

Organic Rice in Brazil: A public health question

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Abstract

Organic rice has price R\$ 980 production per hectare, compared with conventional tillage on twice. Profitability of 30% to 35%, compared with conventional tillage on injury in the current crisis the culture of rice. Productivity practically equal to that of a conventional tillage. But, mainly, autonomy. The producer knows what produces, as it produces, the entire chain, dominates the production of seed planting, harvesting, drying, processing, packaging and marketing. Who planted rice under the principles of organic agriculture in Rio Grande do Sul harvest had no prejudice. With a much smaller production cost, the low price paid to producers by the sack of 50 kilograms, R\$ 17 in the worst days – today is around R\$ 25–still allowed profit to 407 families of members of the Central Cooperative of settlements of Rio Grande do Sul (Coceargs), with plantings in Eldorado do Sul and 12 more municipalities in the region. Conventional organic producers border to begin to realize that crazy neighbors have nothing. Ten years ago, when started. "Today they want to know how they do it to make a profit in the middle of this crisis,. The organic rice of the settlers, whose production is of 300 bags of 50 kg per crop and 20 thousand bags of organic seed is sold under the brand name free land, public markets, in school lunches, at fairs. The price to the consumer? R\$ 1.60 per. Also there's nothing left due to conventional rice. Ten years ago the settlers, who previously produced rice, departed for organic farming. It was a political decision, if they keep in the conventional ride, would have broken, with all certainty and recalling of several friends who remain in conventional tillage rice. And broke. We entered the crisis, but do not break with the crisis.

Key words: Organic rice, public health, agriculture, organic seed



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INTRODUCTION

Rice is a food that for many decades is part of a daily diet of Brazil and is considered one of the most important cereals in feed of the day-by-day. Is an important source of carbohydrates, which gives us energy to accomplish our daily activities. In addition, rice also has small amount of fat. There are several types of rice, you can compose the feeding. Each features a specific quality, mainly due to its nutritional composition. How do you replace that traditional rice for a different type of rice? In this regard we would like to assist you in choosing your rice so that you know the benefits and various types of this food so traditional in Brazilian cuisine. Benefits of different types of rice:

Brown rice: Brown rice is nothing more than a grain of rice with the bran layer preserved one of the richest in micronutrients. (Showing a larger quantity of fiber, B vitamins) and minerals (iron and zinc). In addition, due to greater quantity of fiber, presents lower glycemic index to be compared with the white rice, leading to a greater power of satiety to be compared with the other types of rice. It is a great option for people who want to control food intake and reduce weight.

Black rice: just like other types of rice, black rice is important source of carbohydrates.

Red Rice: the coloring of this type of rice is due to the accumulation of anthocyanin in its grain. This substance has important antioxidant action that reduces damage to health, such as cardiovascular disease and premature aging. This version of rice still has higher amounts of iron and zinc compared to white rice.

Rice Integral: their grain is short and curved preserve intact all its nutrients.

Husked rice: that does not pass through the process of polishing tastes a little thicker and softer texture than the common integral. Contain complex carbohydrates, fiber, protein, B vitamins and also minerals. When consumed with some legumes, such as beans, lentils, chickpeas, composes a combination of high-quality vegetable protein. Can be consumed pure (replacing the white rice) or with sauteed vegetables and salads.

ORGANIC RICE

The full food does not pass through the process of refinement, which causes its fibers remain intact. The whole foods can be organic or not. What happens is that because they are much more natural and quite consistent in their philosophy, typically the organics are produced and presented to the consumer in its integral form, causing confusion between the two terms. We're talking about preparation, not energy value. So, we can't forget that rice is rice; sugar is sugar; I.e. Since prepared, a food will have basically the same amount of calories being independent integrals, organic or refined. Which means that, at the time of purchase, by choosing one type or another, we should not only take into account the appearance and price, but the value added to these products. That's because, despite having more or less the same calories, the whole foods have different nutritional content of those industrialized. Since by definition, the whole foods have greater amount of fiber, which are important for the proper functioning of the intestine, decrease of cholesterol and increase satiety – that is, we can eat less and ate enough. Once your beans are intact, they are richer in vitamins, especially the B vitamins which, among other things, are responsible for the metabolism of nutrients. More specifically, we found plenty of vitamin B6 (which has huge importance in the modulation of mood) and vitamin B12. Vitamin E is also found in grains, and has its importance related to protect our cells against free radicals. Nor can we forget the taste issue. Often, industrial products are more delicious, once that are typically high in fat – responsible for that delicious flavor that makes us "dream" with certain foods. On the other hand, who can resist the integral and its products in nature? Organic products have different taste. This is due to a farming without agrochemicals, which ensures that flavor which brings us back to childhood. With the appeal of a healthy life and even more modern, the whole foods have won space in supermarket shelves and in the closets of consumers, who now realize the importance of fiber in daily lives. Unfortunately, the organic foods haven't got their deserved place guaranteed, due to its high cost and small amount of producers to offer them. So, with an offer that great of food (industrial, organic, integral), it is up to the consumer to read the labels, compare them and decide your purchase. Buy this you can set your health and your posture before the world. The organic rice is produced ecologically, i.e. coming from totally natural farming, in which are not used pesticides or artificial chemicals that alter the human metabolism. Is a differentiated product, which follows world trends of quality of life and preservation of biodiversity through the soil microbiological control. Its quality and purity are secured from planting until you reach the market, since this product follows the international standards for organic production and has the seal of quality of IBD-Biodynamic Institute (ensure the follow-up and inspection of production). The organic rice can be found in packs of 1 Kg, long thin class, type 1.

SOCIAL EQUALITY EQUILIBRIUM

The network of **Social Equality Equilibrium** is a non-profit project of the NGO Alliance Light (AAL). Is free membership for all Brazilians. The net is socioeconomic system of collective progress, which incubates sympathetic economic enterprises (SEES) and Integrated Cooperatives, organizes the social space, also non-profit and no distribution of surpluses. In addition, the network intends to offer tools for social transformation in an integrated manner, i.e. with joint management and systemic use. Solidarity enterprises, non-profit what would normally be treated as profit, on Network EQUILIBRIUM and in COOPERATICA EQUILIBRIUM, is managed as SURPLUS. After paying all taxes, wages and costs, what remains turns over and returns to a common box of AAL BRAZIL (direct democratic management), in the service of the development of own network of new business in solidarity, projects, installation of Ecopolos and Ecocities, to meet the whole Brazil. Of course, companies need to be sustainable, and they are! They rely on the entire administration for that, but with a difference, follow a revolutionary integrated operating model of resource-based economy and redistribution of profits, bad reinvestment of the same. Each company incubated by the solidarity network or partnership, is managed in a unique way, but integrated into a collaborative paradigm. To have mobile or immobile equipment, this shall serve to all affiliated companies, generating and strengthening economy advancement. With each success, the group follows more strong and harmonious. Always leftovers are managed collectively via direct democracy against expertise, as well as are also supported in case of difficulties, for the entire network.

ORGANIC RICE CROP IN RIO GRANDE DO SUL

Along with other farmers of 24 settlements, located in 15 municipalities Gauchos, celebrate: the expectation for this year's crop of 14.5 million tons. Only couple, should reap, in the area of 80 hectares of family, about 20 thousand bags. Minister Pepe Vargas, in Nabunturan, Brazil, symbol of settlement land reform, where the ceremony was held, next to the Governor Tarso Genro, reaffirmed the commitment of the federal Government in accelerating the process of obtaining land and qualifies the settlements. "Qualifying means include public policies in the settlements, and promote even more the access to programs such as food acquisition (PAA) and the National School Feeding Program (Pnae). Pepe Vargas said that soon the Ministry of agrarian development (MDA) to announce good news to the Rio Grande do Sul The President of the Institute of colonization and agrarian reform (Incra), Carlos Guedes, present at the event, noted that, currently, in Brazil, 87 million hectares are in the hands of farmers through agrarian reform. "We're moving on land reform, as has guided the President Dilma," said. Already the Governor Tarso Genro said that agrarian reform, today in Brazil, has a new direction, which provides for increased production of healthy foods, ensuring income and quality of life for families. Responsible for the Group Manager of Rice, Emerson Giacomelli, also showed an improvement in the lives of the settlers, noting that the tool of farmers is the transfer of income, what has been achieved because of public policies. "Today the production of organic rice 37 % goes to school lunches through the National School Feeding Program (Pnae)," he said. The harvest this year with the participation of 439 families (2013). Altogether there are about 3.4 million hectares cultivated ecological way, guaranteed a quality product to the population and preserving the environment.

Table 1

Table	Data of organic rice production	Grupo Gestor Arroz Ecológico	2009/2010 e 2010/2011.	
	Data		2009/2010	2010/2011 (%)
	Number of farms		7	16 128,57
	Cities		6	11 83,33
	Number of Families		211	428 102,84
	Total of organic rice per hectare		2.104,6	3.880,57 84,38
	-- Total		177.767	344.627,88 93,86

Source: Cooperativa Central dos Assentamentos do Rio Grande do Sul Ltda. (COCEARGS) e Grupo Gestor Arroz Ecológico.

BIOLOGICAL FACTORS

The reality among children and teenagers shows a path contrary to the quest for health. Overweight and more in this portion of the population a, public health problem. Excessive consumption of sweets, fast-foods and snacks (small snacks, generally anything healthy, between meals) are now routine in the lives of children and adolescents. Surrounded by the strong influence of the media - which encourages more and more the consumption of foods rich in fats and high-calorie, they become easy prey of large food industries. Marketing and advertising of food industries are so strong that the products advertised ultimately becomes reference in food for children and adolescents, still at the stage of psychological development. Biological factors such as genetic predisposition, or psychological, as disturbances, nuisances, problems and everyday situations also are the villains in the pursuit of a healthier life. The socio-economic factors facilitate the purchase of more expensive food, but, even so, no healthier. Already the socio-behavioural factors include the whole environment in which the child is placed, as the home, school and any influence that it suffers in this environment. This reality of the rise of overweight and obesity among young people, by excess consumption of high calorie foods and low consumption of fruits and vegetables is a reality quite sad and worrisome for parents. That's what recent studies show about feeding and nutritional status of children and adolescents. Increasingly early, these are developing diseases that were once commonplace in adults. In addition to overweight and obesity, it is common to find children with these diseases are associated with other diseases, such as hypercholesterolemia, hypertension, hypothyroidism and other hormonal disorders. There are co-morbidities that may sever

risk to the growth and development of children. Studies show that the presence of these diseases can affect children's metabolism, disrupting the growth and development, and may also cause future diseases in adulthood. For both sexes, the earlier is the beginning of weight disorder, greater susceptibility to the development of overweight and obesity in adult life, being the range of 4 to 8 years of age the highest occurrence. And that frame can be further aggravated if the child to be sedentary. The busy of life, with a routine increasingly eventful and tiresome – due to the numerous school activities and extracurricular, such as language courses – have made young people have less and less time and inclination to the practice of physical activities. Added to this, there is the misuse of free time usually spent hours in front of the TV, computer or video-game. Physical activity is very important and crucial in the life of children and adolescents, since exercise increases metabolism, helps in psychological growth and development and the body, avoiding the stress and motivating them to develop other activities. In addition, the exercise can represent a moment of leisure and rest of the usual activities. Promotes social development, bringing well-being, as well as numerous benefits to health and quality of life. The infant population, the socio-economic point of view and cultural, dependent on the environment in which they lives, that is, for the most part the family environment. Their attitudes will always be a reflection of this environment, i.e. the child will notice the examples at home and will follow these examples. When the environment in which the child is inserted is not favorable, this situation can trigger eating disorders, development of overweight and obesity and even child disorders. It is up to parents to worry and become aware with the health, well-being and quality of life of their children. It is worth remembering that the good attitudes and examples start at home: provide good nutrition since the child is still a baby can help grow and develop healthier. A good example is breastfeeding, because studies confirm that adequate consumption of breast milk is a protective factor against childhood obesity. Hence the importance of establishing appropriate schedules for each meal, without skipping any of them. In addition, it is essential to observe the food preferences of children and adolescents – what they put on the plate – encourage the consumption of healthy foods and explain the importance of healthy eating for good growth and development of the organism in their growth phase. Even though the genetic factor has great importance for the development of childhood obesity, recent studies show that eating habits influence considerably on the metabolism of children. When they get used to eating properly and understand, in fact, the importance of healthy food in life, these good habits into adulthood. But it is not enough to prohibit the consumption of certain foods. The right is to explain, educate the child or teenager of the importance of healthy eating and, mainly, of the evils which bring the excess consumption of foods high in fats, sugars and high caloric value. And, even though in the long run, the results will come. In addition to a better quality of life, well-being and health, these young people will decrease the risks of diseases and future problems, becoming healthier adults. The main Brazilian products exported are: coffee (Minas Gerais); Cocoa (Bahia); soy, sugar, yerba mate, coffee (Paraná); Orange juice, brown sugar and dried fruits (Sao Paulo); cashews, oil palm and tropical fruits (Northeast); Palm oil and palm heart (Stop); Guarana (Amazon); Rio Grande do Sul (rice, soybean and citrus fruits); Santa Catarina (rice); Mato Grosso (livestock). (KASSEM, 2013)

Table 2

Table Farms Production	Grupo Gesto do Arroz Ecológico/COCEARGS	2009/2010
Farms	City	Number of certification
19 de Setembro	Guaíba	5
IRGA	Eldorado do Sul	7
30 de Maio	Charqueadas	14
Lagoa do Junco	Tapes	1
Filhos de Sepé	Viamão	81
Capela	Nova Santa Rita	14
Santa Rita de Cássia	Nova Santa Rita	25
TOTAL		147

Source Cooperativa Central dos Assentamentos do Rio Grande do Sul Ltda. (COCEARGS) e Grupo Gestor Arroz Ecológico. REV. ADM. UFSM, SANTA MARIA, V. 5, EDIÇÃO ESPECIAL, P. 715-728, DEZ. 2012

ORGANIC RICE SETTLEMENTS ALREADY IN SUPERMARKETS

Porto Alegre-during Rio20 in June 2012, celebrated the purchase by the Pão de Açúcar group of 15 tonnes of organic rice, produced by cooperatives of gauchos settlements. The product is since then on the shelves of supermarkets of Pão de Açúcar and Extra networks in the Midwest of the country. "The importance is to enter the market. The product is not yet known, and the consumer looks much the brand," says, Member of the direction of the agricultural production cooperative Nova Santa Rita (Coopan), which is in the settlement, in Nova Santa Rita."We will continue buying and expanding the extent of their acceptance by customers," says the Group's institutional relations Director. The purchase was set after a commitment made by the (Pão de Açúcar) with the federal Government, in 2011, as part of the Brazil without Misery. "The Ministry of agrarian development articulated meetings with Extra and Wall Mart," Wall Mart, however, has not yet purchased the product. The Pão de Açúcar group committed itself to the plateau to buy products of family agriculture and settlements to combat extreme poverty in the country and to empower workers who receive social benefits from the federal Government in the urban environment, so that, subsequently, are hired by the company. Retail has a very important role to contribute to the development of the country, about ten years ago a group of cooperatives of settlers of Porto Alegre, which form the Group of rice production; Agroecological began to convert its rice production for organic rice. The main difference is that the rice is produced without any hazardous material at all stages of production. The production of organic rice of the settlements is about 10 thousand tons. Good part is sold to the food acquisition Program (PAA), the federal Government. The State Government directs regional education departments to buy the product for schools. The organic rice is also available in the shop of the agrarian reform in the Public Market, in Porto Alegre, in addition, of course, of Pão de Açúcar and Extra stores in the Midwest. Over the years of production, the settlers were acquiring technology, like drying machines and processing of rice. Today, they even have vacuum packaging technology, which makes the validity of the product is of one year. We found in the MST a differentiated product, quality, for many consumers begin to opt for organic rice of the settlements is a "slow process"

Table 3

Rice Scenario- Brazil 1998		
Production of Rice	Industrialization	Costumer
1998		
<ul style="list-style-type: none"> • Indebtedness • High costs • Upland rice low quality • Mercosul 	<ul style="list-style-type: none"> • Low quality • Broken grains 	<ul style="list-style-type: none"> • Low consumption percapita
Scenario (2008)		
<ul style="list-style-type: none"> • Research • Crop rotation • irrigated rice • ALCA Competicion 	<ul style="list-style-type: none"> • New products • EDI/ ECR • Origin quality organic 	<ul style="list-style-type: none"> • EDI/ ECR • Percapita falls • retail brands • Others Products

Source GIORDANO, S. R.; SPERS, E. E. **Sistema agroindustrial do arroz.doc**. IPEA. São Paulo, jul. 1998.

But consumer demand for organic products has increased. "We realized that the organic have excellent acceptance among customers, particularly those with a real concern with the quality of food and the origin of food," says commercial Manager of the organic food of Pão de Açúcar. A survey from the Ministry of the environment published in August year 2012, in which 85% of 2,201 consumers interviewed declared themselves more likely to purchase products if they are manufactured without harming the environment, as is the case for organic. Other 81 claimed to have greater interest in an organically grown product. In addition, other research, this Brazilian Supermarkets Association (Abrasa), revealed that in 2011 the marketing of organic products in supermarkets in the country grew 8%. "Only in the Pão de Açúcar, organic sales growing annually about 30%. Therefore, it is a market still beginner in Brazil and that deserves attention. Analyzing the American and European markets, the company realized that the demands for organic grow very fast; there are stimuli for a greater growth in Brazil, which the network has been trying to do. The efforts in increase of assortment and communication in stores have intensified over the past 5 years through the development of suppliers and products, in addition to anchoring the concepts and exhibition within our stores.

Table 4

Table Nutrients exported in rice reans ton.

Data	nitrogen N	phosphorus P	kg.ha ⁻¹ potassium K	calcium Ca	magnesium Mg
FAGERIA	11,37	2,68	2,37	0,41	1,17
MALAVOLTA	14,06	2,50	3,75	0,63	0,94
MÉDIA =	12,72	2,59	3,06	0,52	1,06
Source	FAGERIA, N. K. Nutrição mineral. In: VIEIRA, N. R. de A.; BAËTA DOS SANTOS, A.; SANT'ANA, E. P. (Editores). A cultura do arroz no Brasil . Santo Antônio de Goiás: Embrapa Arroz e Feijão, 1999. p. 188.				
	MALAVOLTA, E. Manual de química agrícola: adubos de adubação . 3. ed., São Paulo: Ceres, 1981. p. 59.				

For Claudio Pereira, President of the Rio Grande do Sul rice Institute (Irga), the rice crisis, which for years has been much publicized, is, in fact, the crisis of conventional production. "For us the rice crisis is the crisis of a model in which the producer depends on external inputs. On organic production, the producer has to take the inputs of your property, the Institute has stimulated organic production provided training, research to find markets. "Support from the base until the marketing". In 2011, was inaugurated the first unit of Processing of rice seed, in Eldorado do Sul. A partnership between Central Cooperative of settlements of Rio Grande do Sul (Coceargs) and the Irga, which provided the expertise. With ability to select 40 bags per hour and store 10 thousand bags, the unit allows greater autonomy of producers and higher quality of the products. Irga has trained its technicians to work with organic rice. "Traditionally, the Irga supported the production of conventional rice." The Institute also supported the holding of a seminar of biodynamic agriculture on Coopam, a system that aims to reduce the need for external inputs. In addition, in the last Expo the Irga played the coming of overseas buyers and articulated encounters, achieving, for example, the sale of organic rice to Canada. Agroecological production is better for the health of the consumer, the producer and the environment. Also brings economic and social benefits. "We want to live a new moment. Expanding, and the production of organic rice in the State, through the Banrisull, the State Government transferred R\$ 4 million to Central Cooperative of settlements of Rio Grande do Sul (Coceargs), which comprises 13 cooperatives and associations linked to settlements Gauchos. The transfer is part of the qualifying Project Monitored basic infrastructure and productive of settlements. According to the Director of the Agricultural Development Department of State Department of Rural Development (SDR), the capabilities of the Crop Plan resulted in the improvement of the quality

of electric power in the settlement, in Nova Santa Rita. It will provide greater operating income on demand to benefit the families of rice producing rice and agroecological settlements provide a higher volume and better quality of food. This will impact positively on the quality of life of farming families from the metropolitan region of Porto Alegre. The region of Nova Santa Rita also received resources accessed by the cooperative in Safra 2011/2012 Plan. The resources will be invested in the expansion of physical packaging sector and a rice processing plant in agroecological Settlement. In addition, the agroecological rice production is being benefited by the Department of Agriculture of the SDR, through seed funding program for rice, which offers credit line for the purchase of seeds through the State Fund of support to the development of small Rural Settlements (Feaper). Cooperatives linked to Ecological rice production group Coopan, Cooperterralivre, Cootap and 7 July was R\$ 410 thousand 2012 harvest. Investments are planned in the production chain of ecological rice, through BNDES, in municipalities such as Tapes, Viamão, Eldorado do Sul, Guaíba and Nova Santa Rita, which will allow the consolidation of this productive activity at these locations, closer to the Capital of the state, and its expansion into various corners of the State. This new investment will provide the expansion to other regions of the State as St. Gabriel, Manoel Viana, Santana do Livramento, Candiota, Black Coal and Acegua, to support both politically and financially to the settlements develop, qualify. The State believes it too much, "For the Department of agrarian development, when it comes to ecological production, it is important to note that much of the production goes to the institutional markets, through the food acquisition Program (PAA), or the National School Feeding Program (Pnae). Then, the poorest end up accessing quality food, it is important even for public health. This niche before was only for the wealthy. The MST said in a statement that the municipal schools, where they study 260 thousand children will receive food free of pesticides, produced in the settlements of farmers fighting for land reform in the country. The agreement was signed by the local government and cooperatives of producers of MST National Program under the school feeding (Pnae). In the first and a first agreement, the MST will deliver 930 tons of organic rice, produced by 1,400 families that make up the cooperative Settled workers in the region of Porto Alegre (Cootap), in Rio Grande do Sul, in the amount of R\$ 2.4 million.

FINAL CONSIDERATIONS

Standardization and internationalization of Brazilian organic products contributed to the credibility of the Brazilian product in the international market and Brazil's visibility in the sector, which this year, 2013 will receive even more international participations of companies in international fairs, business in addition to the sporting events that will be hosted by country, serving as a showcase of international market and also to new investments. Pay attention to the entrance of organic products in the country, especially at festive seasons and as items that do not have similar. Although they have a small participation on trade balance of import and export, and the characteristic seasonality, one senses the presence of organic rice Combining and analyzing the facts, are great opportunities for the Brazil be a potent global supplier of organic rice in the coming years. For this it is vital even higher relation to government policies, promotion of research, production and certification. Once solidified and integrated such key points, so to expand the dissemination of products to new markets and the expansion of exports to countries where the Brazil already has stable business relationship. In addition, as discussed in this paper, the role of marketing is essential to develop the organic rice

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