

ARTICLE

<https://doi.org/10.22239/2317-269X.02154>

Artisanal production of dairy foods in Goiás: analysis of regulations and the Selo Arte scenario

Produção artesanal de alimentos lácteos em Goiás: análise de normativas e cenário do Selo Arte

Lara Bueno Coelho^{I,*} 

Graciella Corcioli^{II} 

Fabiana Thomé da Cruz^{II} 

ABSTRACT

Introduction: The State of Goiás has significant food production from family rural agro-industries. **Objective:** Considering this scenario and the recent publication of legislation on the crafting of foods of animal origin, the objective of this article was to broaden the debate on the topic through a historical-critical analysis of the federal and state regulations in Goiás, as well as to characterize the enterprises that were granted Selo Arte in the state. **Method:** Documentary research was carried out in order to identify the current legislation, and field research was conducted using a questionnaire that was applied to all five producers who acquired Selo Arte in Goiás. **Results:** As a result, it was observed that there are many gaps and bottlenecks in the legislation related to artisanal products, which hinder the formal commercialization of artisanal products and the regularization of rural agro-industries. As for the Goiás enterprises that have the Selo Arte, despite having some similarities, it was not possible to identify a characteristic pattern, most likely because the legislation is recent and few establishments have obtained the concession, which does not generate a significant quantity for comparisons. **Conclusions:** In conclusion, it was observed that it is essential to improve legislation at the federal, state, and municipal levels with a view to encouraging the legalization of food processing from rural agro-industries, especially family-owned ones.

KEYWORDS: Agroindustry; Artisanal; Informality; Dairy Products; Sanitary Inspection

RESUMO

Introdução: O estado de Goiás possui expressiva produção de alimentos advindos de agroindústrias rurais familiares. **Objetivo:** Considerando este cenário e a recente publicação de legislações sobre a artesanidade de alimentos de origem animal, visamos ampliar o debate sobre o tema por meio de uma análise histórico-crítica das normativas federais e estaduais goianas, bem como caracterizar os empreendimentos que tiveram a concessão do Selo Arte no estado. **Método:** Foram realizadas uma pesquisa documental para identificação das legislações vigentes e uma pesquisa de campo com aplicação questionário com todos os cinco produtores que adquiriram Selo Arte em Goiás. **Resultados:** Observou-se que existem muitas lacunas e gargalos nas legislações relacionadas aos produtos artesanais, o que dificulta a comercialização formal de produtos artesanais e a regularização de agroindústrias rurais. Quanto aos empreendimentos goianos que possuem Selo Arte, apesar de possuírem algumas similaridades, não foi possível identificar um padrão característico, muito provavelmente pelo fato de a legislação ser recente e poucos estabelecimentos terem obtido a concessão, o que não gera um quantitativo expressivo para comparações. **Conclusões:** É indispensável aprimorar legislações nas esferas federal, estadual e municipal com vistas a incentivar a legalização do processamento de alimentos de agroindústrias rurais, especialmente as familiares.

PALAVRAS-CHAVE: Agroindústria; Artesanal; Informalidade; Produtos Lácteos; Fiscalização Sanitária

^I Instituto Federal de Educação, Ciência e Tecnologia Goiano, Goiânia, GO, Brasil

^{II} Universidade Federal de Goiás, Goiânia, GO, Brasil

* E-mail: lara.coelho@ifgoiano.edu.br

Received: Mar 6, 2023

Approved: May 9, 2024

How to cite: Coelho LB, Corcioli G, Cruz FT. Artisanal production of dairy foods in Goiás: analysis of regulations and the Selo Arte scenario. Vigil Sanit Debate, Rio de Janeiro, 2024, v.12: e02154. <https://doi.org/10.22239/2317-269X.02154>



INTRODUCTION

The emergence of new food markets is directly linked to cultural changes, lifestyles, and the identity that products carry with them. In this context of change, the consumption of industrialized foods has lost its space, albeit occasionally and among specific groups of the population, given the latent revaluation and resignification of markets based on localism and the history of products¹.

This perspective, also present in the document Food Trends², points out that food trends in the Brazilian context can be grouped into five categories: sensoriality and pleasure; healthiness and well-being; convenience and practicality; reliability and quality; and sustainability and ethics. These trends include artisanal and traditional products which, to a large extent, are produced, processed, and marketed by family farmers.

The processing of artisanal and traditional foods has a significant output, although the vast majority of it remains informal³. This informality translates, roughly speaking, as “the other side of the exclusionary nature of Brazilian society, making the fight for its ‘standardization’ one of the objectives of citizenship and equity”⁴, as it is expressed with a vision of quality restricted to sanitary aspects. As a possible consequence of this narrow view of quality, Marques and Cruz³ point out that part of informal production is not due to an inability to comply with the legal conditions imposed, but rather a choice to remain informal in the market.

The contradiction between increased demand and the challenges of formalizing the production and marketing of these products implies the need for public policies aimed at processing carried out by families, regardless of the volume of production. The need for recognition is a first step so that these families and their food production methods can then be qualified and covered by public actions and policies.

Studies show that in order to guarantee the safety of informal artisanal products sold without proper inspection and compliance with hygienic and sanitary conditions, governmental educational actions are necessary^{5,6,7,8}, as well as good manufacturing practices and effective cleaning and disinfection procedures that reduce microbial contamination during the storage, transportation, and processing of milk⁹. Considering the microbiological risk as one of the main problems for the marketing of artisanal cheeses¹⁰, basic knowledge about standard operating procedures, good manufacturing practices, and microbiology becomes indispensable to boost the market and guarantee the food quality of these products¹¹.

In this context, Freitas and Stedefeldt¹² argued that it is necessary to develop a new perception of the concept of safe food, which goes beyond the hygienic aspects of the regulations and focuses on the human, social, political, and cultural aspects of food production. Human presence is understood as an indispensable and adaptable aspect of production in its creative and innovative process, as well as contributing subjective aspects that

complement the definition of risk and make it possible to reduce food-borne illnesses.

However, despite the trend towards the valorization of food production and processing by family farming and, in particular, the valorization of handmade products and traditional products¹³ and broader approaches to safe food, initiatives related to government programs aimed at these products and producers are still softly driven, although since the 2000s, various pieces of legislation and proposals for seals related to these products have emerged on the Brazilian scene^{14,15}.

Considering the most recent policy for valuing these products, the Selo Arte, which regulates the artisanal production of food of animal origin¹⁶, it is worth considering that, in order for it to generate an effective competitive advantage for family farming, there must be specific regulations, technical training, and the definition of parameters that take into account the realities of producers¹⁷.

As part of these discussions, we need to address the production of cheese and cottage cheese in Goiás, a state which, according to data from the 2017 Agricultural Census¹⁸, has 9,672 rural family farming establishments producing cheese and cottage cheese. Although in terms of the number of family farming establishments dedicated to this production, Goiás is in fourth place, behind only Minas Gerais, Santa Catarina, and Rio Grande do Sul, in terms of the quantity produced and the quantity marketed, Goiás is in second place in relation to the Brazilian states. In terms of the amount of cheese and curd produced by family farming, the data shows 11,459 tons and, in terms of the amount sold, 10,262 tons, production and sales that are second only to Minas Gerais. Pineda¹⁰ comments on the economic importance of producing artisanal cheeses, especially for rural families. These figures show the importance of dairy production and marketing in Goiás, an aspect which, however, is not properly recognized.

Given the importance of dairy production by family farmers in the state of Goiás, which, as the data shows, is the second largest producer and marketer of cheese and curd in the country, this article aimed to carry out a historical-critical analysis of federal and state regulations in Goiás, and to characterize the establishments in the state that have the Selo Arte.

METHOD

The research was carried out in two stages: the first concerns a normative review critically exposed from the compilation of the main federal and Goiás legislation complementary to the law creating the Selo Arte, a stage carried out through a search, between February 2021 and December 2022, on the Planalto website (<https://www.gov.br/planalto/en-br>), the Federal Official Gazette (<http://www.in.gov.br>), and the Goiás State Secretariat of the Civil House (<https://legisla.casacivil.go.gov.br/>) with the



following keywords: cheese factories, health inspection, health inspection, animal products, Selo Arte, agro-industry.

The second part is a field survey carried out with all the producers who have been awarded the Selo Arte in Goiás until January 2023. The sample universe consisted of five producers located in the municipalities of Corumbá de Goiás, Guapó, Luziânia, and Alexânia, the latter with two producers. A semi-structured questionnaire was used to find out about the reality of certified producers, the obstacles they face in obtaining the seal and the presence of qualified professionals to meet the legal requirements.

Access to the producers and data collection took place in a non-face-to-face manner via the virtual environment, using the internet and cell phone messaging applications and telephone calls through the contact published by the National Register of Craft Products (CNPB). Producers were invited to take part in the research on an individual basis and were previously presented with the Informed Consent Form (ICF).

All producers who had been awarded the Selo Arte in Goiás, considering the data available up to January 2023, agreed to take part in the survey. After the interviews, the quantitative data was analyzed descriptively, mainly considering the number of occurrences of the answers, to identify the characteristics most cited by the producers. The qualitative data was reproduced and discussed by means of a general summary, inspired by the content analysis method¹⁹ and considering the convergences and divergences between the interviewees' statements and their associations.

The research, which involves interviews with rural producers, was approved by the National Research Ethics Commission through Caae 51162121.2.0000.5083 by Committee 5083.

RESULTS AND DISCUSSION

Historical-critical analysis of federal and Goiás state regulations on food processing

The history of the main health regulations that culminated in the publication of the legislation on the Selo Arte dates back to the 1950s (Chart). It is known that Brazil, at the beginning of the 20th century, was very late in legislating regulations for the production and inspection of products of animal origin, a fact that contributed to informality²⁰.

The publication of Law No. 1.283, of 18 December 1950, was an important milestone for the formalization of food processing of animal origin²¹. This law is fundamental because it created the Regulation and Industrial and Sanitary Inspection of Products of Animal Origin (Riispoa), which, among several modifications, was recently amended in 2020 through Decree No. 10.468, of August 18, 2020²². Then, through Law No. 9712, of November 20, 1998²³, the State Care System for Agricultural and Animal Health (Suasa) was created and regulated many years later by Decree No. 5741, of March 30, 2006²⁴. With this decree, significant progress was

made with the creation of an equivalence system, the Brazilian Animal Product Inspection System (Sisbi-POA).

Through this system, states, the Federal District, and municipalities (including Municipal Public Consortia) can apply to the Ministry of Agriculture, Livestock and Food Supply (MAPA) for the equivalence of their inspection services. This equivalence, in addition to standardizing inspection and surveillance procedures, abolishes territorial limits and allows establishments under state or municipal inspection to market their products throughout the country. This possibility aims to favor the supply of inspected food, generate more integration between the spheres, and make it possible for family farming products to enter the formal market. There are currently 25 states, 36 municipalities, and four Municipal Public Consortia signed up to the Sisbi-POA²⁵. Given Brazil's territorial extension (8,510,345.538 km²) and the existence of 5,570 municipalities²⁶, this adherence can be considered insignificant, which makes the equalization of inspections less effective.

Despite the progress made by the partnership and integration between state, municipal, and federal entities, there was still no health legislation to create equality between agro-industrial complexes with large-scale production and small rural agro-industries. In view of this need, Normative Instruction (IN) No. 16 of June 23, 2015, was published²⁷, which is quite significant in terms of the social and productive inclusion of small agro-industries. As discussed by Cruz¹⁴, IN 16/2015 is legislation aimed at family farming and is quite innovative, which strengthens family production or its equivalent by adapting structural conditions, process control as well as particularities in inspection and inspection actions.

Based on these previous laws, and with a view to expanding the legalization of artisanal productions, the Selo Arte was created by Law No. 13,680 of June 14, 2018¹⁶. This norm regulates the artisanal production of food of animal origin and the seal allows unrestricted marketing in relation to municipalities and states, expanding circulation and legalizing the marketing of artisanal products that have prior registration with the Municipal Inspection Service (SIM), State Inspection Service (SIE), or Federal Inspection Service (SIF).

Although the Selo Arte was created to facilitate the regularization of family farming production, there is no impediment to users who do not belong to this sector making use of this device. There is also no prohibition on granting the label to large companies, as the maximum scale of production to apply for the label is not objectively determined. Cruz²⁸ pointed out that this gap leads to confusion as to who will benefit from this regulation, which leaves open the possibility of medium and large-sized industries applying for the seal. On the other hand, there are some singularities for obtaining the seal that limit its granting. Among the requirements for obtaining the seal, the product must be the result of "predominantly manual techniques adopted by an individual who has full control of the



Chart. Chronology of the main health regulations that preceded the standardization of the production and marketing of artisanal products of animal origin in the state of Goiás.

Legislation	Description
Federal Law No. 1.283, of December 18, 1950 - amended by Decree No. 10.468/2020	Creation of Riispoa, considered the precursor to other regulations on animal products.
Federal Law No. 7.889 of November 23, 1989	Provides for the sanitary and industrial inspection of products of animal origin.
Federal Law No. 9712 of November 20, 1998	It describes the inspection powers of the Ministry of Agriculture, the Secretariats of Agriculture of the States, the Federal District and the Territories, and the Secretariats or Departments of Agriculture of the Municipalities, through decentralized action.
Federal Decree No. 5.741, of March 30, 2006	Regulates and organizes Suasa.
Federal Normative Instruction No. 36 of July 20, 2011	Establishes the requirements for states, the Federal District and municipalities, individually or through consortia, to join the Sisbi-POA.
Mapa Normative Instruction No. 16 of June 23, 2015	Establishes rules for the inspection and sanitary supervision of products of animal origin, relating to small agro-industries.
Law No. 13.680, of June 14, 2018	Amends Law No. 1.283/1950, to provide for the inspection process of food products of animal origin produced in an artisanal manner.
Federal Law No. 20.361, of December 5, 2018	Establishes health standards for artisanal products with the creation of the Selo Arte.
Law No. 13.860, of July 18, 2019	Provides for the production and marketing of artisanal cheeses and other measures.
Federal Normative Instruction No. 67 of December 10, 2019	Establishes the requirements for states and the Federal District to grant the Selo Arte to food products of animal origin produced in an artisanal way, in the form of this Normative Instruction.
Federal Normative Instruction No. 73 of December 23, 2019	Establishes, throughout the country, the Technical Regulations for Good Agricultural Practices for rural producers supplying milk for the manufacture of artisanal dairy products, which are necessary for granting the Selo Arte.
Goiás State Decree No. 9.551, of November 12, 2019	Regulates Law No. 20.361, of December 5, 2018.
Goiás State Normative Instruction No. 6/2019	Regulates the registration of artisanal cheese factories.
Decree No. 11.099, of June 21, 2022	Provides for the preparation and marketing of artisanal food products of animal origin.
Mapa Ordinance No. 531, of December 16, 2022	Establishes requirements for the granting of the Art and Artisanal Cheese Stamps by agricultural and livestock agencies; defines the logo numbering standards for artisanal identification stamps; and establishes the Audit Manual for the process of granting Artisanal Identification Stamps.

Source: Prepared by the authors, 2023.

Riispoa: Regulation and Industrial and Sanitary Inspection of Products of Animal Origin; Suasa: State Care System for Agricultural and Animal Health; Sisbi-POA: Brazilian Animal Product Inspection System; Mapa: Ministry of Agriculture, Livestock and Food Supply.

production process”, be “genuine”, and maintain “traditional, cultural, or regional characteristics”²⁹.

According to Cruz²⁸, Law No. 13.680/2018, known as the Selo Arte Law, is unclear about the regulation of products, including both artisanal and traditional foods and covering production in both rural and urban areas. Therefore, both productions with knowledge and know-how passed down from generation to generation and recent productions based purely on craftsmanship are covered.

Although the Selo Arte was designed to strengthen family farming and small producers, Pinto et al.¹⁷ pointed out that the implementation of the seal does not provide a competitive advantage to small farms that sell food of animal origin informally. Therefore, it can be inferred that the productive inclusion of the Selo Arte has a very limited scope in relation to informal processing units aimed at self-consumption and direct sales, characterizing an exclusionary and selective perspective and hardly capable of minimizing informality.

Carvalho et al.⁸, in a study carried out in the western region of Santa Catarina, pointed out that it is necessary to rethink the guarantee of safe food in order to cater for artisanal producers who work informally and are unable to meet the current standards set by legislation. The authors also highlighted the need for appropriate parameters that guarantee safe food and allow smaller-scale producers to market this food and generate income. To achieve this, according to the authors, it is necessary to replace punitive inspections with corrective, consultative, and educational actions.

In line with the publication of the Selo Arte Law, it is worth highlighting cheese production in Brazil. According to data from the 2017 Census of Agriculture of the Brazilian Institute of Geography and Statistics¹⁸, Brazil produces around 220 tons of cheese a year, made by 140,000 family farmers, out of a total of 175,000 producers. This scenario was decisive for the creation, in parallel to the Selo Arte Law, of Federal Law



No. 13,860 of July 18, 2019³⁰, specifically on the production and marketing of artisanal cheeses.

However, even with all the recent legislation, producers who are in the informal sector do not have, through the Selo Arte Law¹⁶ and its complementary laws, significant advances and regulatory adjustments that would allow them to formalize their production. Many obstacles can be listed, such as the need for the establishment and the product to first have municipal, state or federal inspection in order to be granted the seal. As already mentioned, this challenge can be seen in the small number of municipalities and states that have joined the Sisbi-POA.

There are benefits and aspects that refer to the valorization of products based on legislation aimed at artisanal foods. However, it should be noted that the way these policies have been constructed and conducted, the public benefiting will most likely be a subtle portion of producers who already have sufficient conditions and resources to formalize and expand their marketing. Therefore, even though there are laws that seek to overcome obstacles, it is questionable to what extent they are inclusive, since they have not been enough to boost family production, which is largely informal.

In this context, with a view to complying with the inspection of products of animal origin and the guidelines of the health standards for these products, which are the responsibility of the state and district agriculture and livestock agencies, the state of Goiás published Decree No. 9,551 of November 12, 2019³¹. Through this Decree, the Goiás Agency for Agricultural Defense (Agrodefense) oversees granting the Selo Arte in the state of Goiás. It is a very brief decree that lists the criteria for granting, suspending and canceling the seal.

With this Decree in mind, IN No. 6 of 20 December 2019³² was published to regulate the production and marketing of artisanal cheeses. An important factor in this regulation, which favors family artisanal production, concerns the definition of artisanal cheeses. According to this regulation, production from dairy industries is not considered artisanal production, even if their labels contain this information.

Artisanal cheeses are those made using traditional methods, produced predominantly by hand and on a non-industrial scale. They may have a territorial, regional or cultural link and value, in accordance with the specific production protocol established for each type and variety and using good agricultural and manufacturing practices³².

The regulations are in line with higher standards, which allow the production of artisan cheeses from raw milk on farms certified as free of brucellosis and tuberculosis-causing agents. Maturing for less than 60 days has been permitted since 2011, but technical and scientific evidence is required to certify the quality and safety of the product³³. In 2013, the responsibility for

testing the safety and innocuousness of products fell to municipal and state bodies³⁴.

Another positive point of the IN from Goiás regarding the production of artisanal cheeses is the more precise delimitation of the public to be covered by the policy, considering that artisanal cheesemakers need to be located on rural properties. Despite providing guidance on the origin of the raw material, which can be produced in-house or purchased from third parties, an unfavorable factor is the fact that there is no definition of the scale of production. A reasonable parameter that would help with this measurement is the limit set out in Law No. 13.878, of July 19, 2001, which establishes rules for the family mini-industry of edible products of animal origin and their marketing in the state of Goiás:

§ Paragraph 1 - Small-scale mini-industry production is considered to fall within the following limits per producer:
II - up to 500 (five hundred) liters of milk per day as raw material for dairy products³⁵.

The absence of a limit on the scale of production makes it difficult to define reasonable parameters for the requirements to be applied to production units, which can be disproportionate to the reality of production and thus contribute to making production unviable²⁸. As for facilities, the standard refers to observing the scale of production, regional specificities and local traditions. However, it lists unreasonable requirements for small producers who are informal and have little or no government financial incentive for production infrastructure.

As far as technical guidelines are concerned, the Secretariat of Agriculture, Livestock and Supply of Goiás State (Seapa) has published a guidance manual for artisanal cheese makers³⁶. Although it provides relevant information and knowledge about the procedures for applying for and granting the Selo Arte, the policy does not provide for technical monitoring of the process by a technical manager or qualified professional in the area, an important and often indispensable step for instructing family farmers, who often operate on a small scale and have limited access to information. Given the requirements for regularization and registration, having access to information and technical assistance is essential.

In this sense, it is worth highlighting the important role of Technical Assistance and Rural Extension (ATER), a public policy that is very significant and allows for an increase in productivity, especially when it comes to family farming. This positive effect between ATER and increased production has a favorable impact on job and income generation in Goiás³⁷. Despite the positive relationship between ATER and increased productivity in family farming, the research by Diesel et al.³⁸ showed a significant dismantling of this policy after 2018 and raises concerns about meeting the policy's guidelines.

It should be noted that in the state of Goiás, with the exception of Law No. 13.878/2001, Decree No. 9.551/2019 and IN



No. 6/2019 were the first state publications referring to artisanal products. It is clear, therefore, that public policies in Goiás that direct and promote the production and marketing of artisanal foods are still at a very embryonic stage.

The state of Goiás was the first in the Center-West region to award the Selo Arte to a cheese factory. The state currently has five establishments with the Selo Arte, four cheese factories and one butter factory. In Brazil, 419 seal registrations have been issued and Goiás is the fifth state with the highest number of registered artisanal seals³⁶, all granted for dairy products. The states with the highest number of Selo Arte are Minas Gerais (110), São Paulo (80), Espírito Santo (70), Santa Catarina (62), and Goiás (35)³⁹.

Of the total number of products with seals granted, there is a predominance of dairy products (298), followed by meat (90), bees (27), and fish (four)³⁹. In this context of seals being granted mostly to dairy products, it is worth considering the recent publication of Decree No. 11.099, of June 21, 2022⁴⁰, which instituted the Selo Queijo Artesanal. Since the publication of this regulation, only seven seals have been granted in the country, in the states of Minas Gerais (two) and Rio Grande do Sul (five)³⁹. It is worth noting that artisanal cheeses can have both the Selo Arte and the Selo Queijo Artesanal, as long as they meet the requirements set out in the regulations. It is believed that the existence of the two seals only adds symbolic and commercial value to the product, since obtaining the Selo Arte is enough to provide the characteristics of craftsmanship and production using traditional methods, as well as the product's territorial, regional and cultural links and appreciation. So far, therefore, there have been no significant changes between the Selo Arte and the Selo Queijo Artesanal.

Characteristics of establishments with the Selo Arte in the state of Goiás

Considering that the dairy chain in Goiás is a segment of significant importance to the economy, cheese production has become increasingly important in the state. With a production of 30 billion liters of cow's milk, Goiás contributed 2.7 billion in 2017, ranking 4th in the country¹⁸.

According to data from the Agricultural Census¹⁸, Goiás was the state with the second highest production of cheese and cottage cheese, with 17,334 tons, second only to Minas Gerais, which produced 78,219 tons.

The Selo Artes awarded in Goiás are in line with the state's significant dairy production, as all the products that have been awarded the seal are dairy products. Of the five establishments with the seal, four are cheese factories and one is a butter factory. It is important to highlight the progress made with the publication of Decree 11.099/2022, which authorizes municipalities to grant the Selo Arte and Selo Queijo Artesanal, as long as the products are linked to an inspection service. In a specific case, the butter factory in Goiás was the first establishment in the country to be granted the Selo Arte via a

municipality. Before the decree, only the states and the Federal District were responsible for inspecting artisanal products and granting the Selo Arte.

Although the artisan cheese market accounts for 40% of Brazilian production⁴¹, scientific studies on the market, history, and culture related to this product are still in their infancy and need to be further developed⁴². Even though progress has been made over time, one obstacle to the appreciation of this artisanal production is probably the formalization of production to comply with health legislation. Therefore, seeking ways to encourage the implementation of the Selo Arte, as well as strengthening existing regulations, such as IN 16/2015, is essential to boost the economy and production of family farming in Brazil and its states.

The Selo Arte legislation and complementary legislation in Goiás, although intended to simplify the procedures for regularizing the production of artisanal products, have, in general terms, an exclusionary and selective perspective in relation to family farmers who are in the informal sector. Of the five establishments that have products with the Selo Arte in Goiás, three were already registered with an inspection service. This reinforces the idea that there is a preferential public, made up of producers who already have production conditions and comply with Good Agricultural and Manufacturing Practices, and are linked to a health inspection service.

Furthermore, all these establishments were accompanied by a technical professional for the process of granting the seal, via private assistance financed by the owner, thus configuring a favorable financial condition for hiring advice. In this case, it is worth noting that in no case was there any government support via Rural Technical Assistance for the granting of the seals, suggesting that the dismantling of the National Policy on Technical Assistance for Family Farming and Agrarian Reform (Pnater)³⁸ may even jeopardize processes such as the granting of the seals under analysis in this article.

As for level of education, three of the entrepreneurs have higher education, one has secondary education, and the fifth has primary education. Cruz and Marques³, in a study based on data from the 2017 Agricultural Census, pointed out that part of the limitations to the formalization of agro-industries in Rio Grande do Sul is the lack of specialized technical guidance and restricted access to secondary and higher education.

During the interviews carried out as part of the fieldwork for this research, some aspects converged between the establishments studied. According to the data from the interviews with the owners of the five establishments that have products with the Selo Arte in Goiás, all the establishments have a predominantly female workforce and are characterized as recent ventures, four of which have been in existence for less than five years and the oldest between ten and five years.

All the producers interviewed were awarded the seal for more than one product, with a total of 35 seals being awarded: 15



butters and 20 cheeses. It was observed that the daily production scale of the cheese dairies is quite variable, ranging from: 10 to 30; 30 to 50; and over 50 units of cheese per producer/establishment. It is worth noting that one cheese factory did not report its daily production. Butter production is approximately 200 kg/day¹.

All those interviewed, even those who reported no increase in financial income in their establishments, would recommend the award of the seal to others. Given the recent granting of the Selo Arte to these products, the increase in income is still a factor that cannot be properly measured.

A critical analysis shows that the Selo Arte did not follow the premise of inclusion with a focus on family farmers, while it did not significantly boost the formalization of artisanal and traditional family farming production. Although it does not exclude the participation of family farmers, the Selo Arte law expands competition with family farming, since it allows for the inclusion of diverse audiences that produce handicrafts with more financial and technical capital resources. Reinforcing this perspective, even though all the enterprises that have been awarded the Selo Arte in Goiás are run by family members, only one of the five producers is a family farmer. This is consistent with the idea that the Selo Arte does not exclusively or even primarily promote family farming.

Even with the progress made, there is a contradiction between the path initially proposed by the history of legislation aimed at strengthening family farming products and the number of family establishments that have been regularized. There needs to be more alignment in the laws so that they allow the inclusion of producers while maintaining safe food criteria that express not only the hygiene-sanitary dimension, but also culture, humanity and traditional modes of production, regardless of their scale.

Bicalho and Teodósio⁴³, analyzing the history of public policies aimed at developing family farming, highlighted achievements and progress. However, in order to have more precise public policies, it is necessary to develop strategies that understand the completeness of market interactions, the economic, social, cultural and political structure that these producers are part of in society.

When asked what the biggest incentive was for applying for the seal, all of them said it was the desire to be sold throughout the country in a legalized way and to increase sales. One of the producers was very keen to have a seal that would set him apart from others in the market because of his craftsmanship. Camargo et al.²⁰ emphasized that the granting of the Selo Arte provides greater dynamics and practicality for marketing products nationwide and is considered a facilitator for selling products.

All the interviewees reported that there had been investments of more than R\$ 50,000 to adapt the establishments, and three considered the bureaucracy of the legislation to be the main difficulty in the process of granting the seal. Only one of the interviewees said they had encountered no obstacles and the other

considered the onerous nature of the process to comply with health regulations to be a challenge. Santos et al.⁴⁴ argued that artisanal and traditional production needs to be considered in its entirety and that health requirements should not be disconnected from family agri-food production systems. This excessive bureaucracy reported by the entrepreneurs interviewed makes it clear that current legislation, which should understand the completeness of food quality in its traditional and artisanal nature, is excessively expressed in terms of hygiene quality.

As for the credit incentive, one interviewee received funds from the National Program for Strengthening Family Agriculture (Pronaf), another had access to the Constitutional Midwest Financing Fund (FCO Rural) and the others didn't use any type of financing.

CONCLUSIONS

This, the first study to show the profile of artisanal establishments awarded the Selo Arte in the state of Goiás, presents a theoretical and critical assessment of Brazilian and Goiás legislation involving artisanal food production. It is important to emphasize that the applicability of the regulations requires joint action by the federal, state and municipal spheres in order to promote artisanal products and encourage family farmers, including those who work in the informal sector, because the current health legislation is a very complex and most of it does not focus on the production and processing of food by family farmers. As Macedo and Rototo⁴⁵ pondered, it is prudent to create pertinent regulations that do not impede and disregard the artisanal production and know-how of the producing families, threatening the cultural and historical dimension of these products. Worth highlighting the importance of legislation aimed at family farming, and its impact on the public health of the population, since specific laws that encourage artisanal production provide quality food and generate consumer safety and reduce risks to consumer health.

It was found that since the publication of the regulations for the Selo Arte in 2018, the state of Goiás has awarded a total of 35 seals to dairy products: cheeses and butters. This number, which is still not very significant, could be boosted by government actions involving funding, training for producers, continuous adaptation of legislation aimed at small producers and encouraging the legalization of producers who operate irregularly.

Of the five establishments that have been awarded the Selo Arte in Goiás, only one is a family farm, which reinforces the idea that the Selo Arte does not have family farmers as priority beneficiaries.

Furthermore, it is worth pointing out that the implementation of the legislation has been quite incipient, given the low number of establishments and products with seals granted in Goiás and other states in the country. With a view to deepening scientific studies on artisanal food production, it would be useful to carry out quantitative and qualitative research into the activities



carried out by artisanal and/or family entrepreneurs, which would broaden the discussion to include, in addition to issues related to safe food, aspects related to the culture and social and political status of the producers involved.

In addition, future studies could conduct field research with consumers of these artisanal products to identify their perceptions of product quality and the reasons that motivate them to consume these foods.

REFERENCES

1. Zaneti TB, Schneider S. A conversa chegou à cozinha: um olhar sobre o uso de produtos agroalimentares singulares na gastronomia contemporânea. *Rev Mund Meio Amb Agr.* 2016;1(1):1-27. <https://doi.org/10.21575/25254790rmmma2016vol1n1125>
2. Instituto de Tecnologia de Alimentos - ITAL. Brasil food trends 2020. São Paulo: Instituto de Tecnologia de Alimentos; 2010[acesso 23 fev 2023]. Disponível em: <http://www.brasilfoodtrends.com.br/>
3. Marques VPMA, Cruz FT. Processamento de alimentos pela agricultura familiar no Rio Grande do Sul pelas lentes do censo agropecuário 2017. *Des Reg Debate.* 2022;12(spe):239-64. <https://doi.org/10.24302/drd.v12ied.esp.Dossie.3890>
4. Wilkinson J, Mior L. Setor informal, produção familiar e pequena agroindústria: interfaces. *Est Soc Agric.* 1999;7(2):29-45.
5. André PS, Sturion GL. Condições de comercialização de queijos em varejões do município de Piracicaba - SP. *Segur Aliment Nutr.* 2015;22(1):644-53. <https://doi.org/10.20396/san.v22i1.8641600>
6. Garcia JKS, Prates RP, Farias PKS, Gonçalves SF, Souza CN. Qualidade microbiológica de queijos frescos artesanais comercializados na região do norte de Minas Gerais. *Cad Cienc Agr.* 2016;8(2):58-65.
7. Amaral JW, Souza SMO, Ribeiro JL, Ferreira MA, Poggiani SSC. Avaliação da qualidade de queijos de produção informal. *Segur Aliment Nutr.* 2020;27:1-6.
8. Carvalho MM, Fariña LO, Strongin D, Ferreira CLLF, Lindner JD. Traditional Colonial-type cheese from the south of Brazil: a case to support the new Brazilian laws for artisanal cheese production from raw milk. *J Dairy Sci.* 2019;102(11):9711-20. <https://doi.org/10.3168/jds.2019-16373>
9. Li H, Zhang Y, Yuan X, Liu S, Fan L, Zheng X et al. Microbial biodiversity of raw milk collected from Yangzhou and the heterogeneous biofilm-forming ability of *Pseudomonas*. *Int J Dairy Technol.* 2023;76(1):51-62. <https://doi.org/10.1111/1471-0307.12905>
10. Pineda APA, Campos GZ, Pimentel-Filho NJ, Franco BDGM, Pinto UM. Brazilian artisanal cheeses: diversity, microbiological safety, and challenges for the sector. *Front Microbiol.* 2021;12:1-16. <https://doi.org/10.3389/fmicb.2021.666922>
11. Penna ALB, Gigante ML, Todorov SD. Artisanal Brazilian cheeses: history, marketing, technological and microbiological aspects. *Foods.* 2021;10(7):1-22. <https://doi.org/10.3390/foods10071562>
12. Freitas RSG, Stedefeldt E. Hygiene and humanization: breaking the traditional view of food safety. *Food Res Int J.* 2020;131(1):1-3. <https://doi.org/10.1016/j.foodres.2019.108944>
13. Contreras Hernández J. Patrimônio e globalização: o caso das culturas alimentares. In: Canesqui AM, Garcia, RWD, organizadores. *Antropologia e nutrição: um diálogo possível.* Rio de Janeiro: Fundação Oswaldo Cruz; 2005. p. 129-45.
14. Cruz FT. Agricultura familiar, processamento de alimentos e avanços e retrocessos na regulamentação de alimentos tradicionais e artesanais. *Rev Econ Sociol Rural.* 2020;58(2):1-21. <https://doi.org/10.1590/1806-9479.2020.190965>
15. Cruz FT, Marques VPMA, Haas JM. Os selos da agricultura familiar no Mercosul: implicações e desafios para a valorização de produtos agroalimentares. *Rev Bras Plan Desenvol.* 2020;9(5):757-98. <https://doi.org/10.3895/rbpd.v9n5.13515>
16. Brasil. Lei Nº 13.680, de 14 de junho de 2018. Altera a lei Nº 1.283, de 18 de dezembro de 1950, para dispor sobre o processo de fiscalização de produtos alimentícios de origem animal produzidos de forma artesanal. *Diário Oficial União.* 15 jun 2018.
17. Pinto HE, Furquim MGD, Silva AC, Costa RR, Cruz JE. Implicações do selo arte para a competitividade de negócios agroalimentares: o caso dos produtos alimentícios artesanais de origem animal. *Res Soc Dev.* 2021;9(8):1-21. <https://doi.org/10.33448/rsd-v9i8.5352>
18. Instituto Brasileiro de Geografia e Estatística - IBGE. Censo agropecuário de 2017: São Paulo 19. Rio de Janeiro: Instituto Brasileiro de Geografia e Estatística; 2019[acesso 18 ago 2021]. Disponível em: <https://www.ibge.gov.br/estatisticas/economicas/agricultura-e-pecuaria/21814-2017-censo-agropecuaria.html?=&t=o-que-e>
19. Bardin L. *Análise de conteúdo.* Porto: 70; 2002.
20. Camargo AC, Carvalho AF, Nero LA. Uma análise histórico-crítica sobre o desenvolvimento das normas brasileiras relacionadas a queijos artesanais. *Arq Bras Med Vet Zootec.* 2020;72(5):1845-60. <https://doi.org/10.1590/1678-4162-11766>
21. Brasil. Lei Nº 1.283, de 18 dezembro de 1950. Dispõe sobre a inspeção industrial e sanitária dos produtos de origem animal. *Diário Oficial União.* 19 dez 1950.
22. Brasil. Decreto Nº 10.468, de 18 de agosto de 2020. Altera o decreto Nº 9.013, de 29 de março de 2017, que regulamenta a lei Nº 1.283, de 18 de dezembro de 1950, e a lei Nº 7.889, de 23 de novembro de 1989, que dispõem sobre o regulamento da inspeção industrial e sanitária de produtos de origem animal. *Diário Oficial União.* 19 ago 2020.



23. Brasil. Lei Nº 9.712, de 20 de novembro de 1998. Altera a Lei Nº 8.171, de 17 de janeiro de 1991, acrescentando-lhe dispositivos referentes à defesa agropecuária. Diário Oficial União. 23 nov 1998.
24. Brasil. Decreto Nº 5.741, de março de 2006. Regulamenta os artigos 27-A, 28-A e 29-A da lei Nº 8.171, de 17 de janeiro de 1991, organiza o Sistema Unificado de Atenção à Sanidade Agropecuária. Diário Oficial União. 31 mar 2006.
25. Ministério da Agricultura e Pecuária (BR). Sistema brasileiro de inspeção de produtos de origem animal - SISBI-POA. Brasília: Ministério da Agricultura e Pecuária; 2023[acesso 22 fev 2023]. Disponível: <https://www.gov.br/agricultura/pt-br/assuntos/suasa/sisbi-1>
26. Instituto Brasileiro de Geografia e Estatística - IBGE. Cidades. Rio de Janeiro: Instituto Brasileiro de Geografia e Estatística; 2023[acesso 1 fev 2023]. Disponível em: <https://cidades.ibge.gov.br/>
27. Ministério da Agricultura e Pecuária (BR). Instrução normativa Nº 16, de 23 de junho de 2015. Estabelece as normas específicas de inspeção e a fiscalização sanitária de produtos de origem animal, referente às agroindústrias de pequeno porte. Diário Oficial União. 24 jun 2015.
28. Cruz FT. Produção agroalimentar artesanal no Brasil: critérios, conceitos, temas e desafios no contexto selo arte. Brasília: Ministério da Agricultura e Pecuária e Abastecimento; 2019[acesso 9 set 21]. Disponível em: <https://www.gov.br/agricultura/pt-br/assuntos/producao-animal/selo-arte/publicacoes/produto-agroalimentar-artesanal-produto-4.pdf/view>
29. Brasil. Decreto federal Nº 9.918 de 18 de julho de 2019. Regulamenta o artigo 10-A da lei Nº 1.283, de 18 de dezembro de 1950, que dispõe sobre o processo de fiscalização de produtos alimentícios de origem animal produzidos de forma artesanal. Diário Oficial União. 19 jul 2019.
30. Brasil. Lei Nº 13.860, de 18 de julho de 2019. Dispõe sobre a elaboração e a comercialização de queijos artesanais e dá outras providências. Diário Oficial União. 27 set 2019.
31. Governo do Estado de Goiás. Decreto Nº 9.551, de 12 de novembro de 2019. Regulamenta a lei estadual Nº 20.361, de 5 de dezembro de 2018, que estabelece normas sanitárias para a produção e comercialização de produtos artesanais comestíveis de origem animal no Estado de Goiás, bem como o processo de fiscalização a que alude art. 10-A da lei federal Nº 1.283, de 18 de dezembro de 1950, regulamentado pelo decreto federal Nº 9.918, de 18 de julho de 2019. Diário Oficial Estadual. 13 nov 2019.
32. Agência Goiana de Defesa Agropecuária - Agrodefesa. Instrução normativa Nº 6 de 20 de dezembro de 2019. Dispõe sobre o processo de fiscalização de produtos alimentícios de origem animal produzidos de forma artesanal. Diário Oficial Estadual. 27 dez 2019.
33. Ministério da Agricultura, Pecuária e Abastecimento (BR). Instrução normativa Nº 57, de 15 de dezembro de 2011. Dispõe sobre o período de maturação dos queijos artesanais tradicionalmente elaborados a partir de leite cru. Diário Oficial União. 16 dez 2011.
34. Ministério da Agricultura, Pecuária e Abastecimento (BR). Instrução normativa Nº 30, de 7 de agosto de 2013. Permitir que os queijos artesanais tradicionalmente elaborados a partir de leite cru sejam maturados por um período inferior a 60 (sessenta) dias, quando estudos técnico-científicos comprovarem que a redução do período de maturação não compromete a qualidade e a inocuidade do produto. Diário Oficial União. 8 ago 2013.
35. Governo do Estado de Goiás. Lei Nº 13.878, de 19 de julho de 2001. Estabelece normas para a mini agroindústria familiar de produtos comestíveis de origem animal e sua comercialização no Estado de Goiás e dá outras providências. Diário Oficial. 25 jul 2001.
36. Secretaria de Estado de Agricultura, Pecuária e Abastecimento de Goiás. Manual de Orientação para Queijarias Artesanais. Goiania: Secretaria de Estado de Agricultura, Pecuária e Abastecimento de Goiás; 2018[acesso 9 set 21]. Disponível em: https://www.agricultura.go.gov.br/files/Cartilhas/CARTILHA_QUEIJARIA-SITE.pdf
37. Oliveira GR, Faria AS. Efeitos da ater na produtividade agropecuária Goiana. Rev Pol Agríc. 2019;28(4):7-20.
38. Diesel V, Selvino Neumann P, Miná Dias M, Froehlich JM. Política de assistência técnica e extensão rural no Brasil: um caso de desmantelamento? Estud Soc Agric. 2021;29(3):597-634. <https://doi.org/10.36920/esa-v29n3-5>
39. Ministério da Agricultura, Pecuária e Abastecimento (BR). Cadastro nacional de produtos artesanais. Brasília: Ministério da Agricultura, Pecuária e Abastecimento; 2023[acesso 23 jan 23]. Disponível em: <https://www.gov.br/agricultura/pt-br/assuntos/producao-animal/selo-arte-selo-queijo-artesanal/cadastro-nacional-de-produtos-artesanais> [Internet]. Available from: <https://www.gov.br/agricultura/pt-br/assuntos/producao-animal/selo-arte/cadastro-nacional-de-produtos-artesanais-cnpa>
40. Brasil. Decreto Nº 11.099, de 21 de junho de 2022. Regulamenta o artigo 10-A da lei Nº 1.283, de 18 de dezembro de 1950, e a lei Nº 13.860, de 18 de julho de 2019, para dispor sobre a elaboração e a comercialização de produtos alimentícios de origem animal produzidos de forma artesanal. Diário Oficial União. 22 jun 2022.
41. Serviço Brasileiro de Apoio às Micro e Pequenas Empresas - Sebrae. Queijos nacionais: estudos de mercado. São Paulo: Serviço Brasileiro de Apoio às Micro e Pequenas Empresas; 2008[acesso 30 jan 2023]. Disponível em: https://bibliotecas.sebrae.com.br/chronus/ARQUIVOS_CHRONUS/bds/bds.nsf/4416AA3881FA433B832574DC00471EF1/%24File/NT0003909A.pdf



42. Kamimura BA, Magnani M, Luciano WA, Campagnollo FB, Pimentel TC, Alvarenga O et al. Brazilian artisanal cheeses: an overview of their characteristics, main types and regulatory aspects. *Compr Rev Food Sci Food Saf.* 2019;18(5):1636-57. <https://doi.org/10.1111/1541-4337.12486>
43. Bicalho AP, Teodósio ASS. Políticas públicas para a agricultura familiar brasileira: uma análise da produção artesanal de queijo minas. *Est Adm Soc.* 2022;7(2):54-70. <https://doi.org/10.22409/eas.v7i2.53076>
44. Santos JS, Cardoso JH, Cruz FT, Anjos FS. Dilemas e desafios para circulação de queijos artesanais no Brasil. *Vigil Sanit Debate.* 2016;4(4):13-22. <https://doi.org/10.22239/2317-269X.00617>
45. Macedo T, Rotolo S. A batalha do queijo: um estudo sobre os dilemas da produção de queijo artesanal na Serra da Canastra. *Rev Eixo.* 2019;8(1):44-50. <https://doi.org/10.19123/eixo.v8i1.703>

Acknowledgements

We would like to thank the Federal Institute of Goiás for its support through the Qualification Incentive Program granted to Lara Bueno Coelho.

Authors' Contribution

Coelho LB, Corcioli G, Cruz FT - Conception, planning (study design), acquisition, analysis, data interpretation, and writing of the paper. All the authors approved the final version of the paper.

Conflict of Interest

The authors inform that there is no potential conflict of interest with peers and institutions, political or financial, in this study.



CC BY license. With this license, the articles are open access, which allows unrestricted use, distribution and reproduction in any medium as long as the original article is properly cited.