

THE RELATIONSHIP BETWEEN MUNICIPALITIES AND RURAL AREAS IN THE FRUITS' CIRCUIT REGION, STATE OF SÃO PAULO, BRAZIL

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Abstract

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The Fruits' Circuit is a region with great tradition in fruit production that comprises 10 municipalities in the state of São Paulo. According to recent studies, the majority of rural properties in the referred region are held and managed by family farmers. In this sense, this paper presents a survey that aimed to verify the importance of rural areas for the Fruits' Circuit municipalities through secondary data analysis. We have found that the 10 municipalities that are part of the Fruit's Circuit have their economies mainly geared to the service and industrial sectors, therefore agriculture it's not a representative activity for the constitution of Gross Domestic Product (GDP) in the region. However, as agricultural products typically have low added value in comparison to industrial products, the GPD may fudge its social and economic role for local development. In this paper we also note the importance of family farming for the region as a fundamental social actor in the continuity of its cultural traditions, specially by the festivals that are held in the municipalities as celebrations to annual harvests.

Key words: family farming; gross domestic product; rural development; rural tourism

Introduction

This paper presents a survey concerning the relationship between rural areas that are part of the Fruits' Circuit region and the 10 municipalities that comprises it, located in the state of São Paulo, Brazil. The referred municipalities are: Atibaia, Indaiatuba, Itatiba, Itupeva, Jarinu, Jundiaí, Louveira, Morungaba, Valinhos and Vinhedo (Figure 1). The rural sector is remarkable on these cities local's economy mainly for fruit production, such as growing grapes, strawberry, peach, guava, plum, persimmon, acerola and fig (Otani; Fredo and Ramos, 2012).

The territorial formation and cultural traditions of the municipalities belonging to the Fruits' Circuit are highly related to European immigration in the region, ranging from practices of fruit production and harvests' celebrations to agritourism development in the region (Bernardi, 2009). In this sense, this survey has been carried out through observatory participation and secondary data analysis regarding immigrants' tradition, especially Europeans, on both agricultural

and cultural practices. The second aspect has been especially observed during the annual fruits' festivals held in the studied municipalities.

The Fruits' Circuit consolidation dates back to the mid-1990s, when farmers in the region sought alternatives to the economic viability of their properties and saw in the agritourism an important strategy to achieve so. Therefore, in 2000 a group of 27 farmers established the Fruits' Circuit Rural Tourism Association (Fruit Circuit, 2012), later on been also supported by municipal powers. Currently, the Fruits' Circuit network promotes local production, immigrants' culture and agritourism in the region, aiming not only to contribute in local family farmers' income but also to contribute for local development.

The objective of this study was to verify the importance of rural areas for the municipalities comprised in the Fruits' Circuit, justified by its importance for fruit production in the region and by the fact that family farmers are the main responsible for holding it.

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Fig. 1. Fruits' Circuit location map – São Paulo, Brazil
Organized by the authors, 2012

Methodology

Data collection

➤ Primary data and/or secondary data collection are fundamental to any kind of research. In this paper, primary data sources are the analysis' focus and secondary data an intermediary agent between such focus and the observer/researcher analysis, providing data for the proposed specific problem (Luque, 1997).

➤ Data collection and analysis from secondary sources were based on literature review of previous surveys in the region, mainly doctoral theses and master dissertations regarding the Fruit's Circuit. Moreover, information about the municipalities' constitution was also based on online official data made available by local administrations.

➤ In addition to the literature review, the secondary data research tools included:

- "Projeto Lupa" database as a reference for data over municipal agricultural productions. *Projeto Lupa* is an annual governmental census of agricultural production in the state of São Paulo.

- "Fundação Seade" database as a reference for data over the share of agrarian activity in the municipalities and its participation on the region's GDP. *Fundação Seade* is a governmental data analysis system.

Results and Discussion

Fruits' Circuit: a brief history

Throughout the second half of the nineteenth century, Brazilian coffee plantations were undergoing tremendous growth. At the time, slavery predominated as the main work

regime in rural areas and as abolitionist movements grew, concerns about the expansion of agriculture also took place. An alternative to replace slave labor was the introduction of waged immigrant labor.

During the early twentieth century, immigrant families came to work in São Paulo in search encouraged by campaigns of the Brazilian government in their countries. These families included men, women and children that all worked together in the coffee plantations. Between the coffee lines, the settlers also produced corn, beans, rice, potatoes and other crops as a strategy to guarantee the family's food security and an extra income in the case of surplus (Martins, 1981).

"The immigrants, mostly Italians, sought the region since the early twentieth century due to its wide range of work related to agriculture. The immigrants were wage earners and were able to quickly acquire their own land, starting the cultivation of fruits such as fig, guava and grapes in the region. They also preserved their customs, especially religious believes, parties, the wine making, etc." (Bernardi: 90, 2009)

According to Martins (1979), the immigrants' priority quickly became the acquisition of their own land as a condition to freedom from employers' rule. Some, by their own savings, were able to purchase a piece of land.

"The ruling class admitted that immigrants, as a rule, would not have enough money to become owners. However, theoretically (...), they could save money for this purpose by working for a while in the farmers' land." (Martins: 123, 1979).

Therefore, many political, cultural, economic and social developments in the municipalities that comprise the Fruits' Circuit can be related to European (mostly Italian) and Japanese immigration. The permanence of immigrants in these municipalities is fundamental to understand the current configuration of the Fruits' Circuit, as they turned the municipalities into references in the cultivation of fruits, cultural celebrations and other events related to fruit production. Moreover, religious belief is also an important historical feature related to immigration, since several churches were built, which increased considerably the number of masses and religious celebrations in the region. Religious festivals held in the municipalities were responsible for the emergence of some fruit parties, as the profits from fruits' sales were originally donated to the church. Later on, there was a transition from religious parties to the fig and grape parties. (Bernardi, 2009)

However, as producers started to face financial problems due to economic and political factors during the 1980's and land speculation grew during the period, some even chose to sale their properties:

"(...) the situation for fruit farmers of the region has become difficult due to few public investments in the sector."

Thus, many families that still maintained plantations had to sell their land and seek new ways of getting income in the city. (...) the current fruit farmers can be considered victorious by still managing to keep alive the rural traditions of their ancestors in times with a generation of income as low as occurs recently. (...) even though a portion of immigrants has worked in the secondary and tertiary sectors, what is undoubtedly outstanding for the municipalities is the work of immigrants in the primary sector, especially fruit production" (Bernardi: 92, 2009).

In order to face this crisis, the Fruits' Circuit emerged as an incentive to increase production and income through tourism and the promotion of traditions inherited from immigrants. In the 1990s a group of farmers (27) got together to seek alternatives to the economic viability of their properties. Throughout the 1990s they partook in several meetings, discussing what would be the best way to promote the establishment of an association. In 2000, a group of 27 farmers established the Fruits' Circuit Rural Tourism Association.

The Association later obtained the municipalities support as well as from other institutions such as the *Brazilian supports service for micro and small business* – Sebrae/SP and the *National Cooperatives' Learning Service* – Sescoop/SP. Moreover, the state administration interest in the development of tourist itineraries also provided the necessary conditions for the official establishment of a *Tourist Area Fruit Circuit* in the region, on October 2nd, 2002 (Municipal Administration of Jundiá, 2010).

The 10 municipalities that comprise the Fruits' Circuit ranges 2 318 km² and a population estimated at 1 070 400 inhabitants. The Fruit Circuit is located in a region near the state capital, São Paulo (Municipal Administration of Jundiá, 2010).

According to Otani; Fredo and Ramos (2012), the municipalities that comprise the Circuit were defined according to criteria established on a Decree and Joint Resolution signed on 2004, by the state departments of agriculture, science, technology, economic and tourism development. The defined conditions were: i) the existence of fruits growing in the municipality with proven relevance in the municipal agrarian activity production; ii) the existence of fruits growing with proven relevance to the added value of the state fruit production; iii) the municipality must agree to the established in the Fruit Circuit Project. Therefore, a brief historical account of the referred municipalities is necessary to understand the importance and presence of family farming in the region.

Municipalities of the Fruit Circuit

a) Atibaia

The municipality of Atibaia stands 65 kilometers away from São Paulo, the state capital, and it is strategically locat-

ed in the margins of two highways, Dom Pedro I and Fernão Dias. It borders seven municipalities, Bragança Paulista in the north, Franco da Rocha and Mairiporã in the south, Piracacia and Bom Jesus of Perdões in the east and Jarinu and Campo Limpo Paulista in the west.

The municipality history is linked to the passage of expeditioners in the local during the seventeenth century. These land explorers searched indigenous people to hold in captivity and also precious minerals in the region. In 1864, the settlement received the title of municipality and in 1905 the municipality of São João de Atibaia was then named Atibaia.

The municipality was currently classified as a watering resort¹ by the state of São Paulo by fulfilling certain prerequisites set by State Law. This title guarantees the transference of state funds to the municipality in order to promote local tourism. Atibaia became officially a watering resort by on May 8th, 1986 (Municipal Administration of Atibaia, 2012).

Atibaia has an area of approximately 490 km², which 57% is rural and 43% urban. According to the IBGE (*Brazilian Institute of Geography and Statistics*) the city's population gathered 126 603 inhabitants in 2010. In Atibaia 11 374 are rural inhabitants, representing 9% of the population (Brazil/IBGE, 2010).

According to *Lupa Project's* database (2007/2008), there are 841 rural production units (*UPAs*) in the municipality and 87% of those have up to 50 ha (Saa/Cati/Iea 2008). The main agricultural products produced in Atibaia are: corn, flowers, strawberries, beans, peach, grape, guava, persimmons and vegetables in general.

b) Indaiatuba

The municipality of Indaiatuba is located 103 kilometers away from São Paulo, the state capital. It stands between the municipalities of Salto, Itu, Itupeva, Campinas, Valinhos, Monte Mor and Elias Fausto. According to the *IBGE*, in 2010 the municipality had a population of 201,619 inhabitants, of which only 2 027 lived in rural areas, accounting only 1% of its population (Brazil/IBGE, 2010).

At first, Indaiatuba was a settlement administrated by *Vila de Itu*, a village located on the way of explorers destined to southern Brazil, coming from villages on the states of Mato Grosso and Góias. The small village appears as Indaiatuba in the census records of 1768, whose small population lived mainly from their cornfields and beans.

In the early twentieth century its economy included coffee, cotton, corn and potatoes production, with some manu-

¹ Currently considered tourist municipality due to the watering resort, which is a result of rock formation and the presence of water sources and headwaters of rivers belonging to the Piracicaba-Capivari-Jundiá Basin

facturing and craft workshops. Urban life was concentrated in shops, warehouses, theaters and religious life. The city grew slightly in the first half of the twentieth century, focused on agricultural activities.

By 1973 Indaiatuba was a municipality of rural dominance with 37 industries. From that date, after the creation of an industrial district and the publication of many incentive laws to the sector, a significant growth of the industry occurred in the city and this became its main economic activity.

The municipality of Indaiatuba was an important grape, coffee and tomato producer in the region. According to *Lupa Project's* database (2007/2008), in 2008 there were 590 rural production units (UPAs) in Indaiatuba, of which 90% had up to 50 ha (Saa/Cati/Iea 2008). Nowadays, grape is the main agricultural product of the municipality, but it also features sugarcane, beans, corn, tomatoes and vegetables in general.

c) Itatiba

The municipality of Itatiba was originally located within the territory of Jundiá, the most prominent city in the region. Around 1786 its first settlers were 12 pioneer families, which founded agricultural sites and a rural center named as *Bairro do Atibaia* (Gabuardi, 2004). In 1810, Itatiba still did not have an urban population (Geromel, 2010). Itatiba pioneers consisted of small farmers who did not have conditions to maintain large crops, predominantly cultivating corn and beans. However, in parallel to the subsistence economy, a few owners invested on other productions, such as wheat, cotton and animal products (Pereira, 2009).

However, the coffee economy was the main responsible for Itatiba's development. Its first railroad, for example, was built in order to drain the local coffee production (Geromel, 2010). When the coffee crisis occurred in 1929, many farmers bankrupted leading to the end of an era of wealth and development in the municipality.

The municipality is located 80 km from the city of São Paulo capital. It stands in the hills of *Serra da Jurema* and borders the municipalities of Jarinu, Bragança Paulista, Jundiá, Valinhos, Vinhedo, Louveira and Morungaba. It has an area of 325 km², equivalent to 0.13% of the São Paulo state's area. Its population accounts 101 471 inhabitants, of which 15 805 live in the countryside, accounting for 15.6% of Itatiba's population (Brazil/IBGE, 2010).

According to the *Lupa's Project* database (2007/2008), there are 773 rural production units (UPAs) in the municipality and 88% of them have up to 50 ha. (Saa/Cati/Iea, 2008). Its economy is primarily based on industrial activities, especially the furniture sector. The municipality also has companies in the textile, metallurgical, chemical and advanced technology sectors. The municipality's agriculture features

horticultural products, particularly the production of persimmon (Municipal Administration of Itatiba, 2012).

d) Itupeva

As occurred in several municipalities in the region, in the nineteenth century the municipality of Itupeva gathered several farms, mostly large coffee plantations. In 1873, on the lands of a coffee farm called *São João da Via Sacra*, a railway station was installed and around it grew a village that later on became the municipality of Itupeva.

Itupeva was divided into crofts, small ranches and large farms. Since the early twentieth century, coffee was the most important product of its agricultural production. However, after the crash of the New York Stock Exchange at the end of 1929, prices plummeted and producers were forced, especially small farmers, to opt for grape production, that is, Niagara grape. During such crisis period, many properties were bought by Italian immigrants from colonial farmers that bankrupted (Municipal Administration of Itupeva, 2012).

In 1953 Itupeva became a District of the Municipality of *Jundiá*. Due to its growth, movements of political and administrative emancipation began and Itupeva has been officially recognized as a municipality in 1965 with approximately 3,800 inhabitants. Its current population agglomerates 44 809 inhabitants, of which only 5 904 live in the rural area, representing 13.2% of the city's population (Brazil/IBGE, 2010).

In recent years, the municipality of Itupeva suffered a socioeconomic profile change. It was previously more oriented to the agricultural area and currently has a major focus in industry and commerce. It is located 70 km away from the city of São Paulo capital, bordering the municipalities of Indaiatuba, Campinas, Valinhos, Vinhedo, Louveira, Jundiá and Cabreúva.

According to the *Projeto Lupa's* database (2007/2008) there are 313 rural production units (UPAs) in the municipality, and 87% of them have up to 50 ha (Saa/Cati/Iea 2008). The main agricultural products are corn, grapes, sugarcane, tomatoes, passion fruit and legumes.

e) Jarinu

The municipality of Jarinu is located in the state of São Paulo hinterland, between the cities of Jundiá and Atibaia and 70 km away from the city of São Paulo. According to the *IBGE's* database, in 2010 the municipality had a population of 23,847 inhabitants, of which 5 407 were rural inhabitants. Jarinu ranges an area of 207.640 kilometers² (Brazil/IBGE, 2010).

Livestock was the first economic activity of the municipality, but in the eighteenth century the predominance was wheat and poultry production to supply the city of São Paulo

and surrounding areas. Coffee production began in the nineteenth century, when Jarinu grew and gained economic importance as a railway was built to flow its production to the port. In 1929, after the international crisis there was an urgent need to modify the productive dynamics of the municipality. Therefore, grape, wine, tomatoes, watermelon, peach, corn, beans, flowers, potatoes and orange production gained importance. The industrial sector had also a small development based on distillery, pottery and hat factories (Moraes, 2006).

According to Moraes (2006), the municipality of Jarinu can be classified as rural, that is, holder of a strong agricultural base while it has an urban structure. In its surroundings, there are properties that can be considered crofts or small ranches, with small farmers who cultivate the land and raise animals. Thus, although it has an infrastructure considered urban, life in the city's neighborhoods is very close to rural reality.

According to the *Project Lupa's* database (2007/2008) there are 506 rural production units (UPAs) in the municipality, and 90% of them have up to 50 ha. (Saa/Cati/Iea, 2008). The main agricultural products of the municipality are tomatoes, beans, corn, squash, sugarcane, grapes, strawberries and citrus fruits (Moraes, 2006).

f) Jundiáí

The municipality of Jundiáí is located 63 km away from the state capital and 40 km from the city of Campinas, bordering the municipalities of Vinhedo, Louveira Itatiba, Cabreúva, Cajamar, Franco da Rocha, Pirapora do Bom Jesus, Várzea Paulista, Campo Limpo Paulista, Jarinu and Itupeva.

The history of the municipality of Jundiáí is also linked to agriculture, because until the early nineteenth century the population was still devoted to agriculture geared to the local market. The demand for minerals has caused many troopers and expeditioners to stop by its lands. After the mining period the coffee phase began, which was extremely important for the region as the immigrants have arrived within this process, mainly Italian and Japanese. The railway that was built also crossed the municipality.

The crisis of the coffee economy facilitated the conditions for the immigrants to acquire land. Thus, the region has assumed the current territorial organization of small properties, located mainly where the relief uses or hinders agricultural production and devalues the land (Moraes, 2006).

The coffee activity led to the formation of an internal market and the local population increased, which favored industrialization. Thus, the industrial development of Jundiáí increasingly attracted people of different regions of the country. Associated with the vegetative growth of the rural population that transformed the rural area into urban area, the population that arrived at the region had an important

role in determining the expansion of its urban area (Moraes, 2006).

According to the *IBGE's* database (2010), the municipality of Jundiáí had a population of 370,126 inhabitants and only 4.3% of this total lived in the rural area (Brazil/IBGE, 2010). It ranges an area of 431.5 kilometers²

According to the *Project Lupa's* database (2007/2008) there are 1 535 rural production units (UPAs) in the municipality, and 95% of them have up to 50 ha. (Saa/Cati/Iea, 2008). The main agrarian activities in the municipality are grapes, corn, tangerine, legumes, persimmon, orange, peach, cattle culture, and poultry farming.

g) Louveira

Louveira is located 75 km away from the capital. According to the *IBGE's* database (2010), the municipality has a population of 37,125 inhabitants, of which only 1,430 were living in rural areas in 2010, representing 3.9% of the population (Brazil/IBGE, 2010). Louveira has a land area of 55.133 kilometers².

The history of the municipality begins in 1639, when the Spanish Gaspar de Oliveira lived in these lands, implanting the first vines in the region, beginning grape cultivation in a place where would later be called Louveira.

The Italians arrived in Louveira in 1890 and had as their main activities grape growing and wine production. The Vila de Louveira, such as Vila de Rocinha (now the municipality of Vinhedo) belonged to the Vila of Jundiáí. Thus, Louveira belonged to Jundiáí for a long time. In 1948, Rocinha became the municipality of Vinhedo and Louveira bordered it. On the first election to the City Council five city councilors were elected, all living in the Louveira district, as well as the subprefect (Soares, 2007). Thus, there was strong pressure for the creation of Louveira and in 1964 officially received the title of municipality.

Currently the economy of Louveira focuses the industrial and services sectors. In agriculture there is a predominance of fruit production, especially grapes and persimmons, and in the animal production there are poultry, fish and pig farming. According to the *Project Lupa's* database (2007/2008), there are 312 rural production units (UPAs) in the municipality and 97% of them have up to 50 ha (Saa/Cati/Iea, 2008).

h) Morungaba

Morungaba is located 103 km away from the city of São Paulo. In the north, it limits the municipalities of Pedreira, Amparo and Tuiuti; in the south the municipalities of Valinhos and Itatiba; to eastern the municipalities of Bragança Paulista; and to west the city of Campinas. According to the *IBGE's* database, in 2010 the municipality had a population of 11,769 inhabitants, of which 1,718 inhabitants lived in rural areas, correspondent to 14.6% of the popula-

tion. Morungaba has an area of 146.85 kilometers² (Brazil/IBGE, 2010).

There is little information about the history of the city of Morungaba. A teacher who lived in the city for a long time wrote the book "History of Morungaba" and this is the only register about the formation of the municipality. Therefore, the following information originates from this work.

Due to the absence of data regarding the municipality origin, it was determined that its foundation took place in 1888. The first coffee plantations were formed and established a way of life that isolated the residents into a rural society, where they held an European lifestyle cultivated mainly by oral tradition. The first register of land occupation refers to the descendants of Brito Leme, a citizen from Atibaia. One of his descendants donated a farm to the catholic church, which was later divided into smaller plots and sold to the first residences of the *Bairro dos Mansos*. With the money originated from the land sales, a church was built in the settlement. The village was then named after *Conceição da Barra Mansa*, which was changed to Morungaba in 1919. Later on the area was considered a district of the Municipality of Itatiba in 1891.

The second decisive moment in the Morungaba formation was the arrival of Italian immigrants in the mid-1880s. The Italian people had a remarkable influence in the way of living, dressing, agricultural practices, shaping the social structure, language, religion, customs and feeding. In 1965 the absolute majority of inhabitants voted yes in the plebiscite regarding changing Morungaba into a municipality. After this moment, the arrival of industries, important public works began. Morungaba also started to develop tourism projects in 1994, when it was considered a *Climate Resort by state power*.

According to the *Project Lupa's* database (2007/2008), there are 256 rural production units (UPAs) in the municipality and 87% of them have up to 50 ha. (Saa/Cati/Iea, 2008). The main crops grown in the city are eucalyptus, corn and coffee. As for the animal production, it features mixed cattle, poultry, swine and pig farming.

i) Valinhos

The municipality of Valinhos is located 90 km away from the state capital and 7 km away from Campinas, thus belonging to the Metropolitan Region of Campinas.

According to the Municipal Administration of Valinhos (2012), its history began with the granting of land to Alexandre Simões Vieira, in December 1732. The land was granted by the governor of São Paulo, Antonio Luiz de Távora. Such donation opened a new path from the village of *Jundiá* to the village of *Goiazes*, which intended to replace the path from the *Vila de Jundiá* to *Campinas of Mato Grosso*. The

old path was known as *Estrada de Goiás* and became widely used since 1732, after the discovery of gold in the state of Goiás. Thus, the historical records of the municipality indicate that *Pouso de Pinheiros*, a base for troops where nowadays lies the city of Valinhos, was the official milestone of the municipality.

According to Silva (2008) it is not exactly known when the village of Valinhos was founded. In 1953, the State Government ratified the Law 2456 that created the municipality of Valinhos. Valinhos had rural characteristics with large coffee and sugarcane plantations. At the beginning of the century with the introduction of fig culture by small farmers, a great city growth took place (Padaceia, 1988).

After the creation of the municipality of Valinhos, in 1953, dismembering the area from the city of Campinas, urbanization expansion occurred through growth in agricultural activities. Initially with fig later on with the commercial cultivation of guava by the Japanese in the 1960's., the industrial sector boom also began in this period. As a result, the urbanization process expanded and a substantial population growth occurred between 1960 and 1970 (Martinez, 2002).

According to the *IBGE's* database (2010), Valinhos had a population of 106 793 inhabitants in 2010, of which only 5,167 lived in the rural area, representing 4.8% of the population. The municipality has a land area of 148.113 kilometers² (Brazil/IBGE, 2010).

According to the *project Lupa's* database (2007/2008), there are 420 rural production units (UPAs) in the municipality, and 95% of them have up to 50 ha (Saa/Cati/Iea, 2008). Fruit production is the main agricultural activity, especially the production of guava, fig, peach, grape, mango, and persimmon.

j) Vinhedo

The municipality of Vinhedo belongs to the Metropolitan Area of Campinas and is located 83 km away from the city of São Paulo. Vinhedo was a route for expeditioners and travelers from the seventeenth century. At the time, the place was called *Vila da Rocinha*, which grew bigger due to coffee plantations in the area in the mid-nineteenth century. After the coffee economy decline, the settlement conditions were kept due to vines brought by Italian immigrants.

The population of Vinhedo was formed mainly by European immigrants that transformed local agriculture, characterized mainly by the large amount of predominant vines in the municipality valleys and hillsides. *Rocinha* has continued to grow and in the 1920s agriculture was no longer the main economical branch, when the first industry of the District was built in 1925, the *Sant'Anna* textile factory. In 1947, the pottery factory *Jatobá* was founded and in 1953 the *Carborundum* factory as well (Fruit Circuit, 2012).

The village became a district of the city of Jundiaí in 1908 and in 1949 it was renamed after Vinhedo, due to its numerous plantations of grape as reference to *vines* (Cano and Brandão, 2002). Currently, Vinhedo is no longer an agricultural site, but the population still preserves the traditions and culture of those who helped to build the city. It has a total area of 81.74 kilometer², which corresponds to one of the smallest territorial extensions in the Metropolitan Region of Campinas. According to the *IBGE's* database (2010), the city's population was composed of 106 793 inhabitants in 2010, of which 1,999 lived in the rural area, accounting for only 3.1% of the total population. According to the *project Lupa's* database (2007/2008), there are 226 rural production units (UPAs) in the municipality, and 96% of them have up to 50 ha. (Saa/Cati/Iea, 2008). Grape growing is the main agricultural activity in the city, but there are also fig, persimmon, tomato, corn and eucalyptus productions.

The municipalities of the Fruits' Circuit and their relationship with rural areas

In general, it is clear that all of the analyzed municipalities had their formation process associated with agriculture, mainly coffee. After slave labor in the coffee plantations was banned, there was an encouragement in the country for its replacement

by the immigrant labour that included mostly Italian families. This immigrant labor was very important for the current configuration of the studied cities, because by working on their land they have also brought all the cultural and agricultural traditions of their countries. Thus, in Louveira and in Vinhedo, the grape festival is an important event that affects the whole region. In addition to the Italian immigrants, Japanese immigrants also had a significant importance in the municipalities, especially in Jundiaí. However, over time, there was a strong urban expansion in these municipalities and most of them had no agricultural relevance to the State's government.

Despite the strong presence of family farmers in the municipalities belonging to the Fruits' Circuit, the local farmers of are still little committed to public policies for family farming, such as the *Pronaf* (National Program for Family Agriculture Strengthening), the *PAA* (Food Purchase Program) and *PNAE* (Brazil's School Feeding Program). Over time, there was a strong urban expansion in these municipalities, and most of them, except for Atibaia, have no agrarian activity that can be considered relevant to the State. This statement can be proved through secondary data collected by *Fundação Seade* from 2004 to 2008, as this was the period in which data was available to the typology of municipalities in relation to the region's GDP – Gross Domestic Product (Table 1).

Table 1
Typology of GDP of the municipalities of the Fruit Circuit-SP

Municipalities	2002	2003	2004	2005	2006	2007	2008
Atibaia	Agrarian activity profile with relevance in the State	Agrarian activity profile with relevance in the State	Agrarian activity profile with relevance in the State	Agrarian activity profile with relevance in the State	Profile services	Agrarian activity profile with relevance in the State	Agrarian activity profile with relevance in the State
Indaiatuba	Industrial profile with relevance in the State	Industrial profile with relevance in the State	Industrial profile with relevance in the State	Industrial profile with relevance in the State			
Itatiba	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile
Itupeva	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile
Jarinu	Profile services	Profile services	Profile services	Profile services	Profile services	Profile services	Profile services
Jundiaí	Industrial profile with relevance in the State	Industrial profile with relevance in the State	Multi-sectoral profile	Industrial profile with relevance in the State	Industrial profile with relevance in the State	Industrial profile with relevance in the State	Industrial profile with relevance in the State
Louveira	Multi-sectoral profile	Multi-sectoral profile	Multi-sectoral profile	Multi-sectoral profile	Industrial profile with relevance in the State	Industrial profile with relevance in the State	Industrial profile with relevance in the State
Morungaba	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile
Valinhos	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile with relevance in the State
Vinhedo	Industrial profile	Industrial profile	Industrial profile	Industrial profile	Industrial profile with relevance in the State	Industrial profile with relevance in the State	Industrial profile with relevance in the State

Source: Fundação Seade, 2012

Table 1 shows that in the early 2000's, the municipalities already had an established industrial profile. Only the municipalities of Jarinu and Atibaia are not part of this rule, since Jarinu has a profile based on the service sector and Atibaia is the only municipality, among all other surveyed, which agrarian activity relevance is important within the state of São Paulo.

Otani; Fredo and Ramos (2012) when conducting a socioeconomic characterization of the Fruits' Circuit municipalities, observed that they follow a strong trend in the state São Paulo, that is, their economy is mainly based in the industrial and service sectors. This can be related to the peculiarity of their location, because it's a region of strong urban and industrial pressure as it has one of the most advanced logistics infrastructure in the country.

Due to its location in areas of easy flow of production and transportation, the region show great potential to combine agricultural and non-agricultural activities related to the preservation of the landscape and the rural way of life, making it highly attractive for tourists from the large neighboring cities.

Overall, the agrarian activity (Table 2) from the Fruits' Circuit share to the local GDP has decreased, especially in Valinhos and Vinhedo, which urbanization rate has increased in recent years, mainly due to growth in the number of condominiums in these municipalities. Louveira also resembles Valinhos and Vinhedo, where areas previously referred as rural now have given place to the construction of luxury condominiums. In Morungaba, the opposite situation occurs due to the little presence of condominiums and the increasing agrarian activity contribution to the municipality's GDP.

Still, these municipalities are important in the agrarian activity production in the state of São Paulo, especially in terms of fruit production. Analyzing the Fruits' Circuit

as a whole, it was found that the share of added value of regional agrarian activity increased from R\$ 94.51 million in 2000 to R\$ 176.27 million in 2008, that is, an increase of 86.5% and thereby demonstrating an important presence of this sector in the region (Otani et al., 2012).

"The municipalities that make up the Fruit Circuit have no uniform socioeconomic and production characteristics. And that despite the relevance of the industrial and service sectors in the region's economy, the agricultural sector and, in particular, fruit production, have strong social and landscape importance in the municipalities." (Otani et al., 62, 2012).

Fruit production is an important source of income for a significant part of family farmers related to settlers that arrived in the region during the peak of coffee cultivation. Farmers who have resisted in agriculture activity are those who seek to adapt to new realities through continuous economic and technological changes and by adapting to the demands for increased productivity and product quality,

The fruit production in the region is combined with rural tourism activities, which has been growing over the years. According to the Fruits' Circuit Rural Tourism Association, rural tourism is an extra source of income for farmers and is an interesting way to strengthen rural development, properties and farmers. Altogether, 54 properties take place in the Fruits' Circuit, among which farms that receive visitors interested in a typical local breakfast, harvesting and purchasing seasonal fruits. There are also inns where guests can spend a quiet weekend. There are properties that have wine cellars, apiaries and restaurants, all open to visitors. In the properties registered in the Fruits' Circuit Rural Tourism Association it is possible not only to harvest and purchase products, but also to do activities such as horse-riding, milking a cow, buy crafts

Table 2
Agrarian activity share in the total value added to the GDP - in %

Municipality	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Atibaia	3.91	4.3	5.25	6.93	6.23	5.6	3.69	3.38	3.86	2.64	3.21
Indaiatuba	0.96	0.54	1.3	1.08	0.87	0.54	0.55	0.56	0.51	0.45	0.58
Itatiba	1.12	0.87	1.36	1.73	1.38	1.23	1.05	1.01	1.14	0.82	0.74
Itupeva	4.04	2.74	3.93	3.58	3.43	2.5	2.4	1.87	2.75	1.24	1.32
Jarinu	11.3	6.93	10.6	10.71	7.72	7.41	5.33	5.12	7.22	3.54	5.6
Jundiá	0.28	0.38	0.77	0.6	0.41	0.26	0.25	0.28	0.4	0.17	0.25
Louveira	1.23	1.13	1.02	1.13	0.69	0.47	0.64	0.46	0.44	0.28	0.22
Morungaba	3	2.78	4.21	5.4	6.04	5.67	4.97	4.5	4.74	4.53	5.16
Valinhos	0.71	0.89	1.67	1.54	1.44	0.86	1.18	1.1	1.25	0.71	0.77
Vinhedo	0.24	0.36	0.47	0.68	0.57	0.35	0.35	0.37	0.44	0.19	0.14

Source: Fundação Seade, 2012

and homemade jams. Finally, it is important to remark that Fruits' Circuit tourism activities display a well-organized structure being able to offer various types of services to those interested in rural tourism.

These municipalities fruits production is also important to local and regional supply, since most farmers in the municipalities of the Fruits' Circuit sell their products to the markets of Campinas and São Paulo. Therefore, the local properties, associated to rural tourism, or just to the production of fruits and horticulture, have predominant family workforce which combined with a few temporary hired workers continue their activities. The fact that the properties have small areas makes mostly of them to be conducted solely by the family, that is, those are family based properties.

"Studies indicate that in the region, farms that produce fruits are mostly conducted by the predominant work of their own family." (Otani et al., 7, 2012).

Thus, it appears that there is a contrast situation in this region, since urban expansion has brought greater competition for land management and labor. However, the urban and industrial expansion also created new consumers and encourage prospects to add value in the fruit production by improving income. Furthermore, this process can also be related to the growing demand for more elaborate and qualified agricultural products.

Therefore, a significant industrial and service base imposes significant challenges to regional agriculture, since the activities of these sectors promote greater competition for land management and agricultural labor. In this sense, to remain on their land with their productions, family farmers need public policies that favor them. Policies such as rural insurance, which is already accessed by some farmers, are important to ensure more safety in this kind of activity. The expansion of family farming access to public policies programs such as PRONAF, PAA and PNAE are also necessary for these farmers.

As pointed out previously, in the Fruits' Circuit municipalities the agrarian activities represent a small GDP portion, which is explained by the fact that most of these municipalities have suffered strong urban expansion over the past decades. Moreover, these municipalities are located in a region with one of the best infrastructure in the country, as they have in their limits great highways, as Dom Pedro I, Anhanguera, Bandeirantes and Fernão Dias, besides being close to the international airport of Viracopos. These factors favored large companies' establishment in the region, making its economy to become based on industry and services sector.

However, the rural area activity characterized by family farming in the region resisted and still resists. As

shown, it is a very important sector for the development of the food supply chain in the state of São Paulo. We also clarified that the GDP composition by products originated from industry has an added value higher than those products from rural areas. In this sense, the analysis of municipalities GDPs and its relationship with the rural sector must consider this characteristic. Although the rural sector of the Fruits' Circuit municipalities contribute little to the GDP composition its importance has proved to be fundamental, especially in terms of family farming role played in fruits production and the continuity of cultural traditions.

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