



Mini Review

Volume 24 Issue 3 - April 2020
DOI: 10.19080/ARTOAJ.2020.24.5562656

Agri Res & Tech: Open Access J

Copyright © All rights are reserved by Juliana de Fatima

Wafers Isis: An experience of Resilience in the Agrovila Ouro Verde dos Pioneiros in Cotriguaçu - MT



Mauro Luis Zanovello, Juliana De Fátima Vizú*, Denise Pavan Brambila, Maria José Marques, Nathany Coelho Miranda

Instituto Nacional de Pesquisas da Amazônia (INPA), Manaus-AM, Brazil

Submission: April 22, 2020; **Published:** May 01, 2020

***Corresponding author:** Juliana de Fatima, Instituto Federal De Rondônia, RO, Brazil

Abstract

This report of experience will show the “action among friends” named “Bolachas Ísis”, in Cotriguaçu – MT – Brazil. Founded in August, 16 of 2011 in the basis of Clube SERA (Sociedade Esportiva e Recreativa Agrovila), it has six members in May of 2019, that work directly with food production, and the suppliers of raw materials are family farmers from near. This is an innovative way of women organization from a small city that realized the necessity of income generation and family socioeconomic empowerment in the Community. The goal of this report, besides of sharing the way of creation of this new proposal of solidarity economy, is also show the possibilities of socio-environmental transformation of this model, as well in the social relations as in the new format of production's group. These relations have caused empowerment of the women in the family and society. The bakery production was an alternative way of income generation to the women, with the sale of the products in the neighborhood, markets and in the city of Cotriguaçu, once a week and. United with mutual trust, they found a big commitment of the members.

Keywords: Family farmer; Empowerment; Autonomy; Sustainability

Context

The valorization of women is becoming remarkable, and this is seen because of their importance within the social, economic, environmental and cultural context in which they develop their relationships. The experience called Bolachas Ísis, was shared with the group of women living in Agrovila Ouro Verde dos Pioneiros in the municipality of Cotriguaçu / MT. It is an organization of women, who work with the production of pasta and bread products in general, with the main objective of promoting the sale of local products and the rescue of female autonomy in the family unit. According to Goulart [1], the positioning of women has implied several and important transformations in land use practices, natural resources, food and nutritional security and rescue of knowledge. In addition to the economic factor, this experience translates into female empowerment, resilience and social achievements of gender in the municipality of Cotriguaçu / MT. The gender debate has advanced a lot in recent years, based both on the invisibility of female work in productive and reproductive activities, as well as on the perspectives that open up to women with the increasing rise of non-agricultural activities as income generators in rural areas. [2]. The families residing in this community have their main economy focused on beef cattle production and the extractive

timber industry, in addition to the municipal public service. Thinking of economic / social development and job creation for women, since with the exception of the public sector, the activities developed in the agrovila already mentioned are mostly carried out by men, a group of women proposed to produce food in the bakery sector for trade place. In this context, this work aimed to bring the systematization of experiences carried out by this group with strategies aimed at making the work developed more visible, enhancing, and improving their ability to reflect on their own initiatives.

Description of the Experience

The experience reported arose through the investigation of activities carried out by women in the rural area of Cotriguaçu/ MT, in a participatory conversation (dialogue wheel) with popular residents in agrovila Ouro Verde dos Pioneiros, which is located in the rural area 25 kilometers from the municipality. After the information obtained, was conducted an interview with the organization of women's action between friends “Cookies Isis”. Throughout the experience, an informal conversation was established with open questions, so that the interview would take

place in the most pleasant way possible. The initiative arose by the idealization of the manager Denise Pavan Brambila, who works as a councilwoman in the municipality of Cotriguaçu, being also a resident of Agrovila, who, realizing the worrying relationship of social invisibility of women of the place thought of establishing an activity with the perspective of valuing the trajectories of life and struggles of these. Founded on August 16, 2011, on the premises of the former CLUB SERA (Agrovila Sports and Recreational Society), the action between friends Cookies Isis came to have 19 women, but at the moment, in May 2019 has only 6 direct members who work in the manufacture of food, in addition to the suppliers of inputs are from local family farming. Promotes female empowerment, local income generation and socio/economic rescue of women in the family unit.

In the beginning they sold the products on site and delivered cookies and other food to needy families, through the PAA (Official Food Acquisition Program) program, in which families received 3 products: (breads, breads and cookies), weekly for three years. Currently the group sells production in agro village itself, in supermarkets, bakeries, and in trades with weekly deliveries. They are produced: cookies of various flavors:

(coconut, peanuts, molasses and cornstarch), pasta of pastel and pizza, various salted, pumpkin and cassava pans, corn bread and cheese stick (Figure 1). The financial management has its own organization in which the income, at the end of each month and after deducting from the production costs is divided among them proportionally the number of hours worked, because there is no owner of the business, but a cooperation between all. The name Isis was defined by the group after participating in a formation by Pronatec – A Government's program for the qualification of workers which brought a reflection on the meaning (Deusa Isis the goddess of prosperity and love). As its name translates, love overcame a major disaster that happened at the site in July 2016, with the destruction of agroindustry, which was caused by a fire in circumstances hitherto little clarified in the community (Figure 2). After the reflection of the women in the desire to continue the activities and community help of the population, was organized to rebuild the agroindustry and achieve conditions for the purchase of basic equipment for the resumption, conducting auctions, ôesraffle and donations. Showing the resiliency of this group in the context presented. In September, Just two months after the fire, the reconstruction started through community task forces and action of the women themselves Figure 3.



Figure 1: Bakery products from "Wafers Isis".
Source: (BRAMBILA, 2019).



Figure 2: Fire in the Wafers Isis.
Source: (BRAMBILA, 2016).



Figure 3: Rehabilitation of Wafers Isis.
Source: (BRAMBILA, 2016).

In the interview, when arguing the implication of income in women's families, it was possible to understand from the report that community work include positive way in family interactions, affirming the role of women, their contributions and consequently the search for equality. Dona Clauceia in her account is moved to say that all income for the support of her children, as well as the insertion of her daughter in the university comes from the activity she performs in the group. Dulce another participant reflects on social rescue and health recovery, because she had undergone a depressive process before this work. Marlene is proud to be able to buy a small house, with her income in Isis. We can list that the main challenge with a view to increasing the number of women in the group would be to leverage productive capacity, since the consumer market would safely absorb a considerable amount more products than one has in current production, with the acquisition of equipment that was lost in the fire. It is worth noting that local producers, strengthening the economic development of agro village, mostly supply the raw material obtained for production.

Results

In this sense, the main contribution of this experience to the area is to reinforce the importance of community actions and the autonomy of women in the family environment. Much remains to be done in overcoming the challenges listed and others, but it is possible to say that the action between friends Cookies Isis, today presents numerous advances and results: it has 6 direct members, strengthens local family farming and livestock, promotes socioeconomic female empowerment and establishes reflections of women in their productive activity.

Conclusion

With this experience we could conclude that the initiative Wafers Isis, working about 8 years brought an innovative form of organization among women of an agro village, who realized the need for local income generation and family socioeconomic empowerment in the community. Also, was presented a new possibility and model of socio-environmental transformation, both in the field of social relations, as well as in the creation of new formats of production groups.

These relationships have caused autonomy of women in the family unit and society. The production of bakery food was an alternative to generate income from them, with the sale itself as in supermarkets, fairs and in the city of Cotriguaçu, delivering once a week. Based on mutual trust, an ethical basis leads to a greater commitment on the part of the members.

Thanks

The empowered women of Wafers Isis in particular, Denise Pavan Brambila, warriors, who day after day, care for their families and produce food. May your lives be filled with moments as unique as these and never lose hope that better days will come.

References

1. Goulart, Isabele CG (2016) Factors related to the adoption of management practices in successional agroforestry systems in the Northern region of Mato Grosso. *Revista Brasileira de Agroecologia*, [S.l.] 11(3).
2. Lima PAL, Brunini MA, Kanesiro LA, Kanesiro JC, Maciel Jr VA, et al. (2011) Consumer profile of organic products in the city of São Joaquim da Barra / SP. *Nucleus* 8(1).



This work is licensed under Creative Commons Attribution 4.0 License
DOI: [10.19080/ARTOAJ.2020.24.556266](https://doi.org/10.19080/ARTOAJ.2020.24.556266)

**Your next submission with Juniper Publishers
will reach you the below assets**

- Quality Editorial service
- Swift Peer Review
- Reprints availability
- E-prints Service
- Manuscript Podcast for convenient understanding
- Global attainment for your research
- Manuscript accessibility in different formats
(Pdf, E-pub, Full Text, Audio)
- Unceasing customer service

Track the below URL for one-step submission
<https://juniperpublishers.com/online-submission.php>