

# Role of Women & Youth in Family Businesses

How to Enable the Environment of Women and Youth in & outside the Family Business?



2/8/2017

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Word count: ~24.501



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## **Abstract**

Future challenges of global food security and poverty alleviation due to a growing world population and climate change, have to be overcome. Possible family farm businesses, particularly agroecological ones, can offer an economic, environmental and social solution. In this research the social sustainability and future possibilities for family farm business is researched. Till now women and youth are excluded from field research and policies. In the literature is expected women and youth have a less enabling environment than men. However, after the field research of this thesis, is found women and youth have equal enabling environment. This research only focusses on women and youth, and looks at how family farms can create an enabling environment for women and youth to make decisions in the family farm. The hypothesis is that the family farm can create an enabling environment for the decision making of women and youth by offering economic, environmental, and social benefits. Than asked is how family farms can create an enabling environment for women and youth to make decisions in the family farm? Several cases in the Southern province of Brazil, Rio Grande do Sul, have been studied. After adopting an actor-oriented approach combined with a livelihoods perspective testing the hypothesis, concluded can be indeed the family farm creates an enabling environment for decision making. Components are added as well to the definition of enabling environment, namely responsibility for tasks within the family business and financial independency.

## Acknowledgements

This research was done with the help of the University of Rio Grande do Sul (UFRGS), as a graduation thesis for the Master of International Development Studies, at the University of Utrecht. The objective was to analyze the role and decision making of women and youth in family farm businesses. The purpose of the research is to find recommendations for agricultural policies for other countries in development.

The best part of the thesis was visiting the farms and interviewing the people. Because then was the moment I could see the women and youth in real life working and living in the family farm business. Then I saw what research already had done to improve the situation of those women and youth and how I could contribute to improving their situation more. Although working on the thesis could be hard or boring, working behind a computer, the data were so much fun because of this lovely, inspiring people.

I am grateful for all the people who helped me with my thesis by reading, reviewing and giving feedback over and over again. First and foremost, of course my thesis supervisor, dr. Kei Otsuki, thank you. Second, dad thank you for making clarity and help to see the essence, when I got lost in details. “Never had to help with homework before, but just before the finish line” you could help me. Joep thank you for letting me work on your computer and laptop, when the hours of the university library were not sufficient for the time I needed to write my thesis. Thanks to my smart best friend Puk, who had an 8,5 and with that the best master thesis of her year, for sharing her success with me. Thank you, Tara, for reminding me of the two-sided funnel shape structure. Thank you, Roy, for reviewing my thesis and helping with the finishing touch. Thank you, Maxine, for being my best peer of IDS and complaining and laughing about our struggles. Nikki thanks for keeping my head cool. Thanks to my friend Carla, who called me when I had my almost suicidal mental break down and convinced me to stay and finish my data collection in the field work.

**Image 1. Agrimar Field Day: When I was at the Agrimar Field Day I met a lot of family’s with farm business. It hit me how many family farmers there are, improving and sustaining their business.**



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## List of Abbreviations

<b>WR</b>	Women Respondent
<b>YR</b>	Youth Respondent
<b>NR</b>	Number of Respondent
<b>RAMA</b>	programa de Rastreabilidade e Monitoramento de Alimentos, or in English the Food Traceability and Monitoring Program



<b>UFRGS</b>	University of Rio Grande do Sul
<b>MST</b>	Movimento dos TrabalhadoresRurais Sem Terra
<b>PLANAPO</b>	Política Nacional de Agroecologia e Produção Orgânica, or in English the National Policy for Agroecology and Organic Production
<b>KPMG</b>	Kleynveld Peat Marwick Goerdeler
<b>FBSP</b>	Fórum Brasileiro de Segurança Pública, or in English Brazilian Forum on Public Security
<b>BBC</b>	British Broadcasting Corporation
<b>UNDESA</b>	United Nations Department of Economic and Social Affairs
<b>CampdenFB</b>	Campden Family Businesses
<b>ANA</b>	Aliança Nacional de Agroecologia, or in English National Agroecology Alliance
<b>ABA-Agroecologia</b>	Associação Brasileira de Agroecologia, or in English Brazilian Agroecology Association
<b>WOOF</b>	World Wide Opportunities on Organic Farms
<b>WOOFers</b>	People who do the World Wide Opportunities on Organic Farms program
<b>IFOAM</b>	International Federation of Organic Agriculture Movements
<b>PGS Organic</b>	Participatory Guarantee Systems Organic
<b>NGO</b>	Non-Governmental Organization
<b>ha</b>	hectare
<b>e.g.</b>	exempli gratia, which means for example
<b>CISE</b>	Community Initiative for Social Empowerment
<b>a.m.</b>	ante meridiem, which means before midday
<b>p.m.</b>	post meridiem, meaning past midday
<b>CW</b>	Conventional Women
<b>AW</b>	Agroecological Women
<b>CY</b>	Conventional Youth
<b>AY</b>	Agroecological Youth

## 1. Introduction

Development studies consists of multiple topics, which one of them is agriculture. Agriculture is considered an important one, because it brings together other themes within development as economic development and employment (Johnston & Mellor 1961), poverty reduction (Anríquez & Stamoulis 2007) and food security and climate change (Schmidhuber & Tubiello 2007). Development studies took off after the second World War when Truman declared in his speech it was the role of the developed world to develop the underdeveloped world to maintain a stable and secure world (Packenham 2015 & Cowen & Shenton 1996). According to Rostow (1961) development could be achieved by becoming as the developed countries, which was by modernization and technological innovation. Therefor developing countries executed modernization policies among others in agriculture (Reardon & Timmer 2007).

Part of this modernization of agriculture was the Green Revolution which is the unprecedented increase of food production resulted from the creation of genetically improved crop varieties, combined with the application of improved agronomic practices (Kush 2001). Increase in food production of the developing countries (or Global South) made it possible to start producing for the global market. Together with the changing global dynamics of demand and the acceptance of the free market liberal approach by developing countries this led to corporate food production (Wilkinson 2009). Corporate food production companies started buying large acres of land to produce one crop for the global market, known as mono-cropping. The agribusiness was born. (Meikle 2016; Hopewell 2014). Agribusiness will be defined as high competitive export-oriented industrial agriculture, developed from the combination of liberalization and technological innovation (Hopewell 2014; Kirsten & Sartorius 2002). Soon the overarching problem of a local sense of losing control caused by the simultaneous process of agribusiness development and globalization became visible. Control over wages and employment in the local economy was lost, but also control over preservation of the local environment was lost, all due to the global market driven by global capital and power (Kirsten & Sartorius 2002).

As early as in the 1960s Latin American countries were the focus of investments directed to domestic markets within the periphery (Wilkinson 2009). Especially Brazil has played a great role influencing agrarian transformations in the Latin American region. Besides Argentina, it led the implementation of the Green Revolution in the 1960s and 1970s, changing significantly the internal agricultural production and supporting the expansion of agricultural frontiers (Sauer et al. 2015). Because Latin America had this early development of its agribusiness, local consequences of the global market were visible there first too. Grievance grow and protests started, with Brazil being the leading one in peasant movements.

Historically, Brazil's agricultural sector was based primarily on large plantations producing tropical products for export, small family farms supplying the domestic market and peasants engaged in subsistence production (Hopewell 2014). Brazil has a tradition of family owned businesses since the first colonizers and the second wave of immigrants came with their hereditary land grants (Vidigal 2016). This has led to 85% of the countries companies being family businesses (Gomes BBC News 2013). The family business exists for 12% of the agriculture sector, which refers to family farms (CampdenFB 2012). Nowadays Brazil depends for 28 per cent of its gross domestic product on agribusiness, while most the country's farmers (85 per cent) are small-scale family farmers and subsistence producers (Hopewell 2014). Although being not a lot of the national income, the amount of family farmers is a large part of the Brazilian

population and their livelihoods. So, the consequences of globalization and the growing agribusiness together, were felt by many. In the late 1970s the Brazilian Landless Workers Movement (Movimento dos Trabalhadores Rurais Sem Terra, MST) – a social movement pursuing agrarian reform by mobilizing landless peasants to occupy land has been a key force of opposition to agricultural liberalization and neoliberalism (Hopewell 2014).

Therefore, some of the griefs were heard and the Brazilian government made policies upon the demands of the population. Family farming continued to exist alongside agribusiness and got its own ministry. This is also the reason Brazil has two ministries of agriculture: The Ministry of Agriculture which is concerned with agribusiness and the Ministry of Agrarian Development (Hopewell 2014). The ministry of agrarian development designed policies to help family farmers and achieve food security like Family Farming Harvest Plan (starting in 2002 onwards), Zero Hunger Strategy (2003), The Food Acquisition Program (2004) (Brazil Government 2004), National Policy for Food and Nutrition Security (2006), Multi-annual plan of the Ministry of Agriculture, Livestock and Food Supply (2008-2011), Brazil Without Misery Plan / Bolsa Família (2011) (Saddi 2014) and as attention for environmental sustainability increased, The National Policy for Organic Production and Agroecology (2013) (Brazilian Government 2013). In line with this agroecology trend the Program for the Modernization of Agriculture and the Conservation of Natural Resources (2009) and Programa ABC Low Carbon Agriculture Program (2010) were designed. Last years the attention to indigenous people increased. As a part of this, the knowledge of indigenous people of agroecological family farming became clear. The importance of their knowledge was recognized and the policy Bolsa Verde was implemented. Bolsa Verde was a new sub-program of Bolsa Família as a Support to Environmental Conservation Program was implemented.

### Scientific Relevance

Lot of food security and local livelihood policies are here, even agro ecology policies and policies considering minority groups as indigenous people are there. However, women and youth are not specifically mentioned in any policy (Brazil Government 2004; Brazilian Government 2013, Saddi 2014; agroculturesnetwork 2015). The dominant discourse explains this in designing national policy which is looking at the problem on a system level approach attacking structural problems of the whole system, but ignoring truly gender or youth specific problems (Sumberg 2016). It is important to give women and children special attention within the family farm policy, because of their specific rights, access and characteristics extra policy measures are needed to assure equal chances for them as well.

### Societal Relevance

By excluding women, half the human capital of a country is not utilized. By excluding youth, the future human capital is not invested in and second, education is a mechanism for social change and way to freedom (Dewey 1897; Freire 1976). The power of making decisions can already change the circumstances of women and youth in family farms by improving wealth, health, and wellbeing (Sen 1993; Sen 2004). Clearly women and youth need the freedom to use their capabilities to develop and have wellbeing (Sen 1993; Sen 2001; Sen 2004). Therefore this research will ask the following question: How can family farms create an enabling environment for women and youth to make decisions in the family farm?

## 2. Literature Review

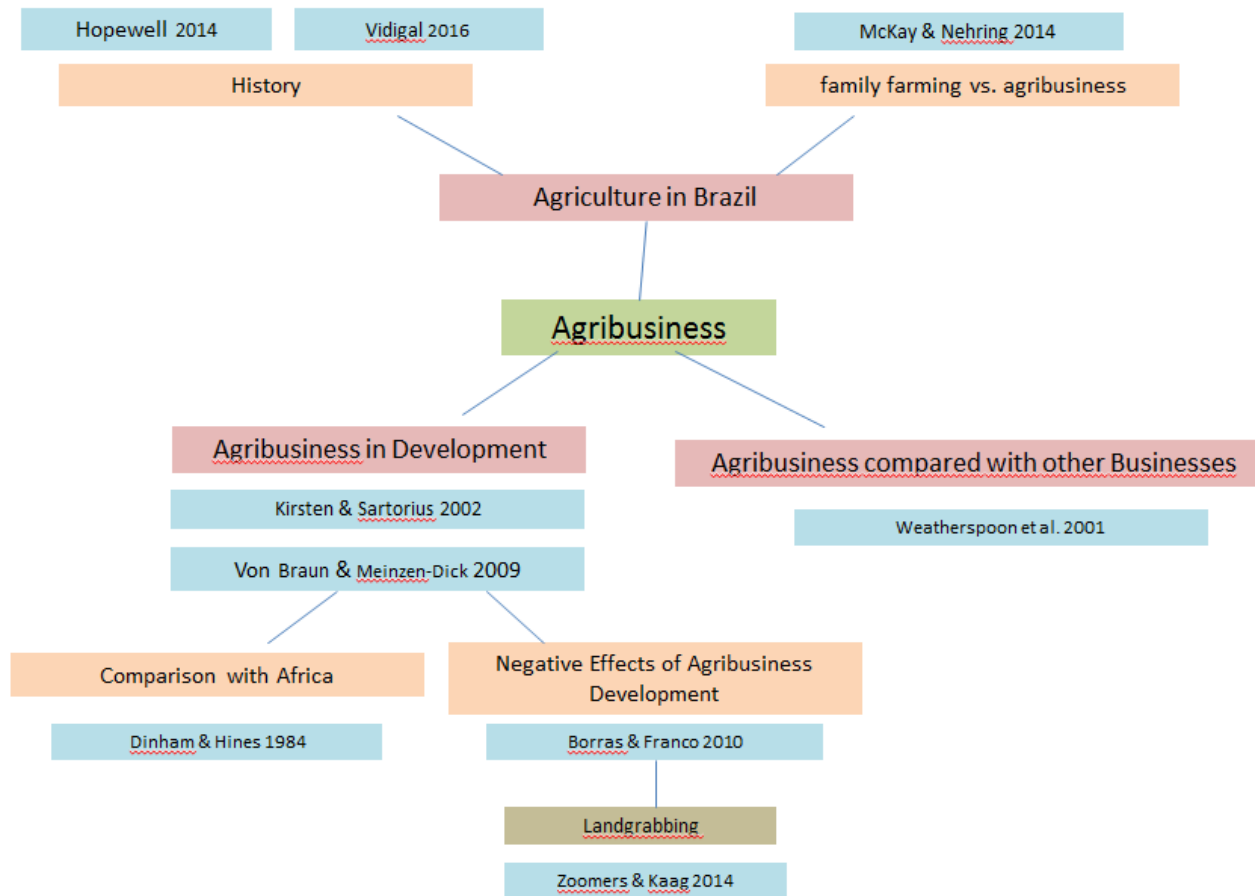
### Theoretical Framework

#### 4.1 Agribusiness

The export of agricultural commodities played a central role in Brazil's early economic history, dating back to the colonial era (Hopewell 2014). Dependence on foreign capital made possible, but also constrained and distorted, patterns of national development (Hopewell 2014). It was a situation of classic dependency, with Brazil reliant on the export of cheap primary products and the import of more expensive manufactured goods (Hopewell 2014; Vidigal 2016). On and of Brazil tried import substitution industrialization to decrease its dependency, but the large amount of fertile land in combination with large biodiversity remained a comparative advantage. The agriculture sector has become a major source of growth and export revenue and made Brazil a leader in world food production (Hopewell 2014; McKay & Nehring 2014). A highly competitive and sophisticated agro-industrial export sector is developed (Hopewell 2014). Agribusiness thus is high competitive export-oriented industrial agriculture, developed from the combination of liberalization and technological innovation (Hopewell 2014; Kirsten & Sartorius 2002).

Similar agribusiness development as in Latin America is taking place in sub-Saharan Africa (Dinham & Hines 1984). However, the role of foreign investment in land to cultivate for agriculture export products is larger (Von Braun & Meinzen-Dick 2009; Zoomers & Kaag 2014). Unfortunately, negative effects of this development, like environmental degradation, local people being displaced from their land or losing their jobs, are taking place (Borras & Franco 2010; Von Braun & Meinzen-Dick 2009). The overarching problem is globalization which is causing a local sense of losing control. Farmers in the developing world are now, more than ever, linked to consumers and corporations of the rich nations (Kirsten & Sartorius 2002). Control over wages and employment in the local economy was lost, but also control over preservation of the local environment was lost, all due to the global market driven by global capital and power, which is unequally distributed (Kirsten & Sartorius 2002). Globalization inevitably increases competition between industries for financial capital, productive resources, and consumer markets. The agriculture sector feels the hardest the negative economically, environmental, and social consequences of globalization. First, the unpredictability of agricultural production cycles makes it extremely difficult for food and agribusiness firms to compete against other industries (Weatherspoon et al. 2001). Second, agriculture has a deep influence on local livelihoods because most poor, and therefore vulnerable people live in rural areas (Weatherspoon et al 2001). Third, agriculture has a large influence on the environment, because producing agricultural products is depending on the natural environment. Therefore, the development process of globalization of agribusiness is a vulnerable process where besides economic, also social, and environmental sustainability must be taken into consideration before executing public or private policies.

Figure 1. Mind map of the theoretical concept agribusiness for clarification



## 4.2 Family Farming

Different model of performing agriculture than agribusiness is the family farm business or farm family business or family farming. Family-based farming has significantly blurred boundaries between the household and the enterprise (Meares 1997).

There are six elements of a definition of a farm family business (Gasson and Errington 1993, p. 18):

1. Business ownership is combined with managerial control in the hands of business.
2. These principals are related by kinship or marriage.
3. Family members (including these business principals) provide capital to the business.
4. Family members including business principals do farm work.
5. Business ownership and managerial control are transferred between the generations with the passage over time.
6. The family lives on the farm.

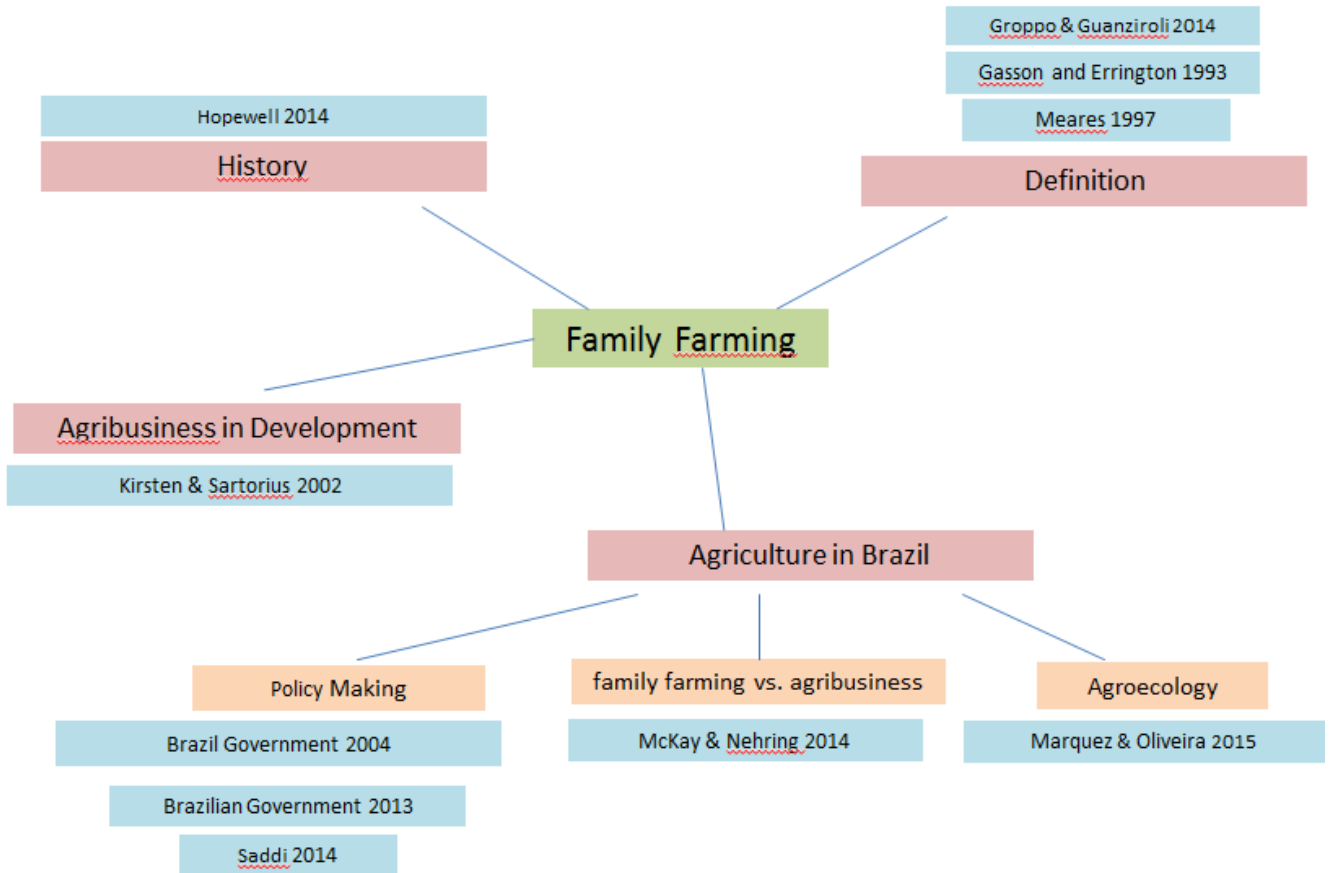
In Brazil, family farming (also family agriculture) is now defined by the Family Farming Law (Law 11,326), based on four criteria: a maximum land tenure defined regionally; a predominant recourse to non-wage family labor; an income predominantly originating from the farming activity; and a farm operated by the family (Groppo & Guanziroli 2014)

In Brazil, a long history of family farms dated back from the colonial times and therefore is the classic example of family farming (Hopewell 2014). Historically, the small family farms with the Brazil's agricultural sector were supplying the domestic market. Nowadays most the country's farmers are with 85 percent family farmers which makes up 5 million inhabitants of Brazil (Hopewell 2014; McKay & Nehring 2014). For the less competitive small-scale family farmers and subsistence producers the expansion of agribusiness poses a significant threat. Because of globalization there are serious concerns about the ability of small farms and small agribusiness firms to survive in the global food system (Kirsten & Sartorius 2002). The dual-track of Brazilian policy has meant a primary focus on expanding agribusiness exports, occurring alongside efforts to assist the family farming sector and an expanded land reform program to settle landless peasants (Hopewell 2014). Policies to protect family farmers have been made by the Ministry of Agrarian Development. For example, the Family Farming Harvest Plan starting in 2002 onwards (Brazil Government 2004), Brazil Without Misery Plan / Bolsa Familia in 2011 (Saddi 2014). However, Brazilian Landless Workers Movement (Movimento dos Trabalhadores Rurais Sem Terra, MST) is not satisfied stating reforms do not go far enough yet. Indeed, while family farmers produce 70 per cent of all food consumed by Brazilians, still receive less than one sixth the budget allocation from the government (McKay & Nehring 2014).

Last years the attention to indigenous peoples increased in combination with their knowledge of agroecological family farming (Brazilian Government 2013). The emergence of an endogenous expression of 'ecological agriculture' was initiated. This shift has triggered new processes of change for agricultural production (Marquez & Oliveira 2015). As well the Brazilian government has passed a National Policy for Agroecology and Organic Production on 17 October 2013 (PLANAPO). However, the implementation of this policy in terms of outreach, coverage and effectiveness is yet to be determined (McKay & Nehring 2014). Besides that, agroecological

family farming is more environmental sustainable, it can also be more economical sustainable, because by focusing on producing organic products, product differentiation takes place which can help family farms to survive in the global food market (Kirsten & Sartorius 2002). Interesting is if family farming is more sustainable economically, environmentally, and socially.

Figure 2. Mind map of the theoretical concept family farming for clarification



#### 4.3 Sustainable Family Farming: Agroecology

Clearly foreign land investment in agribusinesses, or also mentioned as land grabbing, has its limitations in economically, environmentally, and socially sustainability, as already described in the part about agribusiness (Borras & Franco 2010; Von Braun & Meinzen-Dick 2009).

Considering the new agroecology and organic government policies combined with the attention for agroecological family farming (McKay & Nehring 2014; Brazilian Government 2013), agroecological family farming can offer an economically, environmentally and socially inclusive and sustainable solution for the global food system, ensuring food security, rural poverty alleviation and preserving the environment (McKay & Nehring 2014; Dogliotti et al. 2013).

The field of agroecology has begun to form when ecologists and agronomists combined forces to study and help solve the problems confronting our food production systems (Gliessman 1990). According to Meares (1997) sustainable agriculture is an approach to agriculture in which farmers analyze their specific farming systems and adapt them to increase economic viability, environmental quality and quality of life, so social sustainability. Breaking monoculture structure and dependence on off-farm inputs by designing integrated agroecosystems is needed to achieve sustainable agriculture (Rosset & Altieri 1997).

Family farms are the most suitable stakeholders to perform sustainable agriculture, because small farmers are the key actors for regional food security, are more productive and resource conserving, represent a sanctuary of agrobiodiversity free of genetically modified organisms and are more resilient to climate change (Altieri 2009). There is no point in increasing farm productivity and family income through greater 'self-exploitation' because that course is not sustainable (Dogliotti et al. 2013). Second combining modern agroecological science and indigenous knowledge systems have been shown to enhance food security while conserving natural resources, biodiversity, and soil and water throughout hundreds of rural communities in several regions (Altieri 2009).

Third, agroecology brings lots of benefits for the family farmers themselves. First, economic benefits as increase of productivity (Altieri 2009; Dogliotti et al. 2013; John 2016). Productivity is increased by the advantages of agroecology which include reduced vulnerability to pest, disease, and weed problems; and the higher land use efficiency associated with intercropping (Rosset & Altieri 1997). Besides productivity, agroecology is cheaper, because of lower capital requirements (Rosset & Altieri 1997). Hereby small farmers can retain independence on off-farm inputs, due to this they are more self-reliant and have a viable farm economy (Marques & Oliveira 2016; Rosset & Altieri 1997) and can successfully improve their family income significantly (Dogliotti et al. 2013).



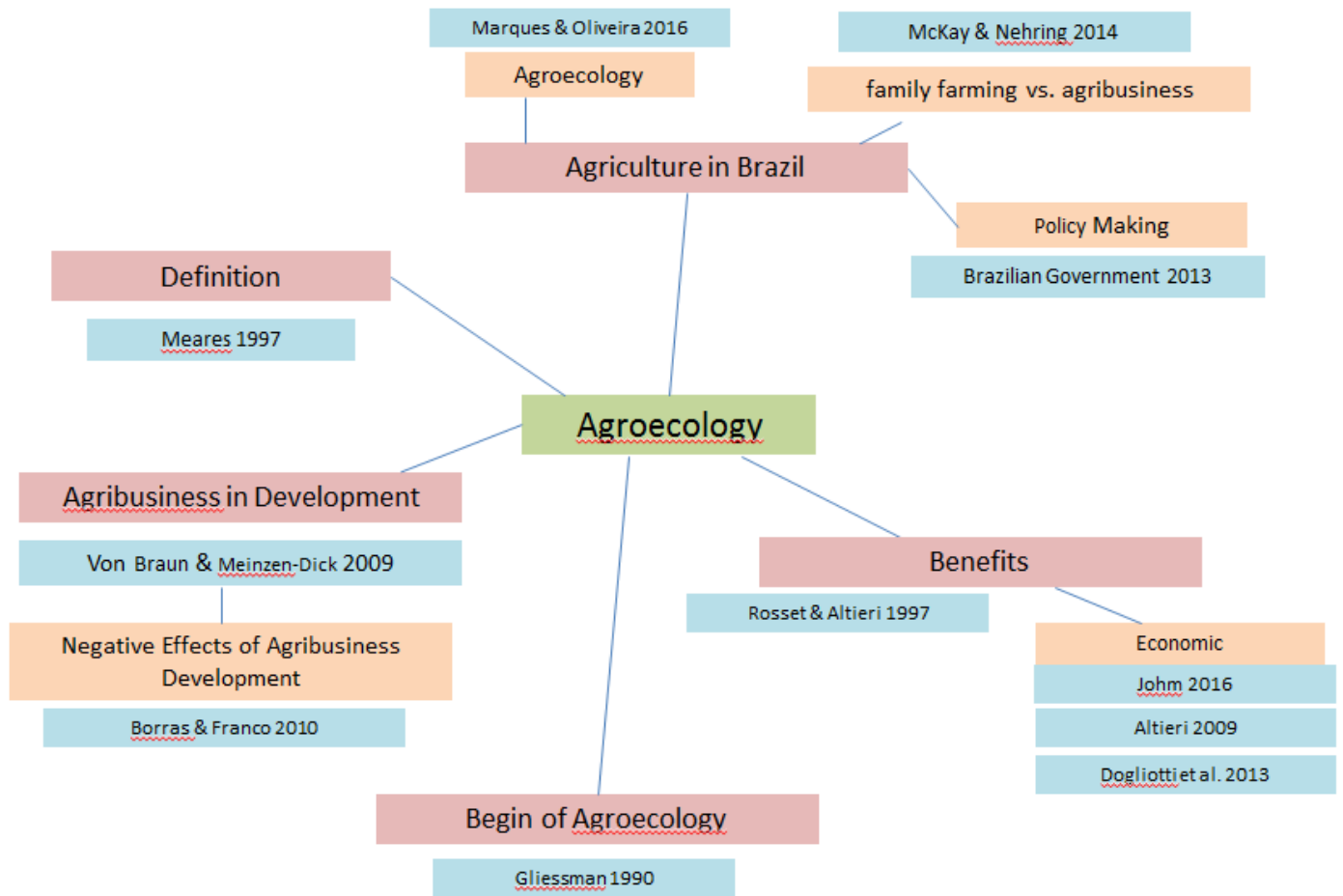
Second, obviously agro ecology brings benefits to the environment, conserving natural resources, biodiversity, and water, and reducing soil erosion, which also enhances agricultural sustainable productivity for the family farmers, as mentioned before (Altieri 2009; Dogliotti et al. 2013).

Third, the social benefits of agro ecology for family farming. Although intangibles such as local culture and health are hard to measure (McKay & Nehring 2014), some benefits have been measured. Food Sovereignty increases, which emphasizes farmers' access to land, seeds, and water while focusing on local autonomy, local markets, local production-consumption cycles, energy, and technological sovereignty (Altieri 2009). Farmers can also become engaged in the social movement of sustainable agriculture networks, which increases their quality of life (Meares 1997). Third, agro ecology includes practices which are less time-consuming and more enjoyable. As reported from the study from Meares (1997) the male farmers have significantly decreased the amount of time they spend in physical farm work and management since they switched to rotational or seasonal grazing management. As well, variability and creativity to their daily and seasonal lives has increased. Once farmers operated large combining and spraying to produce food, now is walked their land moving fences and herding cattle, letting the soil generate feed and allowing the cattle to harvest it (Meares 1997). And last, but not least, agroecology is providing society with healthy food (Rosset & Altieri 1997).

The benefits of agro ecology for family farming may be clear. Moreover, agroecological family farming is more sustainable than large scale land investments. First, because farmers using this approach can rely on natural bio resources and local input sources rather than external inputs, resulting in considerable health, environmental, and socioeconomic benefits (Rosset & Altieri 1997). Second, sustainable agriculture has proven to stimulate personal development, because of time reduction, over large scale modern agribusiness workers. In a study of Meares (1997) in the United States in Minnesota farmers had more time after agroecology, which they used to educate and to read, developed themselves philosophically and politically. So, third agroecology is stimulating political participation, because of more time and information, by increase in their sense of self in the larger society (Meares 1997).

Agribusinesses or industrial agriculture urgently needs to be replaced because it brings a variety of economic, environmental, and social problems, including negative impacts on public health, ecosystem integrity, food quality, and in many cases disruption of traditional rural livelihoods, while accelerating indebtedness among thousands of farmers (Altieri 2009), or short in a state of crisis (Rosset & Altieri 1997). Agroecology provides a vision and guidelines for a more productive and diversified agriculture, one that is environmentally sound and capable of preserving the social fabric of rural communities (Rosset & Altieri 1997). In contrast to industrial agriculture, family farming can be sustainable if performed agroecological (McKay & Nehring 2014). Agroecological family farming can then contribute to meeting the goals of sustainable growth of food production and reducing rural poverty (Rosset & Altieri 1997). This requires assisting family farmers to develop more productive, profitable, resource efficient and environmentally friendly farms (Dogliotti et al. 2013).

Figure 3. Mind map of the theoretical concept agroecology for clarification



#### 4.4 Women & Youth

Besides the study of Meares (1997) limited research is found analyzing the social sustainability of family farms. The family farm has been treated in most research and policy debates as a single unit, with little attention and analysis paid to the multiplicity of roles and interests within the family (Meares 1997). And, Meares (1997) remains limited in the social benefits of agroecological family farms, only describing the benefits for the men. Women and youth are excluded in the analysis of academic research and Brazilian government policies. This is a large knowledge gap, while women make up on average fifty per cent of a country's population and youth is the development of the future of a country.

##### 4.4.1 Gender

Gender is defined as the socially constructed roles, behaviors, activities, and attributes that a given society considers appropriate for men and women (Hofmann 2006). Second often used definition is the culturally specific symbolic expression and application of biological or physical differences between men and women (Hofmann 2006).

“Women, in short, lack essential support for leading lives that are fully human. This lack of support is frequently caused by them being women” Nussbaum (2000).

By not including women in development research, academic literature or policy, half of the population is excluded, so a loss of half of a country's human development.

There is a considerable negative impact on economic growth. Gender inequality in education first has a direct impact on economic growth through lowering the average quality of human capital. In addition, economic growth is indirectly affected through the impact of gender inequality on investment and population growth. Moreover, the analysis shows that gender inequality in education prevents progress in reducing fertility and child mortality rates, thereby compromising progress in wellbeing in developing countries (Klasen 2000).

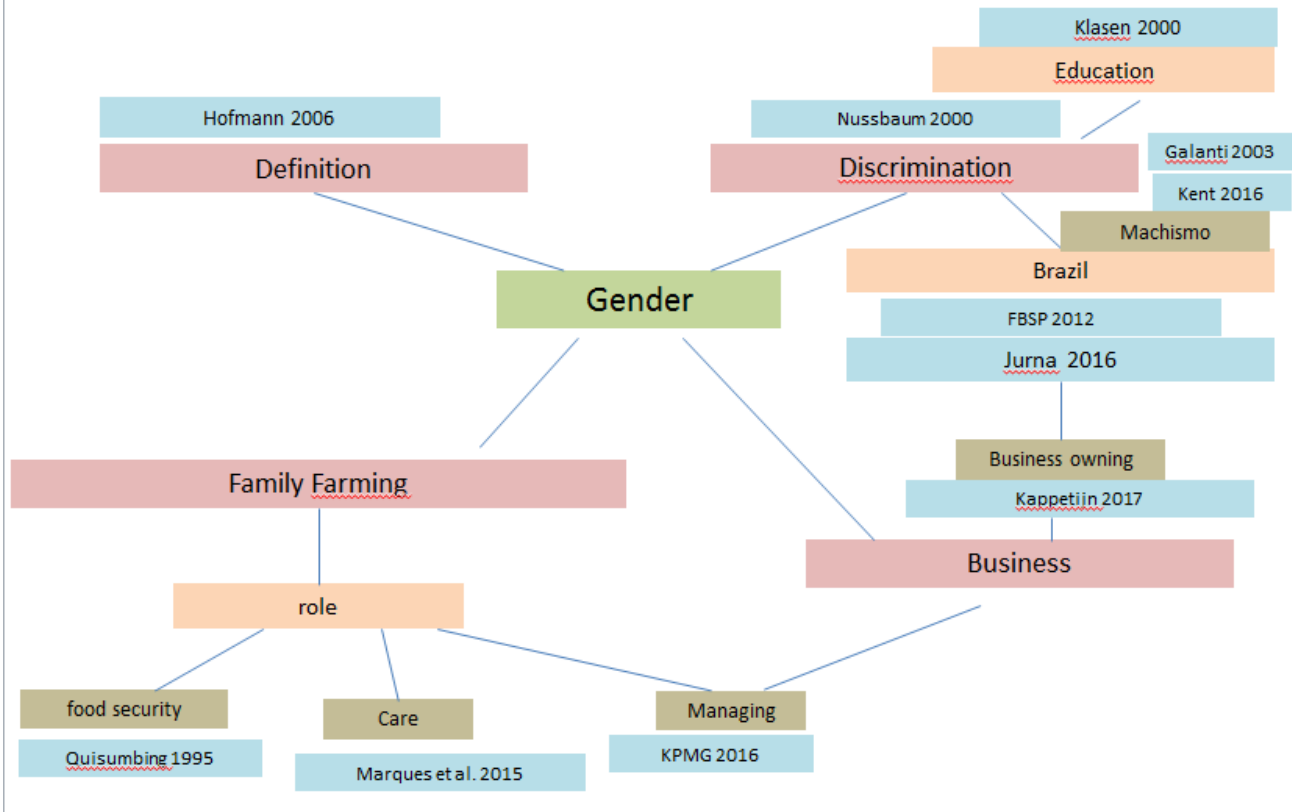
##### 4.4.1.1 Gender within Business Owning

In Brazil gender inequality is still deeply embedded in society, influenced by machismo (Galanti 2003; Kent 2016). From innocent examples of little girls of five years old going with make up to school till serious crimes as the raping culture (Jurna 2016; FBSP 2012). This gender inequality has large consequences for women who want to own a company, for example a family farm, in Brazil. A woman from the Netherlands who was owning a business in Brazil was not taken seriously (Kappetijn 2017). While women in management together with man have beneficial consequences for the company (KPMG 2016).

##### 4.4.1.2 Gender within Family Farming

Women's dominant sphere within family farms is reproductive and community managing, while men's time and efforts are largely concentrated in the productive sphere. Thus, the unit of production - the agricultural enterprise - is coterminous with the unit of reproduction – the farm household. Such muddy waters make understanding women's and men's work on the farm complex and these difficulties may render women's work 'invisible' (Meares 1997). Seemingly invisible, women's role on the farm is essential. Quisumbing (1995) has written about the key role of women in food security. Women's role also often is described as caring (Marques et al. 2015). However, the importance of women in other positions, for example managing as mentioned before, has been proven to be necessary for the company as well (KPMG 2016).

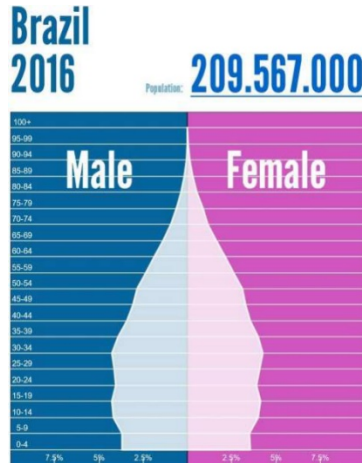
Figure 4. Mind map of the theoretical concept Gender for clarification



#### 4.4.2 Youth

Youth will be defined as those persons between the ages of 15 and 24 (UNDESA 2013). Youth is a relevant group to research for a couple of reasons. First because youth is the future population of a country. Therefore by excluding youth, the future human capital is not invested in. Second, youth is the part of the population which is most of its time concerned with acquiring education (United Nations 2013). Education on its turn is a mechanism for social change and way to freedom (Dewey 1897; Freire 1976).

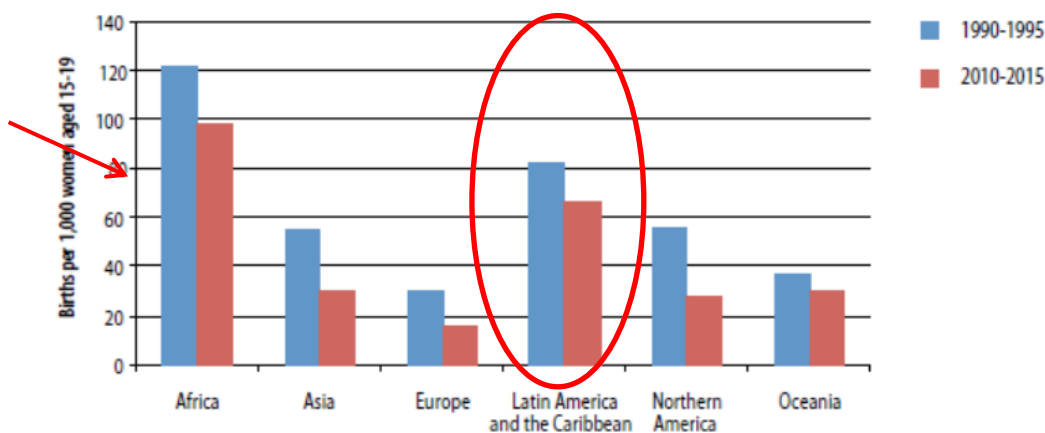
Figure 5. Population pyramid of Brazil, shows the rising 'middle-class' tendency, within the red the years 15-24



Source: Population Pyramid

Third reason for the importance of youth is the crucial of their decision making. The decisions in acquiring more education, study choice, occupation choice and having birth is decisive for further development. The last one has still a high prevalence in Latin America with 67 per 1000 (UNDESA 2015). This combines women and youth issues and has several negative consequences. First of all, economic costs for society. Second the adolescent having the child increase by 30 percent the number of children exposed to the risks associated with adolescent childbearing (Corcoran 1998). Third it is likely to have adverse long-term consequences for the wages, earnings, and employability of the mother (Klepinger, Lundberg & Plotnick 1999) to mention just a few.

Figure 6. Adolescent birth rate by region, 1990-1995 and 2010-2015



Source: Slides of dr. Kei Otsuki during the course Regions in Development

#### 4.4.2.1 Youth in Family Business

Without the next generation's leadership and management, the firm cannot survive as a family firm, let alone maintain its character (Barach & Ganitsky 1995). Succession therefor is a critical strategic issue. Successful succession starts many years before the children take over the business. Youth must be helped by their parents with educational and operational challenges and gaining expertise. Second, the youth must learn to value the family business and take advantages of this value (Barach & Ganitsky 1995).

#### 4.4.2.2 Youth within the Family Farm

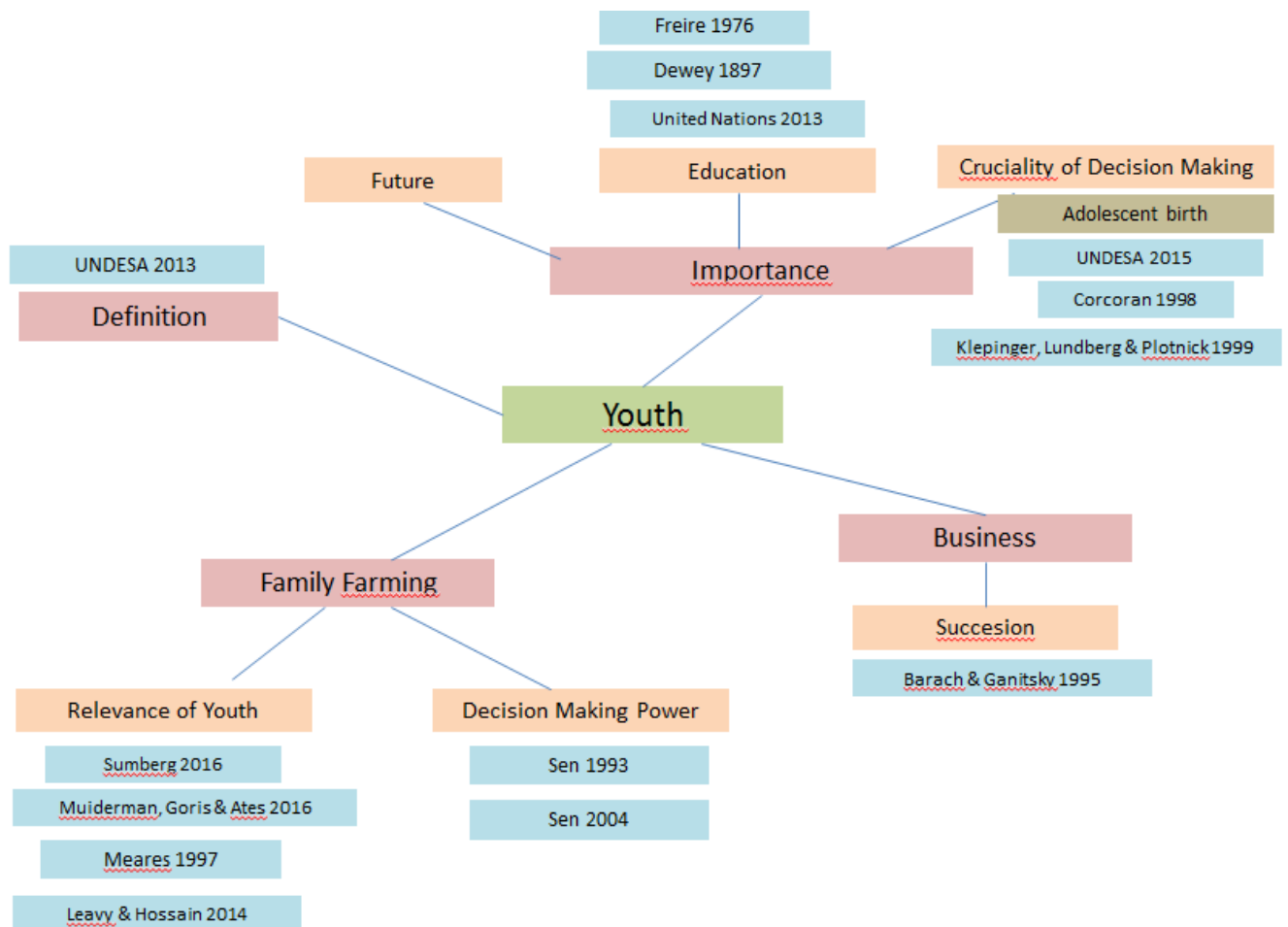
The relevance of youth specifically in the family farm has a couple of arguments. First, negligence of the involvement of youth in the agricultural sector might have negative implications on food security, unemployment and underemployment and may undermine economic growth through agriculture (Muiderman, Goris & Ates 2016). Second, youth in agriculture has been high on the development agenda (Sumberg 2016). Third, the agricultural sector is still one of the sectors that offers most employment opportunities in general and for youth in particular (Muiderman, Goris & Ates 2016). However, on the other hand there is emerging evidence which indicates a reasonably widespread withdrawal from work on the land as an emerging norm (Leavy & Hossain 2014). Fourth, youth are often envisioned as the change makers of this transition through agri-entrepreneurial programs. (Muiderman, Goris & Ates 2016). Furthermore, youth deserve special attention within the family farm policy, because of their specific rights, access and characteristics extra policy measures are needed to assure equal chances for them as well. The power of making decisions can already change the circumstances of youth in family farms by improving wealth, health, and wellbeing (Sen 1993; Sen 2004).

Youth can have multiplicity of roles and interests within the family (Meares 1997). Careful should been with targeting youth as individual, isolated economic agents, while young people are, for the most part, deeply embedded and even dependent upon networks of family and social relations (Sumberg 2016). Therefor it is important to research youth within the family farm.

Image 2. Baby and its parents of a visited family farm



Figure 7. Mind map of the theoretical concept youth for clarification



#### 4.5 The Importance of an Enabling Environment

Three decades of research has established that intra family variation does exist, as women and youth, and can affect decision making and practices related to the farm (Meares 1997). Improvement of access of family farmers, in this case female farmers, to production resources, markets, information, and knowledge is important in order to increase levels of income, labor productivity and soil quality (Dogliotti et al. 2013). This access can be summarized as an enabling environment.

##### 4.5.1 Capability approach

“Political social arrangements should aim at development that consists of the removal of various types of unfreedoms that leave people with little opportunity of exercising their reasoned agency” Amartya Sen (2001).

The key problem is not food shortage, but people’s lack of entitlements. Entitlements means having access to, for example available and affordable food. Furthermore, having entitlements to use, to own, to have a say about and to decide (Sen 1990).

Social choice theory or social choice is a theoretical framework for analysis of how collective welfare (or: optimal collective decisions) is constructed, by combining individual preferences, interests, or welfares (Alexander 2008).

Capabilities as goals for women’s development, for them to become capable of human functions, given sufficient nutrition, education, and other support (Nussbaum 2000).

##### 4.5.2 Empowerment

A psychological definition of empowerment is a cognitive state characterized by a sense of *perceived* control (Menon 1999). Or a definition from the development field ‘a process of awareness and capacity building leading to greater participation, to greater decision-making power and control, and to transformative action’ (Karl 1995). Thus, empowering women and youth in family businesses means amongst others they will be able to make decisions.

##### 4.5.3 Decision Making

The definition of decision making depends upon the academic field. In economics, the assumption is humans are rational, selfish and their preferences do not change. In psychology, however, humans are non-rational, not entirely selfish and their preferences change very easily (Bijleveld 2016).

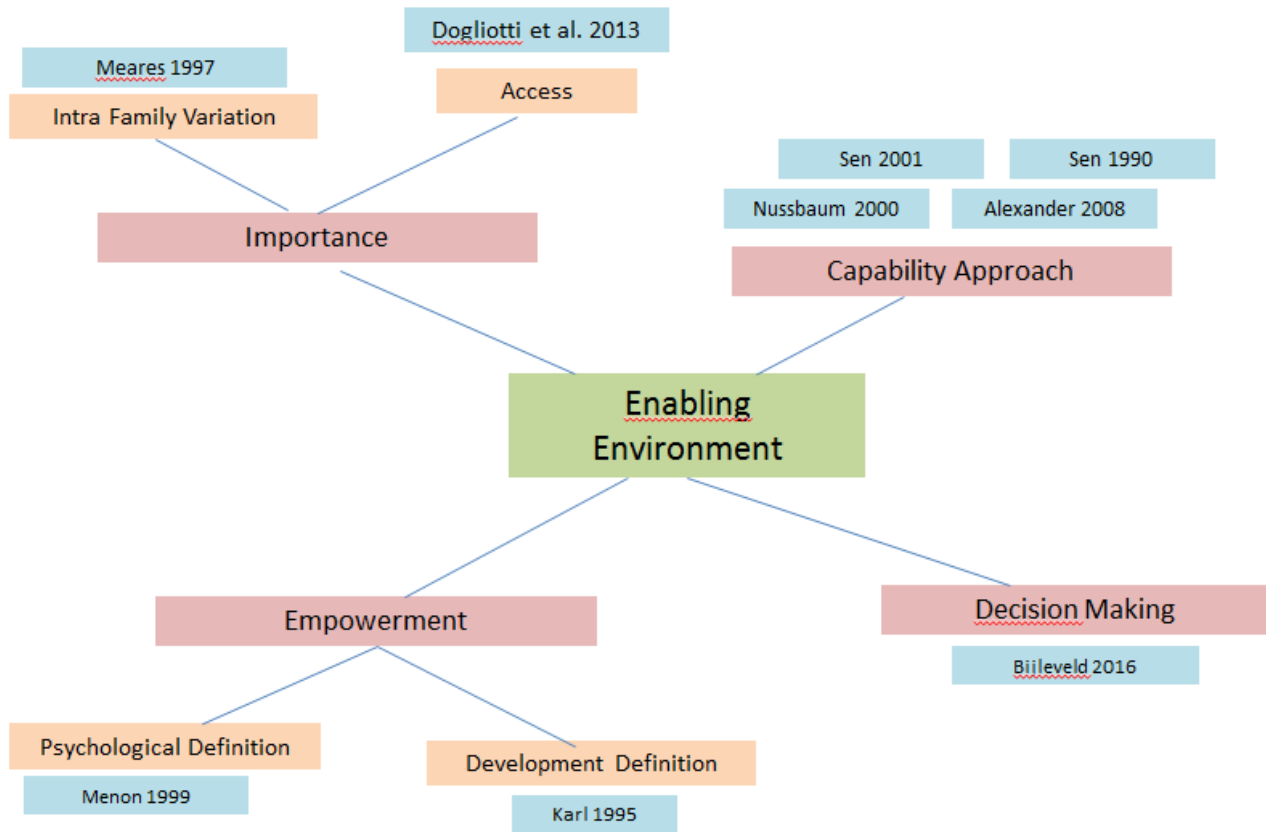
Decision making about the Family Farm Business means for women they can have as much rights, power and influence over the family farm business as men have.

Decision making about the Family Farm Business means for youth being able to decide about how their daily lives are spend and to what extent can influence their own future is possible. Youth can decide if going to school or work on the farm or something else. Youth also can decide what to do today which influences outcomes for their future lives. Third youth can decide to take over the family business or start in another profession.

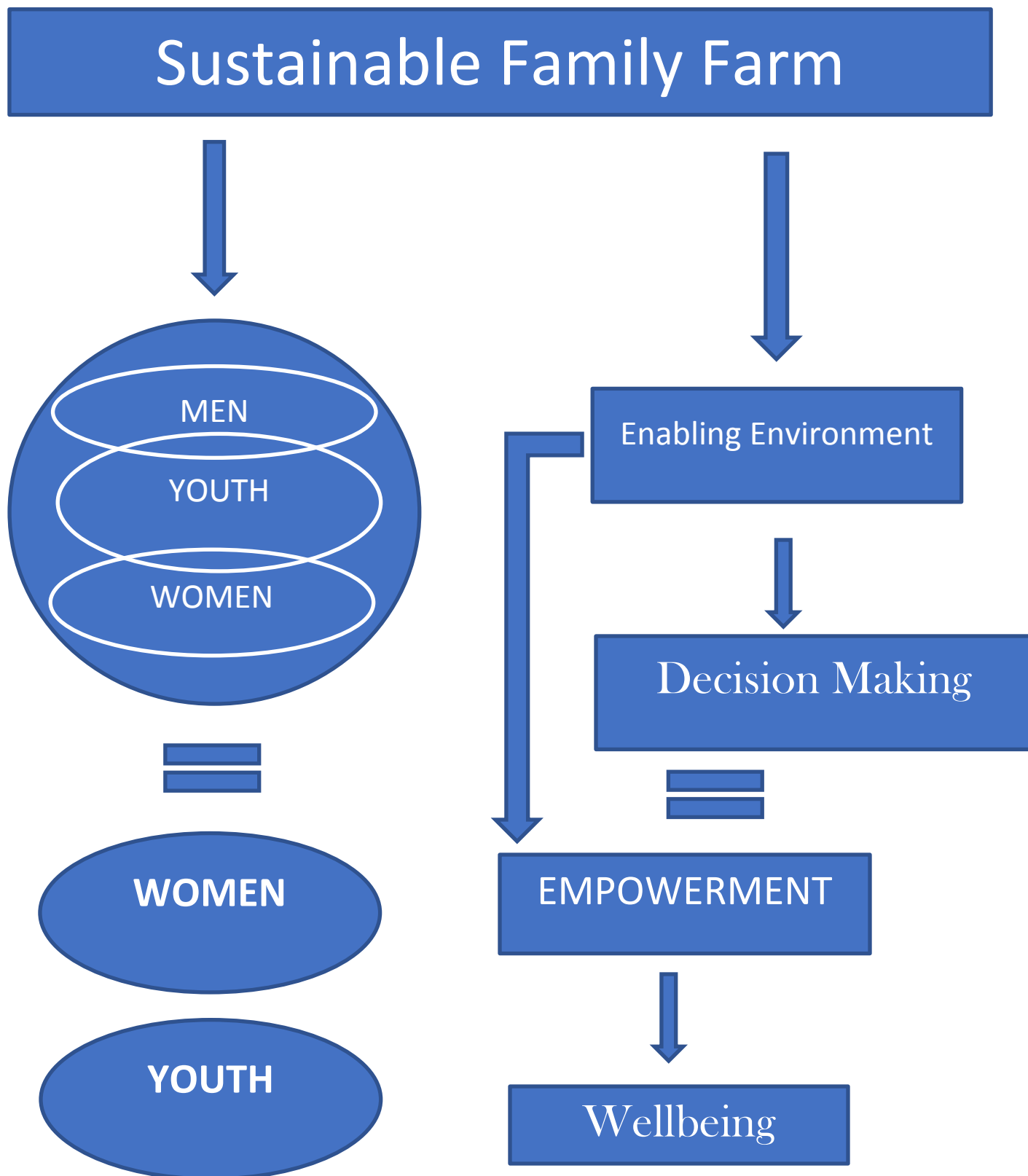
For this decision making to be possible, an enabling environment must first be present.



Figure 8. Mind map of the theoretical concept enabling environment for clarification



## 2.6 Conceptual Framework



## 2.7 Research question

How can family farms create an enabling environment for women and youth to make decisions in the family farm?

### 2.7.1 Sub Questions

1. What is the role of women in sustainable family business?
2. What is the role of youth in sustainable family business?
3. Do family businesses have an impact on the sustainable development of youth?
4. Do family businesses have an impact on the sustainable development of gender equality?
5. What does an enabling environment to make decisions exist of?
6. What is an enabling environment for decision making for women?
7. What is an enabling environment for decision making for youth?
8. What are the goals that can be accomplished when women are free in decision making?
9. What are the goals that can be accomplished when youth is free in decision making?

### 3. Regional Framework

#### 5.1 National

The choice to research conventional and agroecological family farm business in Brazil has four reasons. The purpose of the research is to find recommendations for agricultural policies for other countries in development.

The first reason Brazil is researched is because of Brazil's leading role in agriculture. Brazil is a leader in world food production (Hopewell 2014; McKay & Nehring 2014). Brazil has also played a great role influencing agrarian transformations in the Latin American region (Sauer et al. 2015). Furthermore, in Brazil 80% of the municipalities and 30% of the population make up the rural regions of the country (Veiga 2005).

The second reason Brazil is researched is because Brazil has the classical example of family farm businesses. Brazil has a tradition of family owned businesses since the first colonizers and the second wave of immigrants came with their hereditary land grants (Vidigal 2016). Therefore 85% of the country's farmers are small-scale family farmers (Hopewell 2014) and family farm businesses make up for 14% of the companies in Brazil (Gomes BBC News 2013; CampdenFB 2012).

Thirdly, Brazil stands out from other developing countries by the fact that it created a wide-ranging institutional apparatus to stimulate production in the family farming sector, recognizing its identity and specific demands (Flexor & Grisa 2016). As well as the creation and development of the National Agroecology Alliance (ANA) and the Brazilian Agroecology Association (ABA-Agroecologia) (Petersen, Mussoi & Soglio 2013).

Fourth, Brazil has a history of a strong resistant movement, the Brazilian Landless Workers Movement (Movimento dos Trabalhadores Rurais Sem Terra, MST). This resistant movement has caused among others, the government to create the institutional apparatus of laws and associations (Petersen, Mussoi & Soglio 2013).

#### Overview of policies

2002 Family Farming Harvest Plan  
2003 Zero Hunger Strategy  
2004 The Food Acquisition Program  
2006 National Policy for Food and Nutrition Security  
2008-2011 Multi-annual plan of the Ministry of Agriculture, Livestock and Food Supply  
2009 the Program for the Modernization of Agriculture and the Conservation of Natural Resources  
2010 Programa ABC Low Carbon Agriculture Program  
2011 Brazil Without Misery Plan / Bolsa Familia + Bolsa Verde  
2013 The National Policy for Organic Production and Agroecology

#### Overview of Associations

National Agroecology Alliance (ANA)  
the Brazilian Agroecology Association (ABA-Agroecologia)  
Ecovida  
RAMA - Food Traceability and Monitoring Program

## 5.2 Regional

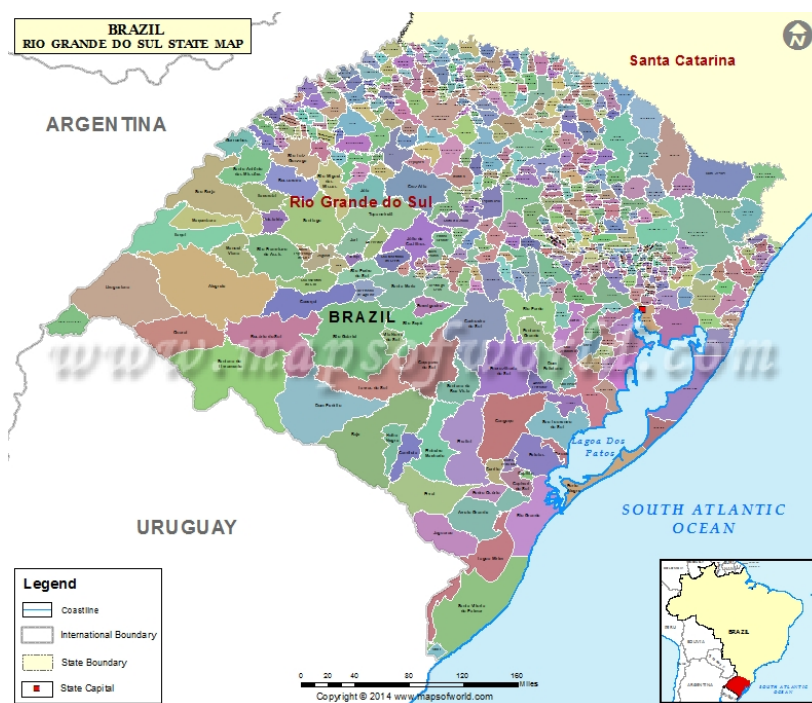
By understanding the local and regional dynamics of the integration of family farming in economic processes, it is possible to broadly comprehend changes and development in the rural world (Schneider & Niederle 2010).

Rio Grande do Sul is one of the most important states of Brazil. It is situated in the southern part of the country. Rio Grande do Sul is considered to be one of the most financially strong states of Brazil. The state is a major agricultural and livestock region (Britannica 2017). Rio Grande do Sul dwellers are popularly known as Gauchos. This name has been derived from the cattle herders and ranchers who settled the state's pampa (Maps of the World 2017). This illustrates the historical tradition of a farmers dominated state.

Second, the agricultural development of Rio Grande do Sul is influenced by German, Italian and some Dutch immigrants (Schneider & Niederle 2010). These people of the second wave of immigrants got hereditary land grants (Vidigal 2016), with these a start of their family farm business could be made.

Third, Rio Grande do Sul is one of the rural areas of Brazil most affected by the changes in the technological basis of production that have occurred since the 1970s. Two reactions followed. The first reaction was of the MST, making Rio Grande do Sul leading in the MST protests in the 1980s. A second reaction was building livelihood diversification strategies to decrease the social vulnerability. One of these strategies is building alternative markets, amongst others agroecological markets (Schneider & Niederle 2010; Schneider, Salvate & Cassol 2016).

Map 1. The province of Rio Grande do Sul



### 5.3 Local

The local areas of the respondents are mostly near Porto Alegre, the capital at the East side of Rio Grande do Sul. Only Coronel Bicaco, a town in the Northern top of Rio Grande do Sul, and Uruguana, a city at the South border of Rio Grande do Sul with Uruguay. The rural zone of Porto Alegre covers eleven neighborhoods and occupies about 30% of the territory. One family farm from Italian descent is from the Vila Novo neighborhood in Porto Alegre, half an hour South from the center. Another family farm is from Caminhos Rurais, forty-five minutes by car South of Porto Alegre. On Caminhos Rurais all the properties are part of agroecological organizations (Caminhos Rurais website 2017). This family is originally from Novo Hamburgo, named after the city Hamburg, so a German descendants town from 1830 (Novo Hamburgo website 2017). Novo Hamburgo is forty minutes by car North of Porto Alegre.

The other respondents are all from the Serra, a mountain region East of Porto Alegre. The Serra is home to many Brazilians from German (1824) and Italian (1875) descent (Serra Gaúcha website 2017). The specific towns of the respondents are Farroupilha, Caixas do Sul, Veranópolis, Igreja dos três Irmãos, Bento Gonçalves and Ipe, also shown on the map below.

Map 2. Serra Gaúcha, Rio Grande do Sul, Brazil



## 4. Methodology

### 4.1 Operationalization of Variables and Sampling Strategies

As mentioned before, the research question is: How can family farms create an enabling environment for women and youth to make decisions in the family farm? This question contains the five variables: family farms, women, youth, enabling environment and decision making in the family farm.

The first variable of family farms is the research population which is going to be operationalized by researching the selected sampling groups. The primary contact person is from the academic field and can give access to at least one sample group of family farms. Therefore a combination of snowball sampling, because of this key informant, and cluster sampling is used, because the cluster will be family farms in Rio Grande do Sul. Preferable would be to enlarge the sampling group as much as possible (Stone & Campbell 1984) to improve the generalizability of the results. Therefore chosen is for a multiple case study, for example to research multiple family farms or better multiple family farms in different localities. The names of the localities can be found in the regional framework. However, besides the contact person from the academic field, other contact persons are an English teacher, a student friend from California and a man responsible for the marketing of a conventional agriculture event. The other contact persons have given me access to other samples of the research population. This will then be a combination of opportunity sampling, by opportunity finding people and snowball sampling, because of the contact persons as key informants used.

Within the population of family farmers, the research population needed are women and youth. This research population can be found within the larger research population of family farms. Youth will be defined as those persons between the ages of 15 and 24 (UNDESA 2013) or slightly older (until 27 years old). More important than age are the requirements of older family members have or had a family farm business.

Enabling environment will be operationalized as the access to different sources and the capabilities women and youth have.

Decision making in the family farm will be operationalized to what extent women and youth can change their situation or the situation of the family farm.

After the first interview was with my housemate, a young male whose parents moved from a conventional family farm business to the city. The next three interviews were at an agroecological family farm business. The five next at two agroecological family farm businesses. The reason I only visited agroecological farms in the first place was because the contact person of my host organization took us to an agroecological fair on Saturday the 4<sup>th</sup> of March.

After, I wanted to research and visit some conventional farmers to see how and if the role of women and youth are different. Luckily, I met family of a woman who gave me a ride to Farroupilha and her nephew was responsible for the marketing of a large conventional farmer's event. On Tuesday the 14<sup>th</sup> of March, I went back to Farroupilha to go the Agrimar Fieldday at Wednesday the 15<sup>th</sup>. Unfortunately, there was a busy program of speeches, lectures, workshops

and lunch, so little time to interview. In the end, I interviewed one youth for 15min till his teacher pulled him away; another woman for three minutes where there was a lot of noise and only short answers; and the last, an interview of 50min with a woman.

Other farmers I approached on my own or with a translator to ask if I could visit the farm for interviews. Unfortunately, a lot of farmers reacted scared. Others, who we managed to convince, lived even 120km more land inwards. So, that was not a big success after all. My host family suggested to interview farmers around Farroupilha and the daughter offered to translate on Thursday morning and Friday when she was free. However, because of bad personal circumstances in the family I had to leave the host family at Thursday afternoon already. Nevertheless, on Thursday morning me and the daughter of the family left some surveys at the health care of a farmer's union.

On Tuesday the 21<sup>st</sup> of March, I visited an agroecological fair with my landlord as a translator. There I interviewed two women and one youth respondent.

Agroecological farmers on events, for example a fair / market, were more likely to participate in my research than conventional farmers on events, as the Agrimar Fieldday.

On Thursday the 23<sup>rd</sup> of March, I visited a conventional family farm business. My academic contact person had a colleague whose mother-in-law owned the business. There I interviewed two conventional women and two conventional youth.

On Sunday the 26<sup>th</sup> of March, I had two interviews scheduled with conventional farmers, with a girl and her mother. They have a large conventional rice farm and 40.000 cows. Their farm is seven hours away from Porto Alegre, so because of time and costs I decided not to visit them. But I took the opportunity of the moment they were in Porto Alegre to interview them. I went to the girl's apartment in Moinhos de Ventos, a fancy neighborhood.

## 4.2 Methods and Techniques

The research method is of a qualitative case study. This method is chosen from the assumption that an intensive observation of a few cases will give a deeper understanding of the overall situation. Secondly, the role of gender and youth is not researched.

The cases of the rural zone of Porto Alegre and the Serra will be relevant, because within these two regions conventional as well agroecological family business present. Furthermore, the rural zone of Porto Alegre is closer to the capital of the state, than the Serra, which is in the mountains. Coronel Bicaco and Uruguaiana can be used as comparison to how farming is in other parts of the state.

The research has taken place in the period of February till May. First, interviews are conducted with several women and youth from family farms found through the contact persons mentioned above. The interviews will be a combination of semi-structured and life history interviews. Semi-structured interviews mean there will not be used a written questionnaire, but several topics as a point of reference are used. The topics will be family farm, education and decision making. Mainly what the respondents say and probing questions will stir the interview. Life history



questions about life on the family farm and educational career will be leading as well. Also, surveys are used and notes of ethnographic observations are made.

Image 4. Ecological fair where first research respondents were contacted to visit later



Image 5. Agrimar Field Day in Caixas du Sul to collect conventional farm respondents



This ends up in mixed methods, which are used for measuring enabling environment and level of decision making, because this strengthens qualitative evaluations within the field of international development studies (Sumner & Tribe 2008; Garbarino & Holland 2009; Bamberger et al. 2009).

- Extended survey including open questions and ex-post counting (structured / semi-structured)
- Initial open interviews informed new research foci, topic list and survey
- Participant observation and informal conversation enhanced in-depth understanding of interviewed issues
- National statistics confirmed and refuted data from other methods

Qualitative interviews to women and children to interview will tell about their life on the family farm in general and to what extent decision making in the family business is taking place.

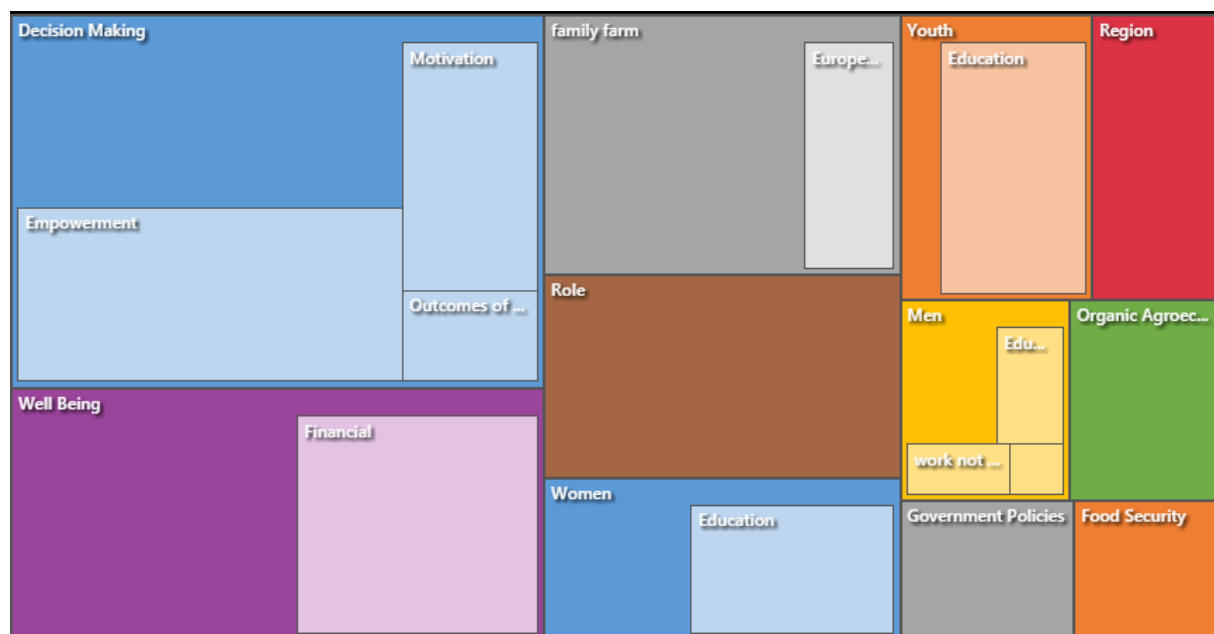
### 4.3 Hypothesis

The family farm business can create an enabling environment for the decision making of women and youth by offering economic, environmental, and social benefits.

### 4.4 Analyzing Data

The deductive codes which are derived from the literature are: empowerment; motivation; decision making; and wellbeing. The inductive codes which derived from the answers of the participants are: division of tasks / role; added to motivation is 'to work on the family farm'; aspirations and dreams; financial wellbeing. Aspirations and dreams is added, because of the relatively good situation the participants already lived. To include this concept, the points of improvement for the life circumstances of the participants become clear.

Figure 9. Codes used and belonging codes are, according to the theoretical framework



#### 4.5 Reflection on the Positionality

The researcher is part of the research because of the research methods obtained. Hereby the researcher influences the data. Important is awareness of the six biases of Chambers: spatial, people's, seasonal, diplomatic, professional, language and project (Chambers & Windschit 2004). The spatial bias cannot be prevented unfortunately, because of reliability on the contact person for research participants. People's bias can be prevented by coming back another time to make sure also people who were not present one time, are interviewed another time. There will not be a seasonal bias, because in every season the area is easily accessible. Good personal safety preparation can prevent a diplomatic bias so fear of poverty is unnecessary. The professional bias of only looking at income poverty already is prevented by the topic of the research, namely decision making, so the capability to come out of poverty is measured. Fifth, however the researcher is learning Portuguese for three months with Duolingo, the level only is ten percent fluent. Language bias can be prevented by asking the participants to speak slow and clarify if necessary. Project bias can be prevented by being part of another project with another focus, so multiple data can be found.

Besides the six biases of Chambers, also personal values, identity, behavior and frame of reference play a role. One of the personal values of the researcher is that women and youth should have equal chances as men, this can differ from the socio-cultural context of the research area. Second expected is the research population will have family as a stronger and more central personal value than the researcher. With this sharing and accomplishing success together of a family can be more important. Identity of the researcher is a foreign young blond girl of twenty-four, high educated, wealthy, feminist, bisexual, and not married. This can differ extremely with a representative girl of twenty-four in the research population. (However, the differences between the researcher and the interviewed young females was smaller. All the young females were not married, high educated and wealthy.) Age of the researcher can also decrease in what extent the research population will take the girl seriously as a researcher. Behavior of the researcher will differ from the research population mostly in cultural norms, mainly western liberal individualistic European urban versus catholic socialist more collectivistic Latin American rural. All together will influence the frame of reference of both.

#### 4.5 Limitations and Risks

The limitations of the opportunity to collect the desired data are multiple. The first limitation is the existing language barrier since the researcher is only ten percent fluent in their mother language, Portuguese. To overcome the language barrier, a translator is used. But with using a translator, two other limitations are added: wrong translation and bias of the presence of the translator. First, the translator, can translate the questions or the answers different than meant or summarize them. Therefore, asked was for literally word by word translation. If the translation sounded shorter than the answer, multiple times was asked for more translation. Translator was sometimes another member of the family farm business. Therefore, possible the respondent did not give all the information, because of social sensibility.

Second, the possibility exists there cannot be spoken with women without the presence of men. This was not a problem. Or the possibility there cannot be spoken with youth without the presence of an adult. This was only one time a problem, when a boy was on a school trip with

amongst others his teacher. Third, the informants do not dare to talk about decision making, have a different perception of decision making or do not think decision making is important. In general, the subjects of the research have a lot of power in withholding information, supplying partial information or dictating the way any research is conducted. The largest risk while doing research probably will be own safety and doing harm to the participants. But more about that in the section of ethical issues. Fourth limitation is the definition of a family as a homogenous fixed structure. Fifth limitation is the sample: the size and the sample on itself. Never every women and youth of family farms can be spoken. Second it is always unsure if the group is representative. Nevertheless, looked at the group half conventional, half agroecological and half women and half youth, from different localities, attempt is fullest made to have a representative sample.

#### 4.6 Ethical Issues

Firstly, and most important of ethical issues is do no harm to the participants or the research community in general. To prevent doing harm to the participants, questions should be asked carefully and humble polite behavior is needed. Bring gifts and food to the interviews, or a combination food from own culture as cheese or stroopwafels. Before the interview or data collection starts it is important the participant(s) know what to expect. Therefor a briefing (see annex 1) is used to explain where the interview is about. Second, before the start of the research participants give oral consent to an informed consent (see annex 2) to agree upon participation, but in which is also made clear quitting the research is possible at any time. The informed consent also communicates anonymity and confidentiality is secured. Therefore, now names are used in the research, but solely numbers in combination with the group they belong, women or youth. Transparency of data use and purpose of the research will be communicated as well. After handing in the final version of the thesis, the respondents will receive the thesis per email.

### 5. Time planning

Activities		Jan	Feb	March	April	May	June	July	Aug
Theoretical framework & analysis									
Interviews	Preparation								
	Conducting								
	Processing								
Data analysis									
Hand-in									

## 6. Results

The family business which were used to obtain data from where agricultural businesses. These exist of two kinds of businesses, conventional ones and agroecological ones. In total, collected were 4 observations of farm visits, 3 agroecological farms and 1 conventional (see annex 3 family trees); 6 life history interviews; 11 surveys of conventional farmers, 5 women and 6 youth; and 21 semi-structured interviews with life history and context part, 10 conventional farmers and 11 agroecological, from which 10 youth and 12 women.

Figure 10. Division of groups within the interview participants

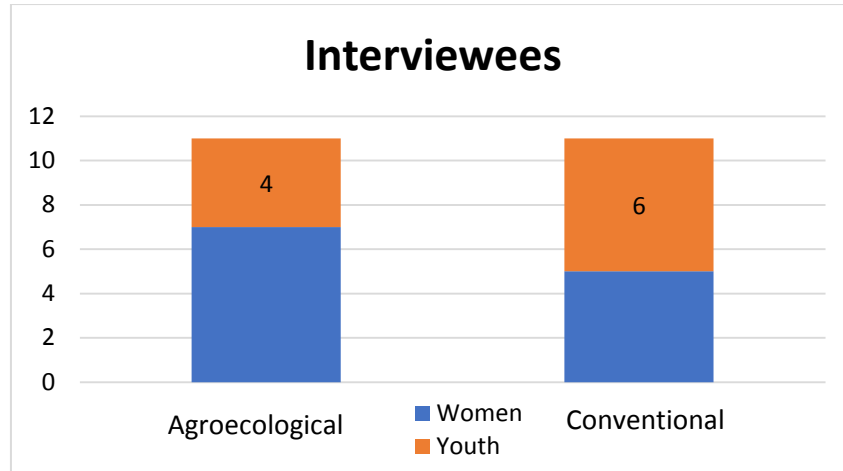


Table 1. List of all the respondents

NR	Kind of Farm	Sex	Age	Children
YR 1	Conventional	Male	25	-
WR 1	Agroecological	Female	51	2
YR2	Agroecological	Female	22	-
YR3	Agroecological	Female	20	-
WR2	Agroecological	Female	54	0
WR3	Agroecological	Female	36	1
WR4	Agroecological	Female	45	2
YR4	Agroecological	Male	27	-
WR5	Agroecological	Female	28	0
WR6	Conventional	Female	39	2
WR7	Conventional	Female	26	0
YR5	Conventional	Male	16	-
YR6	Conventional	Male	27	-
WR8	Agroecological	Female	34	4
WR9	Agroecological	Female	21	0
YR7	Agroecological	Male	18	-
YR8	Conventional	Male	25	-
WR10	Conventional	Female	92	4
WR11	Conventional	Female	58	4
YR9	Conventional	Female	23	-

YR10	Conventional	Female	20	-
WR12	Conventional	Female	48	1

## Conventional Farms

Conventional farm businesses are influenced by the techniques and inventions of the agribusiness sector. They are called conventional because the approach to farming is a human centered technical and chemical one, which remains from the green revolution. The approach also is more focused on short term profits, less focusing on environmental degradation on the long term.

Contrary to what the name suggests, conventional farming is modern and consistently changing under the influence of the above meant techniques. Special events to learn farmers about this new technique is organized by for example a federation of agribusiness product companies. In cooperation with these companies workshops are organized. Besides learning about new techniques, also taught is which (chemical) products can be used, which of course can be built from the organizing companies.

Image 6. The garden and agricultural land with amongst other peaches, seen from the balcony



## Agroecological Farms

Agroecological farms are farms where, not only like in organic farms no chemicals are used, but also has all this systems of improving the soil. This is done by a different kind of way of growing vegetables. One kind of plant is planted after the other kind of plant and so different plant species are in one row. Not just taking nutrients and getting the soil poor. But something eternal, to not change the ecosystem. In contrary find techniques to even improve the quality of the soil (WR3).

For youth respondent 4 agroecological farming has a large social aspect as well. Care for the nature and the environment of people is central. It's about making the people feel they eat secure food. But not only informing the customer, but also the people from university, or the WOOFers, so whoever wants to learn about it. WOOFers are people participating in the WOOF program, WOOF is a work away program for organic farming.

Image 7. Agroecological style planting: one kind of plant after another kind of plant



## Agroecology Labels

Image 8. Certification label on a jar of jam of the Sitio Capororoca



In order to be able to call yourself an agroecological farm in Brazil, certification is needed. In the locality of Caminhos Rurais farmers inspect each other's farms during visits to check if the agroecological standards maintain achieved. The standards are set by the ministry of agrarian development. Once in a while a member of the national ministry of agrarian development comes for inspection. This member also takes part in community participation meetings organized by the association of agroecology.

The different labels of certification are Ecovida, RAMA, Associação Agroecológica. They are all participatory guarantee systems. Participatory guarantee systems are quality assurance initiatives using their own written standards, often based on IFOAM's basic standards. IFOAM is the International Federation of Organic Agriculture Movements (PGS Organic 2017). The associations do represent farmers first and then represent society's efforts to ensure the production of clean and safe food.

Ecovida is a participatory guarantee system and simultaneously an agroecology network of more than 3000 organic farmers in Brazil. It is a horizontal network including: farmers, NGOs, consumers' co-operatives and other organizations. The process of guarantee is developed by participatory mechanisms involving producers, technicians and consumers. Periodic internal and external control by individuals or organizations not directly involved in the production. No third party inspection. Marketing of produce is through open-air markets, institutional markets, organization stores and others (PGS Organic 2017). The network exchanges products across regions within the country and is, example of how small-scale farming can combine incomes for farmers with environmental services and food production (Lewis 2011).

Image 9. Certification label Ecovida





Image 10. Ecovida certificate hanging at the stand of a farmer at the agroecological fair



The second agroecological label is RAMA, which is an abbreviation for programa de Rastreabilidade e Monitoramento de Alimentos, or in English the Food Traceability and Monitoring Program. This participatory certifier is acknowledged for its horizontal process. The standards are set by the ministry, but the farmers can be more strict than the standards.

Image 11. Farmer (name remains anonymous) with RAMA certification shirt



Not everybody is as keen on the labels. Youth respondent 4 is very critical:

*“I don’t like the process of certification. They come here only to see if we do the right things, they have a check-list, and that’s not enough. Because when you work with agroecology is much more than this. There is a social part, we have to take care with the nature, the environment of people, ... I think this is only a bureaucracy. I don’t like this process when a company only comes to your farm to certify.”*

The third label is Associação Agroecológica. This association are mostly founded by locally by farmers to organize an agro-ecological fair in the city. The main objectives are to encourage and promote agroecology and solidarity economy. Associated farmers are certified by the Participative Organic Conformity Guarantee System (PGS Organic), a mechanism legally described in Decree No. 6,323 of December 27, 2007 , which regulates Law 10,831 of December 23, 2003 . This is the legislation that regulates organic agriculture in Brazil. The PGS Organic is characterized by social control, participation and responsibility of all members for compliance with the items required for certification. The evaluation committees are created with the participation of technicians and farmers (and with the possibility of the presence of an associated consumer). These committees periodically visit and examine properties to grant or renew the organic seal. If there are any non-conformities, the commission identifies them and talks with the producers, seeking solutions to correct the problems

Image 12. Farmers with Associacao Agroecologica logo on their skirts



## 6.1 Observations

What was most striking was the difference between the expectations of the field and the reality. I expected the participants to be way poorer, including bad conditions of housing. On the contrary the houses were big and beautiful with large gardens and sometimes a pool. Accompanied with the poverty I expected less educated people, who only finished primary school. But university degrees were no exception. So, the reality was way wealthier, higher educated and more emancipated than expected. There is place for some differentiation among the participants however, for participants living further away from the city and for the older generations, who are less educated and less emancipated.

### 6.1.1 Farm Visits

The first farm visited on Saturday the 4<sup>th</sup> and Sunday the 5<sup>th</sup> of March was an agroecological farm. The farmers' business was a small agroecological one with mainly fruits. This farm has been from the father of the man in the farm (Italian descendants). The products sold are the fruits on Tuesday in their own village in Farroupilha. On Saturday, the selling is further away, two and a half hours away from Porto Alegre. The financial situation is comfortable. The family members on the family farm were the father, the mother, an uncle which was the brother of the mother and two daughters. Currently, the father, the mother, and the uncle work on the farm.

The second farm visited on Tuesday the 7<sup>th</sup>, Wednesday the 8<sup>th</sup> and Thursday the 9<sup>th</sup> on Caminho Rurais, in Porto Alegre South. The farmers' business was again an agroecological family farm, and agroecological as well. The products consist of several fruits and vegetables, but also non-conventional food such as eatable flowers.

While being at the second farm, me and the nephew, visited a farm also in Caminho Rurais of befriended colleagues of the farm. This was the third farm visited and there a woman was interviewed, her child was one year, so too young to interview.

On Thursday the 23<sup>rd</sup> of March the fourth farm was visited, but the first conventional farm visit. The first impression was of a wealthy family. This impression was made by the entrance, because behind one gate up hill and six dogs later, there was the second gate which gave access to the house of the research respondents. Next to their house was another even bigger house, higher uphill behind another fence, of the uncle who is a doctor. However, after the interviews became clear, the large house and pool was mainly financed with the money of the father's job, which is professor at the university. The two uncles and the grandmother did have just enough financially. Now the stories per group women and youth, from agroecological as well from conventional farms.

#### 6.1.2 Women from Agroecological Farms

The mother from agroecological farm 1 (Women Respondent 1; short WR1) mostly cooks, but when the father cooks sometimes it is a peculiar dish. When I visited the mother, which is the woman on the farm, she was complaining about the work load. She had a hard time to speak up and discuss this with her husband. First, because speaking up is not in her personality, second her husband is not perceptive for the social aspect of the farm and third, he is pretty stubborn when it comes to changing things on the farm.

This is what women respondent 1 says about it:

*"We should study a way to organize ourselves, to have a time to stop. Because if we don't organize ourselves before enter in the snow ball, and we cannot do the things we want, we cannot have free time. But I'm talking to my husband about it, I'm trying to make him see that we can't continue this way. And maybe we make the sexism listen... But he doesn't change from night to day, we have to talk to him for a long time, and maybe make him feel how it really is, how hard it is being for all of us. And sometime I feel like running away right now because it is tiring, but I always end staying (laughing), but we are getting there."*

His wife is not the only one with these complaints, his brother in law has the same. So, this seems as if the man takes the most decisions. However, the woman also came with a new idea of buying a freezer to freeze the fruits. New ideas are discussed by the father, the mother, and the uncle and then the decision is made.

The boss of the second (agroecological) farm I visited (WR2), a woman, is very involved in the certification process of agroecology and organic in the region. So, the boss is a woman, who

bought the farm together with her husband, who works in the city and only lives on the farm. They bought the farm, because she wanted to bring her knowledge into practice. First, she got help from workers, but then her nephew (Youth Respondent 4; short YR4) joined to study agronomy in Porto Alegre. Soon her sister (WR4), with her daughter and her brother followed. Their mother comes to visit often too. Now even the new girlfriend (WR5) of her nephew started her life on the farm. Although it is clear there is one boss, the hierarchy is very flat. Decision making takes place all together, but the final word is always for the boss. However, the boss really likes people thinking with her and influencing her thoughts. She is very open for discussion. In the future, her sister wants her own house, because of privacy. And her nephew and his girlfriend want their own farm. But they all like to continue to work together. The life they have is one of almost always working, but choosing what work to do when. In between working the contact between the family members is warm. A lot of time is taken to lunch together and in the evening sometimes they drink a beer. But foremost they hang out a lot with each other and even like to work next to each other on the field. Three of the seven inhabitants of the farm cook, the female boss, her sister, or her nephew. It depends who starts cooking. Mostly this is the female boss, but when there are WOOFers she talks so much with them, she almost forgets to cook. In that case for sure somebody else cooks. The farm consists of two houses. In one house the female boss, her husband and sometimes her mother sleep. This is also the house where the kitchen and the living room are, which everybody uses. The female boss cleans this house on Saturdays. The second house is downstairs an open kitchen with filtered water, fridges for the fruits, a beer fridge with tap and parking for the cars. Upstairs the other family members, except for the brother of the boss he sleeps in a shed because he wants, sleep there. They all clean their own room. The rest of the house they naturally take turns without talking about this. I interviewed the boss, her sister, and her nephew here. Since the girlfriend of the nephew just arrived on the farm, she did not feel comfortable by being interviewed. However luckily, she wanted to participated by sending me the answers to the questions by email. And she told me somethings while we were pulling the weed out of the ground. After the girlfriend came, the boss changed the system. From now on you earn what you produce. The nephew and girlfriend will focus more on the production. The boss and her sister will focus more on the processed fruits, vegetables and beer. The girlfriend likes this, because she is more motivated to work for her goal, have her own farm with her boyfriend.

While I stayed at the second farm, me and the nephew, youth visited a farm also in Caminho Rurais of befriended colleagues of the farm. This was the third farm I visited and their I interviewed the women (WR3), her child was one years so too young to interview. She told me they just started this agroecological farm business three years ago, on the property of the former vacation house of her husband's parents. His father moved here after his divorce to live full time and started to plant some crops with the help of one worker. But now the father is getting old and not maintaining the land anymore. They bought it and are restructuring it to an agroecological farm. They are also building their own house on a piece of land on the other side of the property. Her husband and the worker do the work on the farm land. The woman more does the business side of the farm, as marketing, communication and inventing ideas of activities accumulating income besides farming. Together they do the household chores. The woman mainly takes care of the baby, carrying it around all day. She likes it this way, it grew naturally

and strong partnership exists. She likes to involve her husband in the decision making of her tasks.

The first woman I interviewed at the agroecological fair (WR8) has a small (4 hectares) agroecological farm with vegetables, horses, and goats. She keeps the animals for compost and are not slaughtered. She is 34 years old has four children and is divorced one year ago. She grew up in the city, but did a biodynamic agriculture course when young. When she got married she had the opportunity to buy a farm together with her husband. After the divorce, she stayed on the farm because she likes it so much. It is hard work to raise four children and work on the farm, but she wouldn't want it any other way. The divorce gave her more work, but people from outside help her. But the divorce also gave her the opportunity to enjoy her life more and have more free time.

The second woman I interviewed at the agroecological fair was 21 years (WR9) and just married with the son of farmers. Because she married him two months ago, she also started living on the farm. A second house was built on the property special for her and her husband. 'Her mother in law and father in law are the owners of the property, so they make the final decisions.' She likes it that way, because the work must be done anyway and in this way at least everybody, including her, knows what has to be done. However, the decision process of who does what proceeds casual and is decided on the same day when all together. She enjoys this lifestyle more than what she did before, because she has more free time. She can take breaks whenever she wants.

### 6.1.3 Youth from Agroecological Farms

The daughters (YR2&3) from the first agroecological farm study in Porto Alegre. However, they already know both they do not want to sell the farm, but keep it. The farm has shaped their life and has special feelings to them. One daughter (YR2) is studying agronomy and really wants to be involved in the farm activities, even if it is only the social part. The other daughter (YR3) studies languages, but would like to start a school next to the farm. The daughters, especially the one studying agronomy, try to negotiate between their father and the mother, uncle. If the decision influences the live on the farm much, the girls are also involved in the process. Last word is for their parents though, because they live on the farm.

On the second farm, an agroecological farm, I visited the nephew (YR4) of the boss and sometimes her niece, work there. Her nephew visited them during summer holidays. After high school he decided he wanted to study biology. Since his aunt, the boss of the farm, received biology students more often, his uncle her husband invited him to come and stay longer. The beginning was hard, because he missed his friends. However he remained persistent and started to study near the farm in Porto Alegre. He was not accepted for biology, but choose agronomy instead. He increased liking the work and life on the farm and stayed there. He came with 16 years, now he is 28 years and his life is there now. He loves the work, is very interested in the plants and production and loves his living conditions outside in the green. The WOOFers who came to the farm changed his personality in a positive way. He lost his shyness, is way more outgoing and improved his English. One of the WOOFers became his girlfriend, she is from the North of Brazil. The boss of the farm changed the system when she came. From now on you earn what you produce. He and his girlfriend want to save up the money, to buy a property nearby to build their own farm and house.

The third respondent I interviewed on the agroecological fair was a boy of 18 years (YR7). He started to work recently, two months ago, on the farm of his parents, because he could not find a job in the city besides studying high school. Later becomes clear he also moved back to the farm to keep his family together despite the problems they face. He is not grown up on this farm, his parents moved here only two years ago. He prefers to live and work in the city, because according to him he is not a jungle person. Although his mother started to work earlier in the farm, his father makes all the decisions, because his father has always been the boss in the family. If the boy wanted to change something on the farm, then was it the time of harvesting. According to him now they harvest too early and then the vegetables have to stay in the Van the whole day before going to the market. He thinks he can say this to his father, but his father will eventually decide. When he is finished high school he wants to do a car mechanic course, live in the city and eventually start his own company. To what extent he feels empowered to accomplish his future goals he answers: 'I will do the best I can. I am smart, I will get there, one way or another.'

#### 6.1.4 Women from Conventional Farms

The woman (WR6) I interviewed at the Agrimar Fieldday in Caixas du Sul was born on a cow milk farm where she always helped. She only went to primary school, because high school was too far away and there were no transportation options. When she was 16 years she met her current husband. They married when she was 19 years and then she moved in with him on his farm. They have a large conventional farm with vegetables and fruit. They have two children, a girl of 18 years and a boy of 11 years. She and her husband take all the decisions together as a partnership, they are interdependent. She and her daughter clean and cook, in the same time the husband does heavy physical work on the farm.

The grandmother (WR10) of the conventional farm visit in South Porto Alegre was born on a farm too, 92 years ago. She only completed primary school, despite her wishes to continue to study. She started working and married at 20. She and her husband moved to live in the city. One of her sons had trouble with his lungs and the doctor advised them to live in the rural area. They bought land and build a farm. She was very happy about this because she likes the rural life and working on the farm. Her husband worked in the city. They start planting peaches and flowers, which they still have upon today. The grandmother is still the boss of the entire property, because first she and her husband bought it and second because she is most experienced with agricultural production. Therefore she makes the final decisions about changes in the organization of the property, oversees what work has to be done and checks the products before going to the market. The grandmother does not want to change anything in her life. She likes to live and work on the farm, has a lot of friends and she sees her children and grandchildren every day, because they live on the same property. The grandmother got four children: three sons and one daughter.

The daughter of 58 years old (WR11) also moved to the city when she got married. But when she got offered a piece of land of her mother to build her house on she was happy to accept this. First because she already had two twin boys and one other son. Second because she likes the rural life and working outside too. However, most of her work is inside, because they have three children living at home and a large house without a maid. The mother does not take decisions in the farm, but she does take decisions about her children or strongly advises them, according to her

daughter. However, when we ask the mother she says her husband makes the final decisions, because he makes the money. She stopped working after she knew she was pregnant with twins. She thought that would be a lot of work. This decision was made by her. Later she never returned to work, first because her husband had to work abroad twice and the whole family went with him. And second, because her mother offered her work on the farm. Now she partly helps on the farm, partly works in her own garden, but most of the time works inside the house. There is nothing which she wants to change in her life. When she wins the lottery she will first help others. This is also her role in the family farm, the one of counselor of everyone. When I ask her what she will do when her kids move out though, she answers she has to keep her husband calm. When I ask if she loves her husband she does not directly answer.

The last woman (WR12) from a conventional farm is the mother of the youth respondent I visit in her apartment in Porto Alegre. Her mother is responsible for the financial administration of the farm, including salaries of the employees. Her father makes all the final decisions in the farm, because he is more experienced. But he does always listen to the mother's opinion. The mother likes it to work together with her husband, it is a cooperation and they help each other. The mother comes from a family of store owners. She had a store from 20 years till 35 years. After it was too busy on the farm and she start working there. Now she is trying to work more in the shops she owns. She lives the life she wants, she likes the environment of the farm, but she does not like the insecurity and that this makes her husband stressed. However, she made up ways to relieve stress of her husband, so she is changing this. I have an impression of an independent and empowered woman.

### 6.1.5 Youth from Conventional Farms

My first interview was not on a farm. This interview was in a house where I am staying in the historic center of Porto Alegre, on Sunday the 12<sup>th</sup> of February. Over lunch with my landlord and housemate (YR1), he told me he used to live on a farm as well. From the interview became clear there was financially not enough space, either work for his parents on the family farm. The family farm was of the parents of his mother (Italian descendants) and his mother had more brothers and sisters. Once they all got married and have children, there was no option anymore to feed them all. So, his parents started to work in the city and live on the farm. Later they moved to the city. His mother studied for nurse in the weekends, when she was younger there wasn't money for this. When she graduated, she could make enough money so the parents could pay for the sons university, so he could become higher educated. He wants to become a public lawyer to help with social injustice.

The youth respondent (YR5) I met on the Agrimar Fieldday in Caixas du Sul was studying on an agriculture high school. He lives on a large conventional farm with fruits and vegetables of his parents. Since he could walk he helped on the farm. He still helps a lot on the farm, in the weekends and during the week because his school is one week off, one week on. He likes working on the farm and therefor wants to study agronomy. When he is finished, he wants to help his parents on the farm. Currently he does not take any decisions on the farm. He thinks that is normal, because it is his parents farm and they have the knowledge. However, when he I done with studying agronomy when he is around 25 year, he would like to take decisions as well.



On Saturday the 18<sup>th</sup> of March I visited a friend (YR6) from who I knew his father used to have a farm, so I interviewed him. His father and grandfather were lawyers from Rio who liked the rural lifestyle and wanted to secure their money, so they bought a farm in the state of Rio Grande do Sul. A very conventional one, namely a large (500ha) one with cattle. The state of Rio Grande do Sul is famous for its barbecues, which they call Churasco. By having cattle, the money was more easily gaining money than when in the bank, because the animals grow fast and reproduce. The role of this male youth on the farm was mainly as a visitor. For leisure, he did horse riding, drove tractor or motorcycle and shooting. He also fished and cleaned the fish and with this contributed to the food a little. He also helped cooking, but most of his time he was enjoying his leisure time as a kid and teen. When he was 17 years he started to become more interested in the practices of the farm and wanted to learn everything about the cattle. Unfortunately, his father was always busy, either working, either making Churasco. When the father finally promised to give the son four cattle and teach, he became sick and passed away. The boy regrets this lack of knowledge till today. They had to sell the farm because of this lack of knowledge too.

The second oldest child of the woman of the conventional farm I visit, after the twins, is a son (YR8). He feels economically supported and free because of the farm. He has already fulfilled his dream to be a professional soccer player in Italy when his dad had to go there for work. And he also fulfilled his second dream to live in California for a year. Next year he wants to go to Australia. Currently he is doing a master in business on a private school in the evening. He does not make decisions, but when he has ideas he can always propose and execute this. He helps in the farm as well, he likes it and he is used to do this since he was a kid.

His sister (YR9) loves to work outside on the farm as well. She does a related study, agronomy at the UFRGS, a public very good federal university. She also helps her mother cleaning, she is okay with cleaning too. Although she thinks she and her mother do more work than her two brothers who still live at home though. When I ask her if she thinks she can change this, she says they never have formal family meetings, but she will try. However, she is afraid her brothers do not take her seriously since she is the youngest. Furthermore because of the farm she is economically empowered to go live abroad after completing her studies. She wants to live in Australia or Europe with her boyfriend. Living in Europe will be easy, because she can get an Italian passport easily because she is an Italian descendant. She wants to leave Brazil, because she feels unsafe. She is always afraid to be robbed.

The last conventional youth respondent (YR10) I visit in her apartment in Porto Alegre. She studies agronomy at the federal public university, UFRGS, just like a few of my other respondents. The family farm has made it possible for her to go to private school and now have a fancy apartment in the city. She lived in the city, but her parents go to the farm every day to work. Every weekend and in holidays she went there too, because she liked the space and green environment. She chose to study agronomy, because she likes and her parents have a farm. She can make her own decisions and do what she wants to do, but she is financially dependent on her parents and always asks her parents for advice. The only thing she cannot do is sell the farm when she inherits. It was very hard to get the land and nowadays the land is even more expensive. So, whatever she does, if it is taking over the business of her parents or does not work on the land and rent it, she cannot sell it. After studying she wants to apply for a job in the public service of Brazil, because of the high social security. On contrary, there is no high social security on the farm, because of factors as climate, the laws of the government, economic and political crises.

## 6.2 Surveys

On Monday evening the 20<sup>th</sup> of March I got the surveys back which I left at the union's health care center for farmers in Farroupilha. Returned were 5 surveys of women and 6 surveys of youth, all conventional farmers.

The explanation for the division of tasks I got from a woman and a youth respondent were that some are more valued than others.

Image 13. The waiting room of the union's health care center, 'sindicato' of Farroupilha



### 6.2.1 Women from Conventional Farms

The results of the women were divergent, but all women had only primary school education and reported having double tasks. All women had to take care of the house and children, besides working on the farm. However, when asked how they felt, or if they wanted to divide the tasks differently, some reported being happy and not want to change the division of tasks. This can be explained by the data obtained in semi-structured interviews where I got more in depth information. Those results report the men doing the harder physical work on the farm, while the women do the household chores and the cooking. What some of them did want to change was the amount of free time or quality time they had with their husband and children. And second, some of them wanted more decision-making power about the organization or the finances of the farm, because this influences the work as well. Another woman felt overwhelmed and tired, but when asked who makes the decisions in the house, she answered she did. I am surprised then, because when you feel tired, I would make different decisions to change this feeling. One of the five did complain about the division of tasks. She thought it was not fair and felt jealous sometimes. She tried to fight her battle, including the whole social order, but said her life is not

long enough to fight this large battle of social order. Everyone reported their financial situation being reasonable or comfortable.

Image 14. Pictures of the farmers who are members of the union



### 6.2.2 Youth from Conventional Farms

The results of the youth are diverse as well. All of them are born and raised on the property of the family farm. Some are in high school at the 10<sup>th</sup> grade or just finished high school, one is 9 years and in primary school. Two work and make decisions on the farm together, feel equal, each one does what they like and each one does their share on the farm. Four study more and help in the farm after, so have less hours' work. The one of 9 years also reported lighter work. Another said the older people work and the younger study and help in the house. One observed a difference in tasks between women and men. And another one thought more equal options to divide the work. But one reported in his house men work in the production and help in the house. So, reported differences in task were work on the land, in the house or study. Another one sounded frustrated, did not care if the parents were fried in the sun and complaining about having no freedom because of dependency on the parents. This one had to work inside the house and study, but was happy to do less work then the others. As well happy to not work outside in the burning sun, but did not mind 'if someone has to get fried it have to be them'. Another one said everyone should the work as hard as they can. The youth respondents mostly want to make more decisions about the finances or specifically about purchase of products, investments and one about new technologies. Two feel free and three feel happy, living the life they want and do what they like. Only the frustrated one did not feel to have the possibility to live the life she wants because she is dependent on parents. The youth respondents consider their financial situation from good and secure with the property and money to reasonable and average to just enough.

Image 15. Pictures of the farmers who are members of the union II





Before discussing the role of women and youth in the family business explanation of the different farms is needed.

### *6.3.1.1 Characteristics of conventional farm businesses*

All the research participants have/had family farms which are property of the family for at least three generations, counting back to the grandparents. The grandparents were always Italian or German descendants and probably got their land through hereditary land grants (Vidigal 2016). Some date back from even longer ago. The succession of the family business is thus far succeeded, except for one. As mentioned in the theoretical framework, succession of the family business is important but at the same time the most difficult thing and preparation has to start early (Barach & Ganitsky 1995). One daughter has been taught from a young age: “Whatever you want to do in the future ‘never sell the land’.” She does not have to work on it, she can rent it out, but the value of the property cannot be bought back once sold, because the value of land has continued to rise.

In another case where succession did not take place, too long has been waited with knowledge transfer. So when the father passed away, the knowledge has been lost.

As youth respondent 6 himself mentioned:

*“I didn’t care at all. Because I was having fun. But when I was like 17, I was like hey maybe my dad can teach me how to do some stuff and can start having some cattle myself and start making money myself. And he told me that he was going to teach me. And he said he would give me four cattle. But he died.”*

Everyone except of one family lives on the farm business too. The family who does not live on the farm lives in the city, 30 minutes car drive away.

The size of the farms varies from small to larger. One farm has two or three hectares with products and then 5 hectares for living. The main income of this family is not derived from the farm, but from the job of the father as a professor. Other relatively small farms are 18 or 33 hectares. Two bigger farms, one of 500ha filled with 300 to 400 cows and the other exists of three farms each 1100 hectares filled with rice and forty thousand cows. Depending on the size of the farm, workers from outside the family are present. For the biggest farm, the rice farm, these external workers are four to five.

Generally, the smaller farms have fruits and vegetables: grapes, peaches, tangerine, mandarin, tomatoes, flowers, salad, banana, orange, tomato, bell pepper and cucumber. Often jam is made from the fruits. The bigger farms have animals for meat or milk; large scale rice production or both. In most farms, small as well big, there is a private garden as well with food for own consumption. Food for own consumption can be fruit and vegetables, but also chicken for the eggs and meat. At one farm corn was produced for own consumption to trade with neighboring farms.

Image 16. An example of an overview of different products and how they are grown at the Agrimar Field Day



Techniques which are used are mostly technical, mechanical, chemical or artificial. The techniques mentioned during the interviews were the following. First, machines, to do everything on the farm, from making the soil ready to harvesting some products when possible. Second, the construction of plastic over the plants to rise the temperature, to make warm for the lettuce, so the growing makes progress. Third, corn is protected from the sun with old drink packages, as in the image below.

Image 17. Corn protected from the sun with old drink package



Fourth, changing the products which are planted. The kind, the sort of the products they are planting they like to do and they keep doing. They didn't have the profit they expected, so next

year they think about to change for another fruit or another vegetable. Chemicals can be used as well, and this is probably the most famous difference between conventional and agroecological farming.

This is what youth respondent 8 answers when I ask what kind of farm he considers his farm:

*“To be objective we produce all the products without agro toxics. But sometimes it is hard, because the farm is bigger and we have a lot of different fruits. This sometimes puts some agro toxics, but we can sometimes need more helpful like another place to help here. But if you can with agro toxics you can put. But I think it is better without agro toxics, better for health, better for food.”*

So he admits they do use chemicals at his farm, when the production is hard. His sister youth respondent 9, who studies agronomy, answers the following to the same question:

*“Actually it is still conventional, but they want to turn it into an organic farm. So we are in a kind of transition here, but so if you might know it is very complicated to stay away from all the products we have, agro toxics. But I think like maybe three years we will be totally organic.”*

Youth respondent 9 continues about the reason to use chemicals which has to do with the difficulty of the product and the lack of employees:

*“Actually we produce but we have to use like pesticides and insecticides. Because peaches are a very sensitive fruit, so it is very complicated to not use it. So it has a lot of strategies to not use them, but they are all very hard you know. You need a lot of work to do it and here the people who with it all the year are just two persons, my two uncles. “*

The last characteristics of conventional farms are the way the products are sold. Farms with one kind of product (e.g. milk, rice and beef), and therefore larger at scale, the products are collected by transportation companies. Farms with multiple sort of products, mostly vegetable products, do sell their products at markets in the nearby village and/or city. Sometimes this area of distribution is not sufficient and the products go to an auction.

Women respondent 10 tells about this:

*“Sometimes there are no options where they can sell it so they have to sell it in a big center where there are a lot of fruits and flowers products. There they sell the fruits for half of the price to middle men. Sometimes they have more products than they can sell on the fair or more products than people to buy, it is not sufficient. They need more places than two times a week five hours to sell the products.”*



The vegetable products of the small farmers are sold for the local market in the cities and for the schools. The distance to the market is mostly close: in the same town; three to four miles; or in two different places in the same town, 10 minute or 40 minute drive, the first one for flowers and the second for fruits. The larger farms of rice and cow meat sell in the whole province and in the neighboring country Uruguay.

### *6.3.1.2 Characteristics of agroecological farm businesses*

Three of the family farms are inherit and thus property of the family at least two generations. At two of those family farm properties a new house is built for their own family. Two bought land and build the farm. And one of the family's is renting the land. A lot of the agroecological farmers are members of agroecological organizations like Emater, RAMA, Ecovida and Asociacao Agroecologica. The business are open for visitors, as youth respondent four tells: 'We talk in the market and then sometimes we say yeah you can visit us. It is a very nice experience and to stay in the farm because they can see the farm. I think it is good.' All the respondents live on the property, except for the sisters youth respondent 2 and youth respondent 3. They live in the city to study. But they did grow up on the farm.

Image 18. Farm visited



The size of the agroecological farms are significantly smaller than those of the conventional farmers. The sizes vary from two, four, eight hectares to 15 hectares. One farm of four hectares has one hectare used for the plants. The three other hectares are used to feed the animals. The animals, horses and goats are used for their poop for compost for the plants to enrich the soil. When the family living on the farm is not a large group, like at one farm with five, sometimes external workers are employed. Mostly varying from one to two workers. When a business just started the amount of workers going to be used is not certain yet. Half of the farms is subscribed to the WOOF program as well to have access to more workers. WOOF is a work away program for organic farming. Guests have free food and accommodation in exchange for working on the farm. Another reason to sign up for WOOF can be the intercultural exchange and knowledge sharing.

The products from all six farms are all vegetable products. The first farm grows: Kaki fruit in the winter, strawberry in the summer, red berry, blueberry, blackberry, araçá\* (Strawberry Guava), next year we will have figo\* (Common fig), figo da índia (Indian fig), nuts, garlic, beans, leek, vinegar and lemon. Jams are made from the fruits. Oranges are for own consumption. The focus of the farm is berries, kaki fruit and garlic. At the second farm the boss tries to keep the diversity, they almost have 40 kind of crops they grow around the year. In the market they need a lot of diversity to call the attention of the customer. And for them to have change of work sometimes. They work with non-conventional food, like eatable flowers too. And lastly they brew their own beer. The third farm has lettuce, rocket, kale, tomato, pumpkin, zucchini, banana, orange. The oranges, mandarin and lemons, and this kind of citric fruits are winter fruits. The maximum amount of products until now was 27 different kind of products in one month. There are fruit trees orchid too. And some chickens as well. The eggs are used for own consumption, but when more is produced then eaten, the rest is sold. The fourth farm has cauliflower, broccoli, lettuce, carrots and beetroot. The fifth has all kind of only organic vegetables. And the sixth agroecological farm sells plants.

Image 19. Products



Different techniques are used on the agroecological farms, because agroecology as explained before is about improving the quality of the soil. This can be done in several ways. First by planting different species in one row. Second, planting variety of plants or at least different kind of species of the same plant. This is better for the workers too, more variety of chores. Third, one women had horses and goats which are used for their poop for compost for the plants to enrich the soil. Other techniques to improve the efficiency of production are used as well. The strawberries for example are put in pots on tables, so bending over is not necessary anymore. This prevents back complaints and remains good physical health. Second the strawberries are protected from animals by nets which are put over the strawberries. Third, dripping technique for the strawberries is used, with a thin water pipe which goes over the pots. In the water some ecological fertilizer can be added as well. The strawberries and other fruits which cannot be sold are frozen to make jam of in the future. In this way maximum can be produced while not losing

any harvest. Youth respondent four can produce almost the same quantity of strawberries, but using less energy than conventional farms. Using a different technique. Not using poisons. Not using industrial fertilizer.

Youth respondent 4:

*“Especially the energy part is the most important for me, because they think agribusiness fits the world, but how much energy do they spend and how much years to keep doing this to the planet? You can keep growing Soy all the time and never stop. If I can save some energy, it is important. This means I can continue the farming for more years. Thinking about the next generation.”*

Another farm is using the CISE model as a financially helpful technique for their vegetables inspired by the CISE. In total there are 24 associations which they are a member of one. The members of the club have a commitment for five months. Then the club covers the expenses of water, electricity and food.

Women respondent 3 elaborates

*“now is the first planting cycle so let’s say that people inventing the club and have the commitment of five months. And is quite good, we have 24 association. So our idea is that this club will finance us. So we hope like by the end of the year by sure we have it covered, so at least like the expenses with the other workers that helps in the farm. And expenses with water, electricity and our food so we hope the minimum like investments, small machines we need or some more expensive tools is not possible yet. But at least day by day expenses will be the end of the year be covered.”*

Most of the products are sold at agroecological fairs in Porto Alegre on Saturday and Tuesday, some in Farroupilha. When more is produced than sold, the rest of the production is used for to make jams or jelly’s. Or the products are frozen. This products can be sold to some special small markets for frozen fruits as well. Very rarely the products are sold to restaurants. The travelling time for the farmers to the market varies. Starting with 50 minutes by car, to 100kms from the market, so about 1,5 hour by car to 2,5 hours or even 4 hours by car. One of the families alternates the markets to sell on. Once a week in Porto Alegre which is 2,5 hours by car and once a week in the own village, which is only ten minutes by car.

According to youth respondent 4 products at the agroecological market are cheaper than in the supermarket:

*“So organic products on the market are cheaper than in the supermarket. And for me this is very important, because some people think that organic food is only for rich people. But I say organic food is for people who are not lazy.”*

Remarkable is all the products are sold locally at markets, at least four hours around Porto Alegre. On contrary with large scale conventional businesses whom products are collected by large transport companies. Thinking about global solutions for food security in combination with the variety and quality of these agroecological products, I asked about exporting their products.

The answer of women respondent 1 after asking her opinion about exporting their products was the following:

*"I don't enjoy the idea. Even if I had the condition, I wouldn't like to export. The other countries always get the better from here, especially in Europe and the U.S. I never idealized the idea of exporting, it is not one of my goals. The ecologists should keep their products in their countries."*

### **6.3.2 The Role in the family business**

All the women and youth living and working on the farm are included in the whole process on the family business planting, harvesting, cleaning the farm / removing the weed and selling at the market.

Women do their business mostly same as men. However, most are more focused or specialized in frozen fruits which the process, mostly to jam. And / or more focused on human resources; financial administration; sales and marketing, in markets with help of social media.

Cleaning the house, cooking and groceries are other tasks of the women and youth, however at the minority of the family businesses this responsibility is divided over men as well. Working in the private garden which is used as decoration of the house and production of food for own consumption is also part of the role of women and youth.

Differences of tasks does not necessarily have to lead to conflict. For what the work on the farm concerned, mostly satisfaction exists, everybody does what they are most good at and because of the division clarity exists. However, when women or youth want to do other or less of the task they are doing, dissatisfaction arises (WR1, YR7, WR 11)

#### **6.3.2.1 The Role of Women**

Women can be the boss of the farm at agroecological farms, as well at conventional farms. Partnerships between men and women or the men only being the boss also exist. The boss is considered with delegation, observation and giving feedback, but also organizes and has final responsibility.

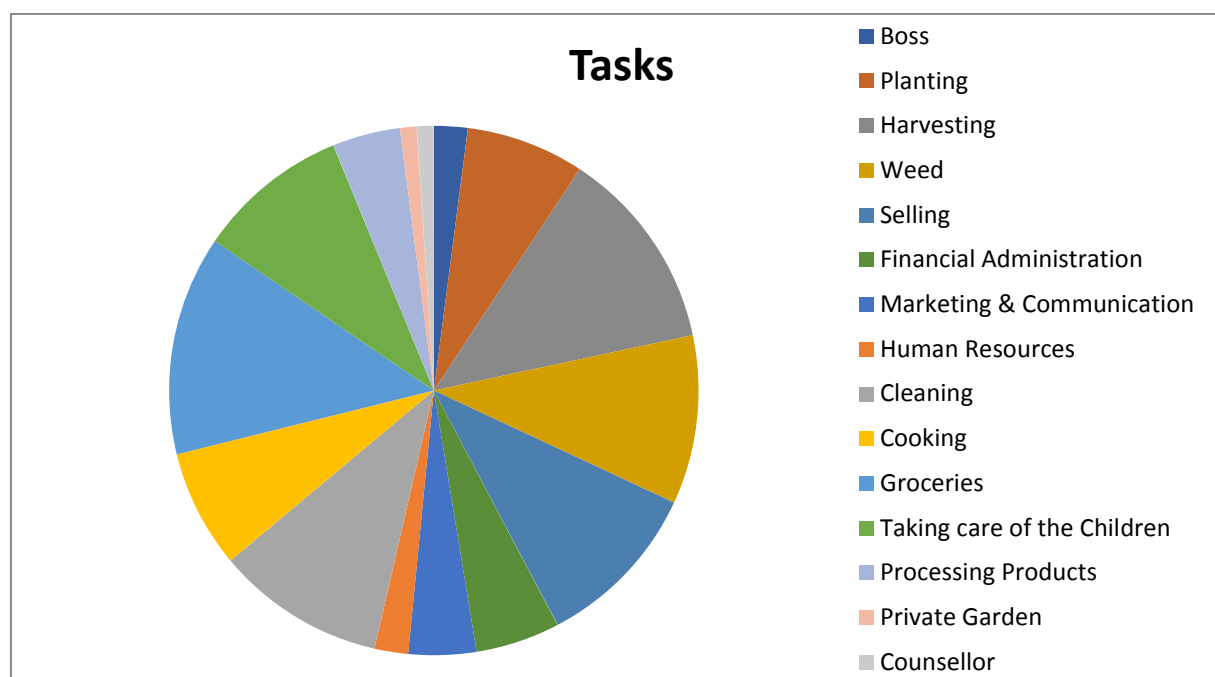
Second, women are considered with the financial administration; marketing, sales, communication; and human resources. Sometimes as counsellor, mediator or advisor of the family business. As well taking care of the children. Lastly, they are involved in de production of processed food, for example making jam.

**Table 2. Women's division of tasks on the family farm and feeling**

<b>Role</b>	<b>Feeling</b>	<b>NR</b>	<b>%</b>
Boss (delegation, observation and giving feedback, organizes, has final responsibility)	Satisfied	1 CW + 2 AW	3
Planting	Motivated, Tired	1 CW + 6 AW+	7
Harvesting	Motivated, Tired	2 CW + 6 AW +	12
Cleaning the Farm / removing weed	Has to be done, could be more organized, Tired	2 CW + 7AW +	10
Selling at the Market	Fun, Come outside the farm, tired	2 CW + 7 AW +	10
Financial Administration	Fine, cooperation or too much responsibility	2 CW + 3 AW	5
Marketing & Communication	Happy, cooperation, fun	1 CW + 3 AW	4
Human Resources	Happy, cooperation, interesting	1 CW + 1 AW	2
Cleaning the House	Normal, rather do something else, sometimes overwhelming, unfair	2 CW + 7AW +	10
Cooking	Fine and/or equal share	3 CW + 4AW +	7
Groceries	Happy, working together as cooperation	All, both gender	12
Taking care of the children	Happy, both is a lot of work	4 CW + 4 AW	9
Making Jam / Processing the Products	Keeps busy, Fun, Motivated	2 CW + 2 AW	4
Private Garden	Fun	1 CW	1
Counsellor of the Family Farm	Exhausting	1 CW	1

*CW = Conventional Women; AW = Agroecological Women*

**Figure 12. Women's division of tasks on the family farm**



### 6.3.2.1.1 Daily Practices

The daily practices during weekdays of most women exist of early wake up differing from 5 a.m. to 7 a.m., take a shower, make breakfast for the family, have breakfast with little bread and yoghurt, sometimes bring the kids to school. Then they start working on the farm or in the house with chores. Around 11 a.m. they have a coffee break with other members working on the farm. Then they continue working, but soon around 1 p.m. start preparing the lunch. Lunch is very extensive existing of different vegetable dishes and sometimes meat dishes when not vegetarian and rice, potato dishes. After lunch everybody helps cleaning up the table and dishes. Around 3 p.m. work is continued with work, till 8 p.m. In between for the woman with young kids, the kids come home and play on the farm while she continues to work. Older kids watch the younger kids, help on the farm or go study. Especially in summer it is pleasant to work longer in the evening and in early mornings, whilst it is not too hot yet. During hot summer days water breaks are taken every half an hour. The dinner is light and simple with bread and different kinds of spread. After dinner there is some relaxing near the television and social conversations between family members.

Figure 13. Daily schedule during weekdays

05.00 a.m. – 07.00 a.m. Wake up
07.30 a.m. Breakfast
08.00 a.m. Start farm or household work, sometimes bring children to school
11.00 a.m. Coffee Break
01.00 p.m. Start preparing lunch
02.00 p.m. Almoço
03.00 p.m. Cleaning up the lunch and continue to work
05.00 p.m. Kids come home from school
08.00 p.m. Eat some bread
08.15 p.m. Relax near the TV with family
10.00 p.m. – 12.00 a.m. Go to bed

During Saturdays and Tuesdays the schedule is a bit different because on those days there is market. The times of the markets can vary from 07.00 a.m. to 04.00 p.m. or 07.00 a.m. to 01.00 p.m. Mostly at least two family members go to the market. Sunday is a day of rest, when the farmers sleep in, have a late and long breakfast. In the afternoon do some farm work or relax. Only one of the twelve interviewed women goes to church on Sundays.

### 6.3.2.1.2 Interaction with Men

The way the women do interact with men varies. The two tables standing below are made to clarify the similarities and difference among women. As a consequence, categorization could be made and numbers become clear. The circle chart (figure 14) clearly shows the landscape of the relationships of women to men in the family farm business. A relationship of a partnership between men and women is most common, with a prevalence of one in five women. In 15 percent of the cases the women is the boss of the farm (so 2 times, in 13 times the owner is 10 a man) because her husband does not work on the farm or she is divorced. In 10% women and men are co-workers, for example when they work together as brother or sister at the farm. In 10% of the households the women is obedient to husband about financial decisions, in other words the husband makes the financial decisions. In 20% of the cases the husband is the boss. The women then is: an advisor or helper who herself is concerned with another profession; or an employee with saying; or an employee without saying.

Furthermore, similarities and differences in tasks of women and men can be seen. Similarities are that all the men do groceries and are involved with the whole production process (planting, harvesting, selling). Difference are the men of the farms I have spoken are never involved in the processing of products, for example making jams.

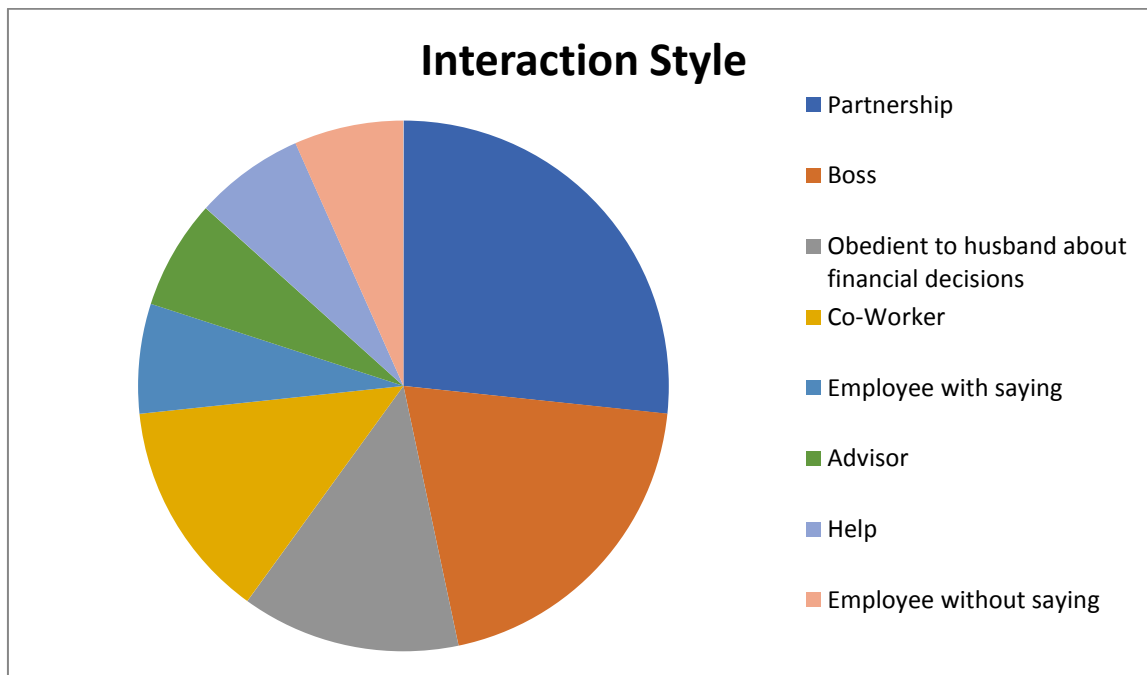
Table 3. Interaction of all women respondents with men

<b>Resp.</b>	<b>Kind of Farm</b>	<b>Relationship</b>
WR1	Agroecological	Employee without saying
WR2	Agroecological	Wife to husband, husband does not work at the farm. Women is boss of the farm. So also the boss of her brother. Nevertheless flat hierarchy at farm.
WR3	Agroecological	Partnership
WR4	Agroecological	Girlfriend to boyfriend; sister to brother; sister-in-law to brother-in-law
WR 5	Agroecological	Partnership
WR6	Conventional	Partnership
WR7	Conventional	Partnership
WR8	Agroecological	Divorced and sole-trader, thus boss
WR9	Agroecological	Wife and employee with saying
WR10	Conventional	Widow and boss of her sons
WR11	Conventional	Obedient to husband about financial decisions; co-worker of brothers.
WR12	Conventional	Advisor and help at the office and with groceries

Table 4. Interactions styles categorized and with percentages

Interaction Style	NR	%
Partnership	4	20
Boss	3	15
Obedient to husband about financial decisions	2	10
Co-Worker	2	10
Employee with saying	1	5
Advisor	1	5
Help	1	5
Employee without saying	1	5
Wife to husband	2	10
Girlfriend to Boyfriend	1	5
Divorced	1	5
Widow	1	5

Figure 14. Interactions styles between women and men





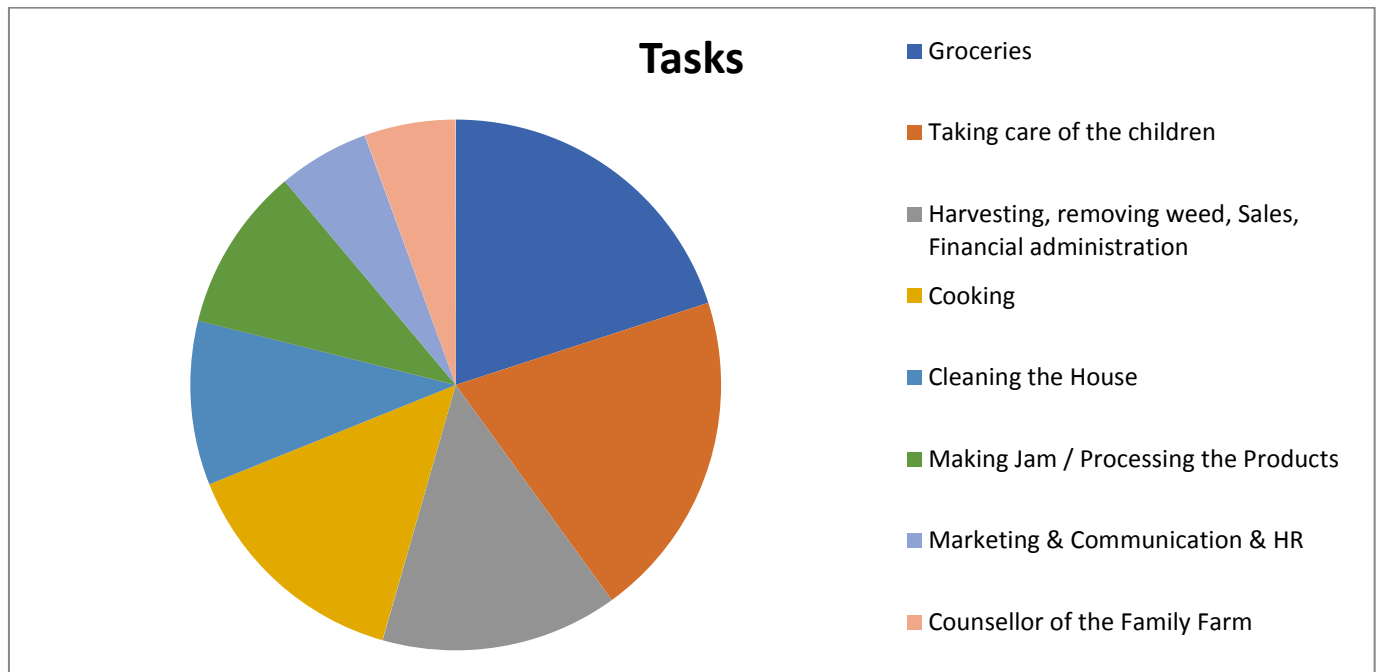
### 6.3.2.1.3 Comparing Conventional versus Agroecological

The trend among conventional farms is that women are mostly concerned with doing groceries and taking care of the children, each in 18% of the cases. Second most likely with each 13 %, they are cooking and working on the farm, involved in the whole process of the farm business. The whole process of the family farm business consist harvesting, removing weed, sales and financial administration. A bit less than one in ten women are cleaning the house alone, the others have a help or divide this task with the other family members. Lastly, women are often seen in more social tasks of the farm. For example, the marketing, communication and human resource part of the business. Or they are counsellor of the family, which can also been seen as human resource management of the business. The boss still does all the tasks, and therefor boss as sole task is not included in both the tables and figures of conventional as well agroecological farms.

Table 5. Tasks of women at conventional farms

Role	%
Groceries	18
Taking care of the children	18
Harvesting + removing weed + Sales + Financial administration	13
Cooking	13
Cleaning the House	9
Making Jam / Processing the Products	9
Marketing & Communication & HR	5
Counsellor of the Family Farm	5

Figure 15. Tasks of women at conventional farms

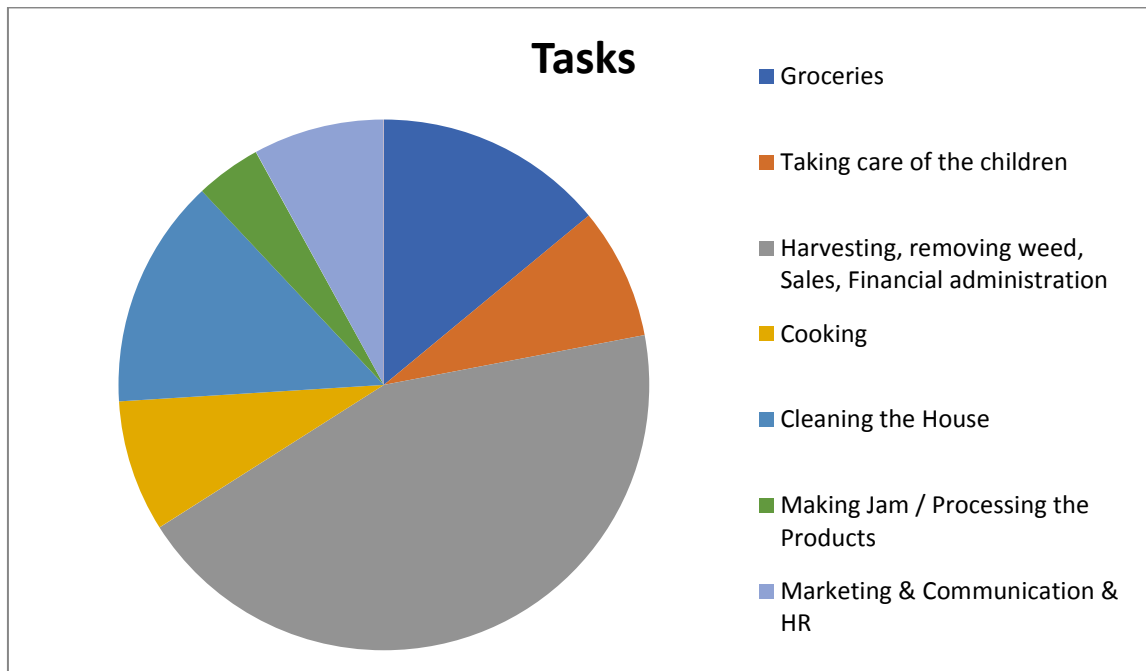


The trend among agroecological farms is that women are above all with 44% busy with and working on the whole process of the farm business. The whole process of the family farm business consists of harvesting, removing weed, sales and financial administration. Way later with 14% each are coming tasks as doing groceries or cleaning the house. Even smaller percentage of 8% each is taking care of the children, cooking or social tasks of the family business. Social tasks of the family business consist of marketing, communication and human resources. Productive tasks on the other hand are harvesting and removing weed. Four percent of the women is concerned with making jam and processing products.

Table 6. Tasks of women at agroecological farms

<b>Role</b>	<b>%</b>
Groceries	14
Taking care of the children	8
Harvesting + removing weed + Sales + Financial administration	44
Cooking	8
Cleaning the House	14
Making Jam / Processing the Products	4
Marketing & Communication & HR	8
Counsellor of the Family Farm	0

Figure 16. Tasks of women at agroecological farms



After discovering the trends among conventional women and agroecological women, together with comparing the both circle diagrams, a clear difference between both groups becomes visible. The main difference between the tasks of women from conventional versus agroecological farms is that agroecological women are more time concerned with the whole process of the farm, whereas conventional women are more concerned with caring tasks as groceries and taking care of the children. Therefore could be said that women from agroecological farms are relatively more involved with the core tasks of the farm business. The similarities between the both groups are the tasks which remain relatively the same.

Now the feelings of the tasks can be examined (table 2). The feeling women have with the whole process of the business (planting, harvesting, removing weed, sales and financial administration) varies along the axis of fun - motivated – fine - could be more organized - has to be done – tired. The feeling women have with groceries is happy and working together as cooperation, which means the men also do groceries. The feeling women have with taking care of the children is happy, but both the farm and the children is a lot of work. Because both tasks can be fun, but tiring or a lot of work, it is hard to draw normative conclusions based on this information.

After making another table of perception of division of tasks, this difference in perception between the groups of women becomes more visible. The agroecological women have in 70% of the cases a positive perception about the division of tasks. The conventional women have in 60% of the cases a positive perception about the division of tasks. Although slightly more agroecological women have a positive perception of the division of tasks, in both groups the majority has a positive perception of the division of tasks. So even though the tasks differ between conventional and agroecological women, the wellbeing does not seem to differ significantly between both groups.

**Table 7. Perception of Division of Tasks (percentages are rounded)**

Groups of Respondents	Positive perceptions on Division of tasks	%	Negative perceptions on Division of tasks	%
Women agroecological	5	70	2	30
Women conventional	3	60	2	40

#### 6.3.2.1.4 Wishes, aspirations and dreams

Lastly, in the interviews women tell about their wishes, aspirations and dreams. An often heard wish among agroecological women is improvement of the organization. This can be explained because most of these farms are relatively new, started up and expanding or rebuild from conventional to agroecological. By organization can be meant different parts of the family farm business: financially, make a business plan, productively, apply structure and clean up the mess.

Women respondent 2 about the necessity of the organization of the farm:

*“We don’t have to organize like a corporation, we want to have high efficiency to work a little less. To don’t be a slave of the work. Sometimes we need the quality of the work too. And organizing it as a business allows us to do this.”*

This is what women respondent 1 says about the organization of the farm and how it also has consequences for her wellbeing:

*“To live more we to achieve a level of less work. We have to organize our goals: how much do we want to earn at the end of the month? How much money I need to live? We have to make money to use it. What do we want to do with that money? We’re planning, planning, building, building and we don’t enjoy it. Once we had nothing, now we do and we don’t know how to use it. We don’t have a huge amount of money, but we do have enough to live a good life without working that much.”*

Conventional women do also sometimes clean about the mess on the farm and want to have it more clean without all kind of things fling around.

Women respondent 11 about cleaning up the mess on the farm:

*“And then she would like to do what is missing here, like organization, cleaning. Hire the workers to do it. And then travel a lot.”*

Other aspirations of conventional women are: buy a bigger farm; reconstruct parts of the farm; buy or build their own house at the farm property. Dreams are here defined as more future oriented and harder to achieve. The data for dreams is derived from the question: ‘What would you do if you win the lottery?’ Dreams of conventional women are to travel all over the world. And when they win the lottery they would also give to charity.

Women respondent 6 when asked ‘What would you do if you win the lottery?’

*Me: What would she do if she wins the lottery?  
Translator: Translates  
WR6: Answers in Portuguese  
Translator: She would buy a bigger farm  
and she would travel all over the world.*

Agroecological women sometimes already have made their dreams come true, by starting to work on an agroecological farm (five out of seven women, namely WR2,3,4,5,8). This makes their dream come true by contributing to a better world, like to farm or improvement of their living conditions.

The translator of women respondent 4 about improving her living conditions:

*“She wanted to change her life. Do different things, meet different people. Improve the quality of her life her in comparison to her life in the city. Everything. Since the air you breathe, the quality of the food, the people you meet. A mix of different parts of life.”*

Women respondent 3 about making her dream come true and simultaneously making the world a better place:

*“It was always our dream to change the world for the better. the definitions of permaculture is revolution make it as gardening. It was very interesting to see that in small changes like consumerism or in feeding habits or things like that we could have make people reflects about their lives. Making a bigger change than changing something physically. This was our idea to come back to Brazil and somehow start something that could impact more consciousness for the people. And this is already something nice you know.”*

Difference between aspirations and dreams of conventional versus agroecological women are more concerned with travelling versus making the world a better place.

### 6.3.2.2 The Role of Youth

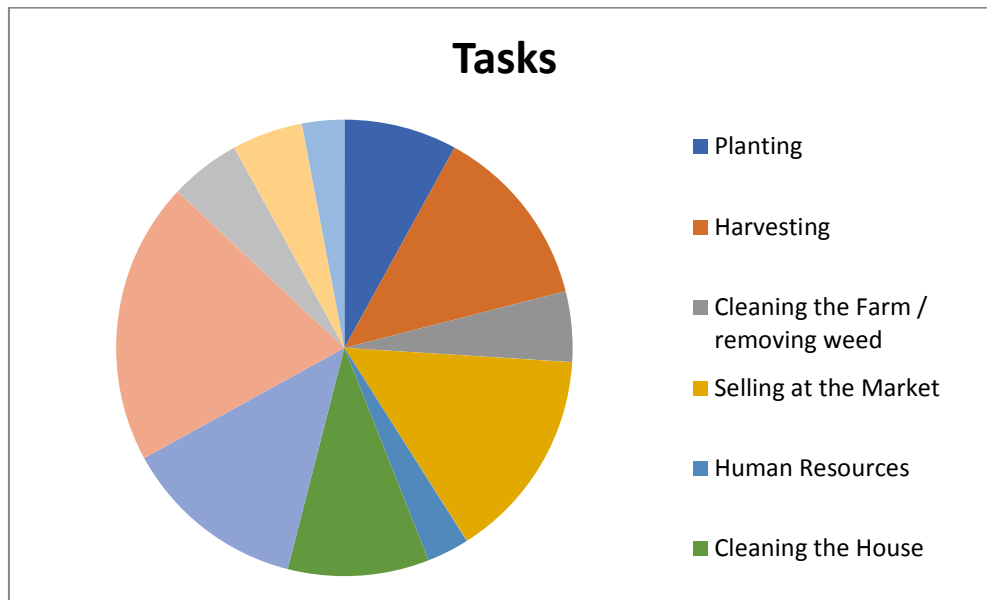
Besides being considered with the whole process on the farm, youth spend a lot of time with going to school. The accomplishments of their educational career are an important factor of the overall success of the family business. As a young male taking care of the heavy physical work is a role within the family business as well.

Table 8. Youth's division of tasks on the family farm and feeling

Role	Feeling	NR	%
Planting	Motivated, Tired	1 CY + 2 AY	8
Harvesting	Motivated, Tired	3 CY + 2 AY	13
Cleaning the Farm / removing weed	Has to be done, could be more organized, Tired	1 CY + 1 AY	5
Selling at the Market	Fun, Come outside the farm, tired	2 CY + 4 AY	15
Human Resources	Happy, cooperation, interesting	1 AY	3
Cleaning the House	Normal, rather do something else, sometimes overwhelming, unfair	1CY +3 AY	10
Cooking	Fine and/or equal share	2CY + 3AY	13
Going to School	Happy, Cooperation, preparation for the job and/or inheritance	5 CY + 3 AY	20
Heavy Physical Work	Fine	1 CY + 1 AY	5
Private Garden	Fun	2 CY	5
Cutting the grass / trees	Fine	1 CY	3

*CY = Conventional Youth; AY = Agroecological Youth*

Figure 17. Youth's division of tasks on the family farm and feeling



#### 6.3.2.2.1 Daily Practices

The daily practices during weekdays of most youth exist of going to school and/or work and helping with on the farm and with household chores. Most youth told about having drinks or dinner with friends in their free time as well. Only youth respondent 5 from a conventional farm and youth respondent 7 from a agroecological farm did not tell about this. This can have two reasons: first of all they are both underage and not allowed to drink; second they live far away from the city on a distant farm, probably far away from friends.

Four youth respondents live and study in the city, two conventional and two agroecological. Three conventional youth live on the farm and study. Two agroecological youth live and work on the farm. The last youth respondent lives in the city and works as a digital nomad, but is grown up at the farm. After the generalities, now a more detailed description per respondent, because of the diverging. First detailed descriptions of the six conventional youth and then of the four agroecological youth.

Youth respondent 1 is 25 years and born on the farm of his grandparents in Coronel Bicaco. There was not enough work on the farm moved to the city. Now he studies and works in Porto Alegre, more about this in the following chapters. Sometimes has beer with friends or his landlord in the evening or watches sports. Almost always cooks a warm lunch in the afternoon.

Youth respondent 5 is 16 years, lives on a farm in Veranópolis, near Caixas do Sul. He works on the farm since he was born. He helps his father everywhere in the farm in general. He goes to a technical agriculture high school with school times of 8 a.m. till 12 a.m. and 1.30 p.m. till 6 p.m. school and 8 p.m. till 9 p.m., which is a full day school. Part of the program is practice as well. Therefor he gets one week off, one week on. On the weeks off he works on the farm.

Youth respondent 6 is 27 years, has always lived in Porto Alegre, but went to the farm on weekends and in holidays. Nowadays work on his website as a digital nomad and goes to the gym. Once a week has a drink with friends. When he was on the farm it was his free time, so he was not really helping, but mainly doing fun things. Nevertheless, he did help a little bit with driving tractor, shooting, fishing, cleaning the fish and harvesting from the garden for own consumption. Unfortunately, his father never taught him how it works on the farm.

Youth respondent 8 is 25 years, lives on the farm, and studies in Porto Alegre, works and goes to the gym. Helps on the farm when it is needed, mostly in the weekends. He and his older brother cut the grass. He waters and cuts the large trees of the garden, because he is tall and strong. Also works in the garden for own consumption with the production of lettuce and tomatoes. Inside the house he helps his mother cooking. The whole family helps with harvesting. Harvesting exists of taking the fruit, mainly peaches, from the smaller peach trees. Starting when they were kids, they used to work on the farm four hours a day to earn a little money too. Sometimes they helped and still help selling at the fair.

His sister, youth respondent 9 is 23 years, lives on the farm, and studies in Porto Alegre too, goes to the gym, hangs out with friends and her boyfriend. She helps her mother with the household chores and cooking, but likes to work in the garden more. There she waters the plants, (trans)plants the plants and cleans the pool. Just like her brother she helps harvesting and selling the twice annually large fair, to earn little money starting from a young age.

Youth respondent 10 is 20 years, studies agronomy in Porto Alegre which is far away from the farm. She grew up in a city close to the farm and her father commutes to the farm every day to work. For now she only works in the garden of the farm planting trees when she is there during holidays. As an only child full inheritance of the land is already decided and possibly work on it.

Those were the six conventional youth, now the four agroecological youth. Youth respondent 2 is 22 years, lives together with her sister of 20 years, youth respondent 3, in Porto Alegre to study. She works when she helps her father selling at the fair on Saturdays. Her sister works at the fair too, but for another neighboring farmer. From a young age, they went along to the fair. Not helping then, but playing and acting out as their father and uncle selling. In their free time, they like to have dinner with friends and drink beer, sometimes go out or to parties, as youth respondent 3 tells:

*“Sometimes we meet three days during a week and we drink three days. Sometimes wine. But when we go to a party we always drink beer. At least once a week and when we don’t have class the next day.”*

She and her sister go back to their parents one weekend in every one or two months. When the girls are there they help on the farm and with the household chores. When they were kids they only helped once in a while when asked or to earn money to be able to buy candy and toys. This is a memory of youth respondent two of helping on the farm.

*“Once I helped my father to plant blueberries. And he was very happy. And me too, because now I see the blueberries and I think, hey it was me.”*

Mainly the girls went to school, one of them lived already out of the house from a young age.

*“When under 18 I just lived on the farm and went to school. From 18 on I participated more and helped more. Now more recently I do more when I am here in the weekends. I help with household chores as groceries, cooking and dishwashing as well.”*

Youth respondent 4 is 27 years and used to study in Porto Alegre, work and live on the farm. Now he full time works on the farm in the whole production process. He is responsible for the transportation to and selling at the fair on Tuesday and Saturdays. He is reporting to the boss, women respondent 2, his aunt. He helps in the house, cooks, washes the dishes and takes turns in cleaning the house.

Youth respondent 7 is 18 years, lives and works on the family farm in Farroupilha. He is involved in the whole production process on the farm. Because besides planting and harvesting, he is also responsible to collect and choose the products for the market, transport and sell at the fair on Tuesdays and Saturdays in Porto Alegre. He doesn’t clean the house, his mother and sisters do.



His mother, sometimes his father cooks. His father has the final responsibility for production. He has the final responsibility to bring to the fair, so to collect, choose and bring before.

#### 6.3.2.2.2 Interaction with parents

The way the youth do interact with their parents varies. The two tables standing below are made to clarify the similarities and difference among youth. As a consequence categorization could be made and numbers become clear. The circle chart (figure 18) clearly shows the landscape of the relationships of youth to their parents in the family farm business. Half of the youth live at home with their parents as kids, housemates or co-workers. Here kids are defined as living at home and therefor helping in and around the house and being financially dependent on their parents. Housemates are living together with their parents, but both pay for the house and are financially independent. Co-workers work on equal basis on the farm. The other half of the youth is living in the city to study and therefor visit their parents on average once a month. Three of them get financial support, the other helps his parents financially by sending money once in a while. Only one of the youths parents is divorced, that is the reason he sees his mother only one in two years. Concluded can be that 8 of the ten youth have an unequal relationship with their parents. Seven of them because they are financially dependent on their parents. One of them because he helps his parents financially.

Second, the role in the family farm business of youth differs from their parents in the level of authority and responsibility. Mostly, the parents are the only ones working on the farm full time or are the boss and/or have the final responsibility. Third the parents, mostly the father is responsible for the finances. The youth learns from the father the value of money by earning money with helping on the farm or learn to wait for gifts. Six of the ten youth respondents at least once during the interviews said: “My father pays...” (YR2, YR3, YR6, YR8, YR9, YR10).

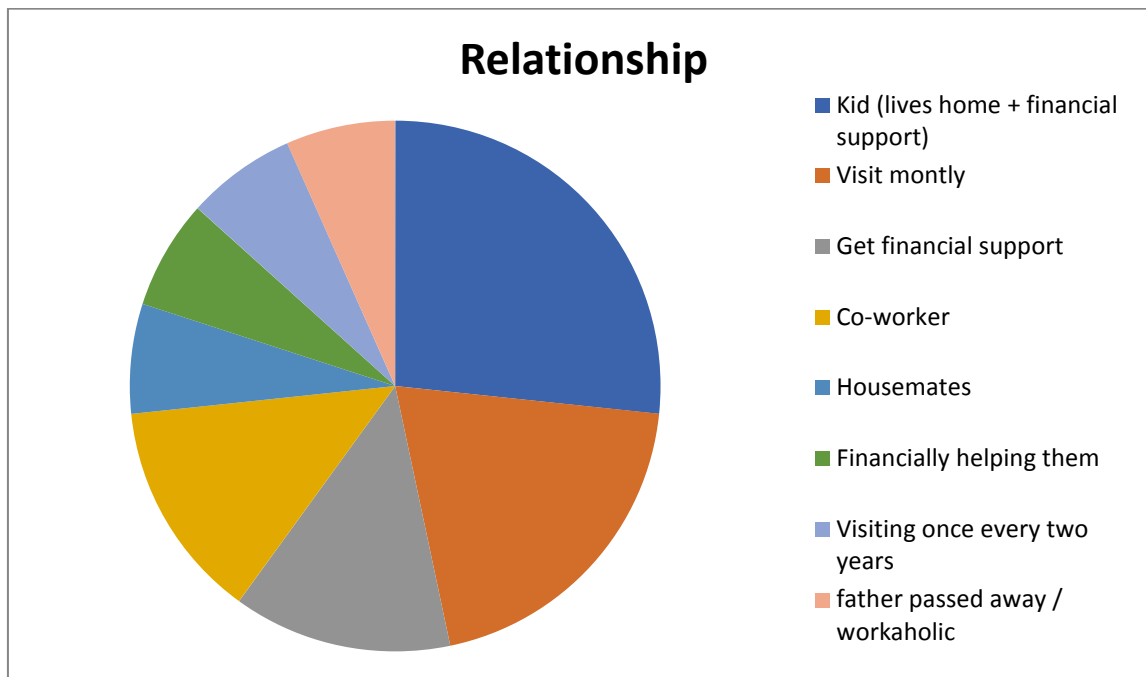
Table 9. Interaction of all youth respondents with their parents, men and women

<b>Resp.</b>	<b>Kind of Farm</b>	<b>Relationship</b>
YR1	Conventional	Visit monthly + Financially helping them
YR2	Agroecological	Visit montly + gets financial support
YR3	Agroecological	Visit montly + gets financial support
YR4	Agroecological	Co-workers vs. Visiting once every two years
YR5	Conventional	Kid (lives home + financial support)
YR6	Conventional	Housemates + father passed away
YR7	Agroecological	Kid and co-worker
YR8	Conventional	Kid (lives home + financial support)
YR9	Conventional	Kid (lives home + financial support)
YR10	Conventional	Visit montly + get financial support

Table 10. Relationships categorized and with percentages

Relationship	Dependency	NR	%
Kid (lives home + financial support)	Unequal	4	23
Visit montly		4	23
Get financial support	Unequal	3	18
Co-worker	Equal	2	12
Housemates	Equal	1	6
Financially helping them	Unequal	1	6
Visiting once every two years		1	6
father passed away / workaholic		1	6

Figure 18. Interactions styles between youth and their parents



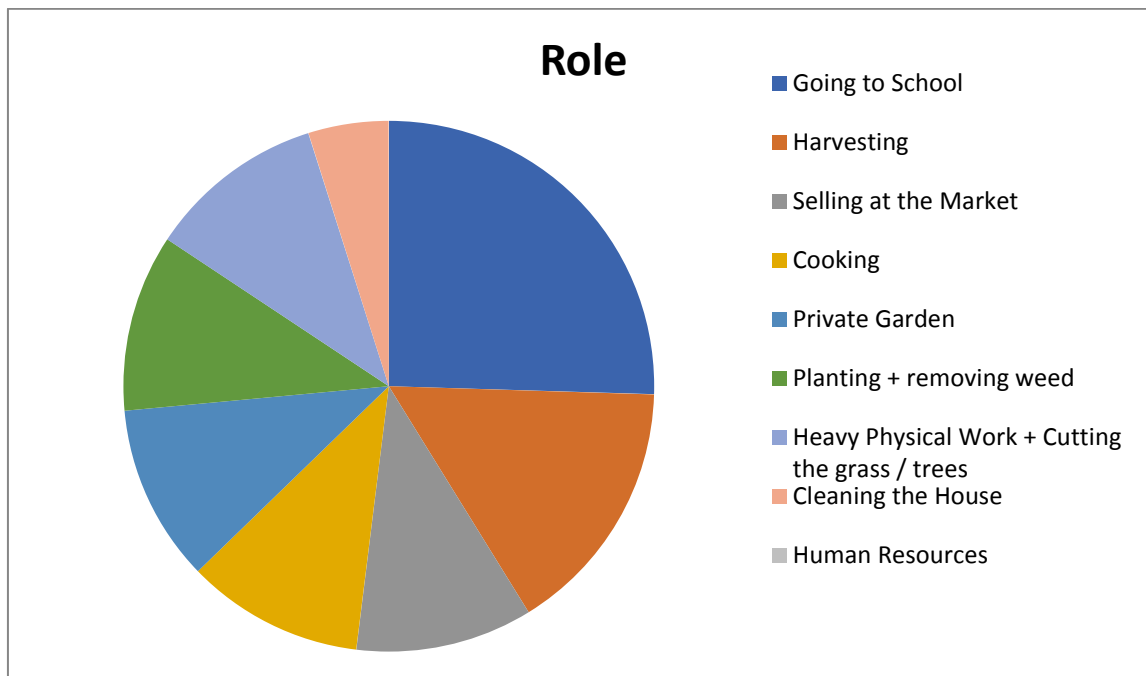
#### 6.3.2.2.3 Comparing Conventional versus Agroecological

The trend among conventional farms is that youth are twenty-six percent of their time occupied by going to school. Then sixteen percent helps with harvesting. Third, eleven percent is helping with other processes on the family farm business as planting, removing weed, heavy physical work, cutting the grass and trees and selling at the market. Same eleven percent helps with cooking. Only five percent helps with cleaning the house. Relationship of parents in response to children is more directive in conventional family farm business than in agroecological family farm businesses. In agroecological family farm businesses parents take final decisions, but youth are free to take their own decisions, parents are advisors, not boss. Relationship and communication is more equal.

Table 11. Conventional youth's division of tasks on the family farm and feeling

Role	%
Going to School	26
Harvesting	16
Selling at the Market	11
Cooking	11
Private Garden	11
Planting + removing weed	11
Heavy Physical Work + Cutting the grass / trees	11
Cleaning the House	5
Human Resources	0

Figure 19. Conventional youth's division of tasks on the family farm and feeling

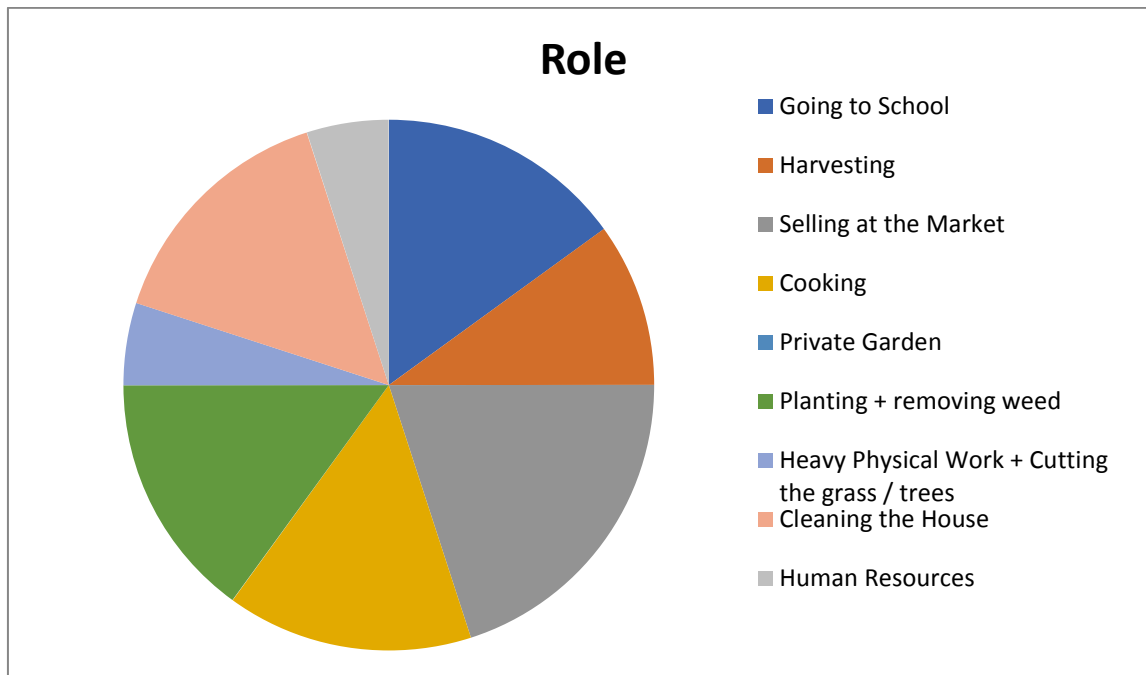


The trend among agroecological farms is that youth are most involved in selling at the market. Second is going to school, together with cooking, cleaning the house and working on the farm with planting and removing weed. Ten percent helps with harvesting. And lastly, five percent does heavy physical work and cuts the grass and trees, probably the older male youth. Two youth are advising about human resources.

Table 12. Agroecological youth's division of tasks on the family farm and feeling

Role	%
Going to School	15
Harvesting	10
Selling at the Market	20
Cooking	15
Private Garden	0
Planting + removing weed	15
Heavy Physical Work + Cutting the grass / trees	5
Cleaning the House	15
Human Resources	5

Figure 20. Agroecological youth's division of tasks on the family farm and feeling



After discovering the trends among conventional youth and agroecological youth, together with comparing the both circle diagrams, no clear difference becomes visible. Both groups are mostly concerned with school, the difference in numbers can be explained by graduated youth. The tasks of the family business youth help with the most is harvesting, later comes the rest of the whole production process. Nevertheless, one clear difference is shown: agroecological youth all help selling at the market and spend one fifth proportion on this; of conventional youth only one third helps selling at the market and thus in total one tenth proportion of the whole groups time on this. Not being involved in selling reduces the financial independence and lacks to teach an essential part of the family business. Therefore conventional youth have a less enabling environment.

Now the feelings of the most prevalent tasks can be examined (Table 7). The feelings youth have with going to school are all positive: happy, cooperation, preparation for the job and/or inheritance. The feeling with the whole production process (planting, removing weed, harvesting) is a range from motivated to do - has to be done - could be more organized – tired, so unless the motivated ones it is not the most favorable part. Although, most prefer working outside over household chores inside. Selling at the market is valued very positive as fun and a possibility to come outside the farm, although tiring.

After making another table of perception of division of tasks, a difference in perception between the groups becomes clear. Two third of the conventional youth have a positive perception of tasks and one fourth of the agroecological youth has a positive perception of the division of tasks. This can be explained by the two sisters of the agroecological farm who have an exhausted mother carrying the heavy work load of the family business. Seeing their mother they do not have a positive perception of the divisions of tasks, although they barely work on the farm themselves.

Table 13. Perception of Division of Tasks

Groups of Respondents	Positive perceptions on Division of tasks	%	Negative perceptions on Division of tasks	%
Youth agroecological	1	25	3	75
Youth conventional	4	67	2	33

#### 6.3.2.2.4 Wishes, aspirations and dreams

Prominent, but not surprisingly, in the answers of youth was their future oriented attitude. In the table below an overview of their dreams is written down. For youth respondent 6 this is in the last four months already accomplished.

Table 14. Wishes, aspirations and dreams

Resp.	Kind of Farm	Dreams
YR1	Conventional	Become a public lawyer to defend and empower the rights of farmers
YR2	Agroecological	Work as a public servant with human resources of farm business employees
YR3	Agroecological	Start own school at her parent's family farm business to teach children all the school subjects supported by the practical examples on the farm.
YR4	Agroecological	Have his own house and family with his girlfriend near the property of the family business
YR5	Conventional	Become a farmer
YR6	Conventional	Be free, be a successful digital nomad with a financially sufficient situation and a lot of free time and flexibility. Live together with his girlfriend / be happy in Germany.
YR7	Agroecological	Become a car technician and live in the city
YR8	Conventional	emigrate to Australia and later to Europe
YR9	Conventional	emigrate to Australia, because of safety
YR10	Conventional	Wants to become a public servant, because of the financial security.

### 6.3.3 Sustainable Development

The importance of sustainable development exists of two reasons. First of all, sustainable development of the family business has to include women and youth (Meares 1997; KPMG 2016; Quisumbing 1995). Second, sustainable development is needed to create an enabling environment for women and youth to accomplish decision making and wellbeing (Sen 2001; Nussbaum 2000; Karl 1995).

#### 6.3.3.1 Development of Women

Depending on the family business differentiation in gender equality exists. Ranging from the woman as boss, to a partnership, to the man as boss, as seen in the 8.3.2 role chapter. However, because women are involved in the entire process of production in the family business, they are at least partly involved in decision making and advising.

Two women stopped working when they were having kids (WR3, WR11). One woman got divorced and feels freer now (WR8). Another woman also has her own business (WR12).

Education is one of the largest contributors to development. And although in the present (school) education is not a large part of their daily life's, it does have a large influence on the present. Second, interesting to look at education and see if there is a difference in education level and age or background. Age is hard to say, because different generations only went to primary school (92, 39, 34). They have in common they are all from the country side.

Table 15. Education level to age to geographical background to kind of farm

Resp.	Age	Background	Kind of Farm	Education Level
WR10	92	Town near city	Conventional	Primary School
WR1	51	rural village	Agroecological	senior vocational education
WR6	39	rural village	Conventional	Primary School
WR11	58	Rural near city	Conventional	University
WR2	54	big city	Agroecological	University
WR12	48	Big city	Conventional	senior vocational education
WR4	45	big city	Agroecological	University of applied sciences
WR5	28	big city	Agroecological	University
WR3	36	big city	Agroecological	University
WR8	34	rural village	Agroecological	Primary school
WR9	21	rural village	Agroecological	High School
WR7	26	rural village	Conventional	senior vocational education

Interesting finding within the development of agroecological women is the changing life path they choose. Five of the seven women choose a career switch to agroecological farming to improve their life circumstances or change the world, or both. Their development shows education at a later age (WR2, WR3, WR8) or buying land and building a farm (WR2, WR3, WR8) or moving far from their birth place (all).

### 6.3.3.2 Development of Youth

One of the largest contributors to development is education. As mentioned before, large part of the role of youth within the family business is education. Education is the main tasks and goal of the youth. Therefor the family business is motivating and stimulating youth to achieve their education. Hereby the family business is an enabling environment of the sustainable development of youth.

Furthermore, growing up on the farm has influence on the development of youth that they grow up, live and play outside in nature and therefor learn skills and knowledge, and appreciate nature more. Part of the youth also learns the practice of the work on the farm and gets prepared for inheritance in the future. More about succession of the family business in the chapter decision making.

To come back to education, study choice can be influenced by growing up on a farm, conscious or unconsciously. Remarkable are the motivations to study. First, motivations can be interests in food, biology, plants. Second, appreciation of the environment where they grew up and therefor want to live there again or teach about it. Third, even the youth who do not want to continue in the agriculture sector still admire having their own business. Fourth, motivation can be to help farmers.

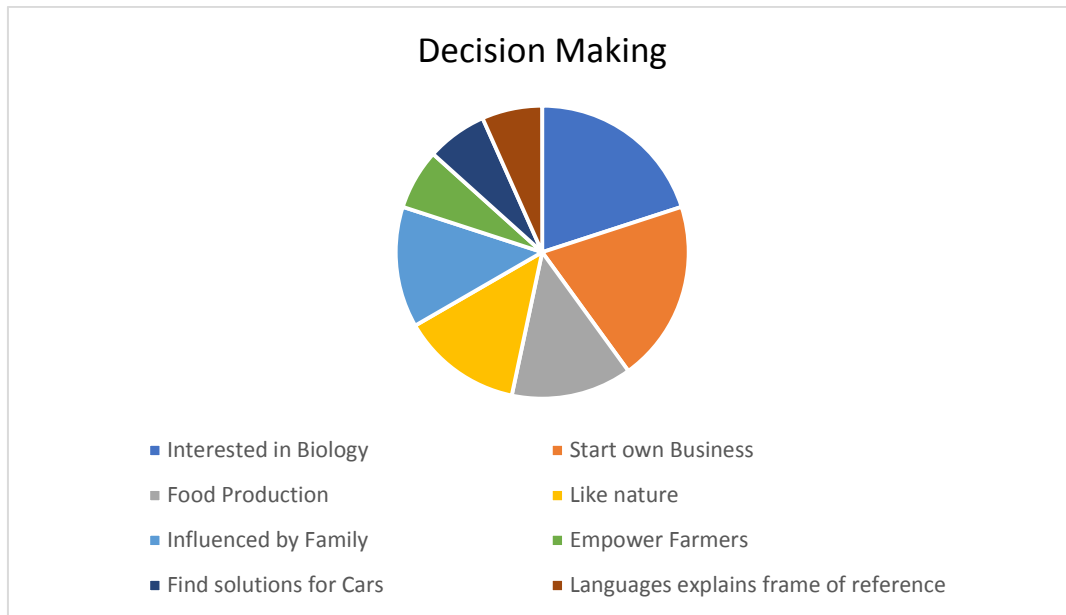
Table 16. Study choice of Youth Respondents: "Why did you choose to study X?"

<b>Study</b>	<b>Decision Making</b>	<b>NR</b>
Agronomy	Food Production	YR2 - A
Agronomy	Interested in Biology	YR4 - C
Agronomy	Analyze plants	YR 5 - C
Agronomy	Influenced by place where she lived and was born. Love plants and want to understand them	YR9 – C
Agronomy	Like nature, plants and food production - My father influenced me	YR10 – C
Law	Juridical help to farmers	YR1 – C
Languages	Language explains frame of reference.	YR3- A
Business	Start own business	YR 6 - C
Business	Start own business	YR 8 - C
Car Technician	Find solutions for cars & start own business	YR 7 - A

Table 17. Study choice of Youth Respondents categorized

<b>Decision Making</b>	<b>NR</b>	<b>%</b>
Interested in Biology	3	20
Start own Business	3	20
Food Production	2	13 1/3
Like nature	2	13 1/3
Influenced by Family	2	13 1/3
Empower Farmers	1	6 2/3
Find solutions for Cars	1	6 2/3
Languages explains frame of reference	1	6 2/3

Figure 21. Study choice of Youth Respondents categorized

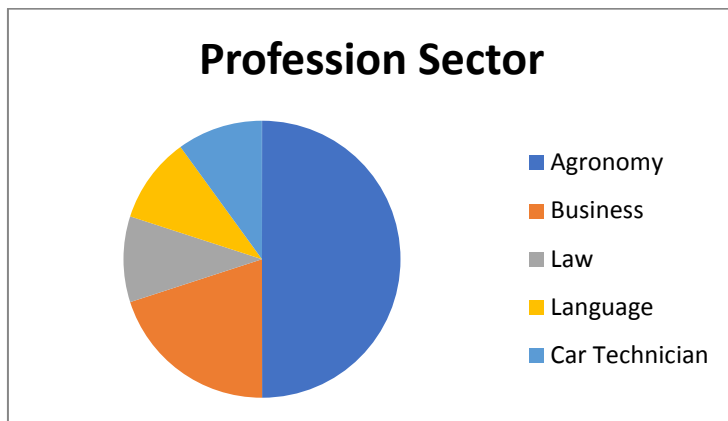


As mentioned before, not all youth want to continue to work in the agriculture sector. Nevertheless, a large percentage of fifty percent, which is half of the youth respondents, did choose a study which prepares for the agricultural sector. One in five do not want to work in the family farm business, but do want to start a business. Amongst others, the car technician. The ones chosen language and law want to either work on the farm or help farmers.

Table 18. Choice of Profession Sector

Sector	%
Agronomy	50
Business	20
Law	10
Language	10
Car Technician	10

Figure 22. Choice of Profession





#### 6.3.4 Enabling Environment

Enabling environment is access to production resources, markets, information, and knowledge (Dogliotti et al. 2013). First the general findings of the farms of these components will be discussed. Then women and youth specific issues will be discussed.

First, the findings about the production of the family business. This can firstly be too small. This can happen when the farm is not good organized: no clear specialization or lack of employees (WR1, WR2, WR3, WR11). When there is too much work but the production is not small, the people themselves can suffer of fatigue and feeling down (WR1, WR8, WR11). Secondly, even when the production is not too small, the agricultural sector remains insecure. The insecurity of production can cause serious stress to farmers (WR3, WR12). Thirdly access to production gains can be organized differently. One option is work together and divide the total profit. Second option is dividing the income according to how much you produce (WR2, WR4, WR5, YR4). This was necessary because this is not a farm of husband and wife partnership or two co-workers or sole trader, but this is a farm with five family members working together with each different saving goals.

Second, access to markets is influenced by distance, size and frequency of the market. Distance can vary from ten minutes to four hours by car. Larger distance means more time, money and energy costs. Size of the market determines how many potential customers come to buy the products. For example, the markets in Porto Alegre are larger than in Farroupilha, because of the difference in inhabitants. The market on Tuesdays is smaller than the market on Saturdays. Frequency of the market determines how many days (and hours) there is a possibility to sell the products. There was one conventional family farm business of WR10, YR 8 and YR 9 who has a serious lack of markets. There is more places needed than two times a week, five hours to sell the products. When products remain, they must be sold at an auction, where they make a lot less profit.

Third access to and possession of information is important to successfully run the business. For the farmers just starting a business, it can be hard to collect the needed information and apply it from the first moment on. For example, woman respondent 3 and her husband have to figure out how agroecological farming works. How planting is most efficient and return is highest. Information can be acquired by hiring experts, going to events or asking befriended colleagues.

The fourth component of an enabling environment is knowledge and experience. This component can help to make decisions. First, knowledge of the business, in this case agronomy. This can be obtained through the university or another educational degree of agronomy or taking a course in agronomy or permaculture. Second experience of working in the family business, mostly measured in years of working experience in the family business. Overall the one with the most experience has the most power on the farm. Assumed is that one with the most experience has the most knowledge. This does not differ for women or youth.

#### 6.3.4.1 Women

Women can be discriminated, for example by being excluded by the media. Youth respondent 3 about her mother, women respondent 1.

*“When journalists from outside come, they always only interview my father.”*

A divorce can be beneficial one women felt more free and empowered (WR8). Another woman had negative experiences when she was divorced (WR4). She explained this by machismo. Machismo is in the way people are raised, especially for the generation of the women. Not only men express machismo, also women who are conspicuous of a divorced woman stealing their men. Machismo also contains women have to take care of the household and the children and stay inside (WR4).

#### 6.3.4.2 Youth

Youth on the family farm business can have an enabling environment when they have access to the production, markets, information and knowledge as well. Access to production can be realized for youth when they can work on the farm. Some could earn a little money from young age with helping in the family farm business with planting and harvesting (YR2, YR3, YR8, YR9).

Access to markets can be realized in the same way, namely by being allowed to earn a little money by selling on the market (YR2, YR3, YR4, YR7, YR8, YR9). Not being involved in selling reduces the financial independence and lacks to teach an essential part of the family business. Because only two of the six conventional youth did help with selling, they have a less enabling environment when it comes to markets.

But even when youth are allowed to sell at the market, youth discrimination based on age can occur. Youth respondent 4 himself often witness age discrimination and prejudice when he works at the market. Potential customers do not trust him to be a farmer, because he is too young. It can be beneficial to look similar to what people expect a farmer to look like. When the stereotype is confirmed, customers can have more confidence and therefor are more likely to buy. Youth respondent 4 about his experience with age discrimination:

*“It is interesting because the majority of the farmers on the market are old people, so sixty years and older. I am young and sometimes people say: “You don’t look like a farmer, you have long hair and a beard. “I say you can go visit my farm and see me work if you want. And sometimes I think this stereotype is good for the old farmers to sell more. If they look more like a farmer, people have more confidence.... People are surprised to see a young person as a farmer. Because there is an untrue commonsense that farmers are poor. Then people see me and they think you are young why are you doing this you look a little weird.”*

For youth the third and fourth component, information and knowledge, are combined for simplification. Knowledge and information about the family business can be obtained through school and parents. The access to the first, school can be limited by distance, lack of transport, lack of motivation or lack of financial sources. For the youth respondents, distance was never a problem, but women respondent 6 did not go to high school, because it was too far from the farm. The distance of the school from the farm can also cause a problem of dependency on the parents till the age of eighteen (legal age to drive in Brazil). Or dependency on public transport. Luckily lack of motivation was absent amongst the respondents. All were stimulated to study and rewarded for contributing to the family business in their way. This increases the enabling environment. Lastly, financially all the parents had the sources to send their kids to school. Unfortunately not all had the resources for private elementary school. One of the youth respondent's parents was getting more education, in order to earn more to be able to pay for their son's university. Besides school, also the parents living and working on the family farm business can give children a lot of knowledge and information. Learning or not learning the practices of the farm from the parents (YR6 did not). When youth is not taught and educated about how to work on the farm, inheritance is made harder and selling the property, instead of keeping, becomes more likely.

### 6.3.5 Decision Making Goals

Now specific decision making per group will be discussed. Looked will be at: opportunities within the family business; opportunities outside the family business; succession of the family business. Overall: division of tasks leads to division of responsibility and therefore division of decision making.

#### 6.3.5.1 Women

When women are free in decision making they would focus more on the social part or spending time with and wellbeing of the family than on the production of the family farm business.

#### *Conventional*

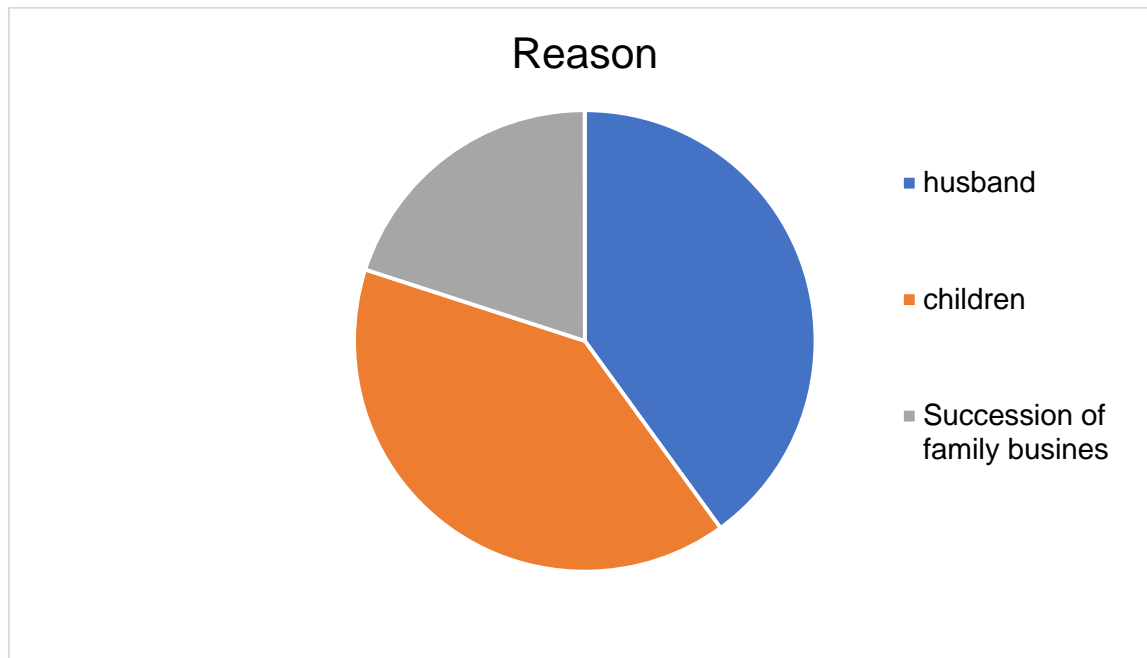
Opportunities within the Family Business

First, the decision to start live in the family business is for two of five conventional women because of the business of their husband. Two other women move to the country side in favor of the health and space for their children. Four of the wife women are born on a farm, so used to the lifestyle and business.

Table 19. Reason to live in the family farm business

Reason to live & work on the farm	NR	%
Husband	2	40%
Children	2	40%
Succession of family business	1	20%

Figure 23. . Reason to live in the family farm business

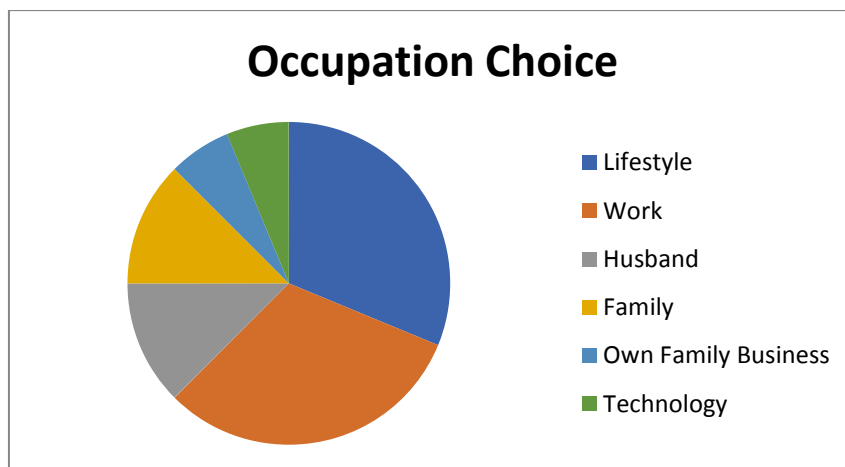


Second the decision to work in the family business is mostly a combination of the positive lifestyle and the obligation to work.

Table 20. Choice of Occupation of Conventional Women Respondents: “Why did you choose to do this work / choose this occupation?”

Occupation Choice	NR	% ↑
Lifestyle	5	31,25
Work	5	31,25
Husband	2	12,5
Family	2	12,5
Own Family Business	1	6,25
Technology	1	6,25

Figure 24. Choice of Occupation of Women Respondents

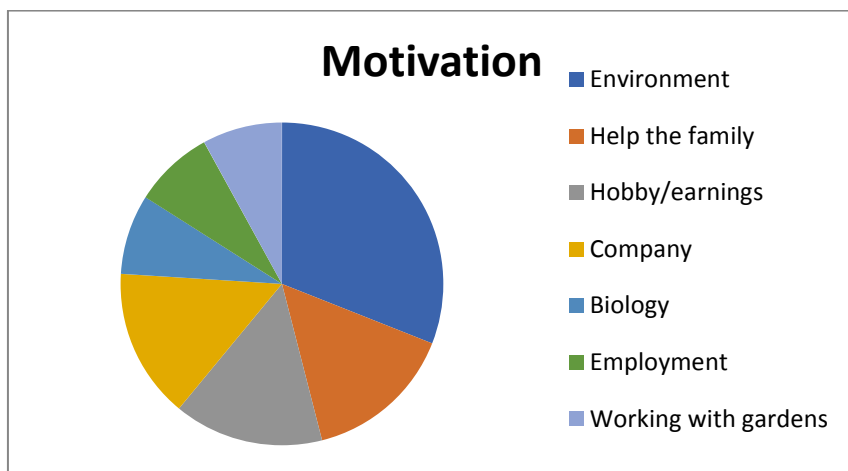


Third the motivation to live and work in the family business. The biggest motivation is the good environment to live and work, see table 21 and figure 24.

Table 21. Different motivations of conventional women to work on the farm on hierarchical order

Motivation to work on the farm	NR	%
Good environment to live and work	4 CW	31
Help the family (prosocial behavior, gratefulness, appreciation)	2 CW	15
Hobby/addiction/flow/earnings/profit	2 CW	15
Nice company of the family	2 CW	15
I like biology / like to work with the earth / Connected to the nature, ground	1 CW	8
Employment	1 CW	8
Working with gardens	1 CW	8

Figure 25. Different motivations of conventional women to work on the farm



Fourth, the decisions conventional women make in the family business are the same as the tasks of the conventional women. Namely, division of tasks leads to division of responsibility and therefore division of decision making. One of the five women does not take a lot of decisions about the family farm business.

Table 22. About what in the farm can you make decisions?

Decision Making	Men	Women
Work hours		IIII
Kind of work	I	IIII
Amount of work	I	IIII
Production	I	IIII
Harvesting	I	IIII
Selling	I	IIII
Investing	I	IIII
Innovation	I	IIII
Structure of the Farm	II	III
Financial	II	III

Fifth, looked back to the chapter wishes, aspirations and dreams conventional women want to clean the mess on the farm. This is possible, but a lot of work or change of behavior of the other people is needed to keep it clean. Furthermore the woman want to buy a bigger farm; reconstruct parts of the farm; buy or build their own house at the farm property. These decisions are only possible when the financial resources are available.

#### Opportunities outside the Family Business

One of the five woman stopped working when she got children, but she continued to work in the family business. Another woman gave up her shop to help her husband with his farm business. When we look back to the dreams of conventional women want to travel all over the world. However, this decision is not possible financially, unless they win the lottery. Two of the five

women have travelled outside Latin America though. One of them has lived abroad two times during her life, because of the work of her husband.

#### Succession of the Family Business

Four of the five woman were born on a family farm business. Two of the four continued to work in the family business. So in 40% of the conventional farms the family business succession was successful. Only for one of the five women it is certain her child will continue with the family business, so 20% succession of family business in the future.

#### Agroecological

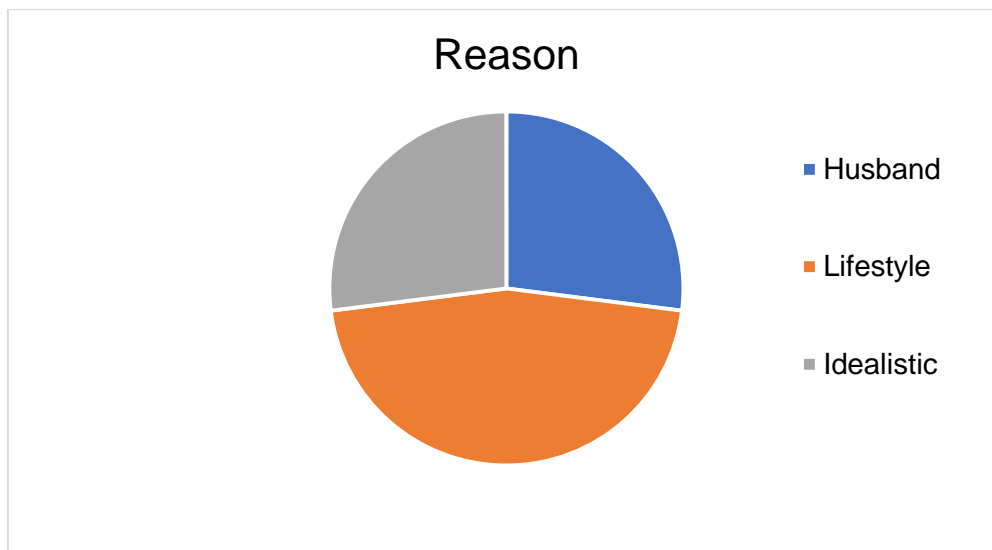
##### Opportunities within the Family Business

First, the decision to start live in the family business is for three of the seven agroecological women because of the business of their husband or potential husband. Five women choose to make a career switch to agroecological farm business for a better lifestyle. One of those woman wants to contribute to a better world, but was unhappy with the situation and unsatisfied with the results in the warzone she worked before. In total three women choose to start a agroecological farm business for idealistic reasons as well.

Table 23. Reason to live in the family farm business

Reason to live & work on the farm	NR	%
Husband	3	27
Lifestyle	5	46
Idealistic	3	27

Figure 26. Reason to live in the family farm business



Second the decision to work in the family business is mostly a combination of the positive lifestyle and the obligation to work as well. However, idealistic motivations play a role too. None of the women have succeeded the business from, but started by themselves, or joined sister.

'I sell the agroecological products, because I know they are good for the people' WR1

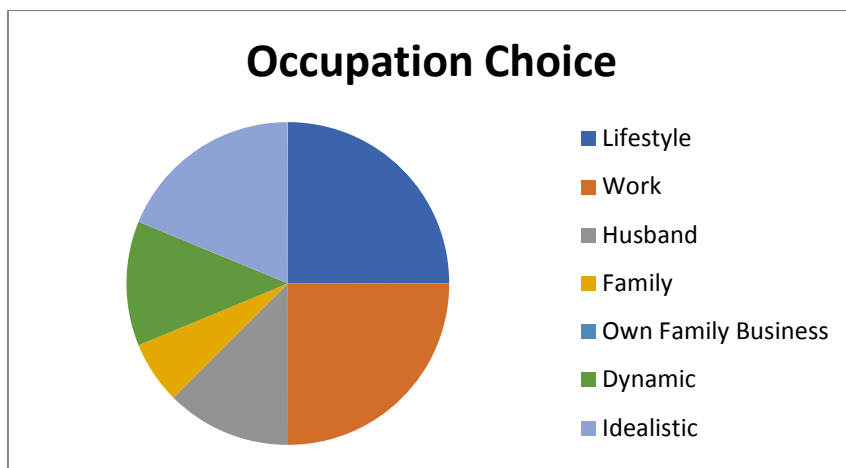
'We started an agroecological farm, because we want to make the world a better place.' WR3

'I produce agroecological, because it is better for the world.' WR5

Table 24. Choice of Occupation of Agroecological Women Respondents: "Why did you choose to do this work / choose this occupation?"

Decision Making	NR	% ↑
Lifestyle	4	25
Work	4	25
Husband	2	12,5
Family	1	6,25
Own Family Business	0	0
Dynamic	2	12,5
Idealistic	3	18,75

Figure 27. Choice of Occupation of Agroecological Women Respondents



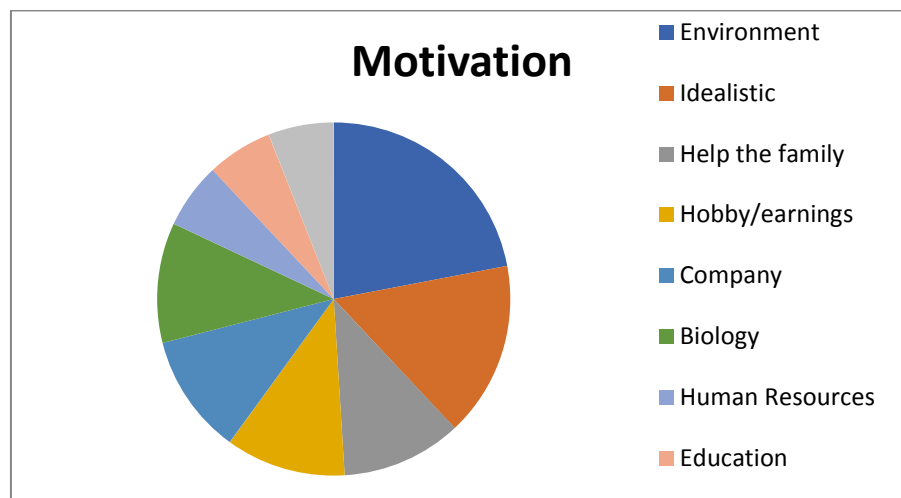


Third the motivation to live and work in the family business. The biggest motivation is the good environment to live and work, see table 25 and figure 26.

Table 25. Different motivations of agroecological women to work on the farm on hierarchical order

Motivation to work on the farm	NR	%
Good environment to live and work	4 AW	22
Agroecological farming, because good for the world and healthy for people	3 AW	16
Help the family (prosocial behavior, gratefulness, appreciation)	2 AW	11
Hobby/addiction/flow/earnings/profit	2 AW	11
Nice company of the family	2 AW	11
I like biology / like to work with the earth / Connected to the nature, ground	2 AW	11
Human Resources	1 AW	6
Education, the farm as a place to educate	1 AW	6
Social part of associations	1 AW	6

Figure 28. Different motivations of agroecological women to work on the farm



Fourth, the decisions agroecological women make in the family business are the same as the tasks of the agroecological women. Namely, division of tasks leads to division of responsibility and therefore division of decision making. Overall two of the seven women do not take a lot of decisions within the family farm business. One of the seven runs the business as a partnership with her husband, but her husband sole works with and therefore decides about the production. Than the other five have full decision making power over the whole family farm business.

Table 26. About what in the farm can you make decisions?

<b>Decision Making</b>	<b>Men</b>	<b>Women</b>
Work hours	<b>I</b>	<b>IIII</b>
Kind of work	<b>I</b>	<b>IIII</b>
Amount of work	<b>II</b>	<b>IIII</b>
Production	<b>III</b>	<b>III</b>
Harvesting	<b>III</b>	<b>III</b>
Selling	<b>III</b>	<b>III</b>
Investing	<b>II</b>	<b>IIII</b>
Innovation	<b>I</b>	<b>IIII</b>
Structure of the Farm	<b>II</b>	<b>IIII</b>
Financial	<b>III</b>	<b>III</b>

Fifth, looked back to the chapter wishes, aspirations and dreams agroecological women want to improve the organization to a more real business. This is decision is possible to make. Most agroecological women, five of seven, already have made the decision to change their lives by start working on an agroecological farm.

#### Opportunities outside the Family Business

Does not apply for five women of the seven of this group, because they chose to work in the business, although they do have opportunities outside the business. For the other two of the women the opportunities outside the family business are limited, because of limited level of education.

#### Succession of the Family Business

Four of the seven women were the first generation of the family business. Two of the seven women are the second generation and it would be logically if they continue what they do and inherit the farm and succeed the business. For three women it is already certain their children or younger family members will continue with the business. For two of the seven women it is not clear yet if their children will succeed her family business. So 43% succession of the family business in the future.

#### 6.3.5.2 Youth

Youth are future oriented and look for what they want to do in their future. So, when the youth is free in decision making, they would make decisions about where to work and live in the future. Most want to start their own business (farming, car mechanic, restaurant, gym, school, other) or take over the parents' business.

Furthermore, when youth are free in decision making they will make differences in the garden or production of the business. In the garden, they mostly want to make changes for decoration purposes. The differences they want to make in the production consists of the amount and/or sort of products. This to decrease the work load or increase the profits and/or efficiency.

All youth are strongly attached to the family farm property and will never sell the land. There was only one who did work on the farm but did not want to work there. All the others want to

somehow be involved in the farm: working, renting out, starting a school or their own farm on the land.

*Conventional*

Opportunities within the Family Business

First, the decision to start live in the family business is already made by the parents. Two of the youths parents either moved out of the family farm or sold the business. The other three still live in the family farm or moved out to study.

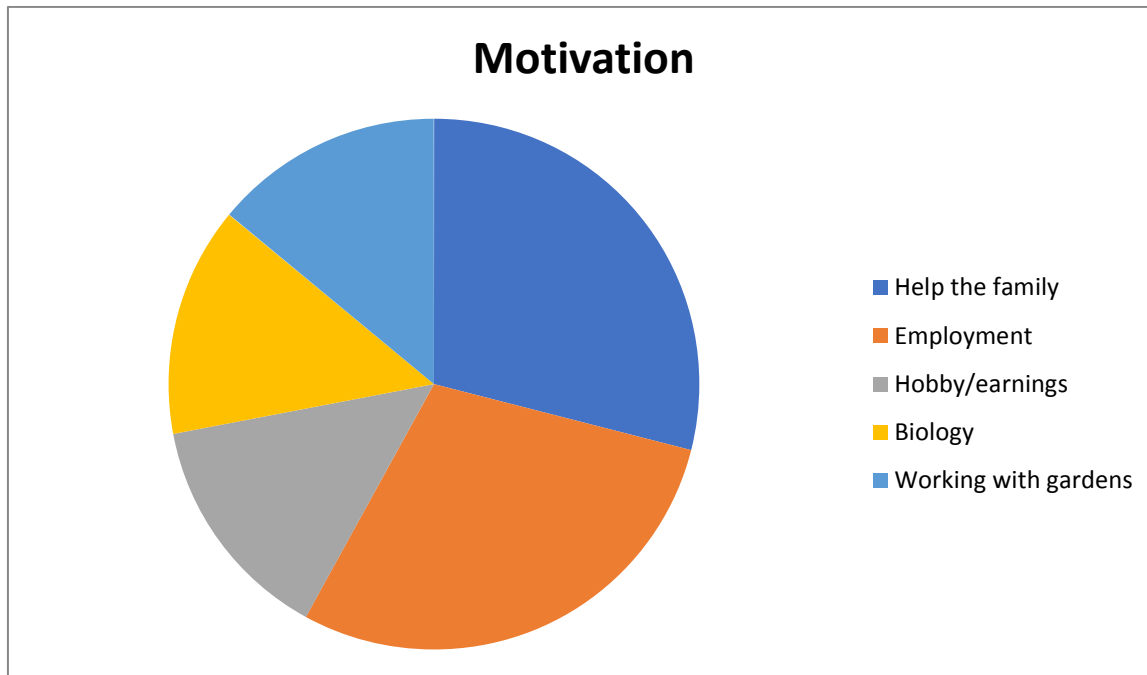
Second, two of the six youth respondent made the decision to work in the family business in the future. For one of the six this is not possible, although he might wanted it, because he does not have the knowledge and the business is sold. The other three did not mention succession of the business in their interviews, however two of the three might want to take over the business and one has the right education for it.

Third the motivation to work in the family business. The biggest motivation is to help the family and earn some extra money or be employed.

Table 27. Different motivations of conventional youth to work on the farm on hierarchical order

<b>Motivation to work on the farm</b>	<b>NR</b>	<b>%</b>
Help the family (prosocial behavior, gratefulness, appreciation)	2 CY	29
Employment	2CY	29
Hobby/addiction/flow/earnings/profit	1 CY	14
I like biology / like to work with the earth / Connected to the nature, ground	1 CY	14
Working with gardens	1 CY	14

Figure 29. Different motivations of conventional youth to work on the farm



Fourth, the decisions conventional youth make in the family business are similar as for women the same as the tasks of the conventional youth. Financial decisions are for most youth, four of the six, made by the father. Furthermore are decisions about the farm made by both or either one of the parents.

Table 28. About what in the farm can you make decisions?

Decision Making	Father	Mother	Both Parents	Self
Work hours	II	I	I	
Kind of work	II	I	I	
Amount of work	II	I	I	
Production	II		II	
Harvesting	II		II	
Selling	II		II	
Investing	II		II	
Innovation	II		II	
Structure of the Farm	II		II	
Financial	IIII			II
Attending Parties		II	I	II

Fifth, looked back to the chapter wishes, aspirations and dreams only one of the conventional youth wants to become a farmer and can work in his family's business. There is an opportunity to work within the family business for three others. For the other two conventional youth respondents there is no opportunity to work in the family business, because it is sold or there is not enough work.

### Opportunities outside the Family Business

For all the conventional youth are opportunities outside the family business. Youth respondent 5 who now studies at an agriculture high school can besides for his own family business, also work for another farm. Youth respondent 1 has the opportunity to become a public lawyer to defend and empower the rights of farmers, because he is studying law and engaging in side activities. He has the financial abilities to finish his studies. Youth respondent 6 wanted during the interview emigrate to his girlfriend in Germany and start an online company, he succeeded in this decision. Another wants to become a public servant, in order to be accepted she first has to do a test. This test will determine her opportunities. And two others want to emigrate, which they both have the financial capabilities for. All the youth respondent do have the power to make their decision come true. Mothers take day to day decisions about the conventional youth's life. Security and stability versus freedom is important. Four of the six conventional youth is independent.

### Succession of the Family Business

Two of the six youth respondent will inherit the land for sure, for one of the two it is certain he will take over the family business. Therefor inheritance is 33% and succession of the family business ~16%.

Youth Respondent 10 tells the following about her family's land:

*"Never sell the land, because it was hard for them to get the land. My father always says to me never sell the land, because it don't have a value. It is more sentimental. And even if I don't work in the future with this, I need to keep this land and earn money with it. Hire workers for example. Or use it for rent. But never sell, because it is a large asset."*

### Agroecological

#### Opportunities within the Family Business

First, the decision to start live in the family business is already made by the parents for three of the agroecological youth. Two are born on the family farm business and one's parents moved their when he studied in the city. He came back to live and work on the family business, because of employment. He couldn't find a job in the city. The fourth youth respondent came to the farm of his aunt, because he was interested in biology. He started to study agronomy and liked it so much, he decided to stay.

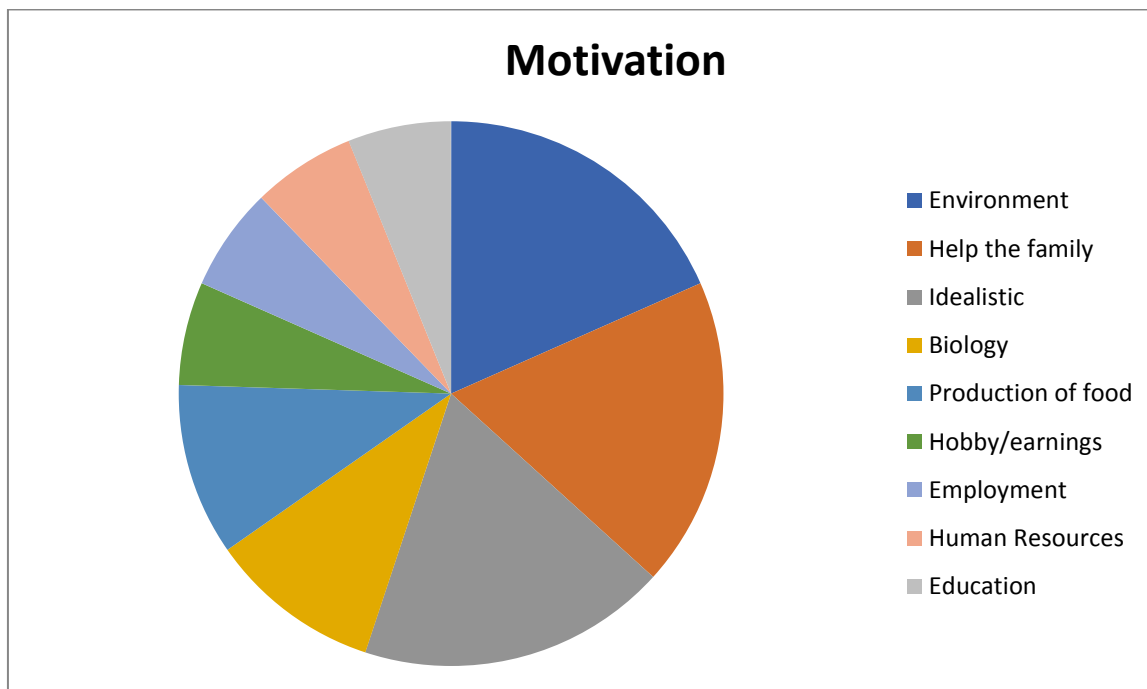
Second the decision to work in the family business is made by two of the four already. The other two want to work in and around the farm, one as a human resource manager and the other as a teacher.

Third the motivation to live and work in the family business. The biggest motivations are the good environment to live and work, help the family and idealistic motivations.

Table 29. Different motivations of agroecological youth to work on the farm on hierarchical order

Motivation	NR	%
Good environment to live and work	3 AY	18
Help the family (prosocial behavior, gratefulness, appreciation)	3 AY	18
Agroecological farming, because good for the world and healthy for people	3 AY	18
I like biology / like to work with the earth / Connected to the nature, ground	2 AY	10
Production of food 'I am interested in nutrients' YR2	2 AY	10
Hobby/addiction/flow/earnings/profit	1 AY	6
Employment	1AY	6
Human Resources	1 AY	6
Education, the farm as a place to educate	1 AY	6

Figure 30. Different motivations of agroecological youth to work on the farm



Fourth, the decisions conventional youth make in the family business differ per person. Two youth respondents, the sister YR 2 and YR3, do not live and work at the family farm business full time, so do not take decisions about the family farm business. Nevertheless, they do advice their parents when visiting them. New ideas for the farm are also discussed, since the youth live their full or part time, it influences their life, so they can discuss too. The other youth respondent is a little bit younger, he listens to his parents, but for him that is no problem. Only youth respondent 4 makes final decisions together with his aunt, the boss of the family farm business. They take the final decisions together, because they both studied agronomy. Conflict about decision

making can arise when one is more considered with the production (youth respondent 4) and the other (women respondent 2) more with the social part.

Table 30. About what in the farm can you make decisions?

<b>Decision Making</b>	<b>Father</b>	<b>Mother</b>	<b>Both Parents</b>	<b>Self</b>
Work hours	<b>II</b>		<b>I</b>	<b>I</b>
Kind of work	<b>II</b>		<b>I</b>	<b>I</b>
Amount of work	<b>II</b>		<b>I</b>	<b>I</b>
Production	<b>II</b>		<b>I</b>	<b>I</b>
Harvesting	<b>II</b>		<b>I</b>	<b>I</b>
Selling	<b>II</b>			<b>II</b>
Investing	<b>II</b>		<b>I</b>	<b>I</b>
Innovation	<b>II</b>		<b>I</b>	<b>I</b>
Structure of the Farm	<b>II</b>		<b>I</b>	<b>I</b>
Financial	<b>II</b>	<b>II</b>		

Fifth, for all the youth respondents are opportunities within the family farm business. Youth respondent 7 works within his family farm business, because he could not find another job. The family farm business gives him employment. The opportunity youth respondent 4 gets is a place to work and live. His only wish right now is to have his own farm, near the family farm business. In order to make this wish come true, the family farm business must first be financially administrative organized, and then he has to save enough money. Right now financial limitations do restrict youth respondent 4 in his decision making. Furthermore, youth respondent 4 wants to prove the university that agroecology works and therefore proper financial administration is needed as well.

Youth respondent 4 about his urge to prove to the university agroecology works:

*“My objective (of Rafael) is because I have a small fight with the university. I need to prove agroecology organic farming is working and to explain by showing the numbers, the graphs, the pictures and everything.”*

The other two youth respondents can always work in the family farm business. One of them might want to work as human resource manager in the future in the family business. The other one wants to start a school next to the family farm business.

This is what youth respondent 3 tells about her decision for the future:

*“Maybe the students could see as I have seen the world from this perspective. From living a live with nature, respecting, no harm done, taking care of the plants, touching the earth... The subjects, you can see all these things happening in nature.”*

### Opportunities outside the Family Business

There is only one youth respondent who wants to live and work outside of the family business. After his high school he would like to take a technician course to work with cars. Then he can quit working or working less in his family farm business. He is able to pay for the course. Also he wants to take his driver's license and he has the financial ability to do this. No one of the agroecological youth is financially independent.

### Succession of the Family Business

Three of the four youth respondents will inherit the land and take over the family farm business. One of them already works in the business. The other two do not want to work with production, but do want to take over the business and work for example with human resources. The fourth youth does right now not like to live in "the jungle" and therefore decides to live in the city instead. His parents also do not own the land, but rent it. Therefore, it is irrelevant to talk about inheritance right now. So therefore is 75% succession of the agroecological family farm businesses.



## 7. Conclusion

The reality was way wealthier, higher educated and more emancipated than expected. There is place for some differentiation among the participants, for participants living further away from the city and for the older generations, who are less educated and less emancipated. The third generation, counted back, so one grandmother I interviewed was not allowed to study more after primary school, because she was a girl. Another participant, a mother, so two generations back, lived far deep on the country side, was allowed to go to secondary school, but there was no transportation available.

### 7.1 Wider Debates

Enabling environment of women and youth in family businesses is key in this thesis. Therefore in the conclusion a review of this concept. Enabling environment is in the theory defined as improvement of access of family farmers, in this case female and youth farmers, to production resources, markets, information, and knowledge which is important to increase levels of income, labor productivity and soil quality (Dogliotti et al. 2013). Enabling environment is therefore operationalized as the access to different sources and the capabilities women and youth have. In other words, enabling environment is a stimulating environment which makes development possible.

The actual found enabling environment for women in the field study consists of: responsibility for tasks within the family business; financially unlimited resources; education and /or relevant degree; knowledge; a supportive husband who listens; enough labor power within the business; and necessary skills. So contrary to the theory, concluded can be women's dominant sphere within family farms is not only reproductive and community managing.

For youth the actual enabling environment is: responsibility for tasks within the family business as well; financial independency or support; assets as car, land or business; education and /or relevant degree; knowledge; transportation possibilities; freedom; living and working in the family business.

Furthermore the differences of the enabling environment between conventional versus agroecological family farm businesses. First, agroecological farmers would have more access to local markets according to the literature (Altieri 2009). This is partly true, some conventional farm business also sell on markets, but sometimes these markets are not sufficient for the large amount of products. Or larger conventional farm businesses selling meat and milk do not have access to local markets because these do not exist. Second, the access to land, seeds, water does not differ between the two groups. Third, agroecological farmers can become engaged in social movement of sustainable agriculture networks (Meares 1997), which give access to information and knowledge, therefore contributing to an enabling environment. Found in the field is all the agroecological farmers are member of an association. So, because agroecological farm business have more access to local markets and information and knowledge, their enabling environment is larger.

## 7.2 Sub Questions

### 1. What is the role of women in sustainable family business?

The whole process on the family business planting, harvesting, cleaning the farm / removing the weed and selling in the market. Besides productive tasks they are more concerned with social and administrative tasks of the business as well: financial administration; marketing, sales, communication; human resources; counsellor, mediator or advisor. Third their role is also inside the house: cleaning the house, cooking, groceries and taking care of the children.

### 2. What is the role of youth in sustainable family business?

Main role and responsibility is achieving their education. Second be prepared for inheritance. Third, involved or help with the whole process on the family business, mainly production. Third help inside the house: cleaning the house, cooking, groceries.

### 3. Do family businesses have an impact on the sustainable development of youth?

Yes, by raising them in nature learn more about and to live with nature. Second, the family business motivates youth to study to prepare them for inheritance or opposite prevent them to be forced to work in the family business.

### 4. Do family businesses have an impact on the sustainable development of gender equality?

Yes and no. Yes, because women are as much needed as men in the business. First, because more hands and heads means more production. Second, to alleviate men from other tasks as household tasks and cooking. Third, women on average do have special social skills needed as human resources and nowadays social media marketing. No, because still a lot of work on the farm remains physical. Heavy physical work is done by the men. In return, women are responsible for tasks inside the house.

### 5. What does an enabling environment to make decisions exist of?

Responsibility for tasks within the family business, financial independency, education and /or relevant degree, knowledge, transportation possibilities and freedom.

### 6. What is an enabling environment for decision making for women?

Responsibility for tasks within the family business, financially unlimited resources, education and /or relevant degree, knowledge, a supportive husband who listens, enough labor power within the business and necessary skills.

### 7. What is an enabling environment for decision making for youth?

Responsibility for tasks within the family business, financial independency or support, assets as car, land or business, education and /or relevant degree, knowledge, transportation possibilities, freedom, living and working in the family business.

8. What are the goals that can be accomplished when women are free in decision making?

Improve the family business: the organization of the financial administration; clean the mess on the farm; buy a bigger farm; reconstruct parts of the farm. Or buy or build their own house at the farm property. Third, to travel all over the world.

9. What are the goals that can be accomplished when youth is free in decision making?

Can become what they want, can do the job they want, can live where they want, can live with who they want. Live in a safe and stable place where they have freedom.

### 7.3 Main Question

The hypothesis was that the family farm can create an enabling environment for the decision making of women and youth by offering economic, environmental, and social benefits. After testing the hypothesis concluded can be indeed the family farm creates an enabling environment for decision making. Then asked was how family farms can create this enabling environment for women and youth to make decisions in the family farm? By giving them responsibility for tasks within the family business, financial independency and knowledge. These are three of the six components found for an enabling environment.

## 8. Discussion

### *Comparison with other research*

First of all, in the literature is expected women and youth have a less enabling environment than men. However, after the field research of this thesis, is found women and youth have equal enabling environment compared to men. Women and youth have because of their role equal enabling environment as men in and outside the family business. Opportunities and decision making in and outside the family business are possible because of the enabling environment.

Second, this research added new components to enabling environment. Old research is more focused on production, markets, knowledge and information. This research found not only knowledge and information (education and /or relevant degree) or access to markets (transportation), but also important for enabling environment is the responsibility for tasks within the family business, financial independency, and freedom.

### *Strengths*

The study did show family farm businesses do create an enabling environment for women and youth. New information about the reality of women and youth on family farm businesses is found. Information to the definition of a enabling environment can be added. Similarities and differences between conventional and agroecological family farms have been found.

### *Limitations*

The researcher was not a native speaker and therefor always needed a translator for data collection. This leads a possibility of two flaws: wrong translation and bias of the presence of the translator. Distortion in data collection can have interfered with the conclusions drawn on these data.

### *Recommendations for follow-up Research*

To be able to generalize these findings, more research is needed with a bigger and representative research population. Second, important is extensive regional research of the context, to prevent expectations based on the literature influencing research questions. Third, interesting for future research would be to see how women and youth can be informed about creating their enabling environment. Because then based on these information sustainable and self-reliant development is possible.

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## **Annex 1 – Informed Consent**

My name is Lisa and I am doing research on the role of women and youth in family farms. The stories I collect will be used for my paper. Everything you tell me is confidential and anonymous. Nobody will know that you participated in this interview except for me. I would also like to record your answers if that is okay, so that I can type everything out later. This recording is also confidential and anonymous.

Are you okay with me recording your answers?

Are you willing to do this interview with me?

Do you give consent?

## **Annex 2 - Questions Survey in English and Portuguese**

### **English**

#### **Questions Youth**

##### **Life History Interview**

Can you tell me about your life history from when you were born till now with education path determining the structure?

Can you tell me about your life history on the family farm?

##### **Semi-structured Interview**

How has your life on the family farm influenced your mind set?

How has your life on the family farm influenced your education?

How has your life on the family farm influenced your social wellbeing?

How has your life on the family farm influenced your economic wellbeing?

What is your role in the family farm?

What are the differences between your tasks and the tasks of the other family members?

What do you think about the division in tasks?

What is the emotion you feel with this divide in tasks?

About what parts in the farm would you like to make more decisions about?

What feeling do you have about the possibility to live your life as you want?

What do you want to be / do in the future?

To what extent do you feel empowered to do what you want in the future?

How would you consider the financial situation?

#### **Questions Women**

##### **Life History Interview**

Can you tell me the life history of your educational career?

Can you tell me about your life history on the family farm?

##### **Semi-structured Interview**

What is your role in the family farm?

What are the differences between your tasks and the tasks of the other family members?

What do you think about the division in tasks?

What is the emotion you feel with this divide in tasks?

About what parts in the farm would you like to make more decisions about?

What feeling do you have about the possibility to live your life as you want?

How would you consider the financial situation?

## **Portuguese**

### **Perguntas Mulheres**

#### **História da Vida**

Você pode me contar o histórico de sua carreira educacional?

Você pode me contar sobre sua história de vida na fazenda da família?

#### **Entrevista semi-estruturada**

Qual é o seu papel na fazenda da família?

Quais são as diferenças entre suas tarefas e as tarefas dos outros membros da família?

O que você acha da divisão em tarefas?

Qual é a emoção que você sente com essa divisão em tarefas?

Sobre que partes da fazenda você gostaria de tomar mais decisões?

Que sentimento você tem sobre a possibilidade de viver sua vida como você quer?

Como você consideraria a situação financeira?

### **Perguntas Juventude**

#### **História da Vida**

Você pode me contar o histórico de sua carreira educacional?

Você pode me contar sobre sua história de vida na fazenda da família?

### **Entrevista semi-estruturada**

Como a sua vida na fazenda familiar influenciou a sua mentalidade?

Como sua vida na fazenda familiar influenciou sua educação?

Como sua vida na fazenda familiar influenciou seu bem-estar social?

Como sua vida na fazenda familiar influenciou seu bem-estar econômico?

Qual é o seu papel na fazenda da família?

Quais são as diferenças entre suas tarefas e as tarefas dos outros membros da família?

O que você acha da divisão em tarefas?

Qual é a emoção que você sente com essa divisão em tarefas?

Sobre que partes da fazenda você gostaria de tomar mais decisões?

Que sentimento você tem sobre a possibilidade de viver sua vida como você quer?

O que você quer fazer / ser no futuro?

Até que ponto você se sente capacitado para fazer o que quiser no futuro?

Como você consideraria a situação financeira?

### Annex 3 – Family Trees

Figure 29. Family tree of the first farm visit, an agroecological farm

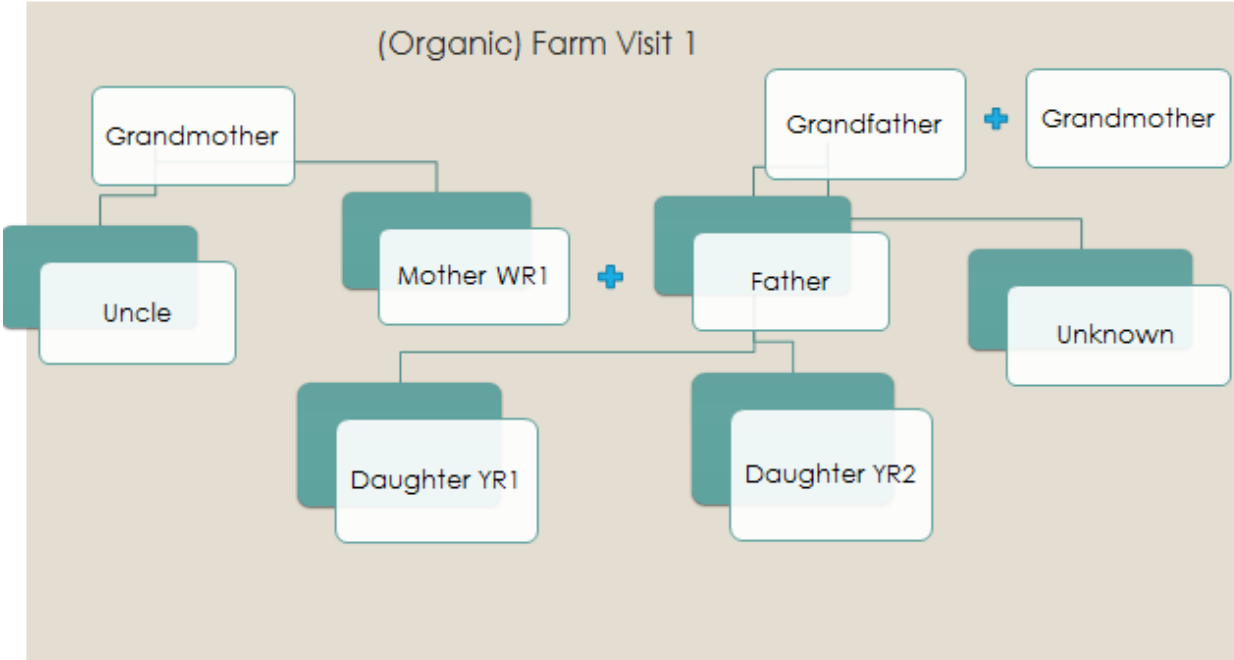


Figure 30. Family tree of the second farm visit, an agroecological farm

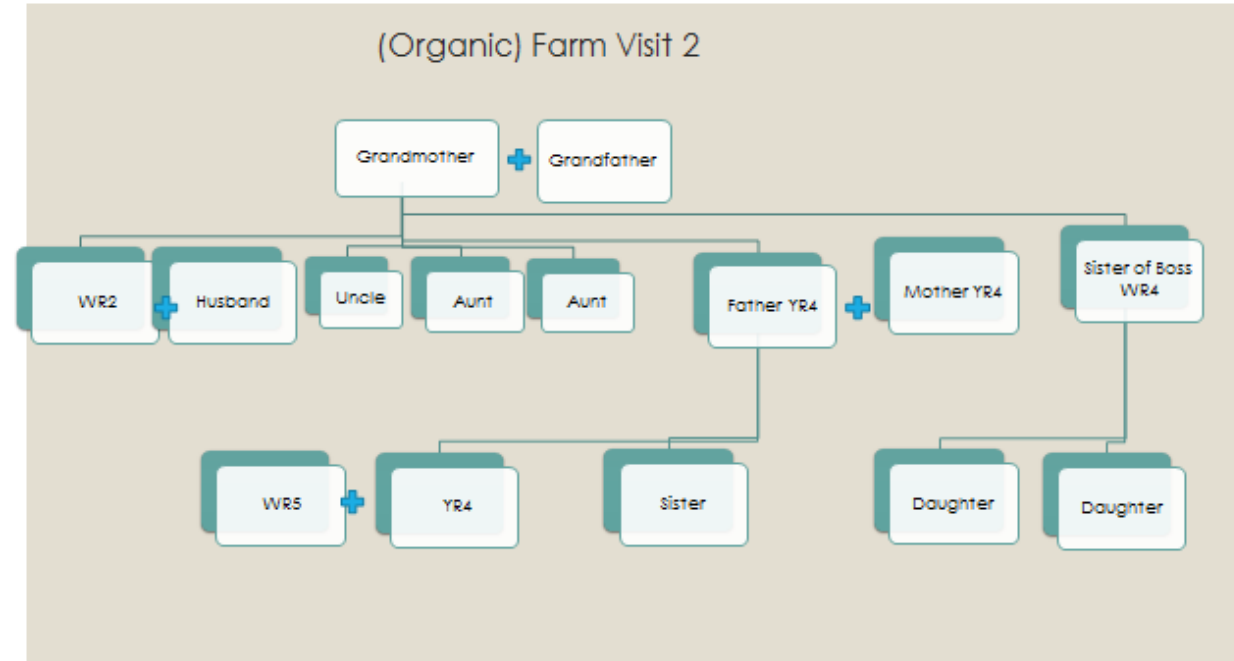




Figure 31. Family tree of the third farm visit, an agroecological farm

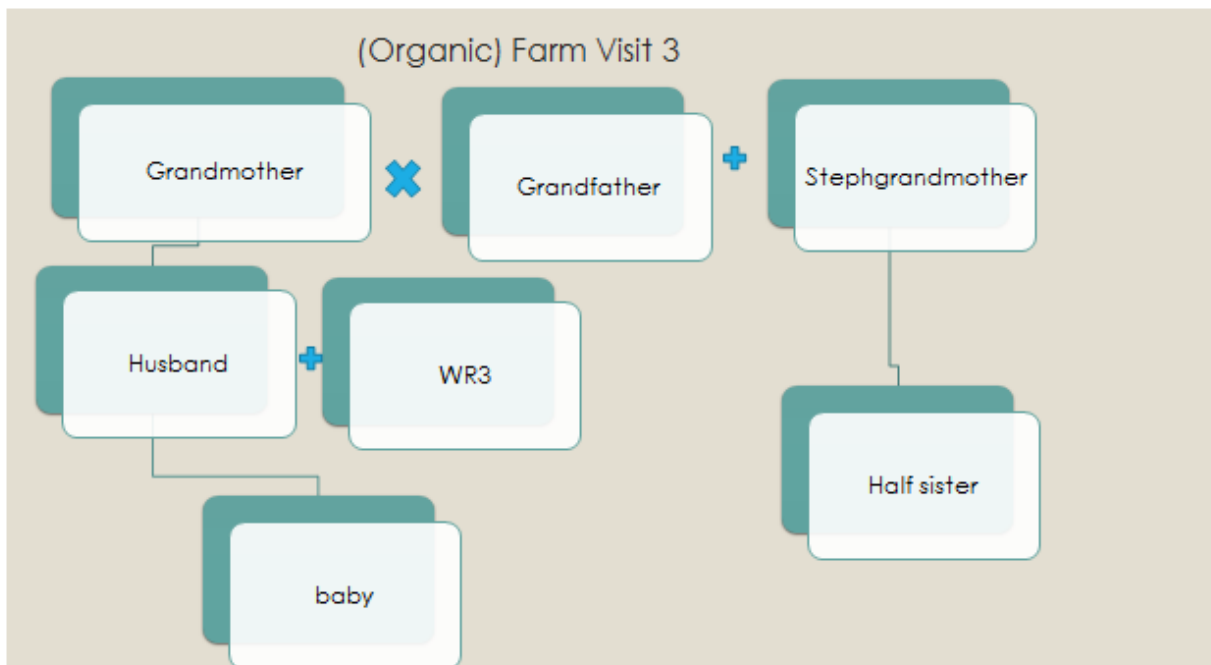


Figure 32. Family tree of the fourth farm visit, a conventional farm

