






Experience report


Planting hope: case studies about actions to combat hunger and conscious consumption of food


Plantando esperança: relato de experiência sobre ações de combate à fome e consumo consciente de alimentos

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Abstract

Objective: contributing to the fight against hunger in the Northern Region of the State of Minas Gerais and encouraging the conscious consumption of food through actions developed in a project entitled “Planting Hope”. **Methods:** this is a case studies, which presents practices experienced by academics of the Management course, carried out with a focus on the communities that live around Globo Farm, in the city of Januaria, Northern Minas Gerais. To encourage sustainable planting and fight hunger, a self-explanatory folder was developed to raise awareness among residents and demonstrate the importance of mutual collaboration of families. It was also carried out the planting of a garden with vegetables, by the team. **Results:** pamphlets were distributed to 30 families in the region, including 18 *quilombolas*. Seeds were attached to the pamphlets to encourage the planting of the garden itself. Compliance with the garden care schedule was effective and it continues to grow. As soon as the harvest is possible, the most needy residents will be contemplated with food. **Conclusion:** The project aroused in the residents, the desire to continue planting vegetable gardens in their homes so that they can ensure the livelihood of their families in difficult times, especially experienced with the pandemic.

Keywords: Combating hunger. Social project. Organic food.

Resumo

Objetivo: contribuir no combate à fome da região norte do estado de Minas Gerais e incentivar o consumo consciente de alimentos, através de ações desenvolvidas num projeto intitulado “Plantando Esperança”. **Métodos:** trata-se de estudo do tipo relato de experiência, que apresenta práticas e experiências vivenciadas por acadêmicos do curso de Administração, realizadas com foco nas comunidades que vivem ao redor da Fazenda Globo, no município de Januária, norte de Minas Gerais. Para incentivar o plantio sustentável e combate à fome, foi desenvolvido um folder autoexplicativo para a sensibilização dos moradores e demonstração da importância da colaboração mútua das famílias. Foi realizado, ainda, o plantio de uma horta com hortaliças, legumes e verduras pela equipe. **Resultados:** foram distribuídos panfletos para 30 famílias da região, entre elas 18 quilombolas. Sementes foram anexadas aos panfletos para incentivar o plantio da própria horta. O cumprimento do cronograma de cuidado da horta foi eficaz e esta segue em crescimento. Assim que possível a colheita, os moradores mais necessitados serão contemplados com os alimentos. **Conclusão:** o projeto despertou nos moradores o desejo de continuarem plantando hortas nas suas residências para que, assim, possam garantir o sustento de suas famílias em tempos difíceis, especialmente vivenciados com a pandemia.

Palavras-chave: Combate à fome. Projeto social. Alimentos orgânicos.

INTRODUCTION

The fight against hunger is undoubtedly the most difficult battle to be won by all nations, even for the richest countries. Hunger in Brazil became a national tragedy often silent and dispersed throughout the peripheries (ADAS, 1998).

This sad reality is experienced by several rural families (mainly *quilombola*) who, unfortunately, cannot find a job opportunity and thus end up suffering from the lack of income and, consequently, the lack of supply of the pantry of their modest homes.

The eminent dignity of the human being implies the requirement of the preservation of every person. That is why food is not only right of those who have the right to purchase. And not only what it produces, but everyone's right. Moral conscience recognizes the duty to guarantee this right for children, the disabled and the elderly. *The right to life* requires distributive justice and is above the market criteria. (BRAZIL, 2002).

The Sustainable Development Goals (SDGs) created by the UN have the mission of meeting the most urgent challenges in the world in the environmental, political and economic spheres. Thus, it is essential for society to put them into practice in the fight against poverty and in encouraging the production of sustainable food.

The pandemic caused by Coronavirus (COVID-19), which began in 2020, further accelerated poverty, generated negative impacts on agribusiness and brought to the fore food insecurity and stimulated the creation of emergency programs.

In this context, it is necessary that there is a mutual collaboration between society and government for the creation of government policies, campaigns to encourage conscious planting, new forms of income generation and health improvement programs, raising the quality of life of all.

It is necessary to change this paradigm aimed at the market to put in the foreground the care of human life and the environment. This other perspective requires new forms of relationships, linked to solidarity and cooperation, including the issue of gender, that is, making visible the participation of women in these processes of resistance and change. (SILVIA, 2016, p. 117).

To minimize these effects, contribute to the fight against hunger in our region and encourage conscious consumption, the project "Planting Hope" was developed.

This project was conceived by the students of the Administration course of the FUNORTE University Center, as part of the subject's menu: Integrator Project, taught by the teacher, Laura Adriana Ribeiro Lopes.

It has the mission to bring to the residents who live around The Globo Farm, in the city of Januaria - Minas Gerais, the knowledge and incentive to the planting of conscious food, a vegetable garden to serve as a reference for individual planting and that in the future will generate sustenance for those most in need.

METHODS

This is a study of the type of case studies, which aims to present the practices and experiences experienced by academics of the Management course, of the FUNORTE University Center, who were at the head of the project "Planting Hope", carried out with a focus on the communities that live around Globo Farm, in the city of Januaria - MG.

The project began in March 2021, with weekly meetings to discuss the actions to be taken and that, due to the restrictions of the pandemic, occurred virtually through Google Meet and daily messaging via WhatsApp.

For the feasibility analysis of the project, budgets of materials needed for the implementation of the vegetable garden in the community, choice of the

best location for planting and a schedule of daily irrigation and monitoring of the growth of vegetables were made.

To further support the incentive to sustainable planting and fight hunger, a self-explanatory folder was developed with phrases aimed at raising awareness among residents, demonstrating the importance of mutual collaboration of families and a step by step of how to plant their own sustainable vegetable garden.

This material was prepared by the academics and printed by Graficmoc printing company, who, after explaining the purpose of the project, decided not to charge for printing.

A total of 50 folders were printed and seeds were attached to 30 of them. Through the initial survey, it was identified that 30 families in this region live in the region in total (18 *quilombola*). The seeds were attached to the folder to encourage residents to immediately start planting their own vegetable garden.

CASE STUDIES

On March 23, 2021, at Globo Farm, the action was initiated, through the choice and preparation of the place that would receive the vegetable garden. On this occasion, mowing in the bush, soil preparation with the use of sustainable fertilizer and then planting the seeds: tomato, lettuce, zucchini, radish, carrot, cucumber, coriander, chives, peppers, cabbage leaf, beetroot and cabbage.

In the garden cultivation process, irrigation was carried out with the use of rain reservoir water, care and daily analyses of the effectiveness of the planting.

As the harvesting of food from the garden requires a longer time of cultivation, it was decided to promote the dissemination of the project to the community, while it follows the usual process of nature.

Thus, a meeting was held in May, and it was defined that, during this period, the dissemination of the project would be worked out so that the community could better understand its scope.

On the 31st of the same month, one of the members visited the residents' homes. The other colleagues would follow in person or remotely, but due to the logistics of the current pandemic scenario and due to internet signal coverage in the locality, the process became unfeasible.

At the time, the 50 pamphlets were distributed to the residents, thus reaching the delivery to the 30 families, among them 18 *quilombola*. The seeds attached to the 30 pamphlets were decided to encourage the planting of a vegetable garden in the residents' residence and so that it was possible to guarantee their own livelihood in difficult times.

Throughout the visit process, reports of the experience suffered by the residents of that region were made. Highlight for Mr. Romualdo Pereira, illustrious resident of the community, who is 103 years old, and all dedicated to the countryside.

The residents who live around Globo Farm were very receptive and welcoming, both with the team members and with the proposal of the project. A very humble and charismatic staff. For these residents, this project was a source of great surprise, something innovative for them, because this attitude of raising awareness and helping people to grow their own food and bring knowledge regarding the consumption and production of organic food had not yet been realized.

The fulfillment of the schedule in the care of the garden was quite effective, since it continues to grow without any complications and, as soon as it is possible to harvest, the neediest residents will be contemplated with food.

The effective performance, the commitment to what was proposed the dedication of the members of the project, the support by Professor Laura Ribeiro and the donation by Graficmoc printing company were quite decisive for the success of the project “Planting Hope”, which will continue planting and reaking hope wherever it is remembered.

FINAL CONSIDERATIONS

The actions and practices carried out throughout the project promoted the improvement in communication between residents and brought more unity for them to work together in the fight against poverty and hunger in that region.

The project aroused in the residents, the desire to continue planting vegetable gardens in their homes so that they can ensure the livelihood of their families in difficult times, especially experienced with the pandemic.

Knowledge about the production and consumption of organic food will be replicated by residents and will be put into practice in gardens already cultivated and in future vegetable gardens that have emerged in the region.

The planting of the vegetable garden at Globo Farm also served as hope for residents who, unfortunately, do not have their own land to plant, since they can consume the food produced by the project's vegetable garden.

The positive repercussion of the project was also observed through reports from residents of the community of Alto Belo, Bocaiuva-MG district, who, upon learning of the project, also expressed the desire to implement it in their locality.

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