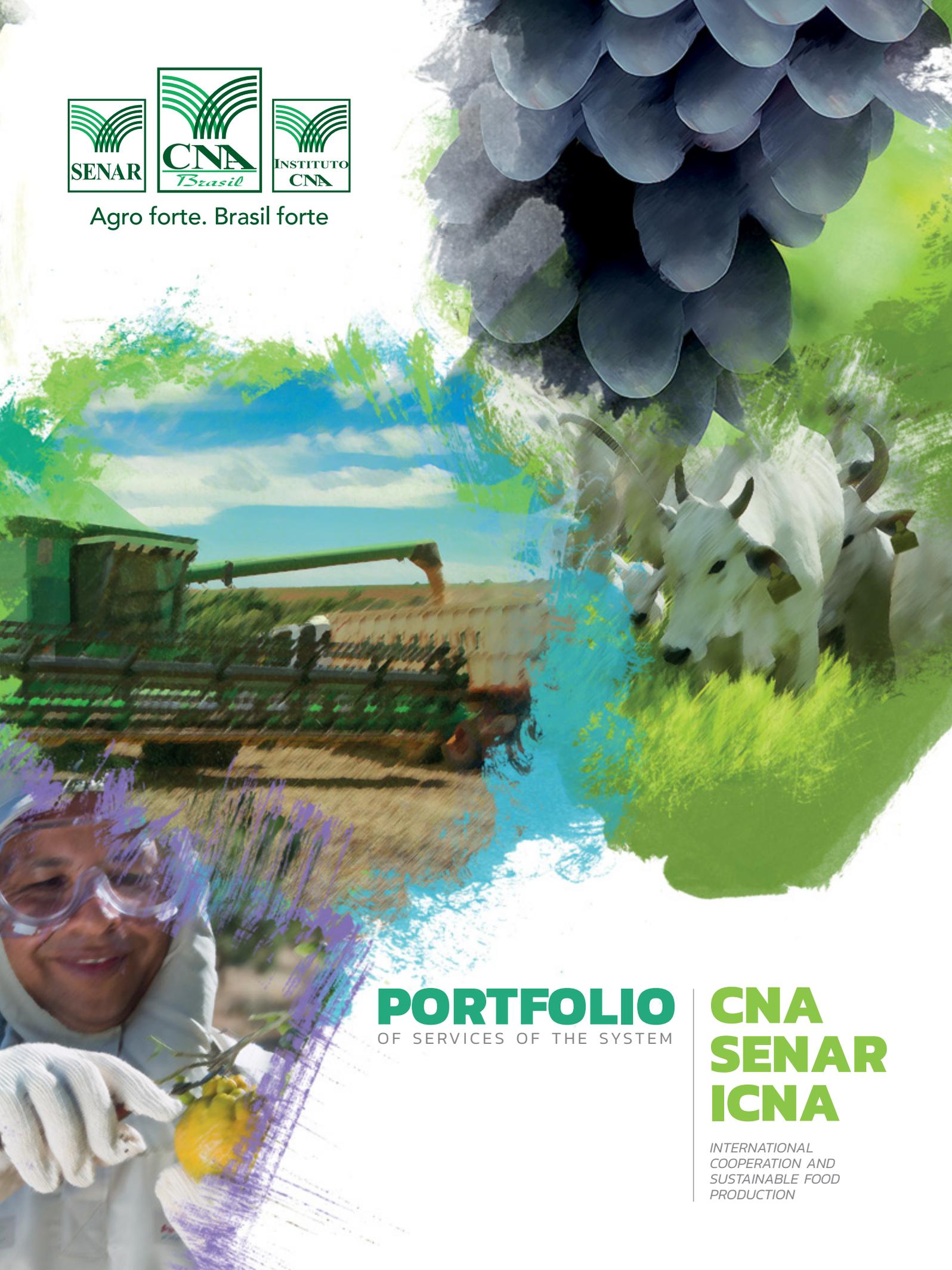




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PORTFOLIO
OF SERVICES OF THE SYSTEM

CNA
SENAR
ICNA

INTERNATIONAL
COOPERATION AND
SUSTAINABLE FOOD
PRODUCTION



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COMUNICAÇÃO



	CNA-SENAR- ICNA SYSTEM ORGANIZATION AT A GLANCE.....	4
1	INTERNATIONAL COOPERATION AND FOOD PRODUCTION.....	7
2	TECHNICAL AND MANAGERIAL ASSISTANCE (ATeG)..... <i>FROM THE FARM TO THE TABLE</i>	11 13
3	VOCATIONAL EDUCATION..... <i>WOMEN ON FARM PROGRAM</i> <i>PROFITABLE RURAL BUSINESS</i>	15 16 17
4	SOCIAL PROMOTION..... <i>MEN'S HEALTH AND WOMEN'S HEALTH</i>	19 20
5	EDUCATIONAL SERVICES.....	23
6	FOOD SAFETY AND ENVIRONMENTAL SUSTAINABILITY..... <i>RECOVERY OF DEGRADED AREAS</i> <i>ADAPTATION OF PRODUCTIVE SYSTEMS TO CLIMATE CHANGES</i> <i>BIOMES PROJECT</i>	27 28 28 29
7	RURAL ECONOMY..... <i>FUTURE FARM PROGRAM</i>	31 32



THE CNA-SENAR-ICNA SYSTEM ORGANIZATIONS AT A GLANCE

Education, vocational courses, technical support and life quality improvement of more than 70 million producers and rural workers in Brazil. This is the main reason for the National Rural Learning Service (SENAR) to celebrate its 26th anniversary with an optimistic view towards the future of the Agriculture and Livestock activity.

Since December 1991, the entity has contributed to the social and economic development of rural communities throughout the country. Present in the 26 states and in the Federal District, the entity has the noble mission of combining the rural production with the three dimensions of the sustainability concept – economic, social and environmental.

In addition to promoting the citizenship in rural areas, SENAR provides Technical and Managerial Assistance to prepare the countryside for the challenges of climate changes. The organization's portfolio provides courses and skill development on the latest technologies in the farming sector. The intent is to associate rural profitability with respect to the nature and the biodiversity.

There are more than and 6,000 instructors trained to conduct vocational courses. The handbooks cover more than 300 rural occupations

– from hand milking to precision crop management. Whether through the CNA College or under a fig tree, SENAR is able to go wherever the farmer is – in Brazil or overseas.

The Brazilian Confederation of Agriculture and Livestock (CNA) is another flagship entity composing this system. Playing on the advocacy fields, its main role as the leading private entity is to stand for Brazilian farmers both in national discussions and international negotiations.

From small family farmers to modern agricultural exporting properties, CNA represents more than 2 million agriculture and cattle farming entrepreneurs. It gathers federations in the 26 states and in the Federal District. The system reaches almost all the municipalities through more than 1,900 rural unions.

The CNA Institute completes the CNA/SENAR system. It is responsible for technical and scientific studies on the rural area development 🌱





1. INTERNATIONAL COOPERATION AND FOOD PRODUCTION

*PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT AND
THE CLIMATE RESILIENCE*



In the year it celebrates its 27th anniversary of existence, the National Rural Learning Service (SENAR) restates its open-doors policy to cooperate with multilateral organizations and foreign governments.

In order to foster new partnerships in Brazil and overseas, SENAR has brought together its main services and products to this portfolio. In common, the programs detailed herein converge to the food sustainable production and life quality improvement of women and men, who live in the countryside – and for the countryside.

All products are based on content and methodology tested by institutions drawn on more than two decades of experience in training and representing the interests of the agriculture and livestock segment. More importantly: this portfolio can be tailored to different biomes and production systems – in Brazil and abroad.

From its foundation in 1991, SENAR has already served more than 70 million rural producers and workers. With vocational and technical courses on rural activities, distance education, an own college and Technical and Managerial Assistance to farmers, the organization has contributed to consolidating Brazil as a powerhouse in tropical agriculture.

From the shadows of the fig trees in the countryside to the modern rooms of Centers of Excellence, SENAR network of technicians is present in the 26 states and in the Federal District.

This catalog also presents services and products by the Brazilian Confederation



of Agriculture and Livestock (CNA), CNA College and CNA Institute (ICNA). Alongside SENAR, these four entities comprise the CNA-SENAR-ICNA system.

That is the experience we intend to share through several formats of international cooperation. Our goal is to contribute to the sustainable development of agriculture and livestock in other regions of the world 🍌





2. TECHNICAL AND MANAGERIAL ASSISTANCE (ATeG)

*MAKING RURAL PROFITABILITY AND PRESERVATION
OF NATURAL RESOURCES WALK HAND IN HAND
TOGETHER IN THE COUNTRYSIDE*



increasing revenues are priority goals on the program handbooks.

Tailor-made support is another feature of SENAR's methodology. The tool is not part of a single recipe for all farmers. On the contrary, both the approach and the recommendations are tailored according to the specificities of each property.

SENAR close relationship to the countryside daily routine allowed the development of its own methodology of Technical and Managerial Assistance (ATeG). The model is based on the assumption of producing more food with lower impacts on the natural resources. The idea is simple: improving the life quality of farmers and tailoring productive systems to the effects of climate changes.

In addition to the central administration, 23 regional institutes comprise the institutional network for Technical and Managerial Assistance. The team is composed of nearly 2,500 on-the-field technicians and 87 supervisors. In 2017 alone, more than 60,000 producers participated in this program.

The model can be implemented in different biomes – in Brazil or internationally. It is suitable for any agriculture and livestock chain or production system – from organic agriculture to conventional production of grains. **The methodology is composed of five steps:**



The distance education platform of CNA College also helps overcoming geographical barriers and shortening distance between instructors and farmers.

Development Bank (IDB), the government of the United Kingdom and the Brazilian Ministry of Agriculture, Livestock and Food Supply (MAPA).

Another indicator of ATeG success are the partnerships with government agencies and multilateral agencies. This is the case of the Inter-American

In the **Milk MAPA** project, for example, SENAR applies the methodology to implement the Brazilian government policy for small milk producers. The

purpose is to promote good practices that assure the quality and safety of the milk from the farm to the final consumer.

The project is due to reach out 3,300 properties in the states of Mato Grosso, Paraná, Santa Catarina, Rio Grande do Sul, Goiás and Minas Gerais.

The mission to qualify producers to meet environmental sustainability standards has resulted in cooperation with the Inter-American Development Bank (IDB) and the MAPA. This program – named as **Sustainable Rural** – benefits small farmers in the Amazon and the Atlantic Rainforest biomes.

The idea is to disseminate methods and technologies that reduce the carbon emission from the rural production. This portfolio of sustainable techniques contains the crop-livestock-forest integration (iLFF), the recovery of degraded areas, sustainable management of native and

commercial forests as well as non-tillage planting.

FROM THE FARM TO THE TABLE *Fewer middlemen on the way. More income to small producers*

Through technical support, it bridges direct commercial channels between small producers and food consumers. By leaving intermediaries out of the production channels, it increases profits and lowers transactional costs of farmers. On the other hand, the participating companies assure standardization, traceability and the safety of the food they bring to the table of final consumers.

This project is the result of a partnership between SENAR and the National Service of Commercial Apprenticeship (SENAC). It has promoted, for instance, the commercial partnership between small growers of vegetables in the Brazilian municipality of Alexânia, in the State of Goiás, and restaurants of the capital Brasília 🌱



ASSISTÊNCIA TÉCNICA E GERENCIAL
DO RURAL À MESA







3. VOCATIONAL EDUCATION

*IMPROVING THE EFFICIENCY FROM THE FARM
TO THE AGRO-INDUSTRY*

How to make an electric fence or herd cattle properly. What about adopting integrated management of pests, trim a horse hoove or apply agricultural fertilizers. Doubts on how to milk a cow by hand or machine? Thinking of storing rainwater and improving levels of nutrients in the soil? These are just examples of situations for which SENAR provides solutions through **professional courses**.

The portfolio covers more than 300 field occupations in the areas of agriculture, livestock, forestry, extractive activities, aquaculture, services, agribusiness and agroforestry activities.

There are nearly 6,000 instructors trained on the SENAR educational methodology. This network of instructors take the vocational training throughout Brazil – from small coffee growers in the mountains of Minas Gerais state to cattle ranchers in the Brazilian Northeast region.

Back in 2017 alone, SENAR has offered 726,675 trainings. All courses can be translated and adjusted to the **distance education** format.

WOMEN ON FARM PROGRAM

More women leading the way in the rural environment

Promoting gender equality is vital to the welfare of rural families. More and more women have been assuming leadership on farm-related functions. According to the Food and Agriculture Organization of the United Nations (FAO), they account for approximately 43% of the rural workforce worldwide.

The Women on Farm program has been specifically designed to meet the female public demands. It is conducted by women – and for women. On a broad perspective, it develops entrepreneurship and management skills to empower women on rural business.

16





During 5 sessions lasting 8 hour each, women farmers learn, for example, how to plan their business, prospect production costs of their own crops, interpret economic indicators or finding the best time to trade. It also covers personal development.

To work on the new methodology, 72 instructors were updated in the new methodology, and 35 new ones went through the training qualification, being able to act in the program. By 2017, the program has trained more than 3,500 women across the country.

PROFITABLE RURAL BUSINESS

Small producers in commercialization channels.

Formatted on a 46-hour course, this program offers short-term training on rural business planning and management. Methodology is not

limited to the classroom – SENAR technicians also make it to farms to provide on-sight advisory to participants.

Based on simple management tools, it is designed specifically to attend small family farmers. Since 2009, it has benefited more than 60,000 Brazilian producers accounting for more than 45,329 properties.

In Brazil, SENAR develops this program in partnership with the Brazilian Micro and Small Business Support Service (Sebrae). **Its methodology, content and format can be adapted to suit specific needs of small producers in other developing countries. It also offers distance education programs.** In 2017, 104 new trainers were trained to work on the program and approximately 12,000 rural producers 🇧🇷





4. SOCIAL PROMOTION

*HUMAN BEING AS THE BASIS OF
AGRICULTURAL ECONOMY*



20

SENAR also offers services to improve the welfare of farmers and rural workers. Literacy, health, citizenship, social inclusion and artisanal food production are examples of themes comprising its portfolio of social actions to rural communities.

Due to its institutional multilink, SENAR is able to reach out locations in need of public polices support. In 2016, for example, SENAR has attended 276.394 people with social actions. Its programs focused on the health promotion of rural population have benefitted approximately 61,000 Brazilians so far.

MEN'S HEALTH AND WOMEN'S HEALTH *Prevention of diseases and improving life quality in rural areas*

Through lectures and training, SENAR instructors disseminate information on basics habits and attitudes that may save lives by preventing the incidence or dissemination of diseases – such as prostate and skin cancer, in the case of the Men's Health program.

In addition to raising awareness among producers and rural workers, it provides rapid testing – such as measurements of blood pressure and heart rate. Participants also have the opportunity

to update their immunizations. In 2017, more than 36,000 men attended in 130 health events.

As for the female public, the special Women's Health program promotes early diagnosis, prevention of cervical and uterine cancer and sexually transmitted diseases. It also covers issues on

gender equality, mental health, and domestic violence.

In Brazil, SENAR works in partnership with state and municipal public office holders on health and education. In 2017, the project has already conducted 4,502 preventive tests on more than 20,000 women in several rural communities 🌱







5. EDUCATIONAL SERVICES

*TECHNICAL AND ACADEMIC KNOWLEDGE
FOR RURAL AND URBAN PUBLIC*



Provision of services in education is a priority for SENAR. In practice, it is the essence of the organization. Investments in distance education technology have allowed SENAR teachers and instructors to bring knowledge to every corner of the world – from the undergraduate student in agribusiness in Brasília to the family farmer in the African savannah.

The portfolio is diversified and attends different schooling levels – from short-term technical courses focused on everyday rural activities to graduate and extension courses.

Precision crop management, environmental sustainability, technological training, risk management on rural work, digital inclusion and quality of life in the countryside. These are examples of subjects from which derive **more than 50 specific online courses**.

There are also options for those seeking technical **certification**. Through a partnership with the Brazilian Ministry of Education, SENAR offers a 1,230 hour-technical course on Agribusiness. More than 98 education hubs in all 24 states.

SENAR has also increased its education network with **Centers of Excellence** in regions with the respective productive vocations. The idea is to bring teaching and practice together in the same place.

The city of Juazeiro in the State of Bahia, for example, is embraced by the largest irrigated fruit belt in Brazil. The municipality hosts the **Center of Excellence in Fruit Growing** which offers about 40 courses of **Initial and Continuing Training (ICT)** both for young people and adults.

SENAR is expanding its network to other regions of the country. The city of Campo Grande, capital of State of Mato Grosso do Sul, will shortly host a center on beef cattle breeding.

SENAR Centers of Excellence can also provide courses on **Initial and Continued Education (ICT)** to technicians and graduates on agriculture. All modules can be conducted onsite or at a distance.

In other perspective, SENAR Centers of Excellence can also be regarded as a stepping stone for the development of public policies on regional productive arrangements.

The CNA/SENAR/ICNA also maintains a **CNA College (FCNA)** that offers both undergraduate post-graduate studies on agribusiness management.

Equipped with a modern studio to record video lessons, FCNA has also several distance courses. **It is the only Brazilian College associated with the national system of farmers unions. As a result, it has the**

capability to balance academic and scientific approach with the practical experience of professionals working in the rural sector on a daily basis. Students can also exchange knowledge with professionals of CNA, SENAR, agricultural federations and farmer's unions nationwide

The CNA College holds several international and domestic titles which recognize and certify the excellence of its teaching and research on agribusiness.

The CNA Institute (ICNA) completes the system. It also develops technical and scientific researches on agricultural chains. Moreover, it works in partnership with other national and international institutions 🙌







6. FOOD SAFETY AND ENVIRONMENTAL SUSTAINABILITY

ADAPTING FARMS TO CLIMATE CHANGES

RECOVERY OF DEGRADED AREAS

Its main goal is to producing more food on the same cropping area. In line with global targets of CO² reduction, this program encourages the adoption of low carbon technologies and the recovery of degraded pastures.

The project has been named **Recovery of Degraded Areas of Amazon (PRADAM)** because it has benefitted more than 1,600 producers in the Amazon states of Acre, Amazonas, Mato Grosso, Pará and Rondônia.

PRADAM is a resulted from a partnership among SENAR, the Food and Agriculture Organization of the United Nations (FAO), the Ministry of Agriculture (MAPA) and the Brazilian Agricultural Research Agency (Embrapa).

On the tracks of PRADAM, SENAR was responsible for the qualification and training of multipliers to disseminate knowledge among local producers. The experience of the entity in this cooperation can be replicated in other countries.

ADAPTATION OF PRODUCTIVE SYSTEMS TO CLIMATE CHANGES

SENAR as the executing agency of the Low Carbon Agriculture program. (ABC)

Adapting the rural sector to climate changes involves the promotion of practices and technologies that reduce impacts on natural resources. This is the case of the direct planting, recovery of pasture, the use of bio digesters and the consortium among crops, livestock and planted forests.

In Brazil, the **Low Carbon Agriculture (ABC)** is a result of a partnership among SENAR, the Ministry of Agriculture, Livestock and Food Supply (MAPA) and the World Bank. Over the past few years, it has benefitted 4,200 rural producers covering more than 1,700 farms in the Cerrado biome.

During this action, SENAR was called upon to train both technicians and farmers in the amazon region. Developed by the entity, this methodology can also be adapted to different biomes.

In addition to ABC, SENAR has also entered into partnerships with government and private agents to develop another two special programs: **Precision farming and Irrigated Agriculture**. Both restate its institutional efforts to promote sustainable production.

28





BIOMES PROJECT

Recovery of the vegetal coverage of agricultural properties

Through this program, SENAR enables farmers to introduce native and exotic trees into agricultural systems. Besides preserving ecosystems, it also fosters the compliance of farms to Brazilian environment-related legal frameworks as well as combine economic efficiency and environment conservation.

The Biomes result from the cooperation between CNA and Embrapa. It engages approximately 400 researchers. This project has experimental stations in 6 states carrying out research in every Brazilian biome – Cerrado, Pampa,

Atlantic Rainforest, Caatinga, Pantanal and the Amazon.

In Atlantic Rainforest, for instance, technicians have carried out training sessions for the production of native plants and pink pepper. The methodology of Biomes project can also be adapted to the rural environment of other countries 🌱







7. RURAL ECONOMY

PRODUCING PROPERLY IS NOT ENOUGH TO ENSURE INCOME. KNOWLEDGE ON RURAL MARKET IS ALSO A STEPPING STONE TO PROFITABILITY



FUTURE FARM PROGRAM

The goal of the Future Farm Program is to enable producers in managing risks related to the rural activity – from planting the first seeds to hedging crops prices from the instability of international markets.

It is also adaptable to any production model and agricultural segment. Grains, beef cattle, milk, coffee, fruits and aquaculture are some examples of Brazilian sectors that provide this service annually. The CNA/SENAR/ICNA system conducted approximately 151 sector studies in 2016.

Through technical meetings with key private agents, CNA team prospects information that that lead to economic coefficients on agricultural activities. In other words, it sets up figures and economic

scenarios to guide farmers on future commercialization. In 2017, 138 meetings were held to determine production costs in various crops.

Outcomes are presented directly to rural producers. In this second step, participants are able to compare their local production costs to those in other regions. Farmers also learn how to manage risk management tools – such as futures contracts and rural insurance.

The benefits of the Future Farm are not limited to helping farmers in taking decisions on trade. **In addition to revealing the ideal amount of fertilizer or the right time to sell crops, the information can also support public agents in drafting agricultural policies** 🇧🇷



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