

City Curitiba	
Country	Brazil
Population	1,765,000
Title of policy or practice	Facilitating Access Of Low-Income Households To Healthy Food
Subtitle (optional)	
URL video	
Category	Social and Economic Equity
SDGs	SDGs: 1, 2, 3.
Brief description	<p>The “Armazém da família” (family shop or Family Warehouse) program has been 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 enrolled in this program had access to food at a reduced price, achieving an average saving of 30% in comparison with the market. This program 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, “Armazém da família” helps lowering the prices in neighboring markets and is a good example of a social and solidarity economy. The Family Sacolão Program aims to provide to the population access to fresh and seasonal fruits and vegetables, direct purchase of farmers in the region with quality and variety, through a single price policy. There are 15 units operated by permission holders selling more than 50 different varieties of fruits and vegetables at a single price of maximum R\$ 2.29 per kilogram. The benefit to the population is represented by access to quality food by the percentage of savings that is around 40 percent when compared to the value of the retail market. The Our Fair (Nossa Feira) Program works in a similar way to the Program Sacolão da Família, but in a fair format and operated by cooperatives. Its difference in relation to traditional fairs is the marketing of fruits and vegetables at a single price per kilo, at least 40% cheaper than the average retail. There are currently 10 points in operation.</p> <p>Starting date of implementation: Family Shop 1986, Sacolão 1997, Nossa Feira 2014.</p>
Date of start and state (ongoing/completed)	Ongoing
Actors and stakeholders involvement	The 33 units of the Family Warehouse Program and one Distribution Center are managed by the municipal public administration represented by the Municipal Secretariat of Supply (SMAB). The 15 units of the Sacolão da Família program are operated by permission holders through an assignment of public space use granted by the SMAB. The Our Fair Program is implemented thanks to a partnership with two cooperatives of producers of the metropolitan area of Curitiba operating in 10 points.
Approach	The program was implemented in spaces near to public transports to promote access. Some units of the Family Warehouse Program are in rented buildings and others in own spaces. The points of the Family Sacolão are located in public spaces. To install the points of Our Fair, it was necessary to start a process for regularization with the sector responsible for the use of the land and transit permission, regularizing the space that cooperatives have to use.
Innovation	The Family Warehouse Program underwent innovations in order to change the maximum amount of family income to have access to the program: it previously was 3.5 minimum wages; from March of this year it has passed to 5 minimum wages, including in the program more than 30,000 families, the elaboration of a project to use Biometrics in the Family Warehouse Program, with the intention of improving access to the program and speeding up the attendance.

	<p>In the Sacolão da Família Program, an innovating point was the operation of a unit, the Santa Cândida terminal, which was operated by the cooperative COPASOL of family agriculture farmers, strengthening social sustainability.</p> <p>The Our Fair Program was implemented with a differential value of R \$ 1.59 for the seasonal products that are exposed in an exclusive area with the intention of favoring the flow of products with biggest harvest, attracting more customers and encouraging the consumption of foods "in natura" and of the station.</p> <p>One of the indirect benefits of implementing the program was the competition of low prices with the values practiced by the retail market established in the region, forcing the decrease of values and the installation of retail initiatives in areas where there previously was low coverage for the sale of these products.</p>
<p>Impact</p>	<p>The results of the programs highlight a clear contribution to food security in the City of Curitiba. Low prices combined with accessibility and a friendly environment for social interactions, in the case of fairs, have promoted the consumption of fruits and vegetables. These programs generate economic growth based on wealth redistribution, contributing to the local economy as people reinvest the money saved in other goods and services and improving the quality of life of the population health thanks to better eating habits.</p> <p>In 2017, the Family Warehouse Program performed 1,3 million services, promoting a saving of R\$ 132 million for the user families. The Sacolão da Família program promoted an average monthly saving of R \$ 2.45 million and the Our Fair Program reached 846.804 for its users. In 2017, the Sacolão da Família program promoted an average monthly saving of R \$ 2.45 million and the Our Fair Program reached 846,804 for its users. The three programs together reached an average monthly saving of about 135.30 million compared to what would be spent on the purchase of the same products in retail, for the population with the greatest social need.</p>
<p>Inclusion</p>	<p>Territorial inclusion</p> <p>The Family Warehouse Program has partnerships with municipalities in the Metropolitan Region of Curitiba. At present time, there are 6 municipalities with active agreements having units that get supplies at the Distribution Center in Curitiba, making possible the same saving condition for the user population of at least 30% in relation to the conventional retail market. More than 10 thousand families are benefited monthly.</p> <p>Due to the partnership with Cooperatives of producers of Family Agriculture in the Metropolitan Region of Curitiba, the Nossa Feira Program, besides promoting economy for its users, also promotes the social sustainability of small regional producers, reflecting the permanence of man in the field and the supply of urban environment, considering that Curitiba does not have a rural area.</p> <p>The Família Sacolão Program maintains one of its units installed in the Santa Cândida bus terminal of the city's public transport, operated by the Cooperativa COPASOL of family agriculture farmers, which in addition to strengthening the partnership with the Metropolitan Region of Curitiba and social sustainability, also strengthens the private public partnership model, bringing benefits both to the Curitiba community and to small regional farmers.</p>
<p>Adversity coefficient</p>	<p>The Family Warehouse Program does not aim to generate profit, but rather self-sustainability. The sales volume should be sufficient to maintain the turnover of resources to supply the units with the products and maintenance the program. Strategies were implemented to increase the population entitled to access the program as the change in the maximum amount of family income to access the program that was previously 3,5 minimum wages and which from March of this 2018 has passed to 5 minimum wages, extending the benefit of access to the program for more than 30,000 families. Another change was the monthly purchase limit, which was previously up to R \$ 300.00 monthly for</p>

families with up to two members and R \$ 450,00 for families with three or more members. Now, it has monthly limit of purchases value of R \$ 937.00, regardless of the number of family members and up to R \$ 10,000.00 for registered care institutions that serve 30 people and R \$ 15,000.00 for entities that serve more than 30 people.

One problem that afflicts Sacolão da Família Program franchisors is the competition with the promotional prices of the conventional retail market. This situation is being faced with the incentive to purchase fruits and vegetables directly from the regional producer, always prioritizing the seasonal products.

The Nossa Feira program promoted benefits for the population due to the competition of horticultural products from the retail markets established in the region with prices below the values practiced by the cooperatives. We also implemented retail initiatives in areas where there was low coverage for sale of these products as a result of the perspective of merchants for the opening of fixed points of sale and always with value competing with that of the program and more advantageous for the population. This situation was good for the population but very bad for the family farmer cooperatives because they failed to maintain prices in order to compete with the conventional retail.