IMPLEMENTATION OF THE MARKET VOUCHER IN THE MUNICIPALITY OF FRANCISCÓPOLIS, MUCURI VALLEY - MG

Isac Melquiades 1  
Marcio Coutinho de Souza 2  
João Cesar de Souza Ferreira 3  
Raquel Cristina Lucas Mota 4  
Adriana Andrade Ruas 5

ABSTRACT

Objective: To investigate the economic and social impacts of the tíquete feira program on the lives of small rural producers in the Municipality of Franciscópolis, MG.

Theoretical framework: A theoretical approach was conducted regarding public policies focused on family farming, solidarity economy, and social currency.

Method: In the first stage, an analysis of secondary data published by the Municipality of Franciscópolis/MG was carried out. In the second stage, the IraMuTeQ software was used to analyze the content of publications on the subject.

Results and conclusion: It was possible to observe that the implementation of the fair ticket helped these families who live from agriculture to partially guarantee their own livelihood and that of the family, allowing for food and nutritional security. In addition, there is the appreciation and stimulation of family farming, enabling its continuity, because, through the increase of resources, it makes possible the improvement of the products taken to the street market.

Implications of the research: The study highlights the importance of addressing the solidarity economy, taking into account cultural diversity and seeking efficient solutions for the development of family farming and the local economy. It also emphasizes the implementation of public policies by the Municipality of Franciscópolis, MG, to support these goals.

Originality/Value: This is a regionalized study about the solidarity economy promoted by a municipal entity in order to encourage family farmers, through its own social currency (ticket fair) and, at the same time, translates into a welfare public policy, insofar as the fair ticket is provided to local municipal employees and also to local families in situations of social vulnerability.

Keywords: Family Farming, Solidarity Economy, Social Currency, Market Voucher.

1 Universidade Federal dos Vales do Jequitinhonha e Mucuri (UFVJM), Teófilo Otoni, Minas Gerais, Brazil. E-mail: advocacia.isacmelquiades@yahoo.com.br Orcid: https://orcid.org/0009-0009-8638-5258
2 Universidade Federal dos Vales do Jequitinhonha e Mucuri (UFVJM), Teófilo Otoni, Minas Gerais, Brazil. E-mail: marcio.souza@ufvjm.edu.br Orcid: https://orcid.org/0000-0002-4238-1572
3 Universidade Federal dos Vales do Jequitinhonha e Mucuri (UFVJM), Teófilo Otoni, Minas Gerais, Brazil. E-mail: joao.cesar@ufvjm.edu.br Orcid: https://orcid.org/0000-0002-3705-8746
4 Universidade Federal dos Vales do Jequitinhonha e Mucuri (UFVJM), Teófilo Otoni, Minas Gerais, Brazil. E-mail: raquel.lucasmota@ufvjm.edu.br Orcid: https://orcid.org/0000-0003-1543-4306
5 Universidade do Estado de Minas Gerais (UEMG) - Campus Diamantina, Guanhães, Minas Gerais, Brazil. E-mail: adriana.ruas@gmail.com Orcid: https://orcid.org/0009-0004-1192-3019
RESUMO

Objetivo: Averiguar quais os impactos econômicos e sociais do programa títuete feira na vida dos pequenos produtores rurais do Município de Franciscópolis/MG.

Referencial teórico: Foi realizada abordagens de natureza teórica sobre políticas públicas voltada a agricultura familiar, economia solidária e moeda social.

Método: Foi realizada uma análise de dados secundários publicados pelo Município de Franciscópolis/MG e uma análise de conteúdo utilizado o software IraMuTeQ.

Resultados e conclusão: Foi possível observar que a implementação do títuete feira ajudou as famílias que vivem da agricultura a garantir parcialmente o sustento próprio e da família, permitindo a segurança alimentar e nutricional. Além disso, há a valorização e estimulação da agricultura familiar, viabilizando a sua continuidade, pois, através do aumento de recursos, possibilita a melhoria dos produtos levados para a feira livre.

Implicações da pesquisa: O trabalho ressalta a relevância de abordar a economia solidária, levando em conta a diversidade cultural e buscando soluções eficientes para o desenvolvimento da agricultura familiar e desenvolvimento da economia local, bem como a implementação de política pública por parte do Município de Franciscópolis, MG.

Originalidade/valor: Trata-se de estudo regionalizado acerca da economia solidária promovida por ente municipal no intuito de fomentar agricultores familiares, por intermédio de uma moeda social própria (títuete feira) e, ao mesmo tempo, se traduz em uma política pública assistencialista, na medida em que o títuete feira é fornecido aos servidores municipais locais e, também, às famílias locais em situação de vulnerabilidade social.

Palavras-chave: Agricultura Familiar, Economia Solidária, Moeda Social, Títuete Feira.

1 INTRODUCTION

Public policies are government management tools that aim to promote the well-being of the population and improve the quality of life of citizens. In the rural context, public policies present themselves as one of the mechanisms for the economic and social development of rural communities (Souza, 2006).

In order to minimize the economic impacts suffered by small rural producers, it has become common practice in small Brazilian municipalities to create local fairs for the commercialization of products of these producers. It should be pointed out that in many small municipalities there is the predominance of agricultural activity as a source of work and income. It is therefore important for municipal managers to encourage this market once again. This information is easily verified through visits to several small municipalities in Brazil, especially in the small municipalities of Vale do Jequitinhonha and Mucuri (Minas Gerais).

In this context, the Municipality of Franciscópolis/MG created the Fair Ticket Program, which was, in the beginning, an incentive given to needy servers (who met the legal criteria), in the form of a ticket (ticket), which can be spent at the local fair in the purchase of the production of small rural producers of the region. This ticket served both as an incentive for small farmers to trade and as a food-related cost aid in favor of the low-income servers that met the criteria of municipal legislation (Law No. 330/2017 of Franciscópolis Municipality).
Subsequently, the Program was significantly modified, so as to also benefit families in situations of social vulnerability living in the municipality of Franciscópolis (Law No. 402/2021 of the municipality of Franciscópolis).

The central idea of the Public Administration of the Municipality of Franciscópolis with the implementation of the said program ticket fair was in the sense of generating local income, in the proportion in which the trade of the rural producers of that municipality is encouraged and fostered. With this public policy implemented, the intention is to generate jobs in the Municipality (jobs) and also to make the income circulate in the Municipality itself. Subsequently, the program was amended by Law 402/2021 of the Municipality of Franciscópolis. The aim of the amendment was to allow local families in socially vulnerable situations to have access to essential goods, especially food.

A practice that should be common among public administrators is the study of how public policies are implemented, because when analyzing their practical application, one can detect whether the public policy employed is being successful and in which points the guidelines formulated do not correspond to the reality experienced by the actors to whom it is directed. Thus, by improving strategic actions, it is possible to achieve better results for the population. In the same sense, eventually successful public policies should also be studied to be implemented in other locations (Dias & Matos, 2012).

In this context, and starting from the experience of public policy implemented in the municipality of Franciscópolis, one can note a tangle of questions that merit being analyzed, both of an economic, fiscal, tax and monetary nature, as well as linked to budgetary management (when one observes the origin and destination of the resources for the program), the quality of life of the population, among others. Among the questions that deserve to be noted, one asks: what would be the impact of the ticketing program implemented in the municipality of Franciscópolis/MG on the lives of small local rural producers?

As a result of the problem in question, the objective of the present study is to investigate the economic and social impacts of the ticket program on the life of small rural producers in the municipality of Franciscópolis/MG. In this sense, it used research and information provided by the said Municipality, especially through institutional interview of the municipal secretary of agriculture and environment, as well as institutional field research.

The social gain that the work will bring is based on the use of the fair ticket, which has as its basic proposal the strengthening of local family farming, stimulating the sale of the products of the small local rural producers and providing the users with a more diversified food between the municipal servers and the class that lives in a situation of social vulnerability. In addition, with the research can be observed if the implementation has contributed to boost the economic aspects, autonomous management of the market traders, besides generating and distributing income, to the extent that the program is financed by the Municipality of Franciscópolis and, with this, also benefits the local families in situation of socioeconomic vulnerability.

2 THEORETICAL FRAME

This section presents some theoretical approaches to public policy and family agriculture, solidarity economy and social currency.
2.1 Public Policies and Family Farming

At present, there are many difficulties faced in the small-scale production process, mainly by family farming, in view of the limitations or impossibility of access to resources essential for the development of productive activities, such as land, water, labor, marketing means, value added to products and appropriate machinery. This circumstance is further aggravated by the imbalance in the appropriation and distribution of socially produced income, caused by the structural weaknesses of the sector (Sislian, 2013).

Although it has been recognized and discussed more broadly since the 1990s, the idea of family farming has a long cultural aspect and is shrouded in distinct interpretations. Its origin is linked to sociological and anthropological issues, responsible for identifying characteristics and behaviors of social groups, whose particularities would ensure the maintenance of timid production in contemporary society, considering the relative autonomy before society, the mode of organization and family centralization (Grisa & Sabourin, 2019).

In recent years, there has been a significant increase in studies on family farming due to its growing importance in both regional and global public policies. It is important to highlight that family farming is not a uniform group of producers, because its historical characteristics and its connections with markets, both internal and external, vary considerably (Valle, 2014).

This type of agriculture is a reality evident on all continents, characterized by the presence of a direct relationship between the family and the agrarian activity, whether agricultural or livestock, materialized within the same economic and social unit (Estrada, 2014).

Family farming can be understood as a model of farming existing in small farms, run and run by a family or group of families. These properties usually have a moderate area with limited resources, and agricultural production is mainly aimed at consumption and family support, since there are surpluses traded in local markets (Paz & Jara, 2014).

In other words, it is observed that family farming is a sustainable model of food production that aims to provide food and nutritional security for families and local communities, as well as to enable the preservation of the environment and the preservation of cultural and agricultural diversity. Thus, it is a substantial category for the economic and social scenario in many countries, especially those in development, where a considerable part of the rural population needs agriculture for its subsistence (Alegre, 2014).

Having said that, it should be noted that, at present, such a model is at the center of the political agenda linked to the rural world, although this situation was not constant in the not so distant past, with a number of cyclical and structural aspects contributing to the discussion of the category, the individuals who represent it and the means of production and lifestyle that they adopt. The family farmer emerged as a key piece of public policies directed towards the rural field, especially those considered as rural development policies (Nogueira, 2013).

The emergence and expansion of different representations in social movements resulted in an increase in the demands presented. Among these demands, one can highlight the search for specific policies aimed at a group now recognized as family farmers, who historically have been little benefited by public policies and face growing fragility and discrimination in times of crisis (Mielitz Netto, 2010).

Public policies focused on family farming have been implemented in recent decades as a strategic mission of development, economic progress, social justice and relocation policies by the vast majority of countries in the world, on all continents. At the same time, large economic conglomerates in developed countries such as those of the European Union have always kept this in mind, through the Common Agricultural Policy, in view of the security and, above all, food sovereignty plans of the member countries (Ramos, 2016).

In Brazil, public policies for rural and agricultural development present a variety of characteristics that demonstrate the interests of the social actors that are represented in the
country. Faced with an unequal correlation of forces, agribusiness groups maintain hegemony over government guidelines, reaffirming their power in the economic, political and ideological spheres, weakening family farming. For this reason, it is essential to implement public policies that are willing to support the family farmer (Caporal & Petersen, 2010).

Among the main public policies aimed at family agriculture are: a) National Program for Strengthening Family Agriculture (PRONAF) providing subsidized credit to low-income producers, with the purpose of supporting the development of family agriculture; b) Food Purchase Program (PAA): strengthening family agriculture by purchasing products produced by farmers and ensuring access to food for the socially vulnerable population; c) National School Feed Program (PNAE): providing financial resources for schools to purchase food produced by family agriculture for school meals (Flexor & Grisa, 2016).

Furthermore, it is important to point out that, through the promulgation of Law 11.326/2006, Brazil established guidelines for the formulation of the National Policy of Family Agriculture and Rural Family Enterprises, determining principles and instruments aimed at the institution of public policies directed to the respective area, considering as a family farmer those who have an area with up to four fiscal modules, that use predominantly family labor, that have minimum percentage of family income arising from economic activities of their enterprise as defined by the Executive Power, and direct their enterprise with their family (Brazil, 2006).

2.2 The Solidarity Economy

The history of the solidarity economy is diverse and complex, varying according to the cultural, political and economic contexts of each country and region. There are several narratives and experiences that have contributed to the development of this field over time. However, it is known that, from the end of the 20th century, specifically in the 1980s and 1990s, the concept of solidarity economy gained greater visibility and development. Social movements, non-governmental organizations and scholars have begun to promote and analyze alternative models of production and economic organization based on solidarity, cooperation and self-management (Razeto, 2010).

Family farming, composed of small and medium-sized producers, represents the vast majority of rural producers in Brazil. It should be noted that in the country there are about 4.5 million establishments, 50% of which are located in the Northeast Region. Furthermore, it is important to mention that the segment has 20% of the productive land, accounting for 30% of the national production, considering some basic products that are part of the Brazilian diet, among them: rice, beans, corn, cassava, vegetables and small animals (Arruda, 2015).

As a result, themes such as family farming and the solidarity economy have achieved recognition in different spheres of society. Various social movements throughout the country are organized through the consolidation and strengthening of these tariffs and, even with some specificities, these issues present points of confluence, being interlinked, mainly with regard to sustainable development, to the encouragement of conscious consumption and, above all, to the guarantee of food and nutrition security (Rodrigues et al., 2021).

It is essential to promote a paradigm shift in social development and cognitive thinking, boosting social innovation and community entrepreneurship, creating resilient businesses, contributing to the preservation of healthy ecosystems and promoting social justice. To face this complex challenge, multiple strategies are needed, including education (Quiroz-Niño & Murga-Menoyo, 2017).

The struggle for the expansion of democracy to all areas of social activity puts capitalism, the members of the solidarity economy, and the small production of goods at the forefront. When it comes to the economy of solidarity, the confrontation is evident on the part of the majority of its members. However, it is necessary to clarify that social movements engage
in struggles that are not directly directed against capitalism, but against the inequalities and discrimination that arise in the environment of competition promoted by this economic system (Singer, 2009).

In Latin America, the solidarity economy is structured around a multiplicity of experiences, showing itself as a response to the difficulties established by neoliberalism, based on values of mutual aid, exchanges and encouragement to the creativity of peoples. These values and experiences are not only shared or maintained equally by families and rural communities, but are also continually transformed through interactions with other convictions and practices (Massicotte, 2014).

Solidarity economy is a complex socio-economic phenomenon involving three different dimensions of analysis. Firstly, there is the aspect of the social movement, which presents a strong ideological discourse and seeks to construct a new model of development. Next, there is the scientific paradigm, which is dedicated to generating relevant theories to describe alternative economic phenomena. Finally, there is the specific sector of economies, where there are several experiences of solidarity base converging (War, 2010).

The solidarity economy has its essence in the effort of cooperation between people, with the purpose of developing and making available unique forms of management to capitalist productive activity. In the face of this mutual assistance, there is the recognition of cooperation as a basic axis, in addition to solidarity across the value chain and sustainable environmental development (García & Rofman, 2013).

Otherwise, in the solidarity economy, enterprises are organized together, through the active participation of workers and even others involved in decision-making. These enterprises can function as cooperatives, associations, self-managing companies, as well as other forms of organizations. The central objective is to guarantee better working conditions, income and life for those involved. One of the main characteristics of this form of production is the enhancement of human labor, where all individuals are considered active subjects in both production and management of enterprises (Loh & Shear, 2022).

In Brazil, the principles of solidarity economy were described in 2003 in the Charter of Solidarity Economy Principles, which focused on five key concepts: a) the social valuation of human work; b) the full satisfaction of the needs of all as the basis of technological creativity and economic activity; c) the identification of the substantial place of women in an economy primed on solidarity; d) the search for a harmonious and respectful relationship with nature; e) the importance of cooperation and solidarity (Telles et al., 2017).

2.3 Social Currency

Financial exclusion is a characteristic feature of populations living in situations of considerable socio-economic vulnerability and is openly linked to the impoverishment of certain localities. Indeed, the possibility of means of exchange and of recourse or financing services is essential to promote the performance of productive activities, as well as the flow of wealth that can make possible the fulfillment of needs (Oliveira et al., 2018).

Starting from the implementation of alternative means of exchange, new production and consumption practices are established, collaborating for the promotion of local economies and consequently improving the lives of people, in view of the distribution of income for the population in need of resources (Araújo et al., 2021).

Solidarity finance encompasses concepts that may be unknown to readers, such as community bank, local social currency, fintech social, mobile payments and blockchain. It may be surprising for some individuals to know that there are dozens of coins of this standard in circulation in the country, duly regulated (Cernev & Diniz, 2020).

With the purpose of creating and introducing another financial system that is ethical,
egalitarian, just and distributive, the so-called social currency has gained a lot of strength in the field of public policies, a sort of parallel currency formed and administered by its own users. It does not have any mandatory link with the national currency, being its circulation based on the mutual trust of users, participants of a pre-established group through voluntary membership (Soares, 2011).

Social currency is the term used to describe alternative monetary systems that are not officially recognized, usually associated with experiences of solidarity economy. These coins are found in community banks, exchange clubs and some solidarity economy fairs (Beatriz et al., 2016).

It is worth noting that the idealizers of this alternative model, as well as the majority of its participants, assume it as an exercise of will, a portrait of an effort for the renewal of the economy in the service of social purposes, besides the reintegration of its values to the sociocultural field (Cernev, 2019).

It should be noted that parallel currencies are in an extensive grouping of monetary instruments. They are considered "parallel" because they juxtapose themselves within the day to day of the agents, coexisting and contingent on the national currency. By the way, these currencies have been manifesting in various localities of the country, in the most varied forms, including, in regions that do not go through financial crisis or some kind of economic difficulty (Rigo et al., 2015).

In view of these assumptions, correlated with the probability of a development without heaps, respecting the existing social molds in the locality, consolidating the bonds of solidarity and reliability among the inhabitants, including building new relations between the population and the environment, it was thought of establishing a social movement that would be able to establish aligned relations with its geographical space, establishing new values and ethical bonds among those involved (Mello et al., 2022).

Because it is only locally accepted, this parallel currency cannot be used in other locations, making it as if there were no capital flight, responsible for preventing the development and enrichment of the region. With resources, family farmers can transform their daily lives, improving their business (Fobe, 2013).

Therefore, social currencies are a great example of the relevance of this alternative means of exchange for the economic system and therefore for the development of the localities in which it has circulation, and may have a variety of forms of expression that depend on the context, the characteristic circumstances, social and cultural issues in which they originate (Santos, 2021).

3 MATERIALS AND METHODS

To achieve the proposed objective, an exploratory research was carried out, which allowed the study of economic and social phenomena little known or researched, being especially suitable to investigate the relationship between the social program ticket fair and the valuation of the small producer.

With regard to the research procedures, the study was supported by the comprehensive bibliographical review on the themes of public policy and family agriculture and solidarity economy. Relevant scientific works were consulted, enabling the theoretical basis of the study and the identification of existing knowledge gaps. The inclusion criteria for the works took into account their availability in full and were published in the last 10 years, with the exception of classic publications on the subject. In addition, platforms such as Google Academic, Scientific Electronic Library Online (SciELO) and Science.gov were used, applying descriptors such as ‘family farming’, ‘public policies’ and ‘solidarity economy’.

As far as the research approach is concerned, it was conducted through a qualitative and
quantitative approach, allowing for a deeper understanding of the repercussions of the fair ticket on the local economy and, above all, on guaranteeing food security. The quantitative aspect can be justified on the basis of an empirical research carried out by a government institution where information concerning the Municipality of Franciscópolis/MG, the fair and the use of the fair ticket, through an interview, also institutional, with the secretary of agriculture and environment, as well as through forms applied through institutional research to the detriment of visitors of the local fair, as published on the website of the Municipality of Franciscópolis (Franciscópolis, 2023).

In this manner, documents and data inherent to the institution and operation of the program of tickets fair were analyzed, made available on official websites of the Municipality of Franciscópolis/MG. This analysis of data and documents was fundamental, helping to understand the current approaches adopted and providing insights on the impacts of the respective ticket program.

In addition, content analysis was used by IraMuTeQ, a software tool used for analyzing textual data, specifically for analyzing texts in the humanities and social sciences. IraMuTeQ offers a variety of features for textual data analysis, including text segmentation, frequency analysis, correspondence analysis, hierarchical grouping, among other issues.

4 RESULTS AND DISCUSSION

For the content analysis stage, 28 abstracts of national and international scientific articles were selected, using the term "family farming". The research was conducted along with the Google Academic scientific articles base. These summaries were analyzed using the IraMuTeQ software to generate statistical analyzes of the textual corpus.

The initial analysis of IraMuTeQ is represented by textual statistics. The first data shows that the 28 corpus textual (abstracts) were divided into 122 segments of text, which have 4,300 occurrences, which represents the total number of words. The software indicated a good result of the research, or that is to say, 81.97% of the corpus submitted to the analysis was put to good use.

We observed the quantity of 1,014 active forms, which represent verbs, adjectives, nouns. Among these 237 were repeated more frequently, accounting for at least 3 appearances in the text. 94 complementary forms have also been recorded. Of the words identified as most relevant ‘necessary’, ‘currency’ and ‘actor’ were the most prominent.

4.1 Downward Hierarchical Classification Analysis

Initially, content analysis was carried out by means of the hierarchical downward classification (CHD), which uses the Reinert method. This technique analyzes the corpus, identifies the main themes of the text and presents the results through the graph entitled dendogram. The dendogram then demonstrates the thematic classes found and the main words of each of them. Classes are arranged according to affinity or distance between themes. In this context, IraMuTeQ identified in the CHR the existence of 7 distinct classes, which will be detailed below.

As provided in Figure 1, it is observed that the 7 classes were classified into two categories, one arranged on the left side and composed of the subcategory that branches between classes 4 and 3, which demonstrates the affinity of themes between them. The other category is placed on the right side, made up of class 7, which is divided into the subcategory of class 2, of class 1, and the subcategory made up of classes 6 and 5, which also show greater affinity to the same theme.
Class 4 (Category: locus of search), highlighted as the first green class of Figure 1, highlighted the words country, actor, security, Latin, America. These words demonstrate that the predominance of research lies in the investigation of public assistance policies in the countries of Latin America. They also highlight the importance of the contribution of social actors and institutions to the reformulation of these policies, such as those on food assistance to the needy (Manzal et al., 2010; Flexor & Grisa, 2016).

Class 3 (Category: construction of concepts), second green class of Figure 1, characterized by the words family farming, conceptualization, characterization, year and better. By means of these words, it is abstracted that the results of the research point in recent years to academic efforts in search of the conceptualization and better characterization of family farming (Nogueira, 2013; Moyano-Estrada, 2014; Paz & Jara, 2014).

Class 7 (Category: Performance Indicators), pink, covers subjects such as evaluation, performance and results. A study carried out with the Rural Organizations of Solidarity Economy (SERO), organizations focused on environmental and social economic sustainability, proposes the development of evaluation indicators, guided by principles of solidarity economy to improve the results of the activity of these institutions (Telles et al., 2017).

Class 2 (Category: regional enhancement), gray color, through the words consumption, culture, location, challenge and change, point to the increase of local consumption of products through the cultural change of the inhabitants in valuing regional production (Araújo et al., 2021).

Class 1 (Category: practical application), red in color, highlights the words necessary, question, community, solidarity and practical. These words contextualize the need to analyze the theoretical and mainly practical aspects of the solidarity economy as a way to foster solidarity among community members (Loh & Shear, 2022).

Class 6 (Category: social movements), dark blue in color, has as main words: green coin, model, user and movement. They represent first, the conceptualization of social currency, as a model of economic development, where users, through a social movement, implement a system of exchange of goods or services within the community. This system is based on good
faith among the participants. An example of this model is the exchange of recyclable material for the social currency entitled green currency (Guerra, 2010; Singer, 2013; Oliveira et al., 2018; Santos, 2021; Mello et al., 2022).

Class 5 (Category: sustainable economic development), light blue color, whose outstanding words are rural and solidarity economy, draw attention to the contributions of solidarity economy to strengthening rural development, placing farmers as the main drivers of sustainable strategies (Sislian, 2013).

4.2 Factorial Analysis

Derived from CHD, the correspondence factorial analysis (AFC) allows the visualization of all thematic categories identified in the textual corpus in a single factorial plane, being distributed according to affinity or distance between themes, as set out in Figure 2.

Figure 2 shows, in the factorial plane 2 (vertical), that class 1 (Category: practical application), class 6 (Category: social movements), class 5 (Category: sustainable economic development) and class 7 (Category: performance indicators), present a strong thematic connection, and are concentrated in the upper left quadrant of the factorial plane.

These three classes complement each other, since the need to think of the solidarity economy not as a mere concept, but as a practical model, which can be instituted by users through social movements. The solidarity economy, besides giving rise, in some cases, to social currencies, contributes to the economic and sustainable development of the rural environment. In order to contribute to this development, some research analyzes rural performance indicators, to facilitate the identification of deficit points and the implementation of better strategies.

Figure 2 - AFC of the main words of each class
Source: elaborated by authors with the help of the software IraMuTeQ (2023)

This opposition between the classes indicates two distinct lines of research in the area of solidarity economy, while the first line of research (classes 1, 6, 5 and 7) is directed to the benefits of solidarity economy in rural areas, the second line of research (class 4 and 3) is
directed to the study of solidarity economy at the international level and how the characteristics of the application of this model in the various countries can contribute to the construction of a concept that is believable to the reality experienced.

When analyzing Figure 2 by the factorial plan 1, the opposition between classes 7 (Category: Performance indicators) and class 2 (Category: Regional valuation) is identified, which indicates the little thematic connection between the classes. While class 7 is geared towards quantitative analysis, statistics, by the creation of performance indicators, class 2 comprises qualitative analysis, identifying the cultural change of the individuals of a given region.

4.3 Similarity Analysis

The similarity analysis is demonstrated in figure 3, which allows the researcher to visualize the level of connectivity of the words present in the textual corpus, the greater the thickness of the axis, the more connected they are.

![Figure 3 - Thematic composition of the analyzed corpus.](image)

Source: prepared by authors with the help of the software IraMuTeQ (2023)

According to Figure 3, it is observed from the main axis of the graph that the textual corpus is addressing several subjects, the main one being family agriculture, located in the upper right part of the figure. This theme is strongly connected with the other, which are the social currency and the solidarity economy.

4.4 Content Analysis Relating to the Fair Ticket in the Municipality of Franciscópolis

In principle, it is necessary to discuss some aspects referring to the Municipality of
Franciscópolis, located in the State of Minas Gerais, which was originated by the arrival of the Campeiro, Quadros, Guardafí, Oliveira and Pego families. At that time, the economy revolved around subsistence farming and manual labor, with families going through conflicts over land ownership, financial setbacks and even famine (Franciscópolis, 2017).

The city was named after the first evangelist priest, Friar Francis, and was only emancipated in 1995 by plebiscite. The respective municipality is 451 km away from Belo Horizonte, being located in the mesoregion of the Mucuri Valley, having an area of 715,870 km², as well as having a population of 5,803 inhabitants, equivalent to a density of 8.11 inhabitants per square kilometer (Franciscópolis, 2017). In addition, it is 218 km away from Teófilo Otoni, Pole Municipality of the Region, which has a population of 140,937 inhabitants (Machado et al., 2022).

It should be noted that the Municipal Human Development Index (HDI-M) is at 0.605, presenting a Gross Domestic Product (GDP) of R$ 26,936,717 thousand, as well as a GDP per capita of R$ 4,695.26. Today, Franciscópolis is seen as a welcoming city, maintaining the cultural heritage of its first residents, undergoing a great evolution in the history of its economy, education, health and well-being of the population (Franciscópolis, 2017).

In figure 4, aerial image of the municipality of Franciscópolis/MG.

Figure 4 - Aerial image of the municipality of Franciscópolis/MG
Source: public digital archive of the site of the municipal government of Franciscópolis (2017)

In the municipality of Franciscópolis/MG, specifically in the urban area, there is a free fair, which was instituted in 2007, having been in activity for 16 years. The fair takes place on Wednesdays and Saturdays, from 6:30 am to 11 am, having good infrastructure, with a view to having stalls for all the market, women's and men's toilets, kitchen equipped with stove, refrigerator, sink, shelves, besides a small stage for meetings and presentations, scale and organizing boxes for transport. In addition, it presents good hygiene, since the team of the Municipal Hall carries out weekly cleaning in the place (Franciscópolis, 2023).
The fair consists of 40 fairgrounds, 25 of which are fixed throughout the year. At least 15 fairgrounds have the fair in question as the main source of income, and the others use the fair to supplement income. According to the harvest period, the products marketed are: vegetables, vegetables, fruits, flour, dairy products, smoked, sausages, small birds, fish, salted, sweets and other products of the family agro-industry. It is estimated the movement around more than R $ 60,000.00 (sixty thousand reais) annually with the ticket fair in the local fair of the Municipality of Franciscópolis (Franciscópolis, 2023).

It should be stressed that the interaction between environmental, social and economic systems is an intrinsic element of the social process, resulting from the transformations in the relationship between the social actors and the structures to which they are linked. In this context, social learning emerges as a facilitator in the transition towards a more sustainable society. Due to its collaborative nature, this approach is a significant practice in building a culture based on dialog and participation among the different actors involved (Amaral & Brunstein, 2017).

It should be noted that the local Public Administration offers several training through the Secretariat of Agriculture and Livestock and Environment in partnership with the National Rural Learning Service (SENAR), such as: alternative broths for the control of pests and diseases; basic horticulture; staggering of production; good practices of mechanical milking; production of sweets and salts; production of sausages and smoked (Franciscópolis, 2023).

Figure 5, shows images taken from the open market of the municipality of Franciscópolis/MG.

![Figure 5 - Free trade fair of Franciscópolis/MG](source: authors’ digital repository (2023))

There is also the offering of transport of the market traders and their products, transportation of dung, joint purchase of fry, distribution of vegetable garden kit, distribution of seeds of annual crops, service of preparing the soil for planting, community vegetable garden, rural credit, besides environmental conservation practices and water security (Franciscópolis, 2023).

However, it is imperative to mention that the best public policy aimed at the promotion
of these family farmers was through the solidarity economy, instituting the fair ticket, through
the Municipal Law No. 330/2017, with the purpose of encouraging the purchase of products
marketed in the free fair of Franciscópolis. This law was regulated by Municipal Decree No.
019/2018.

Subsequently, the concession of the fair ticket for permanent and contract employees of
the Municipal Executive was amended by Municipal Law No. 402/2021, establishing the
respective ticket also for families in situations of socioeconomic vulnerability domiciled in the
Municipality, allocating 30% of the benefits to municipal public servants and 70% of the
benefits to needy families, pursuant to Article 1, Paragraph 3 of the said Law. In addition, the
value of the fair was 4% of the national minimum wage, being granted monthly, according to
Article 3 of the same law. According to the Secretary of Agriculture and Environment, for the
purpose of ticket fair, the Municipal Public Administration sets about R $ 60,000.00 (sixty
thousand reais) a year (Franciscópolis, 2023).

In order to verify the effectiveness of the implementation of the fair as to the economic
impulse given to local family farming, forms of interviews carried out through institutional
research of the municipality of Franciscópolis itself were used. It is, therefore, an analysis of
field research by means of the application of a questionnaire by the municipality of
Franciscópolis itself. According to the municipality's website, 11 people aged between 44 and
69 took part in the questionnaire, 10 of whom were female and one male. The vast majority of
the interviewees had incomplete elementary schooling as their schooling, were married and had
children, while less than half were retired (Franciscopolis, 2023).

Most of the interviewees have been participating in the Franciscopolis fair for more than
ten years, and a little more than half do not have the fair as their only means of support.
According to the vast majority, the income earned at the fair is able to partially guarantee the
self-support and the family (Franciscópolis, 2023).

In addition, from the perspective of the interviewees, the fair ticket helped in the
development of local rural producers. However, it must be stressed that, for some unknown
reason, the fair generated more profit for producers in the past, when the ticket was granted
only to municipal public servants (Franciscópolis, 2023).

5 CONCLUSION

Family farming plays a key role in food production, job creation, environmental
preservation and rural development. However, these families often face challenges, such as lack
of access to resources, adequate technologies, credit, infrastructure, and markets, that can
impair their ability to produce and provide themselves sustainably.

In order to change this reality, the solidarity economy emerges as a way to encourage
cooperation, solidarity and self-management, aiming to strengthen and promote the sustainable
development of farming families, focusing on forms of organization and production that
prioritize collective well-being, equity and the valuation of work.

Seeking to foster the local economy, a kind of social currency was implemented in the
municipality of Franciscópolis / MG entitled ticket fair, aiming to encourage the purchase of
products marketed in the city's free fair. Through this program, the local Public Administration
provides monthly tickets to some municipal public servants and families in need of 4% of the
national minimum wage.

As regards small local producers, it was noted that the implementation of the fair ticket
helped those families who live from agriculture to partially guarantee their own and their
family's livelihoods, ensuring food and nutritional security. In addition, there is the
enhancement and stimulation of family farming, making it possible to continue, since, through
the increase of resources, it makes it possible to improve the products taken to the free market.
The Municipality of Franciscópolis/MG, through its public policies, has shown that it has a management committed to local development, having the population embraced the project, attending the local free fair and buying the products marketed in it.

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