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Rural extension and Entrepreneurship

Use of sustainable bags at the family farming fair in Triunfo - PE

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The excessive consumption of plastic bags and incorrect disposal has an environmental and social impact, resulting in the clogging of culverts on urban perimeters that cause flooding, visual and material pollution in urban centers, as well as contributing to the growth of mosquito larvae that transmit arboviruses, are mistaken by animals as food and ingested, sometimes causing their death. It also has the aggravating factor that it takes between 100 and 400 years to decompose. It generates methane gas that is released into the atmosphere, contributing to global warming. Faced with the need for a paradigm shift, the population must be mobilized in the direction of sustainability, seeking less aggressive ways for the environment, minimizing future impacts on the city and countryside. Thus, opting for more environmentally sustainable alternatives such as replacing and reducing bags are necessary actions to ensure sustainability. At the family farming fair in Triunfo - PE, the use of plastic bags for transporting purchases was identified, which provoked a reflection on the role of farmers, who produce agroecological food and sell them at the fair, as protagonists in changing the use of plastic bags to more sustainable alternatives. In this sense, the study aimed to encourage the adoption of plastic bags in the transport of purchases at the fair with less impact on the environment. The methodology used was action research, in a cooperative and dialogical way with the farmers, to replace the high-density polyethylene bags with oxy-biodegradable bags, which decompose in an average of 18 months by oxidation process when exposed to sunlight and oxygen. The survey took place in March 2024, with positive acceptance by customers and the farmers themselves, through spontaneous testimonials in which they congratulated the initiative to care for the environment, demonstrated the success of the initiative. The costs were eight cents for the conventional high-density polyethylene bag and nine cents for the oxy-biodegradable bag, which compensates for the substitution, because of the environmental and social benefits due to rapid decomposition. The next action will be to encourage the use of returnable bags and communication actions to to reduce the use of plastic bags with the aim of increasing the adoption of sustainable practices at the fair. As well as orientation campaigns for farmers and clients to minimize the excessive use of plastic bags when transporting purchases. It is concluded that it is necessary to have sustainable alternatives for the transport of purchases available to the consumer, favoring behavior change. Small attitudes can contribute to environmental conservation and the construction of a more sustainable society.

Keywords: commercialization, environment, oxy-biodegradable.

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