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**PUBLIC POLICIES TO PROMOTE AGRICULTURAL PRODUCTION:
ANALYSIS OF MUNICIPAL PROGRAMMES TO INCREASE AGRICULTURE
IN DOUTOR RICARDO, RIO GRANDE DO SUL.**

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This research aimed to analyze the impacts of municipal public policies promoting agriculture between 2022 and 2024, considering their contribution to the socioeconomic development of family farmers in the municipality of Doutor Ricardo/RS, with emphasis on the dimensions of income, quality of life, and permanence in the countryside. The study began with the recognition of the importance of family farming as the basis of the local economy and the need for public policies that guarantee its continuity and strengthening. The theoretical framework addressed themes related to family farming, public policies for rural development, and public governance, highlighting their relevance for the construction of local strategies for sustainable development. The methodology adopted was a case study with a qualitative and quantitative approach, based on

documentary research and semi-structured interviews with public managers and beneficiary farmers. This combination of methods made it possible to understand both the technical and administrative aspects of the policies, as well as the perceptions of those involved regarding their results. The results indicated that the municipality adopts an incentive model divided into two main axes: structural programs, such as earthmoving services and the construction of poultry houses, which concentrate greater investments and promote productive modernization; and productive programs, such as the Corn Seed Exchange Program, bonuses linked to the Producer's Receipt, and artificial insemination, which have greater social reach and contribute to the diversification of agricultural activities. The interviews indicated increased income, improved living conditions, and strengthened family permanence in the countryside. It is concluded that the municipal public policies to incentivize agriculture in Doutor Ricardo/RS produce positive results and contribute effectively to strengthening family farming and sustainable rural development.

Palavras-chave: family farming; rural development; public governance; municipal incentives; public policies.