

CURITIBA BRAZIL

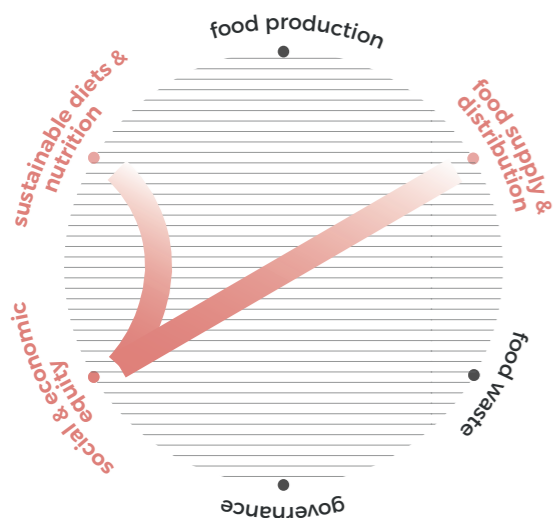
Title of Practice

CURITIBA: FACILITATING ACCESS OF LOW-INCOME HOUSEHOLDS TO HEALTHY FOOD

Milan Urban Food Policy Pact Category

SOCIAL AND ECONOMIC EQUITY

Main impacts on other MUFPP categories



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Context

Curitiba, the capital city of the State of Parana and largest city in Southern Brazil, has a long history of innovation for sustainable development at the municipal level. However, the city – currently feeding a population of more than 3 million – is facing challenges of **food access for low-income residents**. Over the last decade, Curitiba City Hall has developed a variety of programmes to ensure healthy food access for people in need. In order to identify people with greater vulnerability related to food safety, the decision was made to use the Single Registry – a system used by the federal government to register families with greater social risk and beneficiaries of the Family Bag (Bolsa Família) Programme. From the available information, it can be seen that about **15 percent of registered families exist in the extreme poverty bracket**, characterized by an income lower than USD 1 per day per person. In these regards, the strategies developed by Curitiba seek to promote access to high quality and lower cost foods, aiming to have an impact in reducing food insecurity and promoting greater social equity.

Overview of the food practice

The “**Armazém da Família**” (family shop or family warehouse) Programme has been designed and implemented by the Municipality of Curitiba with the objective of curbing food insecurity in the city. The initiative includes 33 stores that sell food, hygiene and cleaning products (approximately 242 items). Families who enroll in this programme have access to food at a reduced price, achieving an average savings of 30 percent in comparison with the conventional market. This programme serves an average of 130 000 families per month, **reducing the financial burden of food items** on the family budget, and contributing to household food security. Moreover, the “Armazém da família” helps to lower food prices in neighbouring markets and is a good example of solidarity-based economy.

The **Family Sacolão Programme** was created in 1997 as a form of social protection, aiming to provide the population with access to diverse and high quality fresh and seasonal fruits and vegetables direct from the producer through a **single price policy**. Currently there are 15 units operated by permit holders distributing fruits and vegetables at a single price maximum of BRL 2.29 per kilogram (USD 0.59). Food prices are lower than that of conventional markets, and this is achieved through direct purchase of food from farmers in the region. More than 50 different varieties of fruits and vegetables are offered in the programme. The benefit to the population is represented by access to quality food and by the **40 percent savings compared to the prices of the same products** in retail markets.

Another food access programme for fruits and vegetables targeted to the vulnerable population works with a similar system to

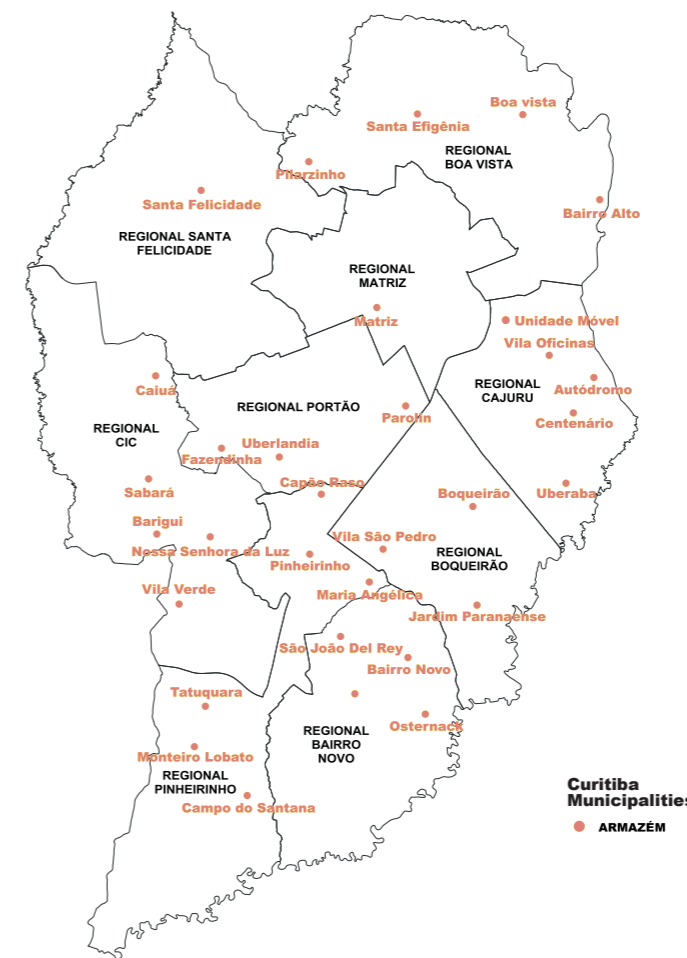
the Sacolão da Família Programme, but in a cooperative trade approach called “**Our Fair Programme**”. Its difference in relation to conventional fairs comes from the marketing of fruits and vegetables at a single price per kilo, as defined by the city administration. Prices are at least 40 percent cheaper than average retail prices. In partnership with municipal management, the programme is run **by family farmer cooperatives**. There are currently ten cooperative fairs in operation.

Results and lessons learned

The results of these programmes indicate a clear contribution to food security in the City of Curitiba. Low prices, combined with ease of access and the friendly environment for social interactions in the case of food fairs, have promoted the consumption of fruits and vegetables. These programmes generate **economic growth based on wealth redistribution**, and they contribute to the local economy as people reinvest money saved in other goods and services. This improves the quality of life and population health thanks to **better eating habits**. In 2017, the Family Warehouse Programme performed 1.3 million service transactions, promoting a saving of BRL 132 million (approximately USD 34 million) for the user families. The Family Sacolão Programme promoted an average monthly saving of BRL 2.45 million (USD 636 000) and the Our Fair Programme reached BRL 846,800 (USD 220 000) for its users. The three programmes together represented an average monthly saving in 2017 of about BRL 135.30 million (approximately USD 35 million) compared to what would have been spent on purchase of the same products in conventional retail markets, benefitting the population with the greatest social need.



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ARMAZÉM DA FAMÍLIA (FAMILY SHOP) DISTRIBUTION IN CURITIBA

Source: City of Curitiba



- www.curitiba.pr.gov.br/conteudo/armazem-da-familia-smab/266
- www.curitiba.pr.gov.br/conteudo/sacolao-smab/247
- www.curitiba.pr.gov.br/conteudo/programa-nossa-feira-smab/1604