

Concept Note - Side Event Brazil

"Brazilian experiences of digital insertion in agricultural marketing chains"

Wednesday 4 November 16.00-18.30 hours

Objectives:

The COVID-19 pandemic and its long-term effects accelerated the world's transformation, forcing part of the population to reinvent and increasingly incorporate digital technologies into daily life. Digital solutions are tools based on the incorporation of data and evidence. Thus, they are recognised for their significant cost-benefit ratio. Because of this, it has been proven that Information and Communication Technologies (ICTs) can promote local development by increasing production and productivity, reducing operational costs, and facilitating access to information, markets and credit.

Bearing in mind the difference between urban and rural environments, shocks such as the pandemic expose the need to make tailored digital options more accessible to rural communities, especially for vulnerable territories and groups with limited experience in digital and financial services. More efforts are needed to digitalise agriculture as well, by reinventing or modifying extension, market, financial and related services in different supply chains. Besides, it is equally essential to address infrastructure issues, such as lack of electricity, internet access and logistical arrangements, to avoid the exclusion of a significant part of rural producers. By providing them with access to reliable and fast information, quality infrastructure and knowledge to operate digital tools, farmers will reduce their dependence on intermediaries, and become more capable and resilient to deal with future crises.

Methodology: The session will provide a space to discuss opportunities on how to improve the use and adaptation of digital tools and ICT solutions, mainly for the reality of small farmers, to go forward with digitalisation. Existing services and experiences that seek to ensure a rapid response during the COVID-19 crisis and strengthen the resilience of territories and their food systems in the long term will be presented. The invited audience will bring their perspectives on the topic in a complementary way as various sectors will be involved: public, private, academia and civil society. FAO Brazil will mediate the event in which the official language will be Portuguese, with the possibility of simultaneous translation into Spanish (TBC).

Participants*:

Opening:

- Rafael Zavala - FAO Representative in Brazil
- Fernando Schwanke - Secretary for Family Farming and Cooperatives, Ministry of Agriculture, Livestock and Supply

Panel on digital inclusion in agricultural marketing chains:

- Hur Ben Corrêa da Silva - State Coordinator of Development and Careers Personnel, Institute for Rural Development of Paraná IAPAR-EMATER (15 min)
- Sergio Schneider - Professor at the Federal University of Rio Grande do Sul (15 min)
- Kleber Petan - BioSystem Institute consultant (15 min)
- Silvia Maria Massruhá – General chief of the Brazilian Agricultural Research Company (Embrapa) (15min)

- Moderator: Adriana Gregolin - Regional Project Coordinator + Cotton (FAO)

Discussion: 20 minutes

In charge of the event:

- Gustavo Chianca, Assistant Representative Programme, Gustavo.Chianca@fao.org
- Sergio Dorfler Bustamante, Programme Assistant, Sergio.DorflerBustamante@fao.org
- Aline Czezacki, Communicator, Aline.Czezacki@fao.org