



“Hortanocelular”: A Food Education Project for Everyday Life



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INTRODUCTION

In the last decades, the challenges of Brazil's food education actions have involved both social transformations and a nutritional transition: the reduction of malnutrition and the increase of overweight and obesity, and chronic diseases, the main cause of death among adults (BRAZIL, 2014). The need to reconcile an accelerated life routine with healthy foods has been another important changing. To address to this scenario, the Digital Food Education Lab (LADIGE) started a research in 2016 in order to develop strategies to promote food education for young people. Through the Institutional Program for Scientific Initiation Scholarships for High School (PIBIC-EM / UFRJ), our lab received students from the Cap-UFRJ in regular meetings to plan Intersectoral actions aimed at promoting healthy eating and to create low cost digital pedagogical strategies. Our goal was to build a food education tool to stimulate young people to eat healthy food in their daily practice.

METHODOLOGY

We conducted a literature review on Public Policies of Food and Nutrition Security and Human Right to Adequate Food in Brazil from 2010 to 2018, which highlighted the mainstream agroecological theme. During eleven (11) weekly team meetings between April 22, 2019 and July 1, 2019, three guidelines were defined: 1) our food problem: few enabling actions to connect pesticide-free food producers with potential consumers in the city of Rio de Janeiro were observed; 2) a socioeconomic context: young people are connected by mobile and digital platforms are an useful resource for finding quick and affordable solutions in their daily lives. Thus, in addition to mass information that circulates through social networks, such as Facebook, Instagram and Google, people use applications that enable message exchange, geolocation, business transactions and other resources; 3) possible strategies: communication through an geolocation application to identify producers who can deliver pesticides-free food, coming from solidarity production, to consumers living in Rio de Janeiro.

RESULTS

The result of this study was the mobile app 'hortanocelular'. Using georeferencing, It locates voluntarily registered suppliers and producers, without any charge, helping interested consumers, who will connect them to order fresh food. The propagation of the app was organized virtually through LADIGE's virtual social networks, the national network NUTRISSAN, universities, social movements, schools and farmer centers.

CONCLUSION

Finally, we concluded that society is sensitive about the importance of agroecology, but there are many barriers that make difficult to connect small producers with consumers. This is the biggest challenge at the moment concerning young people. The "Hortanocelular" app is the response built in this study.



Se você é fornecedor de alimentos agroecológicos, participe do **Horta no Celular**. Mais informações: hortanocelular@nutricao.ufrj.br