



POWER OF 2025 PROCUREMENT

THE POWER OF US



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HEAL Food Alliance

The Power of Us: Global Lessons for Building Collective Power Through Food Procurement



Cecilia Rocha

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Fundacion Entretantos, Spanish Network
of Municipalities for Agroecology



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Código	Osc	PreÚlt	Código	Osc	PreÚlt	Código	Nome	QtzÚlt	Fase	Estado	Osc	NºNeg	PreAbe	PreMed	PreMax	PreMin	PreFec	PreÚlt	Código	Osc	
ENJU3	4,57%	5,03	GOLL4	4,24%	21,61	IBOV	IBOV	114300,00	ABE			1.383.235	112.282,1	113.660,3	114.329,7	112.280,8	112.282,2	114.329,7	GRND3		
EQTL3	0,35%	25,77	GPIV33	1,57%	6,43	IBOV 23/09/2021														KLBN4	
ETER3	5,00%	18,45	GUAR3	3,20%	14,82	114000,00														KRSA3	
EUCA4	0,21%	9,48	HAPV3	1,64%	14,83	113700,00														LCAM3	
EVEN3	-0,93%	8,52	HBOR3	-1,35%	6,55	113400,00														LIGT3	
EZTC3	-3,96%	25,42	IFCM3	1,04%	16,42	113100,00														LLIS3	
FESA4	4,35%	53,16	IGTA3	0,90%	33,40	112800,00														LOGN3	
FHER3	2,70%	28,44	INEP4	-3,09%	2,19	112500,00														LPSE3	
FIQE3	0,00%	6,69	IRBR3	2,69%	4,95	112200,00															
FLRY3	0,29%	23,52	ITSA3	2,72%	11,30	10:00:00															
G2DI33	0,28%	6,94	ITSA4	3,31%	11,21	15:30:00															
GFSA3	-0,32%	3,04	ITUB3	3,73%	26,94	WDOV															
GGBR3	6,57%	22,38	ITUB4	3,92%	28,84	298,5															
GGBR4	5,59%	26,99	JBSS3	1,63%	33,63																
GGPS3	2,40%	17,92	JHSF3	-0,31%	6,38																
GNDI3	1,01%	80,38	KEPL3	4,97%	48,30																
GOAU4	4,89%	12,42																			
MRFG3			HAPV3																		
ENEV3			BBDC4																		
			BCFF11																		
			MGLU3																		



COZINHA SOLIDÁRIA

FORA BOLSONARO





Presidência da República
Casa Civil
Secretaria Especial para Assuntos Jurídicos

LEI Nº 14.628, DE 20 DE JULHO DE 2023

Institui o Programa de Aquisição de Alimentos (PAA) e o Programa Cozinha Solidária; altera as Leis nºs 12.512, de 14 de outubro de 2011, e 14.133, de 1º de abril de 2021 (Lei de Licitações e Contratos Administrativos); e revoga dispositivos das Leis nºs 11.718, de 20 de junho de 2008, 11.775, de 17 de setembro de 2008, 12.512, de 14 de outubro de 2011, e 14.284, de 29 de dezembro de 2021.

[Regulamento](#)

O PRESIDENTE DA REPÚBLICA, Faço saber que o Congresso Nacional decreta e eu sanciono a seguinte Lei:

CAPÍTULO I

DISPOSIÇÕES GERAIS

Art. 1º Esta Lei institui o Programa de Aquisição de Alimentos (PAA) e o Programa Cozinha Solidária, altera as [Leis nºs 12.512, de 14 de outubro de 2011](#), e [14.133, de 1º de abril de 2021](#) (Lei de Licitações e Contratos Administrativos), com o objetivo de promover o acesso à alimentação, à segurança alimentar e à inclusão econômica e social, bem como revoga dispositivos das [Leis nºs 11.718, de 20 de junho de 2008](#), [11.775, de 17 de setembro de 2008](#), e [14.284, de 29 de dezembro de 2021](#).

CAPÍTULO II

DO PROGRAMA DE AQUISIÇÃO DE ALIMENTOS

Art. 2º Fica instituído o Programa de Aquisição de Alimentos (PAA), com as seguintes finalidades:

I - incentivar a agricultura familiar, a pesca artesanal, a aquicultura, a carcinicultura e a piscicultura, com prioridade para seus segmentos em situação de pobreza e de pobreza extrema, e promover a inclusão econômica e social, com fomento à produção sustentável, ao processamento de alimentos em geral, à industrialização e à geração de renda;

II - contribuir para o acesso à alimentação, em quantidade, qualidade e regularidade necessárias, pelas pessoas em situação de insegurança alimentar e nutricional, sob a perspectiva do direito humano à alimentação adequada e saudável, em cumprimento ao disposto no art. 6º da Constituição Federal;

III - incentivar o consumo e a valorização dos alimentos produzidos pela agricultura familiar, pela pesca artesanal, pela aquicultura, pela carcinicultura e pela piscicultura nacionais;

IV - promover o abastecimento alimentar, que compreende as compras governamentais de alimentos, incluída a alimentação do Programa Cozinha Solidária;

V - apoiar a formação de estoque pelas cooperativas e demais organizações da agricultura familiar, da pesca artesanal, da aquicultura, da carcinicultura e da piscicultura nacionais;

VI - fortalecer circuitos locais e regionais e redes de comercialização da produção da agricultura familiar, da pesca artesanal, da aquicultura, da carcinicultura e da piscicultura;

VII - promover e valorizar a biodiversidade e a produção orgânica e agroecológica de alimentos;



COMIDA
UM DIREITO
DE TODOS!

PAA

Conab
Companhia Nacional
de Abastecimento

FEIRA
SOLIDÁRIA

MANDATO
DO BOULOS E
EDJANE MARIA

Cidade de São Paulo
Secretaria de Cultura

COMIDA
UM DIREITO
DE TODOS!

PAA

Conab
Companhia Nacional
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PAA

Conab
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de Abastecimento

FEIRA
SOLIDÁRIA

MANDATO
DO BOULOS E
EDJANE MARIA

Cidade de São Paulo
Secretaria de Cultura

A red banner is hanging from a clothesline, held up by two wooden clothespins. The banner has white text that reads "GENTE É PRA BRILHAR NÃO PRA MORRER DE FOME" in large, bold, capital letters. Below this, in smaller white capital letters, it says "FEIRA SOLIDÁRIA". At the bottom of the banner, there is a small white box with the text "MUNICIPIO DE SÃO PAULO". To the right of the banner, there is a small white sign with the text "GRATIS PRA TODOS" and "MUNICIPIO DE SÃO PAULO". The banner is decorated with small white stars and a white outline of a person's head. The background shows a wooden fence and a person's head in the lower left corner.

A red banner is hanging from a clothesline, held up by two wooden clothespins. The banner has white text that reads "GENTE É PRA BRILHAR NÃO PRA MORRER DE FOME" in large, bold, capital letters. Below this, in smaller white capital letters, it says "FEIRA SOLIDÁRIA". At the bottom of the banner, there is a small white box with the text "MUNICIPIO DE SÃO PAULO". To the right of the banner, there is a small white sign with the text "GRATIS PRA TODOS" and "MUNICIPIO DE SÃO PAULO". The banner is decorated with small white stars and a white outline of a person's head. The background shows a wooden fence and a person's head in the lower left corner.

O GOVERNO LULA ZEROU A TARIFA DE IMPORTAÇÃO DE VÁRIOS PRODUTOS

IMPOSTO ZERO

FEIRA GOURMET

WALMART

PARA

O GOVERNO LULA ZEROU A TARIFA DE IMPORTAÇÃO DE VÁRIOS PRODUTOS

IMPOSTO ZERO

FEIRA GOURMET

WALMART

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O GOVERNO LULA ZEROU A TARIFA DE IMPORTAÇÃO DE VÁRIOS PRODUTOS

IMPOSTO ZERO

FEIRA GOURMET

WALMART

PARA





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The Power of Procurement
19 October, 2025

Municipal Networks as Catalysts for Sustainable and Healthy Food Policies

María Carrascosa García



fundación

RED DE
MUNICIPIOS POR
LA AGROECOLOGÍA

XARXA DE
MUNICIPIIS PER
L'AGROECOLOGIA

AGROEKOLOGIAREN
ALDEKO UDALERRIEN
SAREA

REDE DE
MUNICIPIOS POR LA
AGROECOLOGÍA

entretantos

SUBVENCIONADO DENTRO DE LA CONVOCATORIA PARA ENTIDADES DEL TERCER SECTOR



GOBIERNO
DE ESPAÑA

VICEPRESIDENCIA
TERCERA DEL GOBIERNO

MINISTERIO
PARA LA TRANSICIÓN ECOLÓGICA
Y EL RETO DEMOGRÁFICO

Carasso

Daniel & Nina

Association of
municipalities



36 cities and towns
Different political
colors ,
cultural/geographic
al context

2018

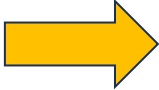
RED DE MUNICIPIOS POR LA AGROECOLOGÍA



Life at the center, beyond organic agriculture

- **Planetary health:** locally based, sustainable, resilient, diversified, healthy and nutritious food
- **Promotes autonomy and social justice:**
 - Fair labor and economic relations
 - Inclusive and accessible to the entire population

Municipal Competencies

- **State**
 - *Agricultural and others* *Ministry*
 - **Regions (NUT3)**
 - **Municipalities**
 - *Law 7/1985, of April 2, Regulating Regime* *Local* 
- **Fire prevention** : municipal flocks
 - **Urban planning** : protection of fertile soils
 - **Parks and gardens** : social gardens and arboretum
 - **Preservation of historical heritage** : maintenance of agricultural spaces and infrastructures
 - **Environmental protection** : organic agriculture and livestock
 - **Promotion of fairs and markets** of local producers
 - **Social services** : promotion of healthy diets
 - **Public health protection** : action against polluting industries
 - **Waste collection and treatment** : organic fraction composting
 - **Culture and free time** : promotion of local food and local gastronomic culture
 - **Public canteens** with local and ecological products

Tools for exchange, training and generation common strategies

Urban planning
R2F
Small
Municipalities
Monitoring and
Evaluation
PFP
Food hubs and
farmers
markets



Strengthening and upscaling agroecology-oriented food policies

Build and connect local and global processes

Umbrella:
label, project

Build
alliances and
co-create

Policy
proposals
and technical
tools

Pilot projects
and
counseling

Advocacy

Incorporating new elements and frames into local policies

Food and
climate
nexus

Local food
production



Cultivated
Biodiversity



DE LA CRISIS CLIMÁTICA A LA COVID-19

2021-2022

CONOCE LOS BENEFICIOS CLIMÁTICOS,
AMBIENTALES Y SOCIOECONÓMICOS DE
APOSTAR POR LA AGROECOLOGÍA

Climate, environmental, economic,
nutritional, and health benefits.

7th MUFPP
Global Forum

Upscale local food policies for climate action

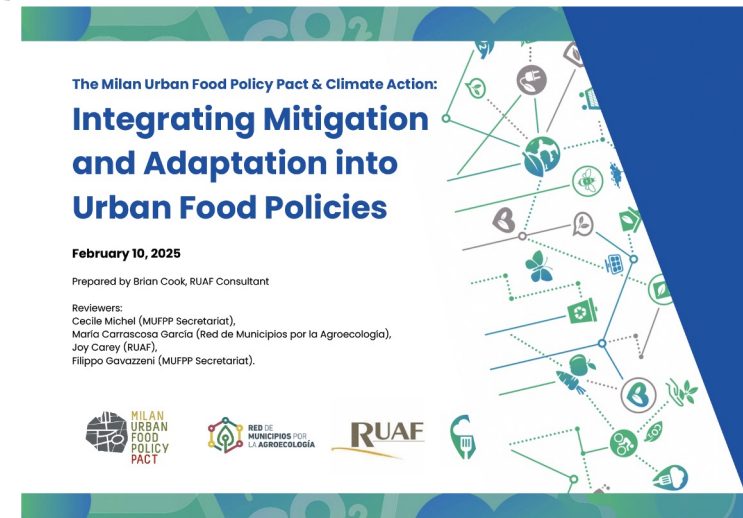
2024-
2025



**BARCELONA
CHALLENGE**
Good Food and Climate



**Integrate climate
action in MUFPP
recommended
actions and
indicators**



Strengthen
links farmers-
municipalities
to co-design
policies





Food policy
and
spokeperson
training



Advocacy
(national,
regional)

Farmers
Forum

23 Policy
proposals

Presence
media



**ABASTECER
LOS MUNICIPIOS
A TRAVÉS DE LA
GROECOLOGÍA**

Manual práctico
sobre políticas públicas
comprometidas
con la producción
agroalimentaria
sostenible, saludable,
local y justa

**ACCIONANDO
LA PALANCA**

Las administraciones autonómicas
y estatal como actores clave para
una transición ecológica
del sistema agroalimentario



1st European Symposium

FOSTERING CULTIVATED BIODIVERSITY THROUGH LOCAL FOOD POLICIES

The role of seeds in accelerating organic and agroecology-oriented food systems

**Granollers, Spain
29-30 April 2025**

ORGANIZED BY

RED DE MUNICIPIOS POR LA AGROECOLOGÍA
Ajuntament de Granollers
LiveSeeding

FUNDED BY

Carasso
Ministerio de Agricultura, Pesca y Alimentación
Oficina Conjunta de AS
BCN Agraria
Diputació de Barcelona
Generalitat de Catalunya
El Govern de tothom
Pla Estratègic Metropolità de Barcelona

IN COLLABORATION WITH

gententantos
Nolan Food Policy
Food and Agriculture Organization of the United Nations
International Treaty on Plant Genetic Resources
recomserva



Granollers Manifesto “Fostering Cultivated Biodiversity in European Municipalities”

By 2050 all municipalities will have a food policy that:

- Prioritises **city-region agri-food system approach**
- Mainstream **organic agriculture and agroecology-oriented production**
- Delivers healthy and tasty food **relying on cultivated biodiversity** and locally adapted seeds
- Ensuring **economically viable livelihoods** to its communities and people.

Call to action

- 32 municipal strategic actions
- Multilvel demands: 7 EU, 5 national and 5 regional levels



Thank you so much

For more information

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+34 650 102 339



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XARXA DE
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AGROEKOLOGIAREN
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fundación **entretantos**

SUBVENCIONADO DENTRO DE LA CONVOCATORIA PARA ENTIDADES DEL TERCER SECTOR



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Y EL RETO DEMOGRÁFICO

Carasso

Daniel & Nina

Public Food Procurement in Brazil: School Food Program (PNAE)

Cecilia Rocha, PhD

Centre for Studies in Food Security
Toronto Metropolitan University
October 09, 2025

crocha@torontomu.ca

General Information

- Population: 211 million (2023)
- 27 states; 5,569 municipalities
- 27.5% of population below poverty line
- 37.9 million students (80%) in the public school system;
9.4 million students (20%) in private schools.

Brazil's National School Food Program (PNAE)

- Created in 1955; extensively reformulated in 2009 legislation.
- Provides free-of-charge meals to students in public schools (from daycare centers to the end of high school) all over the country.



Consistent with the Brazilian Food Guide, PNAE limits the presence of ultra-processed foods in school meals. In February 2025, the government announced a reduction in that limit from 20 per cent to 15 percent of the foods offered in the program. The limit of ultra-processed foods in school meals falls further to 10 per cent in 2026



Funding

- Federal government transfers funds to municipalities and states to cover part of the cost of food for students enrolled in their public schools. Municipalities and states complement the funds coming from the federal government in implementing their own school food programmes according to the guidelines in the legislation.
- 2025 budget: R\$5.46 billion (0.12% of federal budget)
- ***The federal legislation requires 30% of federal funds to be spent on purchases from local family farms. In 2026, this will rise to 40%.***

<https://portaldatransparencia.gov.br/programas-e-aco/es/acao/00Pl-apoio-ao-programa-nacional-de-alimentacao-escolar--pnae-?ano=2025>

Agrarian reform settlements, traditional Indigenous communities, quilombola communities and formal and informal women's groups have priority as food suppliers in the program.

In 2023, an amendment to the legislation stipulated that the acquisition of foodstuffs, when purchased from an individual rural family, must be made in the woman's name, in at least fifty percent of the acquired value.

Flexibility in public procurement processes is essential in guaranteeing that small family farmers, Indigenous and quilombola communities, and women's groups are suppliers in the programme.

Challenge: Rigid Bureaucracies

Adapting public procurement mechanisms to the demands in the legislation governing it.

For example, urban agriculture producers, who could greatly contribute to the local supply of fresh vegetables in large urban centres, sometimes face challenges to be recognized as “farmers” under the public bidding legislation, since their gardens are not considered “rural properties”, and hence can face difficulties to participate as suppliers in the programme.

Challenge: Conflicts of Interests

PNAE is often a space of disputes among commercial and non-commercial interests. Many of its features, such as favouring small family farmers as suppliers and limiting the use of ultra-processed foods, go against powerful commercial interests.

Advances by the food industry to undermine efforts to reduce the consumption of ultra-processed foods in the school environment have raised concerns in past years, leading to the prohibition of advertising of ultra-processed foods in schools.

Since 2022, a Technical Note guides the behaviour of those actors involved in the implementation of PNAE. The Technical Note discusses strategies in the identification and prevention of conflicts of interest in the execution of the program. It specifically identifies a number of instances for potential conflicts of interest to be avoided, such as pedagogical material offered by food industry companies; professional and educational talks sponsored by the industry; sponsored school visits to ultra-processed food manufacturing plants; sponsorship of sports, arts and other school events by the industry; and donations or free samples of ultra-processed foods.

Everyone involved in the implementation of PNAE, including municipal and state departments of education, school directors, teachers, cooks, nutritionists, are all responsible for following these directives.

“Lessons” from Brazil: Policy, Principles, Participation

- Importance of Policy: Actions that improve food security are elevated to the policy level and don't remain only at the community level
- Importance of Principles:
 - **Right to Adequate Food** – everyone has this right according to the Brazilian Constitution, and the responsibility of governments to guarantee that right
 - **Social Justice** – favoring low-income groups – the ones with the least power to have their voices heard, to defend their interests
 - **Universality** – fighting stigma – program available to everyone
 - **Food quality and safety** – government programs should not be seen as lower quality or of poor safety standards.
- Importance of Participation: civil society participating in the development, implementation and monitoring of public programs





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M. Jahi Johnson-Chappell

- Executive Director, Michigan State University Center for Regional Food Systems