



## THE FOOD ACQUISITION PROGRAM (PAA) IN THE MUNICIPALITY OF IGUATEMI- MS: PRODUCING FOOD AND LOCAL DEVELOPMENT

O PROGRAMA AQUISIÇÃO DE ALIMENTOS (PAA) NO MUNICÍPIO DE IGUATEMI-MS: PRODUZINDO ALIMENTOS E DESENVOLVIMENTO LOCAL

EL PROGRAMA DE ADQUISICIÓN DE ALIMENTOS (PAA) EL EL MUNICIPIO DE IGUATEMI-MS: PRODUCCIÓN DE ALIMENTOS Y DESARROLLO LOCAL

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**Abstract:** This article aims to present and analyze the organization and participation of legal entities in the municipality of Iguatemi-MS, in the Food Acquisition Program (PAA), in the simultaneous donation modality, understanding the scope of this program, as well as its importance in small food production. foods. To this end, interviews were carried out with representatives of supplier entities, legal organizations and family farmers, as well as representation from the partner entity CONAB/MS. We seek to understand the directions and relationships that social groups create with its production and distribution, which in the case of the PAA, relies especially on the solidarity network, making production and facilitating access to food become its own main goal. The data shows us that family production forms links between the table of the Brazilian population, where the products go, the quality of the food, most of which is produced organically, and the development of small municipalities.

**Keywords:** family farming, food purchasing, local development.

**Resumo:** O presente artigo visa apresentar e analisar a organização e participação das entidades jurídicas do município de Iguatemi-MS, no Programa Aquisição de Alimentos (PAA), na modalidade doação simultânea, compreendendo o alcance desse programa,

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bem como de sua importância na pequena produção de alimentos. Para isso, foram realizadas entrevistas com representantes das entidades fornecedoras, organizações jurídicas e agricultores familiares e representação da entidade parceira CONAB/MS. Procuramos compreender os encaminhamentos e as relações que os grupos sociais criam com a produção e a distribuição da mesma, que no caso do PAA, conta especialmente com a rede de solidariedade, fazendo com que a produção e a facilitação no acesso a alimentos se tornem sua meta principal. Os dados nos mostram que a produção familiar faz elos entre a mesa da população brasileira, para onde vão os produtos, a qualidade dos alimentos, em sua maioria produzidos de forma orgânica e o desenvolvimento dos pequenos municípios.

**Palavras-chave:** agricultura familiar, compra de alimentos, desenvolvimento local.

**Resumen:** Este artículo tiene como objetivo presentar y analizar la organización y participación de las personas jurídicas del municipio de Iguatemi-MS, en el Programa de Adquisición de Alimentos (PAA), en la modalidad de donación simultánea, comprendiendo el alcance de este programa, así como su importancia en pequeña producción de alimentos. Para ello se realizaron entrevistas a representantes de entidades proveedoras, organizaciones jurídicas y agricultores familiares, así como a representación de la entidad socia CONAB/MS. Buscamos entender los rumbos y relaciones que los grupos sociales crean con su producción y distribución, que en el caso del PAA, se apoya especialmente en la red solidaria, haciendo que la producción y facilitar el acceso a los alimentos se convierta en su propio objetivo principal. Los datos nos muestran que la producción familiar forma vínculos entre la mesa de la población brasileña, hacia dónde van los productos, la calidad de los alimentos, la mayoría de los cuales se produce orgánicamente, y el desarrollo de los pequeños condados.

**Palabras clave:** agricultura familiar, compra de alimentos, desarrollo local.

## INTRODUCTION

Brazilian family farming is the productive sector that plays a fundamental role in the nation's food sovereignty, being the main responsible for the production of food that makes up the country's domestic supply. According to official data provided by the

Brazilian Institute of Geography and Statistics (IBGE, 2017), about 80% of the food that is present on the tables of Brazilians comes from this segment.

The national scenario, contextualized by the data from the Brazilian Institute of Geography and Statistics, demonstrates the great importance of this productive sector and the need for government actions (federal and state), to encourage this class, constituted by small rural producers, who often go unnoticed, both by rulers and also by the non-recognition of society.

The state of Mato Grosso do Sul, has in its socioeconomic formation great influence of the primary sector of agribusiness, initially based on the productions of meat and grains. However, over the past few years and government incentives, this productive matrix of agribusiness has expanded significantly to a diversified range of production and products, placing our State as a major national producer in the production and marketing of products such as: beef, sugar cane, cellulose, grains (soybeans and corn).

The state of MS, in addition to its important participation for the national scenario in the agribusiness export market, also has a significant number of small rural producers, a significant part coming from the National Agrarian Reform Programs, which since 1985 created rural settlements in all Brazilian states, through the actions of the National Institute of Colonization and Agrarian Reform / INCRA and also through land credit actions. In addition to the settlement lots, it is possible to find in Mato Grosso do Sul, small farmers present in the surroundings of the cities, especially in the interior municipalities, these being small producers originating from the colonization process of the decades of 1940 to 1980, members of the productive class called family farming.

Family farming in the state of MS, has a diversified productive matrix (production of cassava, corn, fruit growing, horticulture, beekeeping, fish farming, among others), being based mainly on the production of food that is directed to local and regional supply, of great importance to our State, generating production, income and work in rural areas, and especially strengthening the economic dynamism in the interior municipalities.

It should be noted that agricultural incentive policies for small family production have not always been continuous and substantial in terms of volume of promotion, which implies that family farming lacks funding to be able to strengthen itself. A policy that deserves destaque is the one created in 2003, sanctioned by Law No. 10,696, of July 2, 2003, which allows the State to buy products from family farmers without the need for bidding processes and with local market prices, as indicated in article 19 of that Law: "The Food Acquisition Program is instituted for the purpose of encouraging family

farming, comprising actions linked to the distribution of agricultural products to people in situations of food insecurity and the formation of strategic stocks" (LAW No. 10.696, OF JULY 2, 2003).

The enactment of this law promoted access to food for people in situations of food insecurity and, subsequently, encouraged family farming. However, for food acquisitions to occur, partnerships were established between the municipalities and the National Supply Company (CONAB).

Considering these specificities, for data collection, collective and individual interviews were carried out with the representatives of the supplying entities, among which, presidents of legal organizations and family farmers, direct participants of the projects and their execution. Interviews were also carried out with representatives of the receiving entity, as well as an interview with the manager of the partner entity CONAB / MS. Secondary data and balance sheets of formal associations were also used, thus following the referrals and understanding the relationships that social groups create with the dynamics in the production and distribution of food, which in the case of the PAA, especially counts on a network of partnerships, making production and facilitating access to food become main goals.

In this aspect, we consider that this article contemplates extension actions because it intends to present the structure of a program that we consider fundamental in the context of family farming, created from the demand guided by farmers. Family production makes links between the table of the Brazilian population, where the products go, as well as the challenge of producing food with nutritional quality, mostly produced organically.

In this sense, we intend with the article to demonstrate that family production is strengthening and transforming/diversifying with the incentive of the PAA in the municipality of Iguatemi, located in the south of Mato Grosso do Sul, on the border of Brazil with Paraguay.

For the organization of the text, we present our reflections in two sections, in addition to the introduction and the conclusion, and in the first section we highlight the structure of the PAA as a fundamental program for small production. In the second section, we analyze the results of the PAA in the context of the municipality of Iguatemi, understanding the production in two projects integrated to the PAA.

## **1. The Food Acquisition Program (PAA)**

The Food Acquisition Program (PAA) was one of the structuring actions of the Zero Hunger Program (PFZ), launched in August 2003. The objective of the PAA was to promote and strengthen agricultural production, stimulating short marketing circuits, located within the production sites and thereby creating networks and promoting income generation for impoverished farmers. With this action, means were ensured so that they could have control of the production and marketing of what they cultivate, as well as facilitate access to food for the population in a situation of food insecurity.

To operationalize the program, the Federal Government instituted the Extraordinary Ministry of Food Security (MESA), which immediately, in 2004, one year after the creation of the program, promoted the 2nd National Security Conference in the city of Olinda, state of Pernambuco. On that occasion, there was debate, planning and systematization of the strategic actions that would be executed in the national policy of food and nutritional security.

From the document produced by the conference debates, several actions were forwarded by the PAA. The PAA Institutional Purchase modality was created by Decree No. 7,775, of July 4, 2012, with the objective of enabling public administration bodies to acquire products from family farming through the waiver of bidding. This prerogative was given through article 17 of Law No. 12,512, of October 14, 2011, which defined that public administration bodies that receive resources from the federal government, destined for the acquisition of food, could acquire at least 30% of the resources in products from family farming. This was a great achievement, which potentiated the program and local production itself, but there was, as there still is, much to advance, so that it can reach a much higher percentage and thus recognize the importance and promote the production of farmers.

By decree, each participating family could market by Declaration of Aptitude to PRONAF/DAP, in the Institutional PAA, up to R\$ 20,000.00 per year, per purchasing body. The public call modality is directed to the specific public, different from that governed by Law No. 8,666/93, known as the bidding modality. The cooperative legal institution holding DAP can market up to six million reais/year/purchasing body, respecting the limits per family unit, as provided for in article 19 of Decree No. 8293, of August 12, 2014.

The program was created and over the years it was being promoted. It happens that in the years 2017 to 2022, the Union budget, destined for the PAA was below that of previous years, putting at risk even the existence of the program. The parliamentary amendments became the main source of funding for the maintenance of the actions executed by the PAA.

However, in March 2023, in a ceremony held in the city of Recife, in Pernambuco, the place where the PAA had been launched in 2003, the re-launching of the Program by President Lula took place. In its new version, new groups became priority to market in the PAA, among them the groups of indigenous people, quilombolas, women and settlers of agrarian reform, contemplated by the Program.

Another action to strengthen the PAA occurred in October 2023, when the Minister of Agrarian Development, Paulo Teixeira, announced the release of 250 million for the Food Acquisition Program, with investments of 700 million in the purchase modality with simultaneous donation, an action that indicates commitment of the Federal Government to strengthen the PAA, meeting the demands of family farming. In this context are the expectations of this sector in the municipality of Iguatemi, the central theme of this article and which we will analyze in the next item.

## **2. The legal organizations in the municipality of Iguatemi with partnership projects in the PAA**

Iguatemi is located 359 kilometers from the capital Campo Grande and according to the IBGE Census (2022), has a population of 13,808 inhabitants. Iguatemi was founded from the Iguatemi Military Colony, through the colonization and occupation program of the Brazilian borders, implemented during the imperial government. In 1963, Iguatemi was elevated to the category of municipality, when its territories extended over the current municipalities of Eldorado, Mundo Novo, Japorã and Itaquiraí.

According to the agricultural census (IBGE, 2017), the municipality had 925 agricultural establishments. Of this percentage, 654 are properties under 50 hectares, which corresponds to 70% and occupies only 4.3% of the areas. At the other end, establishments over 500 hectares are equivalent to the number of 134 properties and represent 14% of the establishments in the municipality, occupying 83% of the land. These data demonstrate that even with a high number of small properties (compared to

large properties), the area they occupy is extremely reduced, with latifundium predominating in the municipality.

The economy of Iguatemi is concentrated in the trade, services and agricultural production sectors. Livestock occupies 94.7% of rural properties in the municipality and has a herd of 259,178 head of cattle. In agriculture, the temporary crops that stand out in cultivated area, representing 96% of temporary crop areas, being soybeans, corn and sugar cane.

The municipality has 445 families settled by the PNRA (Table 1), with the first settlement created in 1998, by the expropriation of seven farms (Guaicû Farm; Rancho Verdura II Farm; Terezinha Farm; N. Sr.<sup>a</sup> Aparecida Farm; N. S.r<sup>a</sup> Auxiliadora Farm; Guajuvira Farm; Rancho Guaicû Farm), which together form 8,707 hectares and allowed the settlement of 252 families, in what was called the Nossa Senhora Auxiliadora settlement.

The second settlement was created in 2001, with the expropriation of 2,512 hectares of the Rancho Loma farm, which gives rise to the name of the settlement. The last settlement created in the municipality occurred in 2004, with the expropriation of 1,349 hectares of the Colorado farm, to install 76 families. There are in the municipality two more settlements created by the Land Credit, being them: Nossa Senhora Aparecida settlement, with 55 lots/plots and the São Luiz settlement, with 30 lots/plots. It also has an expressive number of small rural properties, located around the city, consisting of 204 properties of small farmers and “chacareiros”, in accordance with the registration data of the municipality of Iguatemi, collected in 2022.

**Table 1** - List of rural settlements in Iguatemi by PNRA

Project Name	Year	Number of Families	Area (ha)
PA Nossa Senhora Auxiliadora	1998	252	8.707,5818
PA Rancho Loma	2001	107	2.512,3789
PA Colorado	2004	76	1.349,1320
Total		445	

Source: Prepared by the authors based on data from INCRA (2018).

In the settlements, families have developed the following production systems: milk production, cassava cultivation, semi-free-range chicken farming, and grain production, such as soybeans and corn.

Iguatemi has a significant number of small rural properties engaged in family farming. Although these properties occupy a small area, they represent a substantial 720 units of local production. The primary source of income for these small farms is dairy cattle. In addition to dairy farming, alternative activities exist on a smaller scale. These include the production of free-range chickens, eggs, beans, corn, table and starch cassava, baked goods (such as breads enriched with fruits and vegetables), homemade sweets, milk, homemade cookies, horticulture, fruit growing, and other products or crops with less commercial expression. These serve as subsistence for families in the countryside and also for transformation/processing to produce new products with the sale of the surplus.

Faced with this immense productive scenario, constituted by a significant number of enterprises and productive units of family farming in the municipality, the challenges of the municipal administration to meet the demand of this public and their productive organizations are enormous compared to the collection and economic transfers from the State Government to the Municipality.

Among the actions carried out positively to serve the local public of Family Farming is the Food Acquisition Program (PAA) of the Federal Government, operated by the National Supply Company (CONAB), which consists of directly supporting the commercialization of products from family farming, encouraging production, social, economic inclusion and the generation of work and income for families of small rural producers, agrarian reform settlers, traditional peoples and communities, small farmers and *chacareiros*, who are organized in associations and/or cooperatives of producers. On the other hand, a partnership is formed between municipal management and food producers with the aim of allocating all the acquired production, as a form of simultaneous donation, to the municipality itself, through social and assistance entities to combat poverty, such as in schools and daycare centers, in SUS hospitals, among others.

In this sense, the importance of highlighting experiences with PAA purchases in the municipality of Iguatemi, which we will present below, such as those of the project forwarded by the women of the Racho Lona settlement, involved in the production of breads, biscuits, vegetables, legumes and fruits. This importance is also in the experiences



with another project, the one directed to the creation of free-range chickens, in the Colorado settlement.

The PAA in execution in the municipality of Iguatemi-MS, corresponds to the two projects mentioned above, with a proposal for participation of Associations of Family Farmers contracted with CONAB/MS, where producers and their organizations count on social organization, attending to the elaboration of projects, economic planning, production, processing, commercialization and accountability, with technical support from the private ATER company (HD Assessoria e Consultoria Agropecuaria). The referred Ater company is contracted by the Municipality of Iguatemi/Secretariat of Economic Development, configuring as a partnership to promote support and strengthening for the socioeconomic development of the rural environment of this municipality.

Through the Ater company, rural extension occurs, which has as its main goal to subsidize the families involved with new technical knowledge, which when associated with the knowledge that the settlers already possess, resulting from their experiences with daily cultivation, can generate new referrals with production. These aim to potentiate new projects that can result in the diversification of production, as well as generate encouragement in the set of families in the contexts of their productive units.

The PAA proposal of the Women's Association of the Rancho Loma Settlement - AFERAL, which has as productive beneficiaries and suppliers a group of 16 women family farmers, settled in the agrarian reform, in the Settlement called Rancho Loma, are organized in formal association, with production of the following products: homemade cookies, breads enriched with vegetables, such as carrots, beets, sweet potatoes, cassava, homemade dulce de leche; peeled cassava.

Most of the food is produced by the group and occurs from the transformation of the raw material produced in the lots of the settlement, except for wheat. It is important to highlight that all members of the families involved participate in the cultivation of the products, which means expanding work spaces in the stages of cultivation and transformation/processing of the products, to then be used by women in the final production, when they create new products. The Association has an industrial community kitchen, with sanitary and functional regularity, duly registered and monitored by the Municipal Health Surveillance of Iguatemi.

This group's proposal has a chain of benefits for those involved. These include increased production on the families' lots, which results in improved family income

generation, as well as female empowerment, since the women re-elaborated their knowledge, those that were passed on to them by generations and to which they attribute value. In other words, they daily made breads, cakes, biscuits and cultivated vegetables for the consumption of their families, aiming at the reproduction of the family nucleus. What they did with the collective project, by joining in a group of settled women, was to gather and systematize the knowledge of each one, imprinting on them efforts to produce on a large scale, aiming at commercialization and income generation. They used traditional knowledge, as demonstrated by Menegat (2009) study, when analyzing the daily life of settled women, to open new doors for female participation and management in the agrarian reform lots.

In the group of women from the Rancho Lona settlement, we observed elements indicated by Menegat (2009) study, in the protagonism of women to produce more than food, they produced new ideas by looking at the mode of production of each lot, which led them to take for themselves and their families, the domain of the entire production process of the units. They assumed from cultivation, through the transformation of production and also the commercialization of products, valuing the entire productive chain of settlement lots, placing themselves, especially, as managers of enterprises, changing the idea that women are only helpers.

As a result of the joint work, driven by women, there was a diversification of activities in the lots, fundamental for increasing production and in the engagement of families, who began to incorporate in the dynamics of new products and also of the new activities, especially in the processing of raw material, such as cassava, and, through its transformation, they made flour and other derivatives, adding value in the invested work, producing new products. In the diversification proposal, they promote food and economic security, since when a product does not have satisfactory production, due to climatic adversities or other adversities, the other products can compensate for the losses.

The other project that has a partnership through the PAA, is that of the Association of Small Family Farmers of the Colorado settlement, which has as productive beneficiaries and suppliers a group of 8 family farmers, settled in agrarian reform of that settlement. These are organized in formal association, with production of Semi Free Range Chicken. They are farmers who carry out the production in their individual properties and the slaughtering and commercialization process occurs collectively, through the Producers Association that has a small poultry slaughterhouse, located in the Colorado settlement itself.

The slaughter and processing unit has Sanitary and Functional regularity with active Registration in the Municipal Inspection System (SIM), ensuring compliance with sanitary safety and quality standards in processed products.

Following the previous experience of the women of Rancho Lona, the Colorado settlement group also included in their daily practice, in the tasks of the production units of the settled families, a new activity for processing food they produce in the lots, created with the installation of a slaughterhouse for slaughtering chickens. This required families to acquire new knowledge to meet the demands of this activity, controlled by external rules, such as those imposed by the Sanitary Surveillance. These are activities that promoted the remake and specialization of families with the new production processes, as well as motivated them to pay attention to the management of their units, controlling and challenging themselves in controlling the production chain.

The projects mentioned above were born by the promotion of the PAA, both financially subsidized through formal contracts between CONAB / MS and the Supplier Associations, formally constituted by Family Farmers and holders of a Declaration of Aptitude to Pronaf (DAP). It is worth noting that DAP is an instrument that qualifies farmers for inclusion in participation and access to public policies, established for the family farming public. However, these policies are not always accessible to everyone who owns lots, which indicates the need to expand rural extension, so that technical guidance can answer questions, especially in understanding the forms and requirements set for financing and / or access to institutional support.

The fact is that in this type of subsidized financing, beneficiary farmers must have mandatory active registration in the Legal DAP modalities for the Association and Physical DAP for the producer, in accordance with Federal Law No. 11,326 / 2006, which regulates the public of family farming and their organizations and in their productive enterprises. CONAB carries out all the financial contribution with the formal purchase of the farmers' production and they deliver the food to the local entities, indicated in the project, qualified as Receiving Units, responsible for serving the final population to be benefited in the municipality.

The PAA projects in progress in the municipality of Iguatemi have as a Receiving Unit directly benefiting from all local production, the Municipal Department of Social Assistance / Reference Center for Social Assistance (CRAS), which is the one that provides these foods to the population of the municipality, previously registered in the

“CADúnico”, and who are in conditions of social and economic vulnerability, especially those in a situation of food and nutritional insecurity.

Thus, the project in progress with AFERAL foresees the delivery of R \$ 128,000.00 in products (breads, biscuits, milk sweets and in natura cassava peeled) and the project of the Colorado Association, foreseeing the delivery of R \$ 64,000.00 in frozen whole chicken products, with the production and supply of semi free-range chickens, being an important source of protein, which complements the source of carbohydrates provided in the AFERAL products. In this partnership, each supplying farmer has a limit of individual financial participation corresponding to R \$ 8,000.00 for execution in the project, thus guaranteeing a socio-economic equality among all participants.

From the technical guidance, monitoring and follow-up of the projects, activities carried out by the outsourced ATER<sup>3</sup>, hired by the municipality of Iguatemi, the projects are being carried out collectively, with the participation of women as the central figures, since they found themselves in the collective work, strengthening the individual projects. They meet weekly in a specific and appropriate place (industrial community kitchen) and carry out the production/processing of all bread and cookie products.

The hiring of the company by the City Hall of Iguatemi demonstrates the commitment of the municipal administration to family farming and the PAA program itself, because we understand that it is not enough to buy food production, it is necessary to act throughout the production chain, which involves defining what and how to plant, to then follow the development of crops, until harvest, marketing and/or processing/utilization of production.

It is important to highlight the importance of rural extension in the context of production on rural settlement lots, especially due to the fact that families arrived in agrarian reform areas without capital and distanced from access to agricultural support, not having basic knowledge that would allow them to understand the bureaucracy involved in bank contracts and/or institutional support policies, even those of the PAA. In this sense, the guidance of the extension company has a central function, to elucidate and support the necessary procedures, pointing out the paths, the risks and the possibilities of partnerships and thus better enabling the referrals of contracts. Therefore, corroborating with the strengthening of local organizations, with the socioeconomic empowerment of beneficiaries, in the improvement of production, processing, access to

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<sup>3</sup> HD Advisory and Consulting is the ATER hired by the City Hall.

credit and the market for the sale of production, so that rural extension becomes a driver of sustainable rural development, permeating through various social and productive segments in the communities.

The women of Rancho Lona, with guidance from rural technical assistance, produce and process food based on local raw materials, produced according to the principles of organic production, without the use of the conventional agriculture's "package of poisons," which ensures products with greater nutritional value, transforming them into by-products of good nutritional quality, which already in the first delivery were accepted by the beneficiary population, receiving praise from related professionals, as it is a homemade and differentiated product.

The same occurs with the Colorado Association project, where the collective experience is concentrated in the final stage of production with the slaughter and marketing of poultry.

The delivery schedule carried out in partnership with the Receiving Unit (CRAS), provides for the bi-weekly delivery of an average of: 150 Kg of homemade cookies, 150 Kg of homemade bread and 150 Kg of pasty milk sweets. And monthly deliveries of 400 Kg of semi free-range chicken meat, products made available to enrich the basic food baskets provided by CRAS, for the low-income population.

With the projects underway, each of the producing families achieves an average increase in family income that varies from R\$800.00 to R\$1,200.00 per month. In other words, the municipality benefits directly at least twice, the first with the donation/receipt of quality products produced in the lots, without the need for external and distant purchases, and the second with the injection of resources of approximately R\$8,000.00 per month, which are paid to producers and which return in the context of municipal commerce, heating the local economy.

However, we cannot fail to highlight the various challenges encountered in day-to-day partnerships, so that the links involved work and enable projects to have efficiency and quality, such as: the social organization of the supplying associations, the regularity of meeting the legal requirements for participation in the PAA, the adequacy of production units to be active and registered, meeting the standards of sanitary and functional regularity, with registration in the competent bodies for inspection and sanitary surveillance, among others. There are many links that involve the cultural and individual environment of each participant, challenging them to train and renew the traditional form of production, paying particular attention to the management of their units, including

knowledge linked to financing, which implies paying attention to contracts and requirements in production standards, launching them to new tools, such as bureaucracy, applied to planting.

However, these family farmers are true warriors, facing and overcoming difficulties with qualified technical guidance and monitoring, expanding production and supplying, as well as providing products for school meals in the municipal network. The existing short-term goal is to expand the market and make products available for sale beyond institutional markets, through weekly sales at the Farmer's Market and also in local markets, allowing the offer to the entire population of the municipality.

## CONCLUSIONS

The experience with rural extension in the municipality of Iguatemi, presented in this study analyzing the results of the PAA, shows us the strength of family farming, especially in agrarian reform settlements, producing products in the field, delivered directly to the consumer's table, with the producer as the holder of the entire process, from production to marketing. This, in our view, makes it possible to produce improvements in food producing units, as well as in food, social inclusion and income generation for the permanence of families in the countryside. In addition, the general community of the municipality enters as benefited, because it can count on good quality products, with nutritional value and at a fair price.

The PAA brings numerous benefits to the production process chain, where all those involved are benefited, creating links to enhance local production, causing it to circulate within the municipality, strengthening the development of various segments, from those who produce, those who supply inputs, such as local commercial houses, the City Hall and consumers, who purchase quality food, without them needing to travel long distances to reach the final consumer. In other words, by strengthening production in the lots, the municipal administration strengthens various links, since the increase in production favors the municipality with local supply and enhances the movement in local commerce, where producers acquire what they need.

It is also worth highlighting the importance of technical guidance as a fundamental contribution to the chain, since it enables partnerships between those who produce and those who acquire the production, in this case the municipal power through the PAA, with the technical company, together with nutritionists who prepare menus for school meals,

through which a good part of the consumption of PAA foods goes, to reach the definition of which products to cultivate, avoiding excess production of some products and the lack of others. This represents a commitment between the municipal power, the technical assistance company, small producers and final consumers, who together form partnerships in the production, processing of food, marketing and consumption thereof.

In this sense, the importance of the PAA not only for settled families, smallholders and traditional communities, but also for the municipal power, which through this important program finds links to expand its action in municipal management, especially serving communities distant from the modalities of strengthening production and improving the lives of those who produce and those who consume food.

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