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Food on offer at the family farming fair in Triunfo – PE

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Family farming has a social role in food security through the production of food aimed, especially, at self-consumption. But it also has economic importance, encouraging the local economy in the commercialization of its products, especially in free fairs. Local and/or regional free fairs stand out for being a space that provides the reduction of food losses and the release of CO₂ into the atmosphere, since it reduces the time and distance from production to commercialization, characterizing a short circuit market. Mainly, for family farming in offering fresher animal and vegetable foods to final consumers, and for the importance of food security, employment generation and income. However, the low efficiency of production systems, the irregularity of supply commits the frequency of availability of products, which impairs the flow of sales. In this sense, the aim was to identify the foods sold at the family farming fair in the municipality of Triunfo - PE, in the hinterland of Pernambuco. The research conducted in October 2023 with an exploratory approach. For data collection, an electronic form of the Google Forms platform used, with objective and subjective questions. Before starting the procedure, the Informed Consent Form (ICF) presented to guarantee the authorization of the research. The Fair has the participation of 24 farmers in 14 stalls, of which 13 interviewed, a sample of 92.85%. In the data analysis, descriptive statistics used, based on graphs automatically generated on the platform. It was identified in four (30.76%) stalls, food of vegetable, animal and processed origin, in another four (30.76%) products of vegetable and processed origin, in two (15.40%) stalls, only processed products, in another two (15.40%) only vegetable and in one (7.68%) stall, offered handicrafts, products of vegetable and animal origin. It can be concluded that there is a diversity of products offered at the family farming fair in Triunfo - PE, but the supply of animal foods can still be considered insufficient, compared to products of vegetable origin. They were offered to customers only free-range chicken eggs, bee honey and cow's milk cheeses were available, and goat meat and free-range chicken meat were an accompaniment to meals. The difficulty in commercialization animal product at free fairs is mainly related to meat in a chilled and/or frozen form may be due to informality in the slaughter process, which makes sanitary inspection difficult. In addition to the absence of adequate refrigeration equipment in transport and on site to ensure the quality and safety of food of animal origin.

Keywords: commercialization, meat, animal product.

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