Diversifies rents agricultural and non agricultural; 3) Less intensive use of productive resources; 4) Basis for the transition to organic production and agro-ecology; 5) Retrieves preserves fertility and biodiversity; 6) Generates positive externalities on the economy; 7) More committed to quality of life; 8) Meets the public health goals: reduce the supply and consumption of tobacco.

(Schneider, 2009)

4. National Program of Diversification in Areas with Cultivated Tobacco

Objective:

"To support the implementation of projects for rural extension, training and research to develop strategies for diversification of production in the Agricultural Family, that produces tobacco and create new opportunities for income generation and quality of life for families."

Principles of the program:

SUSTAINABLE DEVELOPMENT

To guide the development of productive and income-generating alternatives in tobacco growing properties, committed to environmental sustainability, quality of life for families and the transition of agro-ecological production systems. The Research, Training and Technical Assistance and Rural Extension (ATER) implemented by the organizations should work together for a balanced development of productive systems, social institutions committed to environmental sustainability and quality of life for rural families.

FOOD SECURITY

The principle of food security, is associated with the Federal Government's commitment to the development of actions and policies, that encourage clean and diversified production in the smaller properties of the Agricultural Family in tobacco growing, allowing them to have access to food on their properties, with quality and sufficient quantity for consumption and commercialization

DIVERSIFICATION

The economical sustainability, social and environmental properties, occur as the strategic issue of diversification of products and activities, they become part of policies and programs targeted to the Agricultural Families. The productive alternatives must contribute to food security and income generation. The commitment of the MDA/SAF of diversification is reflected in the program through the development of local knowledge and multifunctional properties.

PARTICIPATION

The small Agricultural Families are the ones who autonomously set the productive alternatives with information and technical guidance to allow the building of knowledge in the field, respecting the issues of gender, generation, race and ethnicity. The commitment of the Program is also to create these opportunities.

PARTNERSHIP

As a way to strengthen and broaden the process of planning and execution of actions of diversification, partnerships are important and strategic for the implementation of the Program both at the national and state, municipal level. The integrated action, together with governmental and non-governmental organizations, universities, ATER institutions, research, and others, collaborates for structural actions in the areas of diversification of tobacco. The Ministry of Agrarian Development is a member of National Commission for Implementation of the Framework Convention on Tobacco Control (CONICQ).

NUMBERS OF DIVERSIFICATION PROGRAM

30 THOUSAND FAMILIES

80 thousand people involved

600 municipalities covered

60 technical assistance projects and agricultural extension, training and research

7.1 million dollars invested

Launched in 2005, the program has implemented 60 projects, distributed in seven tobacco producing states, including approximately 80 thousand young farmers, and rural youth. Its implementation is done in partnership with governmental and civil society, universities, research centers and representations of family farmers.



Program Results

The Diversification Program for Tobacco Cultivation Areas has taken action on two main strategic areas: 1) research, 2) ATER and Training.

The implementation of Articles 17 "support for viable alternatives for the economy" and 18 "protecting the environment and health" of the FCTC in Brazil requires a coordinated action that passes through a process change and cultural relationship with the family tobacco crop. For 100 years this culture has been part of the lives of thousands of Agricultural Families, and any action to encourage the inclusion of new production, in the areas of tobacco production requires capacity-building work, training, discussion and planning with the participatory constructors and public managers, technicians and farmers. It is in this plane that the actions of the Diversification Program are being implemented.

The implemented projects have objectives and goals that go beyond the processes of diversification of production and income and the opportunity to debate on tobacco control measures at the Convention, the national view, and the world need to prepare the productive sector ahead of a possible downturn in the consumer market. Actions are procedural covering the identification of challenges to the diversification of production and income in these areas and to link, access and ownership of existing public policies for small Agricultural Families.

Research Projects:

The line of research in the Diversification Program is connected to the strategic priorities of the MDA/SAF, the National Policy on Technical Assistance and Rural Extension (PNATER) and the directives and guidelines contained in the FCTC, in particular those related to articles 17 and 18. It is a strategic move to generate references and support the process of diversification in areas cultivated with tobacco.

RESEARCH PROJECTS SUPPORTED IN BRAZIL

10 Projects

20 thousand families involved

Partners and organizations of MDA involved in the research for diversification in tobacco areas

1) Tobacco Growers Association of Brazil - AFUBRA: technical assistance, rural extension and training to take full advantage of sunflowers, with emphasis on biofuel production and reforestation as alternative income to family farmers and tobacco growers of the valley of Rio Pardo and Taquari for diversification of rural property.

2) Department of Rural Socioeconomic Studies of Parana - DESER/PR: Identify and discuss problems and potential references, by carrying out a participatory analysis of the diversification and income, in order to qualify for the action of the inclusion of new cultures, alternatives to tobacco, along with tobacco growers in southern Brazil

3) State Foundation for Agricultural Research - FEPAGRO/RS: To validate, develop and provide technologies for farmers and fisher folk in the Valley of Rio Pardo, North Coast, Campos de Cima da Serra and Viamão and the surrounding area of the Rio Grande do Sul

4) Agronomic Institute of Paraná - IAPAR/PR: Diversification of production systems based on tobacco growing in south-central Paraná: Networks of family farms and agro-ecological production of oilseeds for biodiesel and co-products

5) Federal University of Santa Catarina – UFSC: Monitoring and dissemination of agro meteorological data in support of fruit growing on the plateau north of Santa Catarina as an alternative to growing tobacco

6) Federal University of Technology of Parana – UTFPR: Identifies through research the main systems of rural production that occurs in tobacco cultivation areas in southern Brazil that has had some productive reconversion projects funded by the National Program of Diversification of areas of Tobacco Cultivation MDA/SAF/DATER

7) University of Santa Cruz do Sul – UNISC: Building networks for membership of the agro industry of the Valley of Rio Pardo: The agrocon network Asflor is making a process of technical assistance and rural extension, with the capacity to qualify for the production and management system, of the producers involved in agro industries covering the municipalities of the Valley of Rio Pardo, benefitting the Agricultural families in the region.

8) Federal University of Rio Grande do Sul – UFRGS: Propose an alternative to the culture of tobacco in the region of the Valley of Rio Pardo particularly the municipalities of Santa Cruz do Sul and Vale do Sul in the state of Rio Grande do Sul Their aim is to support the agricultural sector in production, characterization, conservation and use of plants for pharmaceutical interests, also aimed at the demand of well established industrial services, that are lacking in supplies

9) State University of the Central West – UNICENTRO/PR: Developing University extension activities that may assist and promote the diversification of key properties of the Agricultural Family in tobacco cultivation in the municipalities of the region of Irati/PR

10) EMBRAPA TEMPERATE CLIMATE: presentation detailing the following project.

Highlights of the Research Project of the Brazilian Agricultural Research Corporation - Embrapa Temperate/RS

Objective: Technically and economically feasible developing alternatives to tobacco growing in the Agricultural Family properties, based on agro ecological principles for them in the Rio Grande do Sul.

Related goals:

- Installation, training and monitoring units demonstration of cassava, castor bean, parsley, watermelon, fig, citrus, pasteurized milk
- Training of farmers for food processing

Number of farmers benefiting: 2,500

Funds invested: US\$ 132.189,34

Project Results

Background:

The heavy dependency of certain groups of farmers from the tobacco industry, with all the risks that this mono crop entails, makes urgent need to identify alternative production and income generation.

Experts stress the need to develop alternative production systems in the Rio Grande do Sul state, which reduces the dependency of the farmer in relation to tobacco farming, allowing an increase in family incomes, which are within the limits of the environment and to allow a greater financial stability in the medium and long term.

The project "Alternatives to Tobacco Farming to Agricultural Families in the South Zone of Rio Grande do Sul"; began its run in February 2008. After a season of trials and demonstrations, the researchers involved in the project have systematized the results achieved, so that the community could know the actions of the research proposal supported by funds from the Ministry of Agrarian Development (MDA).

- **The objectives of the project:** Evaluate, disseminate and make it technically and economically feasible, based on agro-ecological principles and on properties that grow tobacco.

Eight municipalities are covered by the project: Amaral Ferrador, Canguçu, Capão do Leão, Morro Redondo, Pelotas, São Lourenço do Sul e Turuçu.

Local Partnerships: The United Association Communities of Canguçu Interior (UNAIC) and the Cooperative of Small Farmers of the South Inc. (COOP).

Regional areas look for new alternatives

According to recent statistics, the progress of the tobacco crop in the counties of the South Zone of Rio Grande do Sul - in typical areas of the Agricultural Family - is notorious.

For researchers of EMBRAPA, the temperate climate involved in the diversification productivity in the areas of tobacco was found to be harmful.

The volume of financial resources generated by the activity is significant; the marketing is completely controlled by tobacco companies, which absorb a significant share of the income.

The following are the results achieved by the project, in different production systems worked by researchers:

CITRUS

Despite market fluctuations, especially in supply chains of the manufacturing industry, the fruit production has provided interesting economic indicators, especially for those who seek specialized producers constantly updating with market trends. In the case of citrus, special conditions of insulation and temperature allows the production of fruit with a greater flavor and appearance, which highlights the vocation of the southern region of Brazil for the production of table fruits.



Work on the project has demonstrated the results of two species of seedless citrus, the Satsuma mandarin "Okitsu" and orange Salustiana, selected for their hardiness and disease tolerance. Besides being a quality fruit, the tangerine has a recognized commercial value for fresh consumption (leveraged by not having seeds). Also, the Salustiana orange features quality fruits, with the unbeatable feature of a lot of juice, which adds to its high commercial value.

CHECK OUT THE FOLLOWING ACTIONS:

Establishment of demonstration units in seven rural districts in the municipalities of São Lourenço do Sul, Turuçu, Canguçu, Morro Redondo. The technical meetings carried out on the properties were an important instrument of the dissemination of technology to farmers in different municipalities. Training of more than 50 producers in the production of organic tangerines and oranges without seeds.

CASSAVA

Cassava is among of the most important and consumed crops in Brazil. In several regions it is largely responsible for income, primarily in the production of flour and starch. With great culinary value, the cassava (mandioca), also known as (aipim), keeps the production system greatly simplified, which contributed to its expansion. Currently the root figures in programs of biofuel for their potential of carbohydrates.

The project aims to demonstrate the possibility of an increase of income for the Agricultural Family due to the cultivation of cassava, from its genetic hardiness and high standard of plant health.

During the first stage of the project several accessions of cassava were collected, in addition to support received from FEPARGO - Taquarí released a small collection. At the time the seedlings were being produced with high quality plants to be worked by farmers on the properties.

SWEET POTATO

From the economic and strategic standpoint, the sweet potato has a feature that gives relative advantages over other cultures. It can be used for human consumption, including the form of flour, or used as a component in animal feed as raw material for the manufacture of alcohol and the branches used as animal fodder. It is also noted for its great power of land cover, which is an excellent soil protection against the weather. FAO study (2000) puts this vegetable as the sixth most produced in Brazil.

The project works to offer high quality plant seedlings. The material is multiplied in vitro under laboratory conditions in order to eliminate the major diseases that affect production, enabling real productivity gains in the order of 120%.

In the demonstration units of sweet potato, the first phase of the project there was seven materials taken to the field with different characteristics: Da Costa, American, Living Inta, Pumpkin, Catarina, Biaze and Silver.

Reviews

It is encouraged to promote the organic sweet potato cultivation in the agricultural family, from plants of high health genetic materials selected for their agronomic characteristics, both for marketing and for direct consumption.

54 demonstration units of sweet potato were installed in different municipalities of the South Zone in partnership with the Technical Assistance and Rural Extension RS - EMATER/RS. The acceptance by farmers has been excellent.

The sweet potato is the most requested crop in the project. Field days were conducted in communities, including the partial harvest of a unit, for observation to assess the quality of the roots and give the productive potential of each material.

Besides São Lourenço do Sul, observation units were installed in Morro Redondo, Canguçu, Amaral Ferrador and Santa Vitória do Palmar.

FIGS

The cultivation of the fig tree, although not necessarily a novelty in the region, keeps the characteristics that are accredited to the makeup of the list of alternatives to tobacco cultivation.

It is a culture well adapted to the climate of southern Brazil, but the crop is safer, with irrigation at the right moments. Mainly its fruit, are directed to the agro-processing, although they can be marketed fresh. It is a strategic culture to supplement income, especially if there are conditions imposed with local processing, on the property.

The processing of agricultural products, in terms of ownership or a collective organization is one of the most successful strategies used by the Agricultural Family.

As a result, the cultivation of the fig trees was not only included as a line of action of the project, but also a specific line in the area of training in agro-industrialization

The proposed project is to demonstrate the technologies available for the cultivation of organic figs and empower farmers in the establishment and management of orchards of fruit species.

With the culture of the fig, three demonstration units were installed; they conducted training courses in the cultivation of the fig tree and visited with groups of farmers to model properties in the cultivation of this species. These were strategies to encourage the cultivation of figs as a way to expand their participation in the productive matrix.

MINI WATERMELLON (personal size, ice box or baby)

The researchers of the project "Alternatives to tobacco" in two seasons demonstrated the feasibility of cultivation of the mini watermelon (*Citrullus lanatus* var. *Lanatus* L.).

The section of mini vegetables grown significantly in recent years in Brazil. The project is testing the mini watermelon as another option for diversification of the production system, aimed at replacing tobacco.

Depending on the market differential, good occupation of the area and the simplicity of the production system, the mini watermelon proved to be a viable alternative for diversification in the areas of tobacco production.

Evaluations:

Five demonstration units for organic production of mini watermelons were installed and evaluated. Its fruits were sent to free markets as agro-ecological products being offered to the public and stallholders, with the opportunity of tasting, which demonstrated the excellent flavor of fruits and public acceptance. As a way of empowering farmers to produce mini watermelon, technical publications have been prepared, covering all aspects of the production system of this vegetable.

PASTURIZED MILK

The installation of demonstration units of milk and grass features is one of the most productive. A traditional and very large line of production of the Agricultural Family in the region, is milk production.

The activity of milk production on small properties has outstanding characteristics, as a continuous generation of income throughout the year, and accounting for other seasonal or permanent activities. We can confirm that the Agricultural Family is primarily responsible for milk production in the southern districts.

The demonstration units of milk and grass follow a modern dynamic transfer and appropriation of technology, because in addition to introducing new technologies into pasteurization, we conducted a monitoring of key indicators to improve the system over a particular period for systematic changes: milk quality, management of rearing and good habits in the act of milking.



Actions:

Four dairy demonstration units installed on pastures, with a detailed survey of the production unit. We collected data on: the number of animals and score on their body conditions, the area of pasture and facilities; bacterial count in milk, the verification of the volume and quality of pasteurized milk produced the total volume of milk. The individual production of each cow is continuously evaluated by researchers in order to visualize the impact of the introduction of new technologies and management.

Municipalities with units of observation installed: Pelotas, in São Lourenço and Canguçu.

Two courses were held for training in milk production on pastures in the counties of Piratini and São Lourenço do Sul, with the participation of fifty producers, where they discussed issues related to cattle pastures, herd management, reproduction, and health and milk quality control.

HONEY

The production of a honey base emerges as an important alternative to growing tobacco, with great potential for income generation in the small farm.

In 2007 Brazil produced about 35 tons of honey, the Rio Grande do Sul state being with highest production, which totaled 7,365 tons, representing 21.2% of domestic production, according to IBGE data.



Evaluation:

Conducting training for 692 farmers in honey production and implementation of demonstration units for the transfer and appropriation of new technologies for this chain. Seminars, field days and courses were held on management of hives in different seasons; honey as food, removal of swarms and the creation of indigenous stingless bees.

Assuring help to transform the production of honey is an important alternative to tobacco farming.

ARTISANAL PROCESSING OF FOOD FROM ANIMAL AND VEGETABLE ORIGIN

It is recognized as a challenge with the inclusion of the Agricultural Family in the consumer market for food, with a direct effect on the participation of farmers with a larger scale of the income generated from agriculture.

New perspectives are beginning to emerge with the same values in this production, through artisanal processing, which offers products with no chemical additives available to the consumer, as they were collected in the field.

One of the proposed projects as a way to reduce dependence on the farmer's Tobacco production is to train them on the artisanal processing of food, whether animal or vegetable origin and thus increase their income.



Actions:

Five training courses in artisan food processing plant at Mini Food Processing, located at the Experimental Station of EMBRAPA Temperate Climate Cascade. These courses taught over 60 people in the processing of vegetable products including dehydration, mini processing, preparation of pickles and jam production.

RESEARCH CHALLENGES

Research on economically feasible alternatives to tobacco growing under Article 17 and 18 of the FCTC needs to be expanded, using comparative methodological models, like the template developed and presented by Brazil in the international WG on articles 17 and 18 of the Convention. This technologic matrix offers methodological tools based on the livelihoods that will allow countries to subsidize tobacco farmers in the identification of areas for the diversification of production and income while respecting the specific regional, local and sections of farmers.

ATER Projects and Capacities

50 PROJECTS – 30 thousand families involved

TRAINING: The actions include an alternative to tobacco production, promotion and debate on the issues and measures related to the FCTC, and leveling information about the international context of consumption and production of tobacco, tobacco culture variables associated with health, education, environment, leisure, and culture. It is an area for exchange of experiences among farmers with a view to diversifying the properties where the monoculture of tobacco has its main activity. The area also provides training to discuss issues of current social and economic dependence on the tobacco chain. Actions are taken in planning and conference management with the farmers involved in the Diversification Program.

ATER: Covers activities for the technical properties in tobacco growing, guiding and encouraging the development of diversified activities of production and income in order to expand the productive capabilities and opportunities of agricultural and non agricultural themes. ATER follows the principles and guidelines of the Diversification Program based on the National Policy on Technical Assistance and Rural Extension as well as articles 17 and 18 of the FCTC.

The ATER in its capacity works in order to technically support the Agricultural Families, in the collective construction of alternatives to the productive income-generating activity on their property, which is primarily based on tobacco growing. It goes through a process of debate on the variables that affect the quality of life for families, as the issue of health, education, employment, leisure, environment, social organization, access to public policy, among others.

The ATER project for diversification should work with the following assumptions:

ATER System: looks at the property as a whole, focusing on family participation in decision making, ownership knowledge and the development of productive income alternatives.

ATER Agro-ecological: aims to promote the development of sustainable practices, with the recovery and conservation of natural resources through crop diversification and income.

ATER Collective: commitment to the mobilization of collective forces to strengthen the organization of families around projects and independent production and marketing of technical quality, aimed at the sustainability of the properties and communities.

ATER Innovative: using innovative methods and practices of technical assistance and rural extension, with action from farmer to farmer participatory research and training process.

ATER and Training has been working to reduce dependence on the agricultural family in relation to tobacco growing, following the principles of the Diversification Program.

Partner organizations of the MDA in the ATER and the capacity for diversification in areas of tobacco cultivation:

- 1) Small Farmers Cooperative of Rural and Urban Farmers - Linked to Projeto Esperança Ltda. - COOESPERANÇA/RS:** Promotes processes of technical assistance and rural extension, under the Program of Support to Productive Diversification as an Alternative to tobacco production, including the Agricultural Family in the Central Territory of Rio Grande do Sul for sustainable development and sustainability of these new supply chains.
- 2) Cityhall of Arapiraca/AL:** Promoting ATER with a generation of opportunities, alternatives for income and social welfare for the Agricultural Family and tobacco growers in the region of Arapiraca/AL under the Diversification Program in Cultivated Areas of Tobacco.
- 3) Diocesan Social Action of Santa Cruz do Sul - ASDISC/RS:** Performing actions of technical assistance and rural extension to young farmers and promoting the discussion of alternatives to tobacco growing in order to achieve the conversion of tobacco production to ecological food.
- 4) State Association of Small Farmers from Santa Catarina - AEPAC/SC:** Supporting actions for technical assistance and rural extension, encouraging families to the rescue of the agro ecological production, improvement and multiplication of native seeds, by encouraging planting of crops and carrying out the stimulating of the diminishing dependency of the green package revolution, aimed at ensuring food safety and fighting hunger through food production by farmers, contributing to the increase of family income, with consequent reduction of a rural exodus.
- 5) Lagobonitense Association of Small Farmers - ALPA/RS:** Following ATER actions and training farmers in sustainable agriculture, to provide scientific expertise in the production, in an environmentally friendly manner.
- 6) Rural Family Home Association of Rio do Sul - ARCAFAR RIO DO SUL /SC:** Develops ATER initiatives in Alto Vale do Itajai, aiming at sustainable rural development with emphasis on organization and agro biodiversity as alternatives to tobacco growing.
- 7) Association Santacruzense of Smallholding Farmers - ASPAC/RS:** Promoting ATER actions to farmers, encouraging the conversion of a tobacco crop-based agriculture into agro-ecological food production with energy crops and agro-ecological regions of the tobacco industry of Rio Grande do Sul.
- 8) Support Center for Small Farmers - CAPA PELLETS/RS:** Promotion of technical assistance, training and rural extension, aimed at expansion and consolidation of Network Marketing Partnership in the south territory of Rio Grande do Sul.
- 9) Center for Research and Agricultural Promotion Group - CEPAGRO/SC:** Following ATER actions, conducive to the Agricultural Family, not only to design and build a new production system, for some diversified agro-ecological regions of Santa Catarina, but a new model of sustainable rural development.

10) Rural Credit Cooperative Partnership with Interaction of Boa Vista - CRESOL BOA VISTA/RS: Promoting the diversification of the productive areas of tobacco cultivation, enabling Agriculture Families of tobacco to develop actions to demonstrate the feasibility of transition and minimizing the planting of tobacco in the Southern territory of tobacco growing.

11) The Technical Assistance and Rural Extension of Parana - EMATER/PR: Completion of Training and organization of Agricultural Families using participatory methods in order to diversify income generating processes in the South Central Territory of Paraná.

12) Company of Agricultural Research and Rural Extension of Santa Catarina - EPAGRI/SC: Study, validation and appropriation of technologies available for the Agricultural Families of tobacco growers in Northern Plateau Region of Santa Catarina, through processes of participatory agro-ecological research, focusing on milk production systems, agro forestry systems and alternatives to high densities associated with the processes of added economic value.

13) The Technical Assistance and Rural Extension of Rio Grande do Sul - EMATER / RS: Implementation and monitoring of demonstration units for horticulture to diversify into areas of tobacco production.

14) Trade Union Institute for Brother Miquell - IFSIM and Federation of Agricultural Workers - Fetag/RS: Discussion and implementation of productive activities and alternatives to tobacco growing (economic restructuring) from the needs and strengths of the municipalities of Central Sierra Planning - SDT / MDA in line with the skills and interests of agricultural family growers.

15) Association of Agricultural Families in southern Rio Grande do Sul - ASSAF/RS/ Federation of Workers in the Agricultural Family - South FETRAF: ATER implementing actions qualified for the organization of production and cooperative properties in tobacco growing, to diversify the production and income, adding to the processes of sustainable development in southern Brazil.

16) Institute of Cooperation for Sustainable Rural Development - ICODERUS/SE: Diversification of production through actions of Agricultural Families cultivating tobacco in the areas of ATER in the State of Sergipe, under the Diversification Program in Cultivated Areas of Tobacco.

17) Genaro Krebs Institute - IGK/RS: Sharing technical assistance and rural extensions in order to expand the training of the Agricultural Families in Strategic Management for Sustainable Development.

18) Crystal City Hall /RS: Implementation of fish farming as an alternative income to the agricultural family, strengthening the productive diversification of the tobacco culture in the city of Cristal/RS.

19) City Hall of Vera Cruz/RS: Research and training of growers and technicians to support and strengthening of the productive chain of Cassava in the Vale do Rio Pardo - RS

20) The City Hall of Passo do Sobrado/RS: Empowering farmers in the diversification alternatives to tobacco.

21) City Hall of Arroio do Padre/RS: Supporting actions for Technical Assistance and Rural

Extension (ATER) for the development of activities that promote the diversification of production on the tobacco Agricultural Family in the municipality of Padre Arroyo in Rio Grande do Sul.

22) City Hall of Anitápolis/SC: ATER To diversify production and income of the Agricultural Family in the tobacco growing districts of Anitápolis, Rio Fortuna, Santa Rosa de Lima and São Bonifácio.

23) City Hall of São João da Urtiga/RS: Supporting actions for technical assistance and rural extension (ATER) and capacity development activities that promote the diversification of production and income in the Agricultural Family region of tobacco producers in Rio Grande do Sul.

24) City Hall of Camaquã/RS: To provide the Agricultural Families, through actions of ATER, training and guidance of technical experts, alternatives that will enable them better living conditions that allow them stay in the field.

25) Centre for Ecological and Alternative Rural Motivation - CEMEAR/SC: Deploy references from productive activities and training of ATER, guided by the principles of agroecology in the Territory of the Alto Vale do Itajaí, creating alternatives of income, work and life with the diversification of tobacco cultivation.

26) Union of the Community Associations of Interior of Canguçu - UNAIS / RS: Training of rural youth with leadership potential, to act as agents of development for sustainability of the Agricultural Family, to diversify production in tobacco growing counties of Rio Grande do Sul.

27) Support Service for Small and Medium Businesses in Santa Catarina - SEBRAE/ SC - Ecological Farmers Association of the slopes of the Serra Geral - AGRECO/ SC: Promote the diversification of activities and the elimination of pesticides on the properties of tobacco growers of Serra Geral Slopes promoting competitive entry in the market, adding value to agricultural production and exploration of multi-functionality of agriculture and the Agricultural Family.

28) South Ecological Cooperative of Agricultural Family Ltd - SOUTH COOPERATIVE ECO/RS: ATER and training to support the diversification of production and income in areas of tobacco cultivation.

29) City Hall of Don Feliciano/RS: Implementation of ATER to support diversification through alternative colonial poultry production and income of the Agricultural Family properties growing tobacco as part of research and development in Dom Feliciano in Rio Grande do Sul.

30) Institute and Center for Training and Technical Assistance in the Agriculture Family of Sergipe - ICEFASE / SE: Encouraging crop diversification in areas of tobacco cultivation, to assist the Federal Government in implementing the Framework Convention on Tobacco Control in the State of Sergipe.

31) Community Center of Agricultural Training Dom José Brandão de Castro - CFAC / SE: ATER Offer to build a new reality for the tobacco Agricultural Family, with focus on sustainable development and diversification of crops, to break, gradually, with the monoculture of tobacco, creating a social-environmental consciousness in the region of the Territory of Western Hinterland Sergipe.

32) Cooperative of Fruit of the Northern Plateau of Santa Catarina - COOPERPOMARIS/SC: Technical assistance for fruit growers of the cooperative COOPERPOMARIS, of the Agricultural Family that are doing, or will do the redevelopment of their properties, from tobacco cultivation to fruit growing.

33) Regional Association of Agricultural Cooperation of Small Farmers in Santa Catarina - ARCAP/SC: Services and rural extension for crop diversification in areas of tobacco cultivation

34) Secretariat of Agriculture of Alagoas - SEAGRI/AL: Training for technicians in the context of the Framework Convention for Tobacco Control and Diversification Program in Areas of tobacco cultivation.

35) Baiana Company of Agricultural Development S.A - EBDA/BA: Training for technicians in the context of the Framework Convention for Tobacco Control and Diversification Program in Areas of tobacco cultivation.

36) Agricultural Development Company of Sergipe - DEAGRO/SE: Training for technicians in the context of the Framework Convention for Tobacco Control and Diversification Program in Areas of tobacco cultivation.

37) Movement of Small Farmers: ATER and capacity building for diversification of production and income in areas of tobacco cultivation.

38) Confederation of Agricultural Workers - CONTAG: Training and support to manage the program of diversification in areas of tobacco cultivation.

39) Small Farmers Cooperative of the Southern Region Ltda. - Cooper RS: Classification of the production process of potatoes and vine culture produced by family farmers in the South of RS, especially to members of COOP, strengthening the marketing of agro-ecological products.

The partner institutions of the MDA/SAF in the Diversification Program:

- Governmental institutions;
- Civil Society;
- Farmers' organizations;
- Sectoral Organizations areas such as health, education and research.

Highlights of ATER Projects and Training

Institution:

Center for the Study and Promotion of the Agriculture Group - CEPAGRO/ SC

Object: "Encourage the Rural Extension and Technical Assistance for the Agricultural Family seeking the conversion of crops of tobacco in Diverse Agro-ecological system."

Related goals:

- Technical exchanges;
- Agro-ecology Courses;
- Thematic seminars to discuss the FCTC and diversification in areas of tobacco cultivation;
- Implementation of projects under Voisin Grazing and Areas of Action Research as a method of the Agro-ecological transition of tobacco cultivation Properties;
- Production and dissemination of material related to the topic.

Number of farmer benefiting: 5,000

Funds invested: US\$ 144.073,96

Institution:

Department of Micro and Small Enterprises of Santa Catarina (SEBRAE/SC) and the Association of Ecological Farmers of Serra Geral Slopes (AGRECO/SC)

Object: Promote the diversification of activities and the elimination of pesticides in the properties of tobacco growers of the slopes of Serra Geral, promoting competitive entry in the market, adding value to agricultural production and valuation of the multi functionality of the Agricultural Family and rural environment.

Related Goals:

- Seminars with inter-municipal tobacco growers;
- Workshops for training in the production system of milk and meat, grains, fruits, horticulture, fish breeding, apiculture and reforestation;
- Visits to exchange experiences with diversification of activities;
- Implementation of sustainable productive activities in properties of the rural young;
- Visits/ technical guidance on animal and vegetable primary production;
- Research for the validation of technical development;
- Monitoring the system of sustainability of the properties of tobacco cultivators in three watersheds.

Number of farmers benefiting: 1,000

Funds invested: US\$ 138.000,00

Institution: _____

Enterprise Technical Assistance and Rural Extension of Parana - EMATER/ PR

Object: To train and organize the Agricultural Family of the territory, through participatory methods in order to diversify income generating processes, reducing reliance on economic and social aspects of tobacco cultivation.

Related goals: _____

- Organization of 10 meetings of the Territorial Commission of Diversification of Properties with tobacco cultivation;
- Diversification of farms with tobacco cultivation in the Mid-South Territory of Parana, through training of alternative processes of production (with emphasis on production systems and the ecological base), marketing and market access, and inclusion in programs to strengthen the Agricultural Family;
- Formation of Local Development Agents/Territorial.

Number of farmers benefiting: 5,000

Funds invested: US\$ 295.857,00

Joint support for the implementation of the Programme of Diversification in Brazil

National Seminars - Six national seminars of the Diversification Program were held, with the participation of experts from the partner organizations of the MDA representatives of the Agricultural Families, representatives of ministries of CONICQ members, representatives from universities, research centers, government municipalities, tobacco growers and agricultural families working in the tobacco industry.

Number of participants in the seminars: 1,000 people

Funds invested: US\$ 177.514,00

Highlights of the seminar

"The Diversification of the Agricultural Family: The Path to Sustainable Development." It was held in Curitiba/PR from May 4th to May 6th, 2009, attended by 450 people from the states of Rio Grande do Sul, Santa Catarina, Paraná, Paraíba, Sergipe, Bahia and Alagoas.

Achievement:

Partnership with the Institute Paranaense of Technical Assistance and Rural Extension - EMATER and the Inter ministerial Commission for the Implementation of the Framework Convention for Tobacco Control (CONICQ).

Concerns discussed by participants:

1)The relationship between tobacco producers and the measures of the Framework Convention on Tobacco Control: Impacts for producers. The disease of green leaf tobacco, pesticides, child labor, public policies for rural support for diversification, and quality of life.

2)The reality of tobacco producers: Potential challenges for a guaranteed market, the technical structure of production chains (inputs delivered to the property and selling prices), size of farms, farmers' debts in relation to tobacco, workforce, difficulty of work, dependence of families on the basis of the integrated system.

3)The emphasis on diversification as: a strategy to strengthen the Agricultural Family and sustainable development.

The participants of the seminar have clearly defined, that the investment in diversification of production and sources of income, is the main and decisive strategy to be adopted by producers of tobacco, to cope with the healthy consequences of the implementation of the Framework Convention on Tobacco Control. Also to address health problems that tobacco plants cause in people and families and to tackle the environmental damage left in the wake of the production.

Also to address the wealth appropriated by the tobacco industry with the tobacco production.

Creation and articulation of the Thematic Network on Diversification in Areas of tobacco cultivation

It was established in 2008 with the goal of achieving a management Diversification Program. It is formed by representatives from 25 partner institutions in the implementation of the MDA stock diversification in areas of tobacco culture. This articulation meets regularly to discuss the actions of the program, presenting the experiences of ongoing projects, to plan and propose activities and to define the demands of advancement in the implementation of Articles 17 and 18 of the FCTC.

Also making the interface with public policies and intersectional action, for tobacco control within the Framework Convention.

Other actions

- Local seminars;
- Meetings of the projects and associated technical issues;
- Public hearings on legislative power;
- Participation in fairs and exhibitions in the agricultural family by disseminating the diversification program;
- National and International Congresses relating to the subject of tobacco control;
- International meetings of the WG '17 and 18 of the articles of the FCTC;
- Inter sectoral Actions: Participation in the Interministerial Commission for the Implementation of the Framework Convention for Tobacco Control;
- Realization of 3 Qualification Courses in public policies to support diversification in tobacco cultivation counties. Coverage of 13 towns in the region in reference to tobacco cultivation, training 150 municipal managers, technicians and civil society organizations with experience in family agriculture. Action taken in cooperation with the Ministry of Health, Agriculture and Labor;
- Conducting public calls for the hiring of contractors and training of ATER projects;
- Creation of Action "Fostering SDB in tobacco cultivating areas" in the Multiyear Plan (PPA) of the Federal Government Budget;
- Reception of foreign delegations to meet the program's actions.

Pilot project for the generation of references for the diversification of production and income in areas of tobacco cultivation

Research and Development Project in the Municipality of D. Feliciano/RS

About 90% of the population is descended from Polish immigrants distributed in about 1261.70 km². It has 15,300 inhabitants, with 78.5% of the population living in rural areas. There are 2,500 properties with less than 50 hectares, equivalent to 87% of farms classified as the Agricultural Family. In social terms, there are 1295 families registered in the Child Benefit (Bolsa Familia).

The production harvest of the municipality in 2008/2009 mainly included the production of tobacco (86.3%), and other cultures, such as: wood (9.45%), cattle (2.27%), milk (0.27%), corn (0.19%) showing the lowest sign. In 2010, 2434 families were producing tobacco in 5721 hectares and generating a total income estimated in US\$ 36.5 million (AFUBRA, 2009).

During the evaluation of the municipal managers, the challenges were economic and social. Despite the contribution of the tobacco growing to local GDP of around R\$ 130 million, on the other hand, variables related to health, education, environment, present levels of concern, reflecting on the Human Development Index (HDI) which was 0,73 and a poverty rate around 16.8% in 2009 (City Hall, 2010). The debate involves policy development, where economic activities in the city can contribute effectively to achieve improved quality of life of urban and rural families.

Objective: To integrate policies, programs with federal, territorial and local actions to enhance opportunities for development in Dom Feliciano, RS and the Center-South region of Rio Grande do Sul, with references to the National Program for diversification in areas of tobacco cultivation and the international WG in Articles 17 and 18.

Related goals:

- Implementation of demonstration units of colonial chicken, fish breeding, milk, cultivation of grapes for the production of grape juice and wine, as alternatives to tobacco growing
- ATER for the diversification of production and income
- Actions in healthcare in tobacco production
- Actions in communication-information for farmers

Partners: universities, ministries, health departments, research institutions and ATER in the region.

Investment in the first round of MDA: US\$ 236.700,00

Number of beneficiaries: 1000 household

Publications on the theme

- Cultivation of tobacco, The Agricultural Families and the Diversification Strategies in Brazil: Current Prospects and future potential for alternative crops. MDA, May, 2007 (book).
- National Program of diversification in tobacco planted areas – experiences, MDA/Secretaria da Agricultura Familiar, June, 2008 (primer).
- Article published entitled "Diversification in tobacco cultivation areas: an action ATER required" at the 4th Brazilian Congress on Technical Assistance and Rural Extension in Londrina-PR, 13th to 15th May 2008.
- Developing and providing a template for comparative research of Articles 17 and 18 of the FCTC.
- Provision of General References for the development of economically feasible alternatives to tobacco production and diversification of livelihoods of farmers.

5. Highlight policy support and income diversification of production in areas of tobacco cultivation

National Policy of Technical Assistance and Rural Extension: PNATER

Since 2003 the Brazilian government has regarded ATER as an important instrument for strengthening the Agricultural Families in a sustainable way. The PNATER assumed the budget for actions of technical assistance and rural extension and created the Brazilian Decentralized System ATER (Sibrater), which allows the joint action with state governments, government organizations and non-governmental of ATER and social movements in the field.

There are 500 partners and institutions participating in the MDA for the action of ATER and more than 500 million allocated for this service.

The Brazilian public ATER is an instrument of informal education that promotes access to the technology of production, improvement of production systems, the organization of production and market access, with the aim of improving income and quality of life of rural families and sustainable rural development.

In 2010 the Brazilian government passed Law No.12.188 ATER's Law, which authorizes the country's commitment to this service to the Brazilian Agricultural Family. The ATER is a policy of great importance for achieving the actions related to articles 17 and 18 of the Framework Convention on Tobacco Control.



Strengthening the National Program for the Agricultural Family - PRONAF

PRONAF is a loan program created in 1995 directed exclusively to the Brazilian Agricultural Family. It is a mechanism to stimulate the production and improvement of infrastructure in rural areas to create adequate conditions for the processes of development and quality of life in the field.

In the Harvest Plan for 2010-2011 16 billion was allocated to support the Agricultural Family. It is a credit program that benefits more than 2 million Agricultural Families and it is a viable instrument of agricultural and non-agricultural usage in the field.

Associated with PRONAF exists the Agricultural Family Insurance (SEAF), the Price Guarantee Program for Agricultural Family (PGPAF) and the Insurance for the regions of the Brazilian semi-arid area (Harvest Guarantee). From the perspective of making the use of rural credit in the Agricultural Family, it is increasingly committed to the sustainability of the productive system and quality of life, the sustainable PRONAF was created in 2008.

The Agricultural Families who engage in tobacco cultivation and want to invest in other activities on their properties can access the different lines of PRONAF credit with, low interest and subsidization. This instrument is a facilitator of diversification.

Program for the Purchase of Food - PAA

Its aim is to ensure access to food in quantity and regularity to the population, vulnerable to food insecurity and nutrition. It also contributes to the formation of strategic stocks and allows farmers to store their products to be sold at fair prices.

It is run by the Ministries of Agrarian Development, Social Development and Hunger Alleviation, with state and local governments, civil society, organizations of agricultural families and social assistance network entities.

National School Feeding Program - PNAE

A program created in Brazil by Law No. 11.947/2009 determines that the use of at least 30% of funds transferred by the National Education Fund (FNDE) for school meals be utilized to purchase products from the agricultural families and rural entrepreneurs or from their organizations, giving priority to agrarian reform settlements, indigenous and traditional communities as well as maroon communities.

The acquisition of food is provided, whenever possible, in the same county schools. When supply cannot be done locally, schools can complement the demand among farmers from the same region, rural areas, state and country, in that order of priority. It is a policy that guarantees a market for fresh and processed foods produced by agricultural families.

The diversification on small farms requires a continuous and qualified process of work for discussion, planning and access to public policies of structural character, which includes credit, technical assistance, training, logistics and facilities for the marketing of products, with the strengthening of rural organization and inter sectioning. States in partnership with local civil society institutions must develop strategies guided by the partnership, participation and principles related to quality of life for families and the sustainability of production systems.

Challenges to the implementation of articles 17 and 18 of The FCTC in Brazil

- ▼ **COMMUNICATION AND INFORMATION:** Broaden the debate and access to information related to the FCTC to farmers, technicians, public administrators and society in general. Greatly increase the information and communication.
- ▼ **FINANCIAL SUPPORT:** Specific financial resources amplified and directed to the implementation of ATER, training and research to generate subsidies to articles 17 and 18 of the Convention, as well as for the implementation of measures for tobacco control in rural areas.
- ▼ **HEALTH:** To expand and upgrade health activities with the Agricultural Families of tobacco cultivators with attention to the damage suffered by the families, including the disease of green leaf tobacco and the consequences of pesticide use.
- ▼ **ATER, TRAINING AND RESEARCH:** To expand the number of researches, investigations, studies and practices on alternatives to tobacco cultivation, organization of appropriate infrastructure and marketing appropriate channels, following the guidance principle of the Program for Diversification in Areas Tobacco Cultivation.
- ▼ **INTER SECTORIAL APPROACH:** Integrate actions in areas of knowledge from different sectors of government, to contemplate the actions relating to Articles 17 and 18 and other measures of the Framework Convention for Tobacco Control in the countryside.

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