



# Agroecological Kiosk

proposal of fair trade for agroecological family farming in SOBRAL/CE



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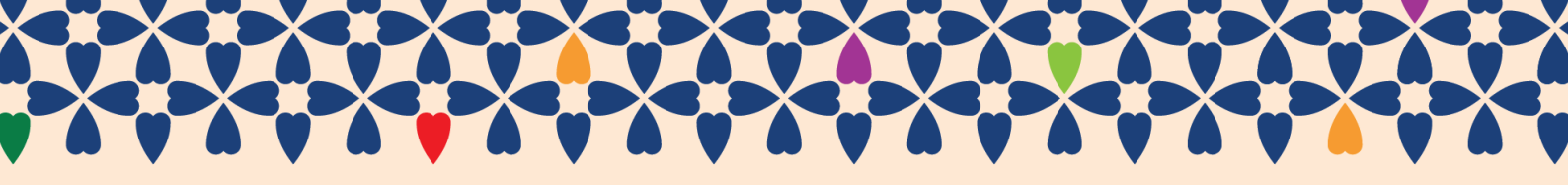
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PAULO FREIRE  
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CEARÁ  
GOVERNO DO ESTADO

CEARÁ  
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The **Saberes do Semiárido Project** is carried out by the Center for Labor Studies and Assistance to Workers (CETRA) with resources from the Adapting Knowledge for Sustainable Agriculture and Access to Markets (AKSAAM) and the International Fund for Agricultural Development (IFAD). It aims to enhance the **management of agroecological knowledge** and **access to solidary markets** with family farmers and especially **women, youth, indigenous people and quilombolas**, focusing on improving the quality of life in the **Territory of Sobral**, Brazil, and in the **Gran Chaco, Bolivia**.

## Project numbers



**130**

Benefited Families



**03**

Structured Trading Spaces



**20**

Young people in training as young marketing agents



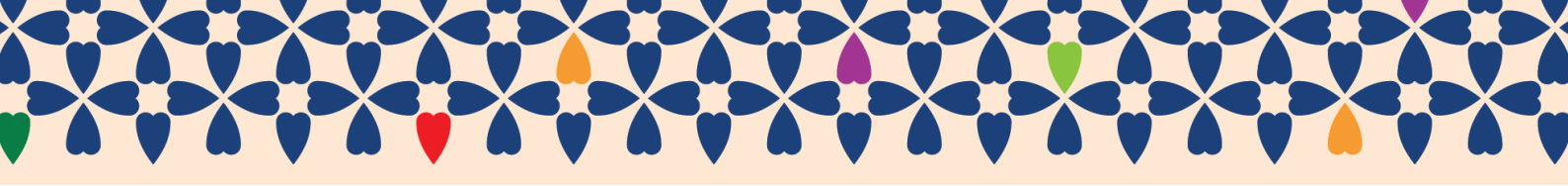
**01**

Agroecological and Solidarity Farmers Network



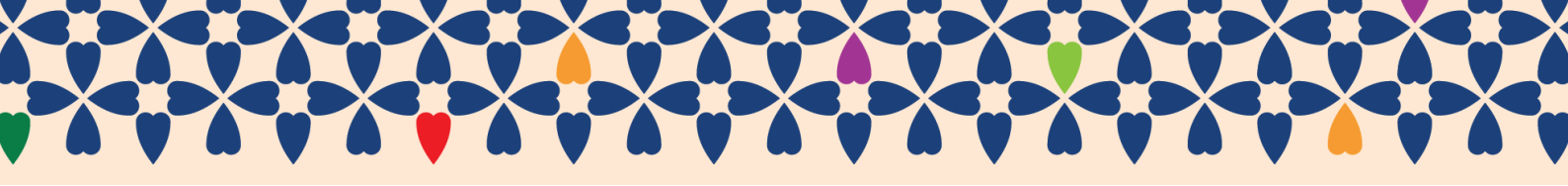
**01**

Strengthened network of agroecological fairs



The Agroecological Kiosk is a **Collective Marketing Space**. It is a fair trade environment that offers a variety of agroecological products to consumers in the city of Sobral and its surroundings. The space was leased by the Municipality of Sobral/ Secretariat of Labor and Economic Development - STDE, through a partnership with CETRA and AKSAAM. The initiative involves the Network of Agroecological and Solidarity Farmers from Sobral and consolidates itself as a meeting point for dialogue and exchange of knowledge on the theme of agroecology and conscious consumption.

The purpose of the Kiosk is to **Strengthen the permanent commercialization of agroecological products** through the Network of Agroecological and Solidarity Farmers from Sobral and the Network of Agroecological Fairs from Ceará in a physical space aimed at consumers in the city of Sobral and its surroundings, strengthening the rural-urban relationship and giving **visibility to the diversity of agroecological family farming production**.



Several initiatives were previously conducted with the participating families. Among them, trainings and meetings aimed at **organizing the production and building collective agreements** for the opening and the posterior operation of the Agroecological Kiosk.

The entire process was carried out in a **participatory manner**, with the presence of all parties in periodic meetings to adapt and enhance the project's actions.

Among the trainings conducted, there are 02 organization workshops for the commercialization of products from the production chains; 13 meetings of the Network of Agroecological Fairs from Ceará for planning and monitoring the commercialization processes; 01 Modular training program - Young agent for the commercialization of agroecological production; and 01 Workshop with young people, women, agroecological marketers and technicians of Continued Technical Assistance – ATC, to use the SACI-CETRA app in monitoring the processes of production and commercialization.

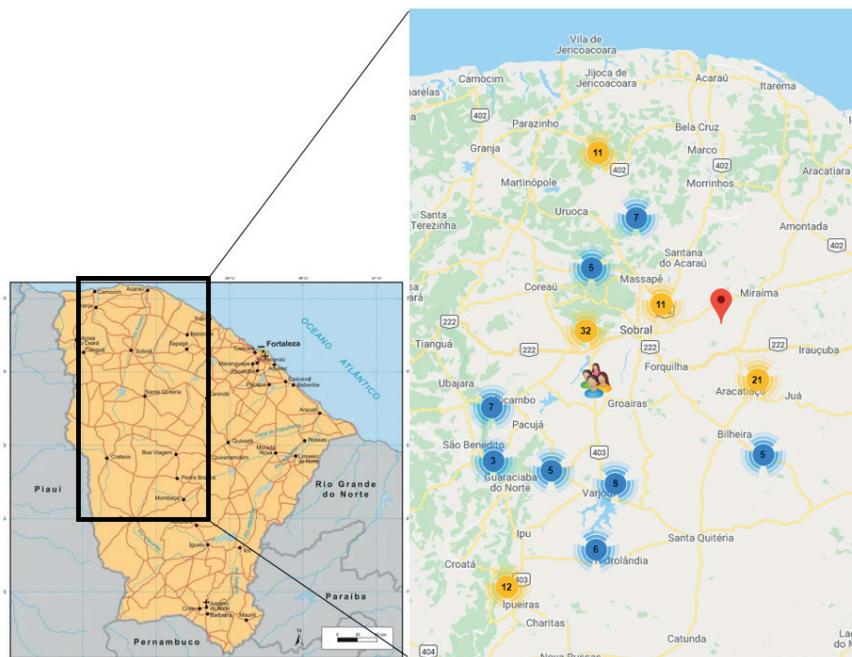
The network of institutions and public, private and third sector actors that synergistically collaborated for the success of the initiative is highlighted below.



The articulation between civil society organizations, with emphasis on CETRA, IAC and CEALTRU, with support from the Paulo Freire/SDA/FIDA Project, was crucial for **the social construction of a new fair and solidary market**. The basis of this articulation was the Network of Agroecological and Solidarity Farmers from Sobral and the Network of Agroecological Fairs from Ceará, which systematically brought together various partner organizations, including associations, rural workers' union, civil society organizations, public authorities, city halls, among other actors.



Of the **120 families** that participated in the Agroecological Technical Assistance and Marketing process of the Saberes do Semiárido Project, **80% are led by women and 70% of the income** generated is predominantly **derived from agriculture**. At least 50 families are part of the Network of Agroecological and Solidarity Farmers from Sobral. Of the 120 families registered in the Saberes do Semiárido Project, at least 34 have already started supplying the Agroecological Kiosk, as well as other agroecological farmers who are part of the Network of Agroecological Fairs from Ceará from other territories where CETRA operates, as in the case of the Territory of Curu Valleys/West Coast.



**The Agroecological Kiosk** is located in the city park, in the city of Sobral. It is operating in person, from Tuesday to Friday, from 7:00 am to 11:00 am and from 4:00 pm to 7:00 pm, as well as on Saturday mornings. It has a customer service structure with outdoor tables and chairs, a front counter, and an indoor area. **It offers at least 130 products** organized into categories: vine, straw, cloth and clay handicrafts, meats, pulps, frozen products, dairy products, candy, cakes, juices, spices, herbs, farinaceous, vegetables, fruits, roots, processed, oils, medicinal, hygiene and cleaning.



*Agroecological Kiosk in Operation – June 25, 2021*



Based on this diversity of products, a price list was created together with the Farmers' Network, predicting a percentage of sales to the Kiosk, **aiming at its sustainability** even after the end of support from the Saberes do Semiárido Project. The Kiosk already has a payment terminal that accepts **credit and debit cards**, expanding access to a portion of consumers who favor this payment method. **An online sales platform** is being built based on the visual identity that was created by the communication team of the Saberes do Semiárido Project and CETRA, so that consumers can place their orders from a link, pay online and receive the products at home.



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