

SALES STRATEGIES FOR FAMILY FISH FARMING IN TOCANTINS, BRAZIL THROUGH INSTITUTIONAL MARKETS

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The aim of this study was to analyze sales strategies to introduce fish, produced in family-based properties, in institutional markets of Tocantins state. It was verified that even when there are incentives provided by public policies targeting the productive inclusion of these producers, indicators show that local governments have difficulty to making purchases, not reaching the minimum quota budget provided for this purchase modality in Brazilian legislation, which is 30% in some programs, such as initiatives related to the provision school meals in municipalities. These barriers are not only linked to difficulties in management and productive organization of family farmers, but also to the lack of information about the programs, how to access and execute the purchases, difficulties of interaction and coordination with local public officials, difficult access to rural extension services and, therefore, the offered products do not have access to legalized inspection services.

In this context, a manager group was created to coordinate the different skills of government and private sector partners, aiming to include the fish produced by family farms in purchase public policies of Tocantins state, seeing the above challenges, based on four pillars: productive organization, technological innovation, food safety and public policies promotion.

Therefore, the actions of these sales strategies aim to increase the participation of fish farmers in public policies that support sales, such as the National Program of School Meals and Direct Institutional Purchase; adding value to the fish coming from this sector of the supply chain, promoting access to formal markets through inspected fish products.

Figure 01. Actions matrix to execute the Sales Support Program of family-farmed fish in Tocantins state.

Productive organization	<ul style="list-style-type: none"> • Survey of producers with Declaration of Readiness to Pronaf (a Brazilian program to support family farmers) • Negotiations with a legalized fish industry • Supply planning
Technological innovation	<ul style="list-style-type: none"> • Development of novel products • Acceptability tests in school meals • Marketing
Food safety	<ul style="list-style-type: none"> • Partnership with fish industry to ensure the access to federal inspection service • Facilitate the operation of municipal fish industries with local inspection (in Araguacema, Tocantins) • Support the installation of new fish industries with access to federal inspection service (in Xambioá, Tocantins)
Public policies promotion	<ul style="list-style-type: none"> • Partnership with State Education Department of Tocantins • Promotion of public sales policies (Brazilian Food Acquisition Programs)