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FOOD SYSTEMS TRANSFORMATION

**LOCAL PROCUREMENT AND FAMILY FARMING: EVIDENCE FROM MILK  
PURCHASES UNDER THE PNAE IN SANTA CATARINA**

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The Brazilian School Feeding Program (PNAE) is a foundational public policy that aims to build healthy, sustainable and inclusive food systems through locally sourced purchases. The program proposes to use its purchasing power by requiring a minimum purchase directly from family farming to strengthen and prioritize local and sustainable production practices, thereby fixing the rural population in the countryside and guaranteeing fresh food for students. Milk has historically played an economically-anchoring role for family farming in Santa Catarina state, enabling monthly income generation and the permanence of families in rural areas. This work analyzes the effectiveness of direct and local

PNAE purchases in Santa Catarina (2013-2022), investigating whether purchases actually translate into added value for local family farmers. Therefore, a documentary and quantitative study was carried out, cross-referencing the potential demand for milk to serve public school students in the state of Santa Catarina with data on acquisitions from family farming by PNAE. The results reveal a misalignment between family farming milk productive capacity and the potential demand of the PNAE. The public school system has an annual milk demand of 38.4 million liters, but purchases from family farming reached the maximum of 5.6% in 2015 and decreased to 1% in 2022. Additionally, in some years, purchases from family farming were sourced from outside the state of Santa Catarina. Notably, in 2014, 11.63% of these purchases originated from other states, contradicting local procurement goals. The PNAE must overcome the obstacles that link family farming to the program. This is essential to transform family farming products such as milk into a driver of sustainable rural development and social justice, rather than just a commodity. The large gap between potential demand and actual purchases from family farming prevents the PNAE from countering conventional market logic and achieving its goals.

Palavras-chave: milk; family farming; pnae; local demand; public food procurement.