PROMOTION OF THE BAHIA PRODUCTIVE PROJECT FOR THE COFFEE PRODUCTION CHAIN IN THE STATE OF BAHIA, BRAZIL: AN ANALYSIS OF PUBLIC POLICIES AND GEOGRAPHICAL INDICATION

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ABSTRACT

Objective: To analyze the Bahia Productive Project, based on the subproject focused on the coffee production chain, as a public policy for Sustainable Rural Development and Geographical Indications (GIs) in the State of Bahia, Brazil, based on territorial planning.

Method: The research is a case study with an exploratory character, a qualitative approach, with data collection through bibliographical and documentary surveys and the institutional website of the Regional Development and Action Company (CAR). For the analysis of the information a Content Analysis was used.

Results and conclusion: It is observed that the project manifested itself as an alternative for the coffee production chain in the state to be strengthened, encouraging producers to improve the quality of their product so that they can meet market requirements and conquer new markets.

Research implications: Public policies are necessary to help productive chains of products that have differentiation in their production as an incentive to promote the registration of GIs, since the contribution they can bring to territorial development is expected mainly in the economic sphere.

Originality/value: The combination of specific elements from the Bahian context, such as the emphasis on coffee production in the state and the approach to GIs as an important factor for territorial development. Furthermore, the analysis of the Bahia Productive Project as a public policy to strengthen the coffee production chain in the region and encourage the improvement of product quality is an original element.

Keywords: Territorial Development, Sustainable Rural Development, Coffee Growing, Bahia Productive Project.

PROMOÇÃO DO PROJETO PRODUTIVO BAHIA PARA A CADEIA PRODUTIVA DO CAFÉ NO ESTADO DA BAHIA, BRASIL: UMA ANÁLISE DE POLÍTICAS PÚBLICAS E INDICAÇÃO GEOGRÁFICA

RESUMO

Objetivo: Analisar o Projeto Produtivo da Bahia, a partir do subprojeto voltado à cadeia produtiva do café, como política pública de Desenvolvimento Rural Sustentável e de Indicações Geográficas (IGs) no Estado da Bahia, Brasil, a partir do planejamento territorial.

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Método: A pesquisa é um estudo de caso de caráter exploratório, abordagem qualitativa, com coleta de dados por meio de levantamentos bibliográficos e documentais e do site institucional da Companhia de Ação e Desenvolvimento Regional (CAR). Para a análise das informações foi utilizada a Análise de Conteúdo.

Resultados e conclusão: Observa-se que o projeto se manifestou como uma alternativa para que a cadeia produtiva do café no estado fosse fortalecida, incentivando os produtores a melhorarem a qualidade do seu produto para que possam atender às exigências do mercado e conquistar novos mercados.

Implicações da pesquisa: São necessárias políticas públicas que auxiliem cadeias produtivas de produtos que tengan diferenciação em sua produção como incentivo para promover o registro de IGs, uma vez que a contribuição que elas podem trazer para o desenvolvimento territorial é esperada principalmente na esfera econômica.

Originalidade/valor: A combinação de elementos específicos do contexto baiano, como a ênfase na produção cafeeira no estado e a abordagem das IGs como fator importante para o desenvolvimento territorial. Além disso, a análise do Projeto Produtivo da Bahia como política pública para fortalecer a cadeia produtiva do café na região e incentivar a melhoria da qualidade do produto é um elemento original.

Palavras-chave: Desenvolvimento Territorial, Desenvolvimento Rural Sustentável, Cafeicultura, Projeto Produtivo Bahia.

1 INTRODUCTION

In Brazil, at the beginning of the 21st century, there was the implementation, in rural areas, of public policies to increase agricultural production and better conditions for the population that were on the margins of society. Among the main policies there are agrarian policies, a policy to strengthen family farming and the territorial development (Miranda, 2017).

Regarding territorial development policy, in 2003, the Territorial Development Department (SDT) of the Ministry of Agrarian Development was created in Brazil as a strategy to support the sustainable development of rural territories (Ministry of Agrarian Development [MDA], 2005a).

Its objective was to promote and support initiatives by representative institutions of these territories that sought to sustainably increase the levels in quality of life of people living in rural areas, considering interactions between sociocultural and environmental systems, productive integration, and cooperation of various social agents (MDA, 2005a).

Encouraging cooperation between public and private, national, and local agents is essential for the management of public policies. As an articulating factor of these policies, the territorial development proposal must observe economic, sociocultural, environmental, and political-institutional dimensions (MDA, 2005b).

In the state of Bahia, with Law nº 13,214 of December 2 (2014), the Territorial Development Policy was created. This policy aims to promote territorial, democratic, sustainable, and solidary development, through social participation, articulation and integration of public policies and government actions, with the intention of improving people’s quality of life. Its purpose is the integration and compatibility of public policies in Identity Territories based on strategy, territorial plan for sustainable and solidary development, government programs and projects.
In the same year, a Sustainable Rural Development (DRS) project was articulated to apply resources in productive investments, offer Technical Assistance and Rural Extension (ATER) services, actions to promote sustainable products and access to markets, among others (Regional Development and Action Company [CAR], 2017a).

This project is Bahia Productive, which has, among other objectives: a) increasing market integration, promoting food and nutritional security; b) improve basic infrastructure necessary to support production and commercialization; c) promote economic and social inclusion of women, young people, indigenous people, traditional communities, and solidary economy entrepreneurs; d) and promote the adoption of sustainable management practices for natural resources in production areas (CAR, 2017a).

Due to its purpose and focus, the project is strategic for stimulating rural development and product inclusion, becoming a national and international reference, for winning first place in the Best Practice in International Fundraising Award, in the state governments category, in 2022. Internationally, it obtained the highest evaluation of projects financed by the World Bank in Brazil, starting to be considered a reference in rural development worldwide once figures in the “Report on the State of Economic Inclusion: The Potential of Scale”, in 2021 (Cerveira et al, 2022).

For the execution of the project, it was considered the Territorial Development Policy of the State of Bahia (Cerveira et al, 2022).

In addition to strategic projects to encourage sustainable territorial development, there are other instruments for territorial strengthening, including Geographical Indication (GI) records. They act as differentiators of products in the market and this recognition requires social articulation, linked to the geographical characteristics of the territory, and these characteristics may involve more than one municipality or even parts of municipalities in specific areas (Medeiros et al., 2020).

Given these topics, the aim of this article is to analyze Bahia Productive Project, based on the subproject of the coffee production chain, as a public policy for Sustainable Rural Development and Geographical Indications in the State of Bahia based on territorial planning.

The choice for this production chain results from the potentiality of the Geographical Indication for the coffee produced in two regions of the State (Chapada Diamantina and Planalto de Vitória da Conquista), which produce quality drink and differ themselves from other producing regions of the country.

This article is divided into five sections, in addition to this introduction. The second section presents Sustainable Rural Development and GI. The third section describes the methodology used in the research. The fourth section, Results and Discussions, details the Bahia Productive project, aimed at the fruit growing chain (coffee); illustrates the Coffee Production Chain in Bahia; and reports the proposals for new coffee GIs in Bahia. And finally, the conclusion.

2 SUSTAINABLE RURAL DEVELOPMENT (DRS) AND GI

According to Schneider, Silva e Marques (2004), Rural Development reduce inequalities based on government intervention, which aim to eradicate rural poverty, promote the political participation of producers, use the territory as a reference to formulate public policies, and concerned with the preservation and conservation of the environment.

The emergence of Sustainable Rural Development occurred from the verification of the fragility of the pattern of development of contemporary societies, promoting as a proposal agriculture with a reduction of the environmental impact and adequate economic return for the reduction of the poverty of the population (Almeida, 2009).
The objective of Sustainable Rural Development is to encourage the appropriate use of land and natural resources in the following areas: family agriculture, agrarian reform settlement, indigenous lands, or extractive communities, Susceptible Areas to Desertification (ASD), and large-scale agricultural production (Ministry of the Environment [MMA], 2021).

The territorial proposal presented by the Brazilian State for Sustainable Rural Development involves integration of spaces, social agents, markets, and public intervention policies. It also involves combinations between the dimensions of sustainable development: economic, sociocultural, environmental, and political-institutional (MDA, 2005b).

Since 2003, the Policy for the Development of Rural Territories was implemented at federal level, with the motivating factors of recovering the economic importance and rural values for development, need to combat all types of inequalities, and fundamental role of the family production system, and the local and regional socioeconomic dynamization of rural communities (Miranda, 2017).

This policy emerged with creation of the SDT, part of the Ministry of Agrarian Development. The purpose of the SDT was to value family farming, tackle rural poverty and regional inequalities, and integrate public policies (MDA, 2005a). Implemented the following programs: the Program for the Sustainable Development of Rural Territories (PRONAT) and the Territories of Citizenship Program (PTC) (Leite and Wesz Jr., 2012).

PRONAT had the objective of promoting and supporting initiatives by institutions representing rural territories that sought to sustainably increase the quality-of-life levels of people living in rural areas, taking into account interaction between sociocultural and environmental system, productive integration and cooperation of the various social actors (Leite et al., 2007, MDA, 2005a).

In 2008, the PTC emerged as a result of the verification of socioeconomic inequalities between rural territories. Its main objective was to overcome poverty and generate work and income in rural areas through a sustainable territorial development strategy (Rambo and Freitas, 2019).

At the state level, the State of Bahia inserted the territorial perspective into public policies at the same time as the PRONAT discussion, with implementation starting in 2007 through the constitution of Territories of Identity, unlike the federal sphere, which were based on rural territories and citizenship (Rocha, 2010).

Despite the existence of legislation regarding territorial policy, it was only in 2014 that Law n°. 13,214 of December 29 (2014) dealing with principles, guidelines, and objectives of the Territorial Development Policy of the State of Bahia. The territorial strategy was defined as a reference for the elaboration of state planning (Pluriannual Plan, Law of Budgetary Guidelines and Territorial Plans), articulation of public policies and the creation of public consortia. The State Council for Territorial Development (CEDETER) and the territorial Development Boards were created (CEEDETER) (Fornazier and Perafán, 2018).

CEDETER was initially instituted in 2010 by Decree n°. 12,354 and later by Law n°. 13.214/2014. It is a body liked to the Planning Secretariat of Bahia State (SEPLAN), with an advisory and accessory nature, with the purpose of funding the elaboration of proposals for public policies and strategies for the sustainable and solidary territorial development of the State of Bahia (SEPLAN, 2022a).

CEDETER is the forum for discussion and social participation present in the state’s Identity Territories. The collegiate is composed of representatives of civil society organization and municipal, state, and federal public institutions (SEPLAN, 2022a). In addition, it is responsible for preparing the Territorial Plan for Sustainable Development (PTDS) and defining the vision of the future, the unifying strategic axes, and the main programs to be implemented in the territory (Rocha, 2010).
With the territorial approach being adopted as an articulating instrument for public policies in the state, the strengthening of local production chains emerges as an initiative to Sustainable Rural Development. An initiative that values territorial products and services of noteworthy quality is the GI. GI seeks to distinguish the geographical origin of a given product or service. Provides recognition and confidence about the origin of the product, standardization of production and the possibility of the territory being inserted in commercial competitiveness, requiring quality production by producers (Caldas et al., 2017).

The contribution that GIs can bring is reflected in products, producers and territorial development (Pereira et al., 2018), which is expected in the economic, social, environmental and cultural spheres.

In the economic sphere, the contribution can come from the differentiation of products in the market (Medeiros et al., 2020).

In the social sphere, it enables the preservation of local traditions and the strengthening of social ties between internal and external agents. This means that the registration of a GI, in itself, does not promote immediate benefits, it requires actions from the various agents involved (Ribeiro et al., 2020).

In the environmental realm, some of the advantages for the development of territories are due to the preservation of biodiversity and natural resources (Marques et al., 2019).

And in the cultural sphere, it encourages the protection of regional biodiversity, recognizing the biological and/or genetic legacy (Pellin and Silva, 2016).

GIs are standardized by the World Trade Organization (WTO) and the World Intellectual Property Organization (WIPO), international bodies (D’Alexandria, 2020); and by the National Institute of Industrial Property (INPI) and the Ministry of Agriculture, Livestock and Food Supply (MAPA), national bodies (Caldas, 2013).

MAPA encourages activities and actions for the GI of agricultural products, offering courses, organizing seminars, meeting, and workshops, distributing promotional materials, mapping products with identification potential and promoting institutional partnerships (MAPA, 2017). It encourages and collaborates in the formation of State Forums for Geographical Indications and Collective Trademarks, as it understands that they are fundamental to success as instruments of territorial development (MAPA, 2020).

Other agents work to promote GI registration in the country, such as public and private universities, the Brazilian Service of Support for Micro and Small Enterprises (SEBRAE) (Pellin, 2019), and the Brazilian Agricultural Research Corporation (EMBRAPA) (Reis, 2015). Their contribution is according to their specificities, turning potential GIs into reality.

SEBRAE provides training and awareness of producers, emphasizing market and economic issues (Pellin, 2019). It also carries out studies, diagnoses, historical survey, and support in the demarcation of areas to be recognized as an GI (Reis, 2015).

Public and private universities provide understanding and stimulation of social, cultural and environmental issues. In addition, through its researchers, they develop research projects in various areas of knowledge, enabling discussions at all stages of structuring a GI (Pellin, 2019).

EMBRAPA can articulate with other Scientific, Technological and Innovation Institutions (ICTs) programs that support and associate GI projects with the quality standard and modernization of production (Reis, 2015).

INPI is the body responsible for recognizing GIs in Brazil and provides guidance on their request though publications, lectures and courses (Pellin, 2019). Some legal provisions that guide GI registration requests are: Law nº 9.279 (1996) and INPI Ordinance nº 4 (2022b).

On December 6, 2022, 100 Brazilian Geographical Indications were registered at the INPI, with 24 Dos and 76 IOs. The state of Bahia has recognized GIs: 1) Microregion of Abaíra,
for cachaça; 2) South of Bahia, for cocoa beans; 3) Western Bahia, for green coffee beans (arabica); 4) Vale do Submédio São Francisco, for grapes and mangoes; and 5) São Francisco Valley, for fine wine, noble wine, natural sparkling wine, and sparkling muscatel wine (INPI, 2022a).

Due to its territorial extension and composition of 417 municipalities, the state of Bahia has great potential for recognition of GIs for the manufacture of differentiated products based on local know-how and product quality (Saldanha et al.; 2022).

According to a survey prepared by MAPA, there are 13 regions with potential GI products in the state of Bahia: Buerarema (cassava flour); Canavieiras (pollen); Chapada Diamantina (coffee); Costa do Denê (palm oil); Itororó (sun meat); Lapa (banana); Maragogipe (smoked meat); Planalto de Vitória da Conquista (coffee); Recôncavo Baiano (copioba flour); Recôncavo Baiano (tobacco); Sertão do São Francisco (umbu jams and jellies); Vale do São Francisco (wines); e Valente (sisal) (MAPA, 2021).

This research addresses the two potential coffee producing regions in the state of Bahia: Chapada Diamantina and Planalto de Vitória da Conquista.

3 METHODOLOGY

This article was prepared from the case study of the Bahia Productive Project, analyzes by the aspect of the coffee production chain. Aspects of the project were observed, such as objectives, area of operation, beneficiary public and notice referring to the fruit production chain.

The research is characterized as exploratory, allowing greater familiarity with the theme, making it clearer (Gil, 2010). The approach is qualitative, in which the phenomenon is contextualized and investigated intensely.

Data were collected through a bibliographic survey of theses, dissertations, books, articles (prospected from the Scielo, Scopus and Google Scholar databases), and the institutional website of CARL, responsible for publicizing Bahia Productive Project; and by documentary survey, with collection in official documents such as legislation in general.

Based on the coffee producing regions of the state of Bahia, Bahia Productive Project selected the following Identity Territories as the area covered by the public notice for coffee fruit growing: Southwest Bahia (24 municipalities), Chapada Diamantina (24 municipalities), Extreme South (13 municipalities), and the municipality of Nova Canaã, located in Território Médio Sudoeste Baiano. (SEPLAN, 2022b).

Content analysis was used to analyze the collected information. This type of analysis is organized into three stages: 1) pre-analysis, 2) material exploration and 3) treatment of results, inference, and interpretation. Pre-analysis is the stage of organizing the material to be analyzes; exploration of the material is the stage of analytical description, submission to in-depth study; and treatment of results, inference and interpretation is the stage of treatment of results and highlighting of information for analysis (Bardin, 2010).

4 RESULTS AND DISCUSSIONS

4.1 Bahia Productive Project

Bahia Productive is a project carried out by the Regional Development and Action Company (CAR), linked to the Rural Development Secretariat (SDR). The main purpose of the project is to promote sustainable development, focusing on family farming, agroecology, food
and nutrition security, water and socio-productive infrastructure and market access (CAR, 2015).

For realization, a Loan Agreement established between the State and the Inter-American Bank for Reconstruction and Development (IBRD) (World Bank) was necessary (CAR, 2021a). It had the partnership of Municipal Councils, CEDETERs and other civil society organizations. The global value of the project is US$ 260 million, of which US$ 150 million financed by IBRD with a counterpart of US$ 110 million granted by the State of Bahia (CAR, 2017a).

The project objectives are: increase market integration, promoting food and nutritional security; improve access to water supply and sanitation services for households; improve the basic infrastructure necessary to support production and marketing; promote the economic and social inclusion of women, young people, indigenous peoples, traditional communities and solidarity economy entrepreneurs; strengthen the capacities of community associations or producer organizations to design and manage subprojects; and promote the adoption of sustainable management practices for natural resources in production areas (CAR, 2017a).

In order to achieve the proposed objectives, the project had three operational components: I) Productive Inclusion and Market Access, financing investments in activities linked to strategic production chains (cassava, goat and sheep farming, apiculture, aquaculture, fishing, fruit, bovine milk culture, solid waste and oilseed); II) Water supply and Household Sanitation Systems, with investments to improve sanitation conditions and the management and use of water resources; and III) Institutional Development, Technical Assistance and Project Management Unit and Territorial Offices, in advising and preparing studies and diagnoses, in communication and training (CAR, 2015). For the practice of these components, the territorial approach and the process of integrated and participatory planning of its actions were adopted (CAR, 2017a).

In component III, the ATER service was provided, which occurred through selection by Identity Territory (Cerveira et al., 2022). ATER is conceived as a modality of agricultural intervention policy in rural areas, with the objective of increasing agricultural productivity and promoting the social well-being of rural families and communities (Gonçalves et al., 2016).

For the execution of the project, the Territorial Development Policy of the State of Bahia and a survey prepared by the Superintendency of Economic and Social Studies of Bahia (SEI) on the levels of poverty in the territory were considered, which considered the dimensions: education, health, income, housing and demography. The regions that presented greater precariousness in the living conditions of the populations should be prioritized in the project’s performance, but it involved the 27 Territories of Identity (Figure 1), except for the municipality of Salvador (Cerveira et al., 2022).

The beneficiary public are family farmers, solidarity economy entrepreneurs, settled families from the agrarian reform, traditional communities (indigenous peoples quilombolas and communities of funds and pasture closures), estimating a total of 56,200 families benefited (CAR, 2021a).

The project was released directly to the beneficiary population, with the services and actions to be carried out being communicated. The identification of beneficiaries considered inclusion in the Unified Registry for Social Programs; have got the Declaration of Aptitude for PRONAF5 (DAP); be included in the National System in Solidarity Economy (SIES) (CAR, 2017a).

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5 The Declaration of Eligibility for the National Program for the Strengthening of Family Agriculture (DAP) is a tool used to identify and certify Family Agricultural Production Units (UFPA) of family farming and associative forms organized in legal entities (MAPA, 2019).
Between 2015 and 2020, 15 thematic public notices were released through meetings in territories and municipal media. In order to access the project, a Direct Manifestation was required via public notices, with diagnoses and analyzes in the following production chains: apiculture, goat and sheep farming, fruticulture, cattle farming, dairy farming, cassava farming, oil seeds and fishing (Cerveira et al., 2022).

The public notice linked to the fruit production chain was Public Notice Nº 9/2017 and demonstrated that the inclusion of family farmers and entrepreneurs of the solidarity economy (associations and cooperatives) in the production process are affected by the project’s actions, to promote their socioeconomic development through the inclusion in the market, adding value and expanding the scale of rural production (CAR 2017b).


The project’s actions in the coffee production chain reached associations and cooperatives in the territories covered by the notice, with the following municipalities contemplated: Morro do Chapéu; Ibicoara; Barra do Choça; Planalto; Ribeirão do Largo; Vitória da Conquista and Nova Canãá (CAR, 2021b). Equipment for the production, industrialization and marketing of coffee was made available, in addition to ATER, as requested via public call the Notice Nº 9/2017.

Another public notice of great relevance from Bahia Productive for family farmers and cooperatives in the state was Public Note Nº 10/2018 which selected Market Oriented Subprojects, aiming at structuring Territorial Productive Alliances (APT). The notice addressed investments in infrastructure and actions to support Institutional Management, Specialized...
Technical Assistance, ATER, Production, Processing and Marketing (CAR, 2018a). Four coffee-related cooperatives were contemplated by the notice: two belonging to the Identity Territory of Chapada Diamantina and two from Southwest Bahia (CAR, 2018b).

The municipalities selected in the two public notices produce quality coffee and are part of the potential regions for new GIs in the state, Chapada Diamantina and Planalto de Vitória da Conquista (David et al., 2021; Dutra Neto et al., 2017; MAPA, 2021). The GI makes it possible to link a product to its place of origin and provide information on specific associated quality characteristics.

4.2 Coffee Production Chain in Bahia

In the state of Bahia, two types of coffee are cultivated, arabica (*Coffea arabica*) and robusta (*Coffea canephora*). Arabica coffee is the most commercialized on the market, has better organoleptic characteristics and intense aroma (Sório, 2015). They have mild and sweeter flavor and aroma, higher acidity, and lower caffeine content. It is grown in higher altitude areas, requires greater cater care and is directed at the high-quality market (Silva, 2016). Robusta coffee is grown in places with lower altitude, it is widely used for soluble coffee mixtures, it has a higher caffeine content in the grain, and its production is concentrated in the south of the state (Sório, 2015).

Bahia has three main coffee producing regions: Cerrado, Atlântico and Planalto (Figure 2).

![Figure 2 - Coffee production region in the State of Bahia](image)

*Source: Secretariat of Agriculture, Livestock, Irrigation, Fisheries and Aquaculture (2013, p.6).*

These regions were mapped and segmented as areas qualified for coffee growing in the state. The Cerrado region is located in the extreme west of Bahia. This region produces arabica coffee and uses advanced technology and irrigation. The Atlantic region is in the south of the state. It produces the robusta type and has good luminosity, topography, favorable climate, and
investment in agricultural management (irrigation and consolidation). The Planalto region is in the center-north and center-south of the state. It produces the arabica type, the best quality coffee, due to the climate and altitude. (National Supply Company [CONAB], 2021).

The implementation of coffee growing in the region called Cerrado dates back to 1994. The crops are irrigated and mechanized, with a business productive structure, a high technological level, and a greater volume of production of commodity type coffee, inserting itself into the large industry market and the exportation market (Silva, 2016).

Planalto Region encompasses small, medium, and large producers that produce various types of coffee quality, destined for the domestic market and gourmet markets. The region is represented by the municipalities of Planalto de Vitória da Conquista and of Chapada Diamantina, with a more traditional coffee growing model, with family and businesses production. The business segment produces commodity-type coffees aimed at the exportation sector, while small producers are integrated into specific segments of organic and gourmet coffee. The municipalities of Piatã, Seabra and Ibicoara are good examples, they stand out for their small-scale, artisanal, and high-quality cultivation (Silva, 2016).

Atlântico region, established in the 1970s, specializes in the production of robusta coffee, aimed at domestic and international markets, with small and medium-sized producers. These producers have adapted to the standards required in the market and have focused on training harvesting processes, post-harvest processing, carrying out washing and pulping processes for coffee and promoting the improvement of coffee quality for export (Silva, 2016). In recent years, the region has shown an increase in coffee production and productivity as a result of technological advances in favorable weather conditions (Covre et al., 2016).

The coffee producing regions in the state of Bahia, as well as the Brazilian coffee agro-industrial system, have the following production segments: 1) suppliers of inputs, machinery and equipment; 2) primary production; 3) first processing (drivers and cooperatives); 4) second processing (roasting and processing companies, soluble coffee companies and cooperatives); 5) national sellers (exporters, cooperatives and wholesalers); 6) international buyers (soluble companies, roasting companies and dealers) and 7) national and international retailers (supermarkets, small retailers, institutional market, coffee shops and bars and restaurants (Figure 3).
The segments that supply inputs and primary coffee production need specific equipment, such as harvesters, coffee dryers, grain separators and huskers, among others. The first processing is carried out through cooperatives that purchase inputs at lower prices as a result of joint purchases, or by machinists who provide services to producers (cleaning, peeling and classification of coffees) (Saes and Nakazone, 2002).

The second processing is where coffee is processed, stored and shipped to the domestic and international markets. This transformation may originate roasted coffee, roasted and ground coffee and soluble coffee. Sales are direct to national sellers and/or international buyers, who buy directly from exporters, cooperatives and cooperative centrals. Finally, these sellers and buyers will sell the coffee to national and international retailers (Saes and Nakazone, 2002).

The coffee production chain in Bahia, as well as other production chains, needs to implement its Sectorial Chamber, proposed by the Secretariat of Agriculture, Livestock, Irrigation, Fishing and Aquaculture, for its governance and representation. It requires that the agents (institutions) are organized and receive financial incentives from the state and municipal government for continuity, in addition to technical assistance through state (Figueiredo Filho, 2020).

4.3 Proposals for new Coffee GIs in Bahia

Brazil, and in particular the state of Bahia, has enormous potential for recognition of GIs due to its territorial extension, enabling the manufacture of distinguished products. The relationship that GIs have with sustainable territorial development arises from the benefits they bring to some dimensions of development, such as adding value to the product; the increase in producer income; expansion and access to new markets; preservation of local biodiversity, culture and genetic resources, and preservation of the environment (Pellin and Curadi, 2018).
In recent years, innovative initiatives have provided greater added value to the coffee chain, both from the point of view of industrialization and appreciation of the origin. This valuation is important for the search for a higher quality drink; importance of identifying the region where coffee production takes place; and the strengthening of concern with environmental and social responsibility in the production (Sório, 2015).

In the state of Bahia, producers in the west region invested in coffee growing, adopted technologies in the irrigation process, combined and perfected their experiences, making the region known as a coffee producing center with a pleasant flavor, with good fragrance and slightly fruity and floral aroma, with excellent sweetness and good acidity (Brazilian Service of Support for Micro and Small Enterprises [SEBRAE], 2020).

The coffee produced in this region acquired notoriety over time, being exported to several countries and winning several national and international awards. In view of the facts, the GI, as an Indication of Origin West of Bahia, for green coffee beans, of the *Coffea arabica* species, was granted on behalf of the Association of Coffee Growers of West Bahia (ABACAFÉ), on May 14, 2019. The territorial extension of this GI includes the following municipalities: Formosa do Rio Preto, Santa Rita de Cássia, Riachão das Neves, Barreiras, Luís Eduardo Magalhães, São Desidério, Catolândia, Baianópolis, Correntina, Jaborandi and Cocos (SEBRAE, 2020).

In addition to this coffee producing region, the state has two potential regions for new GIs related to coffee: Planalto de Vitória da Conquista and Chapada Diamantina (MAPA, 2021).

Planalto de Vitória da Conquista region comprises 19 municipalities in Bahia (Barra do Choça, Vitória da Conquista, Encruzilhada, Planalto, Poções, Ribeirão do Largo, Cândido Sales, Itambé, Caatiba, Iguatá, Nova Canaã, Dário Meira, Boa Nova, Belo Campo, Anagé, Bom Jesus da Serra, Cordeiros, Piripá and Tremedal) and three from Minas Gerais (Mata Verde, Divisópolis and Bandeira), which stand out in the production of quality coffee. The quality of this coffee drink is proven by the results of competitions at state and national level, being classified in first place (Dutra Neto et al., 2017).

Coffee from *Planalto de Vitória da Conquista* presents unique characteristics, being directly influenced by geographical environment and the know-how of producers. The geographical conditions of this region offer a very favorable environment for coffee growing, where the climate favors multiple flowerings during the year, allowing a selective harvest of mature coffees, concentrating sugars and essential oils in the beans, resulting in tastier and better-quality coffees, high-density, long-lasting floral aroma, light sweetness, positive citric acidity and chocolate flavor. The know-how is linked to the way the processing to pulp and dry grains is done (Dutra Neto et al., 2017).

Chapada Diamantina region has national and international notoriety for the production of quality gourmet and special coffees, excellence in the beverage and grain categories. In awards, it stands out in the state, national and world scenarios (SEBRAE, 2018). The coffee in this region is being studied by a group of researchers from the State University of Southwest Bahia (UESB) to prove the quality of the coffee with the geographical environment, if the altitude and post-harvest management determine the characteristics of the coffees (UESB, 2022a).

Improvements in the production process are being carried out by the producers, with the support of SEBRAE through consultancies. The “Café da Chapada Diamantina” project serves coffee growers with the aim of increasing the competitiveness and sustainability of rural and agro-industrial coffee enterprises in the region (SEBRAE, 2016).

Other contributions have been developed by institutions in relation to the coffee production chain in the state and on the potential for GIs.
Embrapa Café aims to contribute to the formulation of public policies for the development of the coffee production chain, coordinates the “Consórcio Pesquisa Café”, whose mission is to promote the combination of human, physical, financial, and material resources of the partner institutions. Among these institutions are the universities: Federal University of Lavras (UFLA); Federal University of Viçosa (UFV) and UESB (Coffee Research Consortium, 2011).

UESB promotes the project “Cafeicultura no estado da Bahia”, where actions and training are carried out (workshops, meetings, trainings, and courses) for the agents involved in the three producing regions of the state, aiming at the sustainable development of coffee production in Bahia (UESB, 2022b).

The State Forum of Geographical Indications and Collective Marks, created in 2012, is composed of representatives of different entities. Its goal is to present proposals to promote Geographical Indications and Collective Marks of Bahian products and encourage innovation and social, economic, and technological development. In order to do so, this body promotes debates between different agents involved with the GI theme to identify and analyze the potential of GIs and promote public policies so that it can increase the competitiveness of all stages of the production chains (DATASEBRAE, 2016).

Bahia Productive project is an alternative for strengthening the coffee production chain in the state, encouraging producers to improve the quality of their product. Mixed Cooperative of Small Coffee Growers of Barra do Choça and Region (COOPERBAC), received incentives from Bahia Productive, and after improving the quality of its product, creates COOPERBAC PREMIUM coffee and signs a contract with China for the export of 120 tons of this coffee, that meets all requirements for international circulation.

Coffee producers in potential regions for GIs, in order to export their products, can rely on the Export Qualification Program (PEIEX), offered by the Brazilian Trade and Investment Promotion Agency (Apex-Brasil) through partnerships with institutions of education of Industry Federations. The state of Bahia has the Euvaldo Lodi Institute (IEL) as the executing entity of PEIEX, with facilities in the following cities: Salvador, Feira de Santana, Vitória da Conquista, Ilhéus and Luis Eduardo Magalhães (APEX-BRASIL, 2022).

5 CONCLUSIONS

The analysis of Bahia Productive Project focused on the coffee production chain was observed as a public policy for Sustainable Rural Development and for Geographical Indications.

The project’s actions in the coffee production chain reached associations and cooperatives in potential regions for new GIs in the state, allowing farmers to be included in the market, adding value and expanding the scale of production, industrialization and marketing of coffee, actions to support Institutional Management, Specialized Technical Assistance and ATER.

It was observed that the project demonstrated to be an alternative for the state’s coffee production chain to strengthen itself, encouraging producers to improve the quality of their product so that they can meet market requirements and conquer new markets. The Project is presented as a complementary policy for future requests from GIs.

In this way, public policies are necessary to help productive chains of products that have differentiation in their production as an incentive to promote the registration of GIs, since the contribution that they can bring to territorial development is expected mainly in the economic sphere, both for the producers adding value to the product and increasing sales from the
conquest of new markets, such as for the region through the visibility that GI can bring, which can boost the economy, generating more jobs and income for the place.

The recognition of GIs has contributed to the preservation of the territory’s natural and cultural heritage; stimulating and consolidating social capital from the collective organization of producers with recognition of the quality of their product or service; and promoting the preservation and enhancement of local and regional biodiversity.

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