

From Consumption to the Inspection of Products of Family Agroindustries

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Abstract

This project is an object of research by the Porous Frontiers Research Group: rurality, urban and new ruralities in contemporary Brazil. It aims to make possible a research locus about the contemporary relations between rural and urban, its social influences and its Brazilian political and economic consequences. The lack of understanding of the links that comprise the industrialization of products of origin of family agriculture, as well as their commercialization, impose serious challenges for the development of this activity and Agroindustrial segment. In the standardized view of quality, it is understood that in order to ensure the sanitary quality of the products and the food safety of consumers, it is necessary to adapt and modernize the production structures. The inspection of products of plant and animal origin uses universalized methods, which are applied equally in the inspected enterprises. In the present work, we intend to present the definitions and the operation of the Sanitary Inspection Systems of agricultural products, SUSAF-RS, of rural property and family producer of quality. In order to understand if legislators consider or should consider consumers and producers, actors essential for the elaboration of public policies for this sector. Through a closed structured questionnaire, applied to twenty-six individuals, we sought to evaluate the most expressive quality parameters used by consumers of agricultural products in the Fair of colonial products of the municipality of Garibaldi. From the analysis of the most used parameters of quality, stand out healthier products, better price and better flavor. Of the frequency with which they purchase colonial products, the majority of the interviewees make the acquisition at least once a week. From the places where they shop, the Fair stood out as the most requested, followed by supermarket, neighborhood markets, direct on the property and fruit trees. Of the knowledge about the sanitary registry, fifteen individuals said they knew him and eleven said they did not know him. The results show that consumers have a strong propensity to purchase colonial products, even without sanitary registration, because direct contact strengthens the bonds of trust and exposes all productive process without interference to the consumer. It was found that Agroindustrial legislation does not meet the needs of producers and consumers, mainly to standardize processes and products, even where consumers participate in the production process. It is therefore proposed that legislators consider producers and consumers to be fundamental pieces for the development and elaboration of public policies directed to this segment, in order not to de-characterize products from family agriculture, adding social and financial value to family producers rural areas.

Keywords: Colonial Products; Legislation; Family Farming; Health Record.

List of Abbreviations and Acronyms

ANVISA: National Agency for Sanitary Surveillance; MAPA: Ministry of Agriculture, Livestock and Supply; SIE: State Inspection System; SIF: Federal Inspection System; YES: Municipal Inspection System; SUSAF: Unified State System of Family Agroindustrial Health, Art Schannel and Small Size.

Introduction

The Family property is all property that directly and personally is exploited by the farmer and his family, absorbing them all work force, ensuring its subsistence and your for socioeconomic history.

The Family farmer and the rural family entrepreneur as provided in art. 3 of the Law n ° 11.326/06, is the one who practices

activities in rural areas, has no more than four tax modules, use mostly family labor, get minimum income and be together with his family in front of the control of the property.

According to Schneider and Ferrari [1], rural family property has constant need to add value to the agricultural raw material, making it incessant the search for alternatives that reduce production costs and enable the insertion of colonial products in previously restricted markets.

However Due to the growing demand for these products, it is essential to adopt Good Manufacturing Practices and the adhesion of the undertaking to some Inspection System, to ensure the quality of the final product and, Therefore, population health and collective health.

For Cruz and Schneider [2], food is not only presented as common items in the routine consumption of individuals. Foods in general are interrelated with people's lifestyles, and relate to other elements that are present in the Day by day of each individual citizen.

Thus, organs with The purpose of enabling the transformation of raw materials into quality products, which can meet the internal and external market according to the System adopted by the undertaking.

In order to facilitate the simplification of the systems of inspection and supervision of products of animal origin in the municipalities belonging to the State of Rio Grande do Sul, emerged the Unified State System of Family Agroindustrial Health, Artisanal and Small – SUSAF-RS. This system Provides to the undertakings registered in the Municipal Inspection System (SIM), Whose municipality is already inserted in the SUSAF, commercialize its production throughout the territory of the State of Rio Grande do Sul.

Having this work by Princip to the objective, to study the relations between the consumer, the producer and the legislators in the elaboration of public policies aimed at the agricultural and agro-industrial sector.

Thus, a bibliographic research was carried out in this study, which is based on the doctrine, legislation and articles and authors recognized in the academic field, seeking to clarify existing doubts and understand the importance of Sanitary Inspection Systems to meet R to the interests of Society, in addition to exploratory research, with the application of questionnaires to consumers of colonial products.

It is Understood from this study that the Unified State System of Family Agroindustrial Health, Handmade and Small – SUSAF-RS, stimulates the development of different areas that comprise the productive chains, Generating Income and moving the State and National Market, although the level of importance given to the sanitary registry conferred by the SUSAF is not a relevant factor to the consumer of the same products.

General objective

To Study the relationship between the consumer, the producer and the legislators in the elaboration of public policies aimed at the agricultural and agro-industrial sector.

Specific objectives

- Determine, atra the application of a questionnaire in f the Colonial products of the municipality of Garibaldi, The associated variabless a Their consumption.
- Analyze is to Existence of legislation Influence This System Whatrcial.
- Understand This Relationship Commercial, and the influence the policies public for this sector.

Justification

The Trading of agricultural products through the system of short chains is given from remote times, where in principle the producers delivered their products door to door, but that for a long time remained and/or still remains restricted Due to the creation of specific public policies in the area of food. In Addition to the win-win relationship, the reasons that make this model of commercialization remain up to the present, is mainly the trust of knowing the provenance of the product, besides the differentiated flavor in comparison to the industrialized products.

This work is Justified by seeking to understand the existing relations between the public sector, the private sector, rural producers and consumers, when it comes to the elaboration of public policies for this segment. Besides seeking to promote the commercialization system through short chains, of great economic, social and cultural importance.

Eóric Foundationsa

Rural family property

In accordance with art. 4 of the Law N ° 4.504/64 The Rural family property is to be the property explored exclusively by the producer and his family, among other factors, described in the Law.

Art. 4. For the purposes of this Law, it is defined

"Family Property", the rural property that, directly and personally exploited by the farmer and his family, absorbs them all the workforce, guaranteeing them livelihood and social and economic progress, with a maximum area fixed for each region and type of exploitation, and eventually work with the help of third parties [3].

The concept of family farmer and rural family entrepreneur is provided in art. 3 of the Law n ° 11.326/06.

Art. 3° for the purposes of this Law, it is considered a family farmer and rural family entrepreneur who practices activities in rural areas, while meeting the following requirements:

- Do not hold, to any title, area larger than 4 (four) tax modules;
- Use predominantly the family's own workforce in the economic activities of its establishment or undertaking;
- Has a minimum percentage of family income originating from economic activities of its establishment or undertaking, in the form defined by the Executive Branch;
- Direct your establishment or venture with your family.

§ 1° The provisions of item I of the Caput This article does not apply when it is a rural condominium or other collective forms of ownership, provided that the ideal fraction per owner does not exceed 4 (four) fiscal modules [3].

They are also beneficiaries of this Law, the foresters; Aquicultors; extractivists; fishermen; Indigenous peoples; The members of Quilombolas communities and the other peoples and traditional communities that meet all the requirements required by Law.

Quality of colonial products

The quality was first thought as an attribute simply linked to the intrinsic characteristics of the product, however with the passage of time, it was perceived that the quality involves all the productive medium as Carpinetti shows us below.

The predominant understanding in recent decades and which certainly represents the future trend is the conceptualization of quality as customer satisfaction. This definition includes suitability for use at the same time as it contemplates conformity with the product specifications. ISO adopts this conceptualization by defining quality as "degree to which a set of inherent characteristics satisfies requirements" (ISO, 2005, Apud CARPINETTI, 2012, p. 12).

Already A "[...] Quality product or service is one that meets perfectly, reliably, in an accessible manner, safely and at the right time, the needs of the customer" (CAMPOS, 2014, p. 26).

The Colonial products are more present every day in various commercial establishments, with a strong and growing demand for them.

According to Schneider and Ferrari [1], rural family property has constant need to add value to the agricultural raw material, making it incessant the search for alternatives that reduce production costs and enable the insertion of colonial products in previously restricted markets.

The short chains are based on the direct connection between producers and consumers allowing to resocialize and respatialize food from the local scope and constituting emerging markets rooted in tradition, origin, nature or mode of production [1].

These short chains (Free trade fairs, sale in Home of the producer and consumer, tourist routes, restaurants, grocery stores, among others), favor the existence of direct relations between producer and consumer, thus strengthening the entire process of agricultural production and this agro-industrial segment.

However, the vast majority of these products are manufactured without the proper use of Good Manufacturing Practices. Due to lack or ignorance of legislation Specific, ineffective supervision, lack of specialized technical assistance, little knowledge of the risks to human health, cost to adapt the facilities and tecnification thereof, among other Factors.

For Cruz and Schneider [2], foods are not only present as common items in the routine consumption of individuals. And General are shown to be inter-Related to the lifestyle of people, and relate to other elements that are present in the Day by day of each individual citizen.

On the other hand, p There is a growing movement towards the valorisation of colonial products, due to the growing concern with the quality of industrialised products, which are Composed of many unknown ingredients and possibly harmful to people's health.

The Valorisation of agricultural origins, of bonds with the rural, has been an opportunity for the territorial valuation of the products. Such A strategy requires, however, a Consortium Involving consumers, environmental associations, the public sector and producers' representatives [2].

THE constant and growing search for products originating from small rural family properties is not based solely on the legal quality of the product, but on the trust established between producer and consumer and in the culture of a particular locality, illustrating the interrelationship between food and lifestyle, as mentioned by Cruz and Schneider [2], quoted above.

However, when we deal with the legal requirements "[...] "Know-how", finds it difficult to respond to legal requirements in terms of sanitary structure and fiscal aspects, among others" [2].

In the standardized view of quality, it is understood that, in order to ensure the sanitary quality and, thus, the safety of consumers, the structures should not only have minimum size – which in general is beyond the traditional production scale – as well as being, each time more, automated and equipped equipment and Utensils That hinder or prevent contamination and allow easy sanitization [2].

This standardization, However, No Differentiates producers from different performance scales, with legislaç S Treating similarly Production S in large and on a small scale. Derangement of industries that produce on a large scale, the artisan/colonial production works on a minimum scale of production.

The traditional production of food, in turn, is based on artisan methods, which operate in processing scales incomparably smaller than those employed by the conventional industry. Furthermore, the commercialization of this type of production takes place in local systems, grounded in proximity and in trust relationships between producers and consumers as a means to legitimize the quality of these products [2].

Logo, It seems to us that the requirements "[...] Applied to the industrial scale, are coherent, because they represent, in fact, a control, since such processes occur far from the vision, knowledge and direct control of consumers" [2].

In This way it is understood that the norms and hygienic/sanitary standardization existing and required for the production of food diverge from the traditional "know-how".

Still according to Cruz and Schneider [2], To Requirements imposed on producers to legalize themselves in the form of conventional production, make the majority not fit into the formal production system. So, T Marketing of these products a Practice Informal, creating short marketing chains where producers and consumers interact directly with each other.

With the occurrence of recent cases of milk adulterations by dairy products in Rio Grande do Sul It was evident that the norms and other requirements imposed To Large companies do not guarantee to consumers the quality of food produced on an industrial scale [4].

With The loss of trust established between producer and consumer, The Last Turns to the consumption of products (or the product in question) produced by well-known rural family producers, and this is an alternative that sustains the population in extreme cases.

According to Cruz and Schneider [2], in Brazil, consumers do not manifest themselves when there are cases of Negligence Food quality. This Fact is also perceived when it comes to inadequate standardization requirements, which are required for the commercialization of food from rural family farming. In both cases the most impaired are consumers and producers, even representing the majority of the population.

This Fact differs from what happens in some developed countries, whose participation of consumers is essential for the maintenance and adequacy of the products said colonial/traditional according to their specificities.

"This recognition that the consumer becomes important to sanction the quality standard of the products is also Valid To think of products called traditional" [2].

The industrial Logic of production, when seeking standardization, loses the identity and bond of food with the places of origin, overlapping the practices Local and differentiated consumption. Traditional production, in turn, poses as counterpoint to food empires. As Ploeg argues, (2008), this type of production would be an alternative to legitimize products and strengthen family farmers through the construction and reproduction of short and decentralized circuits that link production and consumption of food [2].

It Is plausible that there are criteria to guide the sanity of a product, but these criteria could be defined taking into account the knowledge present in the region, shared between producers and consumers (CROSS KRONE MENASCHE, 2014, p. 19).

In this context, public policies are necessary to elaborate and develop means that collaborate to legitimize traditional foods, considering the consumer as an integral part of this adequacy.

Consumer market analysis

The purchasing behavior has a significant influence on the environment where the individual is inserted, through Stimuli of different factors, sources, or forms, which ultimately collaborate to the emergence of specific demands. Several factors can act on

the behavior of consumption patterns, such as factor it cultureis, partneris, personis and psychologicals.

Cultural factors

Maybe Considered As the factor that More interferes (positively or negatively) in the consumption of a given good or service.

"Culture is the main determinant of a person's behaviour and desires. As it grows, the child absorbs certain values, perceptions, preferences and behaviors of his family and other institutions" [5].

According to the same authors, the culture consists of subcultures (nationality, religion, racial groups, geographic region, among many others), which are determinant in the process of consumption.

The greater the influence of these subcultures in society, the higher the Organization will be charged so that professionals can implement marketing programs that meet them satisfactorily. Bearing in mind that the vast majority of people who are directly linked to different ethnic and demographic niches, the marketing Mass does not contemplate their expectations and desires and demands, indicating the influence of local commercialization and direct chains.

Social factors

Social factors are mainly composed of reference groups, family, social roles and status.

Reference groups

The reference groups are those that exert some direct (face-to-face) or indirect influence on the attitudes or behavior of a person. Some of them are primary groups, such as family, friends, neighbours and coworkers, with which they interact in a continuous and informal way. People also belong to secondary groups, such as religious groups and professionals or class associations, which are usually more formal and require less continuous interaction [5].

In General, the vast majority of individuals are strongly influenced by these groups, mainly due to the existence of affective or professional bonds that favor greater understanding and acceptance of opinions or shared reports among their Members.

Family

The family directly influences the consumption and acceptance of a given product or service, being considered the most influential institution among its members to determine the acquisition of products in society.

Exist, So, Two models of families that can influence the buyer. They were according to Kotler and Keller [5], the family of guidance, which is composed of parents and siblings, and the breeding family, which consists of the spouse and children.

In the Case of the family subject, constant movements in favour of gender equality play a key role in making women participate equally in decisions modifying their way of behaving in the face of society as a participant in the family as a unit of consumption.

Social Roles and status

Consumption suffers interference from the roles and status that each individual represents before society.

"A role consists of the activities that a person is expected to perform. Each role, in turn, implies a status" [5].

Individuals Routinely choose to purchase products that demonstrate their role and status in the face of society, and May, So, Be the actual roles and status of the same or only those desired by it.

As An example of this consumption pattern movement, C Increasingly it is perceived that consumers are paying greater attention to socially responsible organizations.

Personal factors

For Kotler and Keller [5], personal characteristics may influence the choices of certain consumer goods. Undergoing changes according to the variables of Age Occupation, economic conjuncture, personality, self-image, behavioral aspects, values, among others.

Regarding Age and life cycle stage, consumption models are determined by the moment of life in which each person is found. As regards occupation and economic conjuncture As Should identify the occupation of the person who intends to-It The economic moment of the activity that it carries out.

In the Case of personality, it is essential to that the product Have per to distinguish themselves from others, such as flavor, good price, quality, etc.

The self-image is about how the person sees themselves, or how she thinks others see her.

The opinions, interests and actions of an individual form their lifestyle and demonstrate their values to the whole community.

For That the producer succeeds, the same should seek to act in the subconscious of people, consciously influencing their

purchasing behavior; besides knowing the deepest possible of human behavior, their desires, future tendencies and expectations.

Psychological factors

For Merino [6], the susceptibility to the culture of consumption shows itself as a determinant factor in the psychology of people and the tendencies that manifest themselves daily.

They Are described by Kotler and Keller [6], the four main factors (motivation, perception, learning and memory) that induce a reaction in consumers, when they are exposed to the most varied marketing stimuli.

A necessity becomes a motive when it reaches a level of intensity sufficient to lead a person to act. The Motivation has both a direction – we select one goal over another – as an intensity-we pursue an objective with more or less vigor [5].

There are Several reasons why people are satisfied with the purchase of items in their day a Day, among which are the need for acceptance, physiological needs, social and security needs, self-realization, among others.

Perception is the process by which someone selects, organizes and interprets the information received to create a meaningful image of the world. The perception depends both on the physical stimuli and the relationship of these stimuli with the environment and the individual internal conditions. A person can perceive a salesman who speaks too quickly as aggressive and false; Another can see you as smart and helpful. People can have different perceptions of the same object because of three processes: selective attention, selective distortion and selective retention [5].

Perception affects the behavior of individuals, determining choices and in many cases how the consumer will react to a product that may not have any need to acquire at the moment.

“A Learning Consists of changes in the behaviour of a person arising from the experience. Learning theorists believe that it is born from the interaction between impulses, stimuli, signs, responses and reinforcements” [5].

Still according to the same authors cited above, A product can be congregate to some strong impulse or stimulus, favoring the emergence of demands. This method can be used by produtores For creating new demands for a particular product in a given locality.

Every experience gained during a person's life and all relevant information is stored in long-term memory.

Because(memory) the intrinsic quality of agricultural products mission of fostering a great experience of the customer with the same, keeping it in his memory indefinitely, doing the same a potential customer, which will ensure the longevity of the business.

It is Noteworthy that the conformity with the consumption trend, the social responsibility, the social prestige, the perception of quality, the Credib of the producer, perceived risk, experience and information stored in the, are factors of vulnerability to culconsumption.

Sanitary inspection

The Inspection of food products of plant or animal origin in Brazil is carried out by different organs, which are responsible for specific products, and/or by a certain stage in which the product is located.

In Brazil, food inspection is carried out by different organs, responsible for distinct products or for different stages (in general, during production and during commercialization). With regard to the type of food, the inspection can occur through the Ministry of Health, via State and/or Municipal Secretariats or, depending on the scope of the marketing area, by the Ministry of Agriculture, Livestock and Supply (MAPA), States and secretariats or agriculture departments of the municipalities [7].

Products of animal origin are inspected by organs linked to The à Agriculture, which vary according to the marketing area that the product covers or intends to achieve. Each organ is responsible for specifically supervising the products marketed in the Municipality, the State or throughout the national and international territory.

Products made from raw material of animal origin are inspected by an organ connected to the agriculture sector. In This case, the sanitary inspection is divided into three instances: Municipal Inspection Service (SIM), the State Inspection Service (SIE) – in Rio Grande do Sul, this service is under the supervision of the Product Inspection Coordination of Animal Origin (CISPOA) – and the Federal Inspection Service (SIF) [7].

The Municipal Inspection System (SIM) allows products to be marketed only within the limits of the municipality itself. The System of State Inspection (SIE), provides producers to market their products throughout the State. And the Federal Inspection System (SIF), provides producers the commercialization throughout the national territory, and can also meet the external market.

According to Cruz [7], the main differences between the services provided by these different organs relate mainly to the

requirements of physical structure and bureaucratic procedures, which tend to be stricter as the greater the level of coverage.

For products of plant origin the standards and requirements are more mild if compared To Governing products of animal origin.

Products made from raw material of plant origin are under the supervision of the Ministry of Health, through the National Agency for Sanitary Surveillance (ANVISA). The supervision of this type of product can be performed, depending on the case, by ANVISA or by the state and municipal Coordination of Sanitary Surveillance. In This case, however, the attributions for recording production, for example, are not rigid as in the case of products of animal origin and, moreover, the registration, regardless of whether via Municipality or State, does not restrict commercialization at the federal level, as In relation to the production of food of animal origin [7].

Still according to the same author, ANVISA has the right to supervise any product used for human consumption in the means of commercialization and also when they are being transported, not limited only to those of plant origin.

Finally we have the ventures that elaborate diversified and varied quantities of beverages, which also have requirements for commercialization of these products distinct from products of animal and plant origin.

In the case of the production of beverages (alcoholic or not) and vinagres, registration and supervision are under the responsibility of MAPA and, therefore, these products, once legalized, can be marketed nationally [7].

There are other services and inspection systems beyond these mentioned above, and according to Cruz [7], "[...] There are few States and municipalities that have adhered to these systems, because, among the difficulties, there is the need for each State and municipality that requests adherence to be equipped and qualified to perform the required inspections.

Due à Small scale of production and profit existing in small rural family farms that transform their raw material or not, and Commercialize mainly through the short chains (fairs, direct to the consumer, etc.), there are still a lot of producers working on informality.

Therefore, informality should not be understood as Trade Illegal or illicit products, because both have different characteristics and diverge from each other.

The informal sector distinguishes itself from the illegal because its products are not banned, as in the case of drugs or contraband. This is an activity whose production processes do not fall within the prevailing standards of regulation. However, in the first case the appropriate repressor organ is the police, in the second the supervisory bodies are responsible for the framing. The informal sector, therefore, is defined fundamentally from the regulatory norms of the State [7].

It Destarte the existing legal means, in order to enable the producer to meet various and varied markets, and to provide the consumer with a product that has been developed according to the norms of environmental, social and economic respect, are extremely Importance for All a Society, due Their constant pursuit of Promotion, growth and development of the property, in addition to maintaining the quality of life of the populations.

According to Law n ° 9.712/98 The objectives of the agricultural defense in relation to the sanitary quality of agricultural products are:

- Art. 27a. The objectives of the agricultural Defense Are To ensure:

The hygienic-sanitary and technological identity and safety of the final agricultural products intended for consumers.

§ 1° In the pursuit of achieving the objectives referred to in Caput, the government will permanently develop the following activities:

- Plant health surveillance and defense;
- Animal health surveillance and defense;
- Inspection and classification of products of plant origin, their derivatives, by-products and waste of economic value;
- Inspection and classification of products of animal origin, their derivatives, by-products and waste of economic value;
- supervision of inputs and services used in agricultural activities [3].

It is Perceived as soon as art. 27-A of the Law N ° 9.712/98 seeks to maintain all inputs and raw materials used in the development of food products within the required quality levels, collaborating to promote the health of the entire population.

In Order to promote health, it is necessary to participate in various services, individuals and entities, as highlighted by art. 28-A of Law n ° 9.712/98:

Art. 28a. In Order to promote health, the actions of animal and vegetable surveillance and protection of animals and vegetables will be organised, under the coordination of the Public Authorities in the various federative bodies and within the scope of their competence, in a Unified System of Attention to Agricultural health, articulated, in what is related to public healthcare, with the Unified Health System that treats the Law no 8,080 of 19 September 1990, from which they will participate:

- Official services and institutions;
- farmers and rural workers, their associations and technicians providing assistance;
- Supervisory bodies of professional categories directly linked to agricultural health;
- Fund management entities organized by the private sector to complement public actions in the field of agricultural defense [3].

It is essential to participate and cooperate between all parties involved in the process of animal and plant health surveillance and defense, because if there are failures in a portion of the process, all the remainder will be harmed directly or indirectly, Its effects are noted in the short, medium or long term.

Art. 29-A of Law n ° 9.712/98 clarifies how the inspection of products of animal and plant origin should be managed:

Art. 29-A. The Industrial and sanitary inspection of products of plant and animal origin, as well as the agricultural inputs, will be managed in such a way that the procedures and the organization of the inspection is done by universalized methods and applied equitably in all Inspected establishments [3].

It is Understood in this way that the inspection should be carried out impartially in the establishments, and these methods should be used as public knowledge. Thus, making every process transparent to the owners, collaborating so that there is complicity in all the procedures executed.

SUSAF – RS

As previously seen the inspection of food products in Brazil is carried out by different organs, which are responsible for different products and their internships.

In order to facilitate the simplification of the systems of inspection and supervision of products of animal origin in the municipalities belonging to the State of Rio Grande do Sul, emerged the Unified State System of Family Agroindustrial Health, Artisanal

and Small Size – SUSAF-RS. which provides Undertakings registered in the Municipal Inspection System (SIM), whose municipality is already inserted in the SUSAF, commercialize its production throughout the territory of the State of Rio Grande do Sul.

LAW N ° 13,825 OF 04/11/2011 AND DECREE N° 49,340 OF 05/07/2012

Thus Arises the Law N ° 13,825 of November 4, 2011, which has on the Unified State System of Family Agroindustrial Health, Handmade and Small-SUSAF-RS, and gives other Arrangements. This law is subsequently regulated by the Decree N° 49,340 of July 05, 2012.

The objective of the Unified State System of Family Agroindustrial Health, Handmade and Small – SUSAF-RS, is to develop means that collaborate to achieve quality by a given final product.

Art. 2nd. The Unified State System of Family Agroindustrial Health, Handmade and Small-SUSAF-RS, will work with the objective of promoting the safety, integrity and quality of the final product, oriented to the editing of technical norms and instructions in which the Evaluation of the sanitary condition will be based on technical parameters of Good Agroindustrial and Food Practices, respecting the local specificities and the different production scales, considering, even, the social, geographic aspects, historical and cultural values aggregated to the products [8].

Art. 2 of Decree No. 49,340 of July 05, 2012, guides and collaborates for the adoption of Good Agroindustrial and Food Practices, respecting the local, productive and social specificities.

For The purpose of Decree No. 49,340 of July 05, 2012, it is understood by Agroindustry Family, Artisan and Small Size, the ventures that are described in art. 3 of it.

Art. Third. For the purposes of this Decree

- Small-sized family agroindustries: establishments owned or held by family farmers, defined by art. 3^o of Federal Law No. 11,326, of July 24, 2006, directed individually or collectively by them, with industrial area, except attachments, built up to 250m² (250 square meters) intended for slaughter, processing and Industrialisation of products of animal origin;
- Small-sized family agro-industries: agro-industrial establishments with a small production scale directed directly by family Farmer (s) with own means of production or by contract of Partnership, whose production ranges from the preparation of the raw material to the finish of

the product, is carried out with predominantly manual work and that aggregates to the products peculiar characteristics, by differentiated transformation processes that Check Identity, usually related to local or regional geographic and historical-cultural aspects [8].

In accordance with art. 3 of the Decree N ° 49.340/12, is understood by Agroindustry Family, Artisan and Small Size, the undertaking whose possession and direction is direct competence of family farmers, with an area of up to 250m², where the workforce is predominantly Manual and the products have peculiarities that differentiate them from the industrialized products.

According to Art. 4 of Decree No. 49.340/12, the Unified State System of Family Agroindustrial Health, Handmade and Small – SUSAF-RS is responsible for standardizing procedures for inspection and classification of products of animal origin produced in Agroindustries in the State of Rio Grande do Sul. Art. 5 classifies the projects equivalent to the Small Family Agroindustry.

Art. 6 of the Decree N ° 49.340/12, defines that the purposes of SUSAF-RS are mainly to integrate the Municipal Inspection Services to the State Inspection Service, to guide guidelines, to develop socially correct norms and instructions, to promote partnerships, Monitor the Municipal Inspection Services that integrate the SUSAF-RS, authorize the inter-municipal trade, describe the Municipal Inspection Systems that do not meet the criteria established by SUSAF-RS, allow the use of the identity stamp and Keep the records of the Agroindustries in question updated and organized.

The Arts. 7 8 and 9 of this same decree define the roles to be executed by the central instance and local authorities.

In accordance with art. 10 of Decree No. 49.340/12, the State and Municipalities will be the creation of standards aimed at guaranteeing the safety of products of animal origin.

The performance of the SUSAF-RS will be integrated, articulated and harmonic, aiming to develop partnerships with public or private organs in order to ensure the quality of the population's health. Art. 11°. The SUSAF-RS will act articulated with the Unified Health System, and will develop partnerships with State and society bodies, as necessary, to preserve and promote public health" [8].

Art. Twelve degrees. The SUSAF-RS will act articulated with the Brazilian System of Animal Product Inspection – SISBI-POA –, a member of the Single System of Attention to Agricultural Health-

SUASA, instituted by Federal Law n ° 9,712, of November 20, 1998, amending Law N ° 8,171, of January 17, 1991, adding to it devices related to the defense of agriculture [8].

For the marketing of products of animal origin throughout the State of Rio Grande do Sul, it is necessary that the establishments be approved by the Municipal Inspection System (SIM).

Art. Thirteen degrees. Establishments that obtain approval, registration and indication by the Municipal Inspection Service – SIM – or Consortium of Municipalities with adherence to SUSAF-RS may carry out inter-municipal trade within the State of Rio Grande do Sul [8].

In agreement with art. 14 of Decree No. 49.340/12, municipalities that adhere to the Unified State System of Family Agroindustrial Health, Handmade and Small-SUSAF-RS, must meet the following requirements imposed on them.

Art. 14th. To adhere to SUSAF-RS, Municipalities must meet the following requirements

- Pre-constitute the Municipal Inspection Service-SIM-legally instituted, endowed with the minimum requirements defined by the central instance under article 16 of this Decree;
- To adapt its processes the inspection and supervision procedures should follow the federal, state legislation or dispose of equivalent regulations;
- Submit its Inspection Services to documentary and operational audits;
- Verify the achievement of the SIM equivalence in the audits carried out by the central body; And
- Have a veterinary physician who is responsible for the SIM [8].

Regarding The requirements for the Consortia of Municipalities, the Decree n ° 49.340/12 brings in its art. 15 as these accession standards will be defined.

Art. 15th. The requirements for the accession of the Consortia of Municipalities to the SUSAF-RS will be defined in a specific normative act of the central instance of the System by consulting its Management Board" [8].

The arts. 16 and 17 deal with the requirements for obtaining equivalence of the Inspection Services for adherence to SUSAF-RS.

From Art. 18 of the Decree N ° 49.340/12 until the art. 24 of the same, it is approached in what way the Management Board of the

Unified State System of Family Agroindustrial Health, Handmade and Small-SUSAF-RS should be composed and how it will act, besides dealing with its competencies and its internal regiment.

From the detailed analysis of the articles that compose the Decree n° 49.340/12, it is visible to the municipalities that integrate the State of Rio Grande do Sul the importance of adhering to SUSAF-RS. Due to this System unify and adapt the Municipal Inspection System the State requirements, providing the Agroindustry higher product quality, wider area of coverage (because it stops selling only to the municipality and starts to meet the entire State of Rio Grande do Sul), besides relying on the assistance of different organs to achieve their goals, making the undertaking economically viable and an example to others who are interested in developing.

In accordance with the Secretariat of the Agriculture Livestock and Irrigation, the Municipal Inspection Services that have already adhered to SUSAF-RS until the present moment (June 2018), are belonging to the municipalities of: Aratiba; Bento Gonçalves; Carlos Barbosa; Delighted Engenho Velho; Happy Farroupilha Garibaldi Lajeado New Brescia; New South Rome; Paim Filho; Pinhal Pinheirinho do Vale; Pouso Novo; Restinga Seca; Escalator Salvador do Sul; São Francisco de Paula; São Jorge; São José do Sul; Taquari Uncle Hugo; Venâncio Aires; Victor Graeff.

The Secretariat of Agriculture, Livestock and Irrigation shows us that the adherence to SUSAF-RS by municipalities allows their agroindustries to process raw material of animal origin can market throughout the territory of Rio Grande do Sul, moving the Local economy, keeping the venture far away, socially fair and economically viable.

Thus, from the adhesion of the municipality to the SUSAF-RS, it adds value to the agricultural raw material, generates income to the producer, turns the local market and develops the rural environment, causing the producers to be an active part of the community and meet satisfactorily To the raised demands of every society.

Methodological procedures

To Perform this study, a bibliographic research was carried out, which is based on the doctrine, legislation and bibliographic production around the theme. Also based on research in the fields of statistics, agriculture, quality of colonial products, rural producer and rural family property.

This study was carried out through a closed structured questionnaire, which addressed quantitative questions in order to

identify which motives led people to consume agricultural products with or without sanitary records.

Method (S) of research

An exploratory bibliographical study Was conducted and then A quantitative exploratory questionnaire was developed (APPENDIX A) Aiming Characterizing what are the factors that corroborate the acquisition of colonial products, what is the importance of sanitary registration in this context, which are the most conducive places for commercialization and how often they are purchased.

Delimitation of the population or the object of study and sampling

A non-probabilistic sampling Was performed for convenience with 26 individuals from the municipality of Garibaldi/RS, who attended the fair of colonial products in the municipality. In order to identify which factors promote the acquisition of colonial products, what is the frequency of acquisitions, where they usually acquire them and what is the role of the sanitary registry in this context.

Data collection techniques

On October 06 and 13, 2018, interviews were conducted with 26 individuals aged between 28 and 70, at the Fair of colonial products in the municipality of Garibaldi.

Four closed structured questions Were answered, two of which allowed more than one choice option, and 2 1 only option. THE Complete Questionnaire applied is attached at the end of this study.

The Fair, the data collection site, has been held for more than thirty years, every Saturday from 6 hours in the Martini and Rossi Square, extending throughout the morning. Offering consumers fruits, vegetables, vegetables and vegetables from conventional and ecological cultivation, as well as handicrafts, breads,ucas and sweets. Its main objectives Are to promote the approximation between farmers and consumers and to enhance the work of rural producers.

Data processing and analysis

The data were tabulated and in followed certain as frequencies the answers of each question by each individual interviewed. graphics containing a frequency the answers of as of question were made using-if the program excel to will 2013.

Analysis and interpretation data

This study aimed to understand the existing relations between the public sector, the private sector, rural producers and consumers

of colonial products, when it comes to the elaboration of public policies for this sector of the economy and its impacts on Socioeconomic development of rural producers, irrespective of whether agricultural production of rural property is legalized or not for sale in local and regional trade.

We Sought to analyze the inspection systems for existing agricultural products, their importance for the rural producer and for consumers (more impacted by the laws imposed in this segment). In Addition to highlighting the relevance of the implementation of the SUSAF by the municipalities, in order to minimize the bureaucracy, so that the legalized producer in the municipality has the possibility of commercializing its products throughout the territory of the State of Rio Grande do Sul, and still To contribute to the need for producers who remain in informality to be more simplified and agile.

From this exploratory study, it was necessary to formulate a quantitative questionnaire, where only the consumers of colonial products should answer it, aiming to identify and analyze what are the highest quality parameters Used for the choice of these items of consumption, the frequency of acquisitions, the places of greatest trade including the fair, and finally the degree of knowledge of the sanitary inspection.

The criterion adopted for the study of the target audience was that the individuals to be interviewed should fit as consumers of colonial products.

The interviews took place at the colonial products fair in the municipality of Garibaldi, where on Saturdays there is the commercialization of agricultural products from rural family properties located within the boundaries of this city.

Twenty-six people of both sexes and age between twenty-eight and 70 years Were interviewed, in order to represent more faithfully the consuming population of the products in question.

Next, four subheadings are presented in the four questions of the interview at the Fair of colonial products in the municipality of Garibaldi.

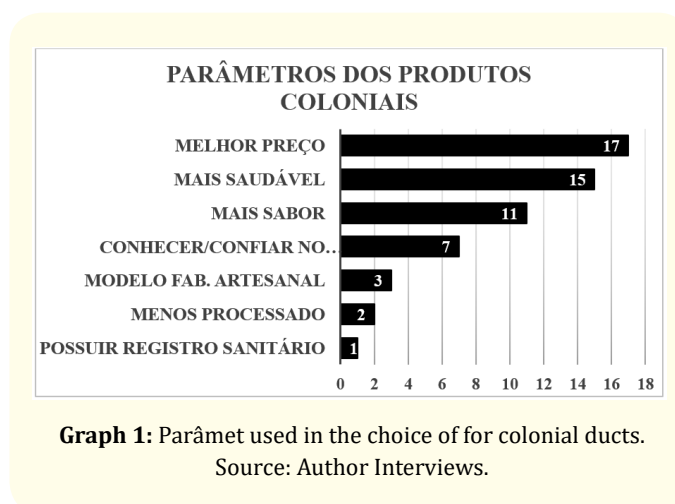
Quality parameters

There are Several concepts regarding quality, but it is essential to have a clear knowledge about what parameters the consumer considers to be more relevant.

The complementary meaning of the Theory of Conventions to the NEI and the NSE is the idea that if the markets are built by the actors, according to the NSE, and the institutions are the rules

governing these markets, these rules are not simply given. They come from a demand from within the productive process, that is, the actors themselves construct these institutions [9-26].

The Graphic 1 shows the disputes between the parameters indicated by the consumers as justification for the choice of agricultural products. It Represents a question of the interview held, where participants could choose more than one option.



As the most important parameters analyzed, it was found that the alternatives best price, healthier product, better flavor of colonial products and trust in the producer, represented almost the totality of the choices made by the interviewees.

Representing a smaller portion of the alternatives are the model of artisan/colonial manufacturing, less processed product and the parameter has sanitary record with only one quotation.

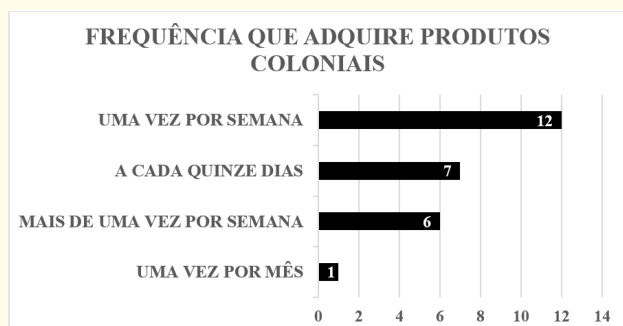
From this reading of the graph, it is noticeable that the colonial products do not necessarily need to have sanitary record, be less processed and be manufactured in the handmade or traditional model to be more accepted by Consumers. The knowledge of the producer is an item that stands out before those mentioned above, because it can present greater reliability on the quality of the marketed products, not needing registration to give this guarantee.

Finally, it was noted that the best flavor, price and products associated with healthier eating are more relevant for the individuals, as they were more influenced by the quality parameters of the purchase of colonial products.

Acquisition frequency

The frequency of acquisition of colonial products is very variable, depending on the number of family members, food composition and consumption culture of each citizen.

Graph 2 shows the frequency with which individuals travel in order to acquire products from rural family farms. The question was possible to choose only one option.



Graph 2: Frequency of acquisition of colonial products. Source: Author Interviews.

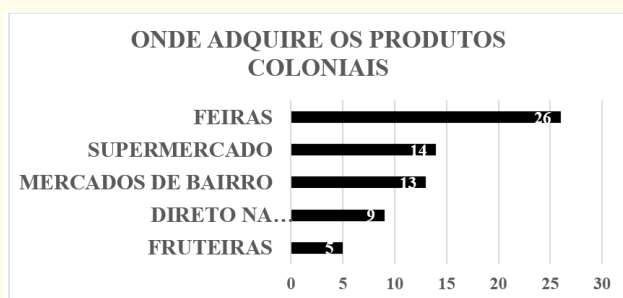
The research reveals that at most every two weeks the acquisitions occur, so most occur weekly.

In View of the characteristics mainly of the fair, where the majority of purchases are given, it is verified that as it performs weekly exhibitors, the Consumers may have preferences and end up returning after a few days, when a certain producer returns to the fair.

Graph 2 shows that in large part, the acquisitions of these items are constant and routine, but would not dictate, showing as a potential future to increase the participation of producers in the feeding of garibaldenses citizens.

Main places of acquisition

The Graph 3 shows the main sites of acquisition of colonial products by consumers. Each individual could select more than one option, as long as they represented it.



Graph 3: Places of purchase of colonial products. Source: Author Interviews.

As The research was conducted at the Fair of colonial products of Garibaldi, it is notorious that it was the most cited. Next, the supermarkets, the neighborhood markets, the direct purchase of the property and fruit trees were highlighted.

Supermarkets and neighborhood markets are usually associated with other products, if we exclude the fair the same appear to be more attractive to other study items. However, there is no great variety of colonial products in these means of commercialization, because most of them are not legalized to enter these places.

The Direct purchase on the property and in fruit trees are less indicated as preference, however are the places along with the fairs, which offer more variety and good prices for these products from family farming.

Family farming can present itself in a strategic advantage from the association of its products to tradition, nature, craftsmanship and the place. It is Noted the persistence and expansion of the proximity markets, which Reputation, even under conditions of informal trade [1].

To promote the approximation of producers with consumers and add value to colonial products, it is necessary that the direct purchase on the property is more planned and disseminated, continuing to grow and strengthening the bonds of trust among the main Actors in this market.

Sanitary registry

The Graph 4 originated from the fourth question of the interview held at the Fair of colonial products in the municipality of Garibaldi, aims to understand whether the sanitary registry influences the consumption of citizens. The question allowed the individual to choose only one option, which should be obligatorily positive or negative.



Graph 4: Knowledge of the Sanitary Registry of colonial products. Source: Author Interviews.

Of the twenty-six interviewees, fifteen have knowledge about the sanitary registry and eleven do not have it. Minimum Knowledge, not being required to deepen on the subject.

Most interviewees know the function of the sanitary registry, but it is perceived that having it is not pointed out as necessary, so that the purchase by consumers of products without the sanitary inspection occurs.

Gradually, the quality became associated with large structures and sanitary aspects-of safety-, based on the production scale and the productive model of large food industries. To ensure and control this quality, we adopted systems and tools for control, standardization and traceability [2].

It is Perceived that the sanitary registry arose to meet the large food industries, in order to standardize the operations that were carried out away from the knowledge of consumers, and ended up being required for all food producers, without To consider the wishes of consumers and farmers, as these are the most affected by measures imposed on them.

However, the sanitary registry should not be neglected because it has as its main foundation, avoiding harm to human, animal and environmental health.

It was Verified through the interview that the same attributes that the ancestors used to choose their suppliers, remain alive in the essence of each individual who in contemporaneity still seeks to maintain these ties with the producers.

Thus, with this data analysis, it was evident the importance of recognizing the value associated with the colonial product, which goes from the way of making characteristic, to the established bonds of trust, which are understood in this work as Quality certifiers established by the main protagonists of this exchange.

As a proposal for intervention, we will seek through this, foster dialogue between the public authorities, producers, consumers and the whole society for the pursuit of understanding and consensus in the elaboration of measures, which mainly do not discharacterise the methods Production, local culture and existing relations between producers and consumers.

Final considerations

It is Perceived with this work a growing movement towards the appreciation of colonial products, due to the concern with family health and the quality of industrialized products, which are manufactured using ingredients and processes often unknown.

In This context, it is necessary to elaborate public policies that develop means that contribute to the legitimation of traditional foods, considering the consumer and the producer parts of this adequacy.

It is evident that the quality of the colonial products is understood as the one that satisfactorily meets all the desires of the client.

The interview showed that initiatives to promote the approximation between producers and consumers and to value the colonial products, become indispensable to develop the rural environment respecting its characteristics and the culture of each region.

The interviewees propensity was Demonstrated to the consumption of colonial products that respect traditional manufacturing methods. Not making the registry sanitary, a value attribute considered fundamental or necessary by consumers to motivate the purchase.

From the elaboration of this work, it is necessary to extend the analyses to other classes of different individuals and regions, with the objective of obtaining more data that provide greater reliability to help future decisions, governmental or not, that Will impact on the lives of people who survive family farming.

Appendix A: Interview with clients of the agricultural products fair of the municipality of garibaldi/RS.

1) Which of these parameters do you consider at the time D Choice by agricultural products? Obs.: Can-Sand tick more than one option.

- Less processed.
- Has Sanitary registry.
- Healthier.
- Best sabor.
- Model of craft/colonial manufacturing.
- Knowledge/Trust in the producer.
- Best Preço.

2) How often Acquires them?

- Once a month.
- every fifteen days.
- Once a week.
- More than once a week.

3) Where You acquire The Products? Note: You can tick more than one option.

- Supermarket.
 Fairs.
 Fruit.
 Neighborhood Markets.
 Directly on the property of the producer.

4) Know What the sanitary record is Agricultural products?

- Yes.
 No.
 AGE ____.

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