

DOI 10.30612/realizacao.v13i24.20846
ISSN: 2358-3401

Submitted on November 6, 2025
Accepted on November 27, 2025
Published on April 27, 2026

NATIVES OF THE CERRADO: AN INNOVATIVE MARKETING EXPERIENCE IN AGRARIAN REFORM IN TRÊS LAGOAS-MS

NATIVOS DO CERRADO: EXPERIÊNCIA INOVADORA DE COMERCIALIZAÇÃO NA
REFORMA AGRÁRIA, EM TRÊS LAGOAS-MS

NATIVOS DEL CERRADO: EXPERIENCIA INNOVADORA DE COMERCIALIZACIÓN
EN LA REFORMA AGRARIA, EN TRÊS LAGOAS-MS

Jhiovanna Eduarda Braghin Ferreira
Universidade Federal de Mato Grosso do Sul, Campus Três Lagoas
ORCID: <https://orcid.org/0000-0002-1829-5930>
Rosemeire Aparecida de Almeida¹
Universidade Federal de Mato Grosso do Sul
ORCID: <https://orcid.org/0000-0002-2152-6218>
Alan da Silva Neves
Universidade Federal de Mato Grosso do Sul
ORCID: <https://orcid.org/0009-0005-1529-9855>
Lúcio Paulo Ismael Muchanga
Universidade Federal de Mato Grosso do Sul
ORCID: <https://orcid.org/0000-0001-9264-5292>

Abstract: This is an experience report of an extension and teaching project involving undergraduate and postgraduate students in Geography from the Federal University of Mato Grosso do Sul, Três Lagoas Campus, and families settled in the Agrarian Reform Settlement Project of Pontal do Faia, in Três Lagoas - who develop work and production activities focused on direct commercialization based on agroecological management. The event took place on October 26, 2024, at the Santo Expedito farm, lot 12, and included a conversation circle with residents who shared and answered questions about the challenges and achievements of living in the countryside.

Keywords: Agroecology, Pontal do Faia Settlement, Resistance.

Resumo: Trata-se de um relato de experiência de extensão e ensino que envolve acadêmicos

¹ Autor Correspondência: rosemeire.almeida@ufms.br

do curso de Graduação e Pós-Graduação em Geografia, da Universidade Federal de Mato Grosso do Sul, Campus de Três Lagoas, e famílias assentadas no PA de Reforma Agrária Pontal do Faia, em Três Lagoas - que desenvolvem ações de trabalho e produção voltadas à comercialização direta e baseadas em manejo agroecológico. A atividade ocorreu no dia 26 de outubro de 2024 no sítio Santo Expedito, lote 12, foi composta por roda de conversa com moradores que explanaram e responderam perguntas sobre os desafios e conquistas de viver no campo.

Palavras-chave: Agroecologia, Assentamento Pontal do Faia, Resistência.

Resumen: Se trata de un relato de experiencia de extensión y enseñanza que involucra a estudiantes de los cursos de Grado y Posgrado en Geografía de la Universidad Federal de Mato Grosso do Sul, Campus de Três Lagoas, y a familias asentadas en el Proyecto de Asentamiento de Reforma Agraria Pontal do Faia, en Três Lagoas, que desarrollan actividades laborales y productivas orientadas a la comercialización directa y basadas en el manejo agroecológico. La actividad se realizó el 26 de octubre de 2024 en el sitio Santo Expedito, lote 12, y consistió en una rueda de conversación con los residentes, quienes expusieron y respondieron preguntas sobre los desafíos y logros de vivir en el campo.

Palabras clave: Agroecología, Asentamiento Pontal do Faia, Resistencia.

INTRODUÇÃO

Fieldwork in the Geography course (undergraduate and postgraduate), under the responsibility of Professor Rosemeire Aparecida de Almeida, is an essential part of the teaching plan. In turn, the choice of the Pontal do Faia Agrarian Reform settlement for the fieldwork activity aligns with the didactic objectives of promoting knowledge about the struggle for land in the Três Lagoas geographical region, coupled with fostering an understanding of the countryside as a place of work and food production. This aims to overcome prejudices against agrarian reform, encouraging the construction of a positive vision that encompasses empirical knowledge of the social and productive potential of the settled families, both for reproduction of their way of life and for food sovereignty, based on a more sustainable use of nature.

The municipality of Três Lagoas is the fifth largest by land area in the state, but it only has two agrarian reform projects, namely: the Pontal do Faia settlement and the 20 de Março settlement (figure 1).

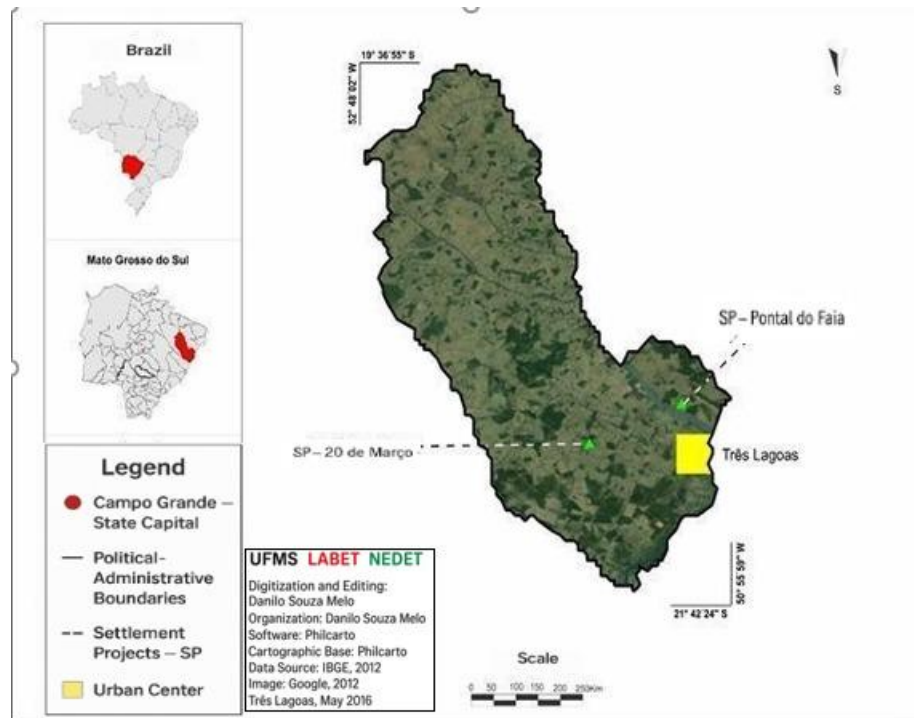


Figure 1: Agrarian Reform Settlements in Três Lagoas-MS

Source: IBGE, 2012. Edited by: Danilo de Souza Melo.

The first agrarian reform settlement was Pontal do Faia, achieved in 2000 after a year and four months of encampment along the BR-158 highway, which connects Três Lagoas to the municipality of Selvíria. The encampment was organized by the Rural Workers' Union of Três Lagoas (STR), aiming to acquire the unproductive Pontal do Faia farm. The struggle was successful when INCRA expropriated and granted possession of an area of 1,485 hectares – allocating an average of 21 hectares to each family. The Pontal do Faia agrarian reform project is specifically located on BR-158, km 38. The second rural settlement project in the municipality of Três Lagoas, entitled “March 20th”, was implemented in 2008, after the expropriation of the Arapuá farm, a result of the land struggle of families linked to the STR-Três Lagoas, which began in 2003. It is located on BR-262, km 43, where 68 families were settled in an area of 1,480.20 ha, with each family receiving an average of 13.5 ha.

According to Marin (2007), initially, STR-Três Lagoas registered 69 families for the Pontal do Faia rural settlement, however only 45 families were considered eligible by INCRA to enter the plot - some families were rejected due to lack of aptitude for agricultural activity and others because they had a record of disability retirement.

DESCRIPTION OF THE EXPERIENCE

The extension and teaching activity took place on October 26, 2024, at the Santo

Expedito smallholding – also known as “*Nativos do Cerrado*” (Natives of Cerrado), lot 12, located in the Pontal do Faia Agrarian Reform settlement (figure 2). The audience consisted of 23 undergraduate students from the Geography course, specifically from the Agrarian Geography (Undergraduate) and Agroecology and Agroenvironmental Sustainability (Postgraduate) disciplines, 2 professors (Geography and Literature), 1 driver, 2 guests, and 5 settlers – totaling 33 people.



Figure 2: Santo Expedito Site (Natives of the Cerrado).

Source: Google Earth Pro. **Edited by:** Jhiovanna Eduarda Braghin Ferreira

The field visit was preceded by a classroom study of the concept of Agrarian Reform, based on the entry written by Oliveira (2023) published in the book "Dicionário da Terra" (Dictionary of the Land). The preliminary study also included a lecture on the agrarian issue in the Bolsão-MS region, followed by an explanation of general data on the struggle for land and the conquest of rural settlements in Três Lagoas. The trip to the settlement was made in a vehicle from UFMS/Campus Três Lagoas (Figure 3), although some students residing in other municipalities opted for private transportation.



Figure 3: Field trip to the Pontal do Faia settlement, Três Lagoas

Source: Collection of the Agrarian Geography Laboratory, UFMS/CPTL.

From the very beginnings of Brazilian Geography, fieldwork has played a prominent role in the teaching and learning process of geographical reality. To corroborate this assertion, we highlight the account of an academic who participated in an extension activity in the Pontal do Faia settlement, emphasizing the praxis and didactic nature of the action. Let's examine it:

(...) the importance of fieldwork is directly linked to praxis, especially in a discipline like Agrarian Geography. When we take concepts, when we take theoretical currents, situational analysis, data... to the classroom, besides some points becoming very abstract, mainly because Agrarian Geography has a gigantic complexity, but also, when we take this to the classroom and it's very distant from us, it seems very far away, it seems like it's not around us, it seems like it's not there. So, the field can literally show the students that the agrarian question, using Martins' famous phrase, "that the agrarian question is everywhere, at all times, whether you understand it or not, whether you see it or not, it's there," taking a group (...) to do fieldwork in a settlement is to show them what it means for land to have a social function and to fulfill its social function, which is food, housing, health... It's to show (...) that there are other ways of dealing with the land, of planting on the land, of relating to it, of

relating to each other. (...) Fieldwork has not only this importance, but also this potential to bring together what we see in the classroom, which would be theory, with reality (...) so my understanding of carrying out fieldwork in a municipality like Três Lagoas, especially focusing on the issue of eucalyptus, is directly linked to the dispute, and the forms of dispute, that occur in this process. So it's not just a dispute over land, it's an ideological dispute, a political dispute, mainly a dispute over a way of life. (...) The importance of doing fieldwork in a discipline like Agrarian Geography, in a municipality like Três Lagoas, is directly linked to highlighting this reality and providing contact with this reality. No matter how much we debate in the classroom, no matter how much data, theoretical frameworks, concepts, and theories we present, nothing compares to that student getting off the bus and setting foot in the settlement. (...) And it's also a process of humanization. When we put that student in contact with that settlement, with that individual, we are humanizing them, because they cease to be just data, cease to be just an image, they become a person. You materialize that person, you materialize that there were bodies that went to the struggle, that camped, that faced various forms of violence to conquer that land. (Michelly Ariadne Rafael Mióla . Interview given to Jhiovanna Eduarda Braghin Ferreira via WhatsApp on January 17, 2025).

The experience at the settlement consisted of a round table discussion (figure 4) with residents of the Pontal do Faia project who explained and answered questions about the challenges and achievements of living in the countryside, followed by a tasting of foods from the *Nativos do Cerrado* brand.



Figure 4: Natives of the Cerrado: agrarian reform, agroecology and food sovereignty

Source: Collection of the Laboratory of Agrarian Geography, UFMS/CPTL.

It is noteworthy that the family residing on lot 12, consisting of three people, is responsible for the *Nativos do Cerrado* brand (Figure 5). Every two weeks, the family offers

a “Café Rural” (Rural Breakfast) experience to local visitors, especially athletes who enjoy rural trails on weekends by bicycle and motorcycle. The “Café Rural” experience is promoted via the *Nativos do Cerrado* Facebook and Instagram pages.



Figure 5: Native to the Cerrado: Rural coffee, plot 12, Pontal do Faia/Três Lagoas

Source: Collection of the Laboratory of Agrarian Geography, UFMS/CPTL.

Rural coffee is an innovative commercial activity that takes place directly on the plot of the settled family, where the participant pays R\$ 35.00 and can help themselves as much as they like during a morning period, can also stroll around the plot and buy products from the local industry such as bread, sweets and jams.

According to Adriana Oliveira (2024), this activity began in 2023 at the *Nativos do Cerrado* smallholding. The interviewee highlights that the advantage of making coffee at the settlement is not having to leave the property; that is, the settler can harvest fresh food, fruits, vegetables, and greens, offering quality to people who come to drink the coffee and also information about how the settlement works and how family farming is produced. She further explains that the name *Nativos do Cerrado* arose to prioritize the Cerrado biome, especially the native fruit species that are vanishing from the region. In this sense, she reports that the

family intends to recover these native fruit tree seedlings, which are on the verge of extinction, for the processing of sweets and jams.

The advantage of making coffee in the settlement is that it's on the property; I can harvest fresh produce, raw materials, fruits, vegetables, and greens, and offer them to the people who come. It shows how a settlement works, how family farming production works. [...] So, "Native Cerrado" (Cerrado Natives) came about because we wanted to prioritize things from the Cerrado, the fruit trees of the Cerrado, which are almost nonexistent anymore. So, we have in mind here to recover some of the native fruit tree seedlings and be able to process them. (Adriana Oliveira. Interview given to Rosemeire Aparecida de Almeida via WhatsApp on November 9, 2024).

During the visit, the work and production process in the Agroforestry System (SAF) was also observed. This project forms the basis of family food supply and also the products sold at the Rural Café, namely: vegetables, greens, cassava, fruit trees (acerola, pequi, guavira, jatobá, banana, mango, avocado, papaya, lemon, coconut, etc.), Non-Conventional Food Plants (PANC's) such as serralha and herbs (*polygonum polyx*). *hydropiper*, cow's foot *bauhinia forficata*, barbatimão- *stryphnodrendro*, capim limão- *cymbipogon citratus*, araçá-do-cerrado- *psidium firmum* O. Berg, fruit of the *solanum wolfiycocarpum*, guava- *psidiun guajava*, etc.). (Figure 6).



Figure 6: Agroforestry System, plot 12, Pontal do Faia, Três Lagoas

Source: Collection of the Agrarian Geography Laboratory, UFMS/CPTL.

The handicrafts produced from the Cerrado biome caught the attention of the participants. Figure 7 shows paintings and other handicrafts made by family members using gourds, carob seeds, monkey combs, pig beans, pau-terra wood, banana fiber, bamboo leaves, etc.



Figure 7: Rural Handicrafts, Lot 12, Pontal do Faia, Três Lagoas

Source: Collection of the Agrarian Geography Laboratory, UFMS/CPTL.

FINAL CONSIDERATIONS

It is concluded that the activity was successful for both academics and settlers, since both assessed that the experience generated an exchange of knowledge aimed at strengthening the relationship between farmers and consumers. This is a necessary situation to generate in society the understanding that settlers are workers who produce healthy food for self-consumption and sale of surpluses, based on access to land, incentive policies, and sustainable management.

Therefore, it is understood that it is essential to disseminate these experiences, especially among Agroecology Centers (NEA), as well as to publish articles and inventories that fully record processes such as this one of resistance on the land, through the creation of production and marketing strategies.

It is also worth noting that the Pontal do Faia settlement, in Três Lagoas, is surrounded by eucalyptus plantations for commercial use, managed with agrochemicals, which jeopardizes

sustainable planting and conservation experiences in the Cerrado biome, such as the *Nativos do Cerrado* project.

ACKNOWLEDGEMENTS

To the Federal University of Mato Grosso do Sul (UFMS), Três Lagoas Campus, and to the settlers Joana dos Anjos Oliveira, Adriana Oliveira, Fabiano Marques, Sonia Nogueira Pinto, and Jair Pinto.

REFERENCES

MARTIN, A. M. Representações e a memória: contribuições teóricas para o estudo da questão agrária. In: SEMANA DE HISTÓRIA - HISTÓRIA EM MOVIMENTO: CAMINHOS, CULTURAS E FRONTEIRAS, 10., 2007, Três Lagoas. **Anais...** Campo Grande: UFMS, 2007. p. 340-353.

MIÓLA, M. A. R. **Entrevista concedida à Jhiovanna Eduarda Braghin Ferreira pelo aplicativo WhatsApp**, em 17 jan. 2025.

OLIVEIRA, A. **Entrevista concedida à Rosemeire Aparecida de Almeida pelo aplicativo WhatsApp**, em 9 nov. 2024.

OLIVEIRA, A. U. de. Reforma agrária. In: CARDOSO, A. D. et al. **Novo dicionário da terra**. [S.l.]: Editora Proprietas, 2023.