

PARATY

CREATIVE CITY IN GASTRONOMY



PARATY

REFERENCE IN CULTURAL TOURISM

Title earned from the National Department of Tourism (2008)

From the lush Atlantic forests, the calm waters of the Atlantic Ocean can be seen. This enchanting landscape surrounds a unique historic centre, which preserves the features of colonial town in its houses and cobbled streets. A National Heritage site, Paraty is the stage for celebrations and traditions. At the end of the Gold Trail, a lively culture is waiting for you. It's a land of colours, scents and flavours. Of artists, legends and history.

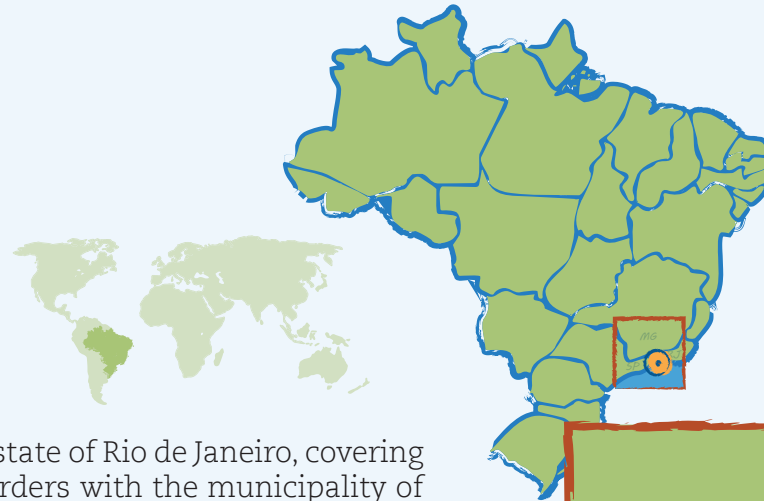
A lively culture is waiting for you.



Audiovisual Documentary
Tour Film Bazil | Best film in the lusophone category (2011)
Song: Eu Basileiro, of Luís Perequê

[CLICK HERE TO WATCH](#)





Paraty is located to the south of the state of Rio de Janeiro, covering an area of 937 Km², and sharing borders with the municipality of Angra dos Reis and the state of São Paulo. Until the XVII century, its only inhabitants were the Guaianás natives, as the city is geographically located between ocean and mountains.

The Discovery of gold in Minas Gerais turned Paraty into an important exporting port, developing its economy and trade with the states of Rio de Janeiro, Minas Gerais, and São Paulo. The trade of gold was followed by the production of sugar cane, liquor (aguardente), and coffee.

The XVIII and XIX centuries represented a peak for the city's economy, with important infrastructure constructions in Paraty's historic center. However, since Paraty was a port city, its surroundings lacked important public services such as transportation, proper lighting, and sanitation. Much of Paraty kept an isolated colonial profile as a consequence.

The lack of railway and road connections, along with the decreasing importance of its port, caused the city to suffer a sociocultural isolation that lasted until the 70s. Finally, the construction of BR-101 highway connected Paraty to the cities of Rio de Janeiro and São Paulo, significantly changing that scenario.

Ever since 1966, Paraty is officially a National Monument by the Historical Patrimony and National Artistic Institute (Iphan), also being a World Heritage Site candidate.



The municipality of Paraty has a population of around 40,000. There is a large young population, as 20% of its habitants are between 15 and 29 years old. The recent population increase also accelerates urban growth, with around 30,000 residents living in urban areas as of 2017. In despite of urban growth, with a population density that already exceeds 40 km2, Paraty municipality has the largest protected area in the state of Rio de Janeiro, with 78% of its territory covered by Atlantic forest.

Paraty has many churches, three museums, a dozen community libraries, and an array of festivals and events focusing on culture. It also attracts an expressive number of visitors from Rio de Janeiro and São Paulo, of which Paraty is equidistant and easily accessible by car, bus and small airplanes.



Drone view of Paraty Historic Centre

[CLICK HERE TO WATCH](#)





Paraty distinguishes itself from other places by its welcoming people, nature, history, forest trails, beaches, and the cobblestone center. There are also many parties and celebrations, of which many are religious. There is also an expressive and present ethnic diversity.

The city has been growing as a tourist hub, and the sector represents an important part of Paraty's economy. Culture and diversity are two major aspects that support that development.

Gastronomy in the city is a sector where diversity meets creativity.





WHY CHOOSE PARATY?



It is thought that Paraty possesses all of the requirements to fully contribute to the UNESCO Network of Creative Cities. The city has cultural diversity, local dynamism, tours with high added value, and it is able to host major international events with great support.

The UNESCO recognition will represent great benefits to the city in the short and long run, starting with strong commitment from the public sector to pilot actions of sustainability and sectorial organization. It will implement methodologies and monitoring tools through the Management Committee. It will support producers, industries, residents and public authorities to embrace all new opportunities.

The gastronomic industry in Paraty can provide qualified employment opportunities for its youth, preserving traditional crafts and maintaining the quality of its products. It will offer creative gastronomic circuits as well as maintaining its status as a reference in cultural tourism.

It would be an honor to integrate the Creative Cities Network, being able to share our successful experiences and good practices, along with being able to find partners to help us find innovative solutions to any challenges.





PARATY'S GASTRONOMY: A CULTURAL HERITAGE

The term “caiçara” comes from the Tupi language, and is the name given to purse seine used for fishing. Over time, it began to be used to describe coastal dwellers in the states of Paraná, São Paulo and Rio. Caiçaras use natural resources without harming their environment. Their customs is a mixture of Native, African and European elements. Until the 1920s, they were engaged in some farming and hunting, but with the development of commercial fishing on the coast, they began to devote themselves to maritime activities.

The typical Paraty cuisine is caiçara; a mixture of Native, Portuguese and African delicacies, confirming the tripod of cultures on which Brazil stands. Native cuisine originated dishes such as the **Azul Marinho**; a fish wrapped in a banana leaf and roasted by the sand under the fire. It is still prepared by the residents of Ilha do Araújo.

Mulan and shrimp, which make Paraty bay their ideal habitat, reproduce in large quantity during specific months of the year, which is when chefs dry the fish and their eggs to conserve the food. Above all, the Natives passed down techniques of how to use cassava and produce flours that are the basis of delicacies offered during prayers. Beverages consisted of herbal teas made from native leaves, as well as the aluá, which is a soft drink made from pineapple skin.

One of the most important festivals of the Caiçara community in Paraty takes place on the Ilha de Araújo. The **Festival do Camarão** (Shrimp Festival) was created in 1997 with the purpose of raising funds for the feast of St. Peter, and to celebrate the beginning of the shrimp fishing season after 3 months of reproductive break. The whole community participates to the festival by either fishing, cooking, or cleaning. The traditional dishes of the festival are the shrimp with green papaya, garlic and oil: the **Camarão Casadinho**.



“The city of Paraty has forests, the sea, and its architecture as major attractions. There is also a strong mixture of Black, White and Native cultures, with a strong focus in the Caiçara culture. The diversity itself can be seen in popular gatherings, religious ceremonies, in its architecture, and especially in its cuisine.”

Prince Dom João de Orleans and Bragança



Fishes (2017) Painting Julio Paraty . Photo by Alisson Prodlik

Among the dishes that come from a Portuguese background are the roasted fish on canal tiles, grilled sardines on the fire, the meat stew, dishes with beans and sweets, all part of a very important gastronomic legacy. The handling of sugar by the Portuguese, thanks to the techniques acquired during the Arab occupation in the Iberian Peninsula and the great sugar cane production in the alembic stills of Paraty, helped to develop complex sweet recipes, many used until today in the calendar of the religious festivals of Paraty.

During the **Festa do Divino de Paraty** (Whitsun festival), which was recorded in the Book of Registration of Celebrations as a Cultural Heritage in 2013 by the Institute of National Historical and Artistic Heritage (Iphan), several types of flours traditionally produced with pestle and monjolo are used to produce sweets, cakes, breads, and biscuits, rice and corn. Another dish is the traditional Farofa de Feijão, being one of the dishes served at the community luncheon of the Festa do Divino.

African cuisine added the corn flour couscous, ginger, coconut, and peanut to Paraty's dishes. African heritage in the cuisine of Paraty is found in **Quilombo Campinho da Independência**, founded in the mid-nineteenth century by three slave women during the economic decline in Paraty.

Some of these old customs are now presented during traditional festivals such as São Benedito Festival in April, as he is the patron of blacks and cooks. There is also the Bom Jesus Festival in August, and the especially feature Festival of Black Culture in November when the whole community celebrates.

Besides sweets such as cocada (sweet coconut candy), **Pé de Moleque** and cornmeal cake, there are also the shrimp broth and the hearts of the palm pastries, which that are traditional delicacies during parties.

Dishes like the **Peixe a moda quilombola** (Fish a la quilombola); the pumpkin soup with shrimp; the chicken hunt served with fried green banana and the shrimp with taioba are part of the menu of the Quilombo restaurant where all the team is part of the community.



TYPICAL DISHES



Camarão Casadinho

Use large shrimp. Wash the shrimps and cut them in half. Make a farofa with minced garlic, parsley and shrimp. Seasoning to taste with salt and black pepper. Put some of the farofa on top of half of the shrimp by squeezing a little. Cover with the other half, tighten and put some sticks to close the two halves.

Shrimp with taioba and cachaça

Shrimp is marinated in garlic and local cachaça. Sauteed in garlic and oil with tom and braised taioba. The bacubita banana is cut into thin slices and fried until golden brown. Rice accompanies the dish.

Peixe a la quilombola

The fish stand is grilled, served with heart of palm cut into thin slices passed in the butter. The accompanying farofa is made in butter, with garlic, pieces of plantain and shrimp.

Peixe azul marinho

Boil the São Tome banana without peel. After 30 minutes add sliced fish, parsley and cook for another 15 minutes on low heat..



Pé de moleque

Melt the sugar in a pan stirring well until giving it turns into candy. Add the grated ginger and stir slowly. Turn off the heat and let it cool. Gradually add cassava flour. When it hardens on the edges of the pan, spread on the marble stone and cut into diamond shape. You can add roasted and peeled peanuts.

Manuê de bacía

Mix in a bowl wheat, sugar, beaten egg whites, butter, clove and yeast. Stir gradually with a wooden spoon, tapping slightly against the outside of the spoon. Bake in a greased baking pan at medium temperature.





GASTRONOMY AND TOURISM

With the opening of motorway BR 101 (from Rio de Janeiro to Santos), the city became one of the main touristic destinations in Brazil, attracting visitors and new residents, both for its nature and quality of life and for its charming historic centre.

It is estimated that 1.5 million visitors come to the municipality every year, especially during the high season from December to March.

During the rest of the year, a regular and perennial movement was created, driven by the calendar of festivals. Paraty is an increasingly recognized destination due to its wide, differentiated and qualified set of cultural offerings: popular festivals, lifestyle experiences, events, gastronomy, and much more.

The gastronomic industry is naturally one of the main sectors for tourism, as it is a truly dynamic experience.

From the experience in agroforestry to the pleasure of contemporary cuisine at a table of renowned chefs, Paraty has in its territory all the elements to promote unprecedented gastronomic experiences and therefore, **great potential to become a new creativity center for Brazilian cuisine.**



GASTRONOMIC INDUSTRY

Fishing

Fishing is the third major source of income to the city, after tourism and cachaça.

Paraty is, today, the first producer of **white shrimps** in the state of Rio de Janeiro and represents 60% of total fishing in the region.

Several different styles of fishing are found in the region. One of featured styles are the trawlers, focusing on seven-beard, white and pink shrimps fishery, all of which are found in abundance. Equally important are the traditional Caiçara's canoes that use gill nets.

In 2011 an aid program was created to the fishermen that exercise their activity in a handcrafted manner. To enroll in the program, they have to respect the shrimps' reproduction season that happens from March to May. In 2016 the program benefited 204 fishermen.



Starting in 2013, a monitoring program for fishing landings was created through an agreement between Rio de Janeiro State University (UERJ) and the City Hall of Paraty, facilitated by the Fishing and Agriculture Department. The partners of the project are the State Fishing Institute Foundation of Rio de Janeiro (FIPERJ) that uses a collect methodology and data processing center approved by the Aquaculture and Fishing Department (MPA) and the Fishermen Colony of Paraty (Z18).

The **Fish Market**, currently under construction on the Snake Island fishing pier, aims to qualify and reinforce the role of the city's main fishery port. The Market's goal is to facilitate fish landing, storage and commerce in an area next to the historic center, which concentrates most of the restaurants in the city.





Agricultural Production

The production of cane, and especially sugarcane liquor, was quite expressive since XVII and XVIII centuries.

Besides the mills and the productive farms, it is also easy to find ancient mansions ruins full of rich gardens and orchards.

The tradition of making cassava flour also remains alive in some of the Caiçaras and Quilombolas communities.

With 78% of its territory in protected areas, Paraty has little planted area and produces mainly permanent tillage of **bananas, cassava and juçara-palm heart**.

In 2011 and 2012, chefs from the leading restaurants in the city joined to create the Polo Gastronômico (Gastronomic Pole), with the goal of organizing the products and ingredients demand and therefore boosting acquisition of food directly from small local producers. Menus also started to include places of origin of the ingredients. Today, the Gastronomic Pole gathers 32 local associated restaurants.





Since 2014 the school lunch improvement program, created by the City Hall through the Education Department of Paraty, and in partnership with the **Polo Gastronômico** (Gastronomic Pole), has invested on infrastructure improvement of 32 local schools, in including 30% of local ingredients and in developing healthy and colorful school lunch menus. A year after, in 2015, the **Escola de Comer (School of Eating)** was born, celebrating the program's success and the strong wish to anchor it locally.

According to the Geographical and Statistics Brazilian Institute (IBGE), more than 4.600 tons of bananas, 1.020 tons of sugar cane, 720 tons of cassava, 311 tons of palm-heart juçara were produced in Pa-

raty in 2015. There are more than twenty different kinds of bananas. Approximately 600 producers are responsible for local food production that also includes sweet potato, lemon and cabbage.

The **juçara pulp**, extracted from palm-heart's fruit, is one of the most promising ingredients in Paraty's cuisine and as a new upcoming income source for local producers. It offers many health benefits for its consumers. The pulp is flavorful, nutritious, and a powerful antioxidant. It can be used in many different dishes, and it can help prevent diseases and aging.



The six cachaças of Paraty

The weather, the soil and the geography of Paraty are ideal for planting sugarcane. Those key factors have helped the city become the largest producer of cachaça during the colonial and imperial eras. In 1820 there were more than 150 alembics throughout the region that supplied the drink as a currency to trade slaves.

In 1983, the **Festival da Cachaça, Cultura e Sabores** (Festival of Cachaça, Culture and Flavor), as it is now known, was born, with the purpose of bringing back the family parties to celebrate the local culture with locally produced cachaça, music, and gastronomy.

By the late 1990's, the engines at the city had stopped producing the beverage, due to the lack of infrastructure, modern equipment, market opportunity and product quality. Resulting in a production and commercial crisis for the producers.

In 1997, due to the partnership of a few producers in the city that kept the activity ongoing, it was signed an agreement with SEBRAE and BIO-RIO Foundation, aiming to improve the production, to revitalize the engines, and therefore the production of cachaça in Paraty.



Created in 1999, according to the modern steps of cooperation, the **APACAP** (Association of Producers and Friends of Handcrafted Cachaça of Paraty) represents a group of local producers committed to boosting the production and market activities in the industry, and to protect the quality and the tradition of Paraty's cachaça.

In 2007, APACAP and the city earned the title of **"Paraty" Geographical Origin Indication**. Today the six producers of cachaças in the community received the honor. The production follows a crafty and traditional process.

Cachaça is considered the leading income source for the city's industry. In 2017, the Festival of Cachaça, Culture and Flavor celebrates its thirty-fifth edition and has been inaugurated the first Cachaça Museum.

A vibrant street scene, likely during a festival or celebration. The street is lined with white buildings featuring blue accents and ornate black lanterns. The sky is filled with numerous colorful streamers (papel picado) strung across the street. A large, diverse crowd of people is gathered on the street, some sitting at outdoor tables. The overall atmosphere is festive and lively. In the upper center, there are three vertical bars in brown, green, and blue. The text 'GASTRONOMIC CIRCUITS' is overlaid in the center of the image.

GASTRONOMIC
CIRCUITS



In Paraty, there is approximately 600 restaurants and food places, sign of its gastronomic diversity, contagious bohemian feeling and pulsating creativity of local chefs, who come from all over Brazil and abroad.

Most of the restaurants of the city are found in the **Historical Center and close surroundings**. They provide a variety of menus, from the traditional Caiçara food, based on fish, seafood, cassava flour and bananas, to the contemporary versions of these typical dishes and international cuisine. The rustic charm of Caiçaras dishes are served side by side with flavors from international cuisine, in dishes such as Italian pastas and pizza, French crepes, Thai food, sushi and temaki, esfiha, Argentinean empanadas and others.

Tradicional sweet stalls, ice cream shops, cachaça's stores and bars make up a delicious environment around the main square, the best place to enjoy early evenings in a truly bohemian and romantic atmosphere.

The second major gastronomic hub, in **Trindade**, is a featured center for handmade mullet fishing, with about 25 traditional restaurants of caiçaras cuisine. They offer dishes made with special ingredients such as squid farofa (toasted flour mixture), squid stuffed with banana farofa, the ground banana farofa, and others.

There is also the **Quilombo Restaurant**; a community restaurant that is a main reference in quilombola community organization, where organic ingredients are prioritized, along with juçara palm-heart farming. It also promotes trading with local fishermen, providing a typical local gastronomic experience. All of this is achieved while following sustainability guidelines, which provides more income to the traditional families, respect to the environment and to the local costumes.

To enjoy the mountainous atmosphere, there is nothing like eating a local chicken dish with cassava and pirão (manioc flour thickened broth) next to a sugarcane alembic still. It is one option among others on the waterfall circuit, where the best meat and chicken dishes of the city can be found. In addition, seafood appetizers and a good drink made of cachaça, or regional fruit drinks, are a wonderful pick at the bars by the beach.

Some of the awarded restaurants featured in Paraty are: Alambique da Pedra Branca, Le Gite d'Indaiatiba, Banana da Terra Restaurant, Quilombo Restaurant, Refúgio Restaurant and Voilá Bistrot.

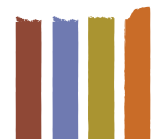


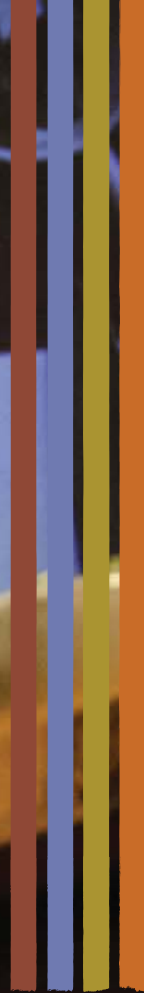
PROFESSIONAL TRAINING

In Paraty, there are innumerable training initiatives boosted by current culinary tourism growth. Both public and private sectors seek complementary support to in order to gather forces and improve results towards local population:

- Through its several departments, the **municipality** holds workshops to improve customer service skills, languages, certifications, environmental awareness, and creative economy;

- The **Cairuçu Association**, one of the major local NGOs, carried out certifications in Culinary and Bakery for social and economically vulnerable groups, reporting excellent increases in employability after the workshops;
- Each year, **Folia Gastronômica** invites around 30 nationally and internationally renowned chefs such as Alex Atala and Roberta Sudbrack to participate in an intense program of public classes and tastings, while also promoting interactivity with the local farmers and cuisine. In the gastronomic program, local restaurants prepare their own recipes with annually featured products such as cassava, banana, and heart of palm;
- During **Flip** (Paraty International Literary Festival), the Câmara Brasileira do Livro (Brazilian Book Chamber), in partnership with SENAC editions, promotes gastronomic, literary, and cultural events, offering a legitimate gourmet experience. Visitors and specialists can taste an exclusive menu prepared by guest chefs and authors with books published by SENAC;
- The **Academia de Cozinha e Outros Sabores** (Academy of Cooking & Other Pleasures) welcomes visitors coming from all over the world to experiment their Brazilian culinary classes and also encourage active participation in volunteering projects in the field.





Since 2013, **SEBRAE (Micro and Small Companies Support Service of Rio de Janeiro)** has developed three professional training programs and local development strategies within the gastronomic sector:

- The **Gastronomia da Cozinha ao Mercado** (Gastronomy: from kitchen to market) program in partnership with the **Polo Gastronômico**;
- The Cachaça Improvement program in partnership with the **APACAP** association;
- The program of improvement of non-GMO crops production chain with local farmers;



CITY OF FESTIVALS



The annual local Potters Meeting

http://www.paraty.com.br/encontro_ceramistas.asp

Paraty is a Pottery hub in Brazil, as artists and visitors from all over the country and the world meet in Paraty once a year, in April. Expositions from guest artists and local potters, along with workshops and masterclasses are part of the event.

Festa do Divino Espírito Santo

<http://www.paraty.com.br/feriados/festadodivino.asp>

A Festa do Divino Espírito Santo de Paraty is similar to what happens at the Azores. It works around a common structure divided into three major segments: a Folia, a Coração de um Imperador, o Império do Divino. The Festas do Divino are a way for the community to cooperate and thank each other. Due to its traditions, the Festa do Divino Espírito Santo officially became a National Cultural Legacy in 2013.

Paraty Bourbon Festival

<http://www.bourbonfestivalparaty.com.br/>

Each year, the Bourbon Festival brings diversity in rhythms and styles. It consists of three days of open shows in two different main stages located in the Historic Center.



Festival do Camarão (Shrimp Festival)

http://www.paraty.com.br/festival_camarao.asp

Taking place ever since 1970, and originally planned solely as a fundraiser for religious Festa de São Pedro and São Paulo, it became a full scale event in 1992. The festival happens during the Corpus Christi holiday in built up tents at the shore of Ilha do Araújo.

Festa Literária Internacional de Paraty – Flip (Paraty International Literary Festival)

www.flip.org.br

In 2003, this literature event put Brazil in the international literature festival scene. It is known today as one of the main festivals in the world of such kind, characterized by worldwide known guest authors, and for the city hospitality and public enthusiasm.

Festival da Cachaça - Cultura e Sabores de Paraty (Cachaça Festival)

<http://www.paraty.com.br/feriados/festivaldapinga/>

Taking place ever since 1982, it is one of the city's most traditional events. It not only features Cachaça producers stands where different brands and varieties of cachaças can be tasted, but also offers a food court whose appearance is inspired by traditional kermesse with traditional music and dances shows.



Festival Internacional de Fotografia Paraty em Foco (International Photography Festival)

<http://www.pefparatyemfoco.com.br/>

O Paraty em Foco puts you in direct contact with top level of national and international photography.

One of the most important photography festivals in the country and among the world top 10.

Festival Aves de Paraty (Birds Festival)

http://www.paraty.com.br/aves_de_paraty.asp

The festival was introduced in 2013, aiming to promote cultural and artistic activities related to birds appreciation and artistry.

In 2015, the city also hosted the Festival Sul-Americano de Observadores de Aves (South-American Birding Festival).

Mimo Paraty

<http://mimofestival.com/brasil/paraty/>

The festival offers music from an array of genres and styles, bringing the best of contemporary music to Paraty.

It also includes workshops and an extensive film festival.

Paraty Eco Festival

<http://www.paratyecofestival.com.br/>

Having started in 2011 as Paraty Eco Fashion, the festival is meant to display the use of renewable and recycled materials in fashion design and manufacturing. Throughout four days, the festival includes local designer's expositions, competitions, shows, debates, and workshops.

Folia Gastronômica de Paraty (Paraty Gastronomic Festival)

<http://www.paraty.com.br/foliagastronomica.asp>

Since 2003, the festival includes over 30 restaurants and cafés, offering especially made local dishes every year. Four days of event include expositions, shows, and much flavor.

Encontro da Cultura Negra (Black Culture Conference)

http://paraty.com.br/cultura_negra.asp

On November 20th, Brazil celebrates the Black Awareness Day. Paraty holds a special event for the day ever since 1998, where traditional values and costumes from Brazilian black culture are featured in shows, plays, workshops, and many other ethnic-related activities. The main goal of the conference is to encourage people, and especially youngsters, to better understand and preserve the history and culture of the local, and national black community.





PROMOTING LOCAL GASTRONOMY

Besides hosting and organizing events for local culinary appreciation, there are many other initiatives to promote the local cuisine:

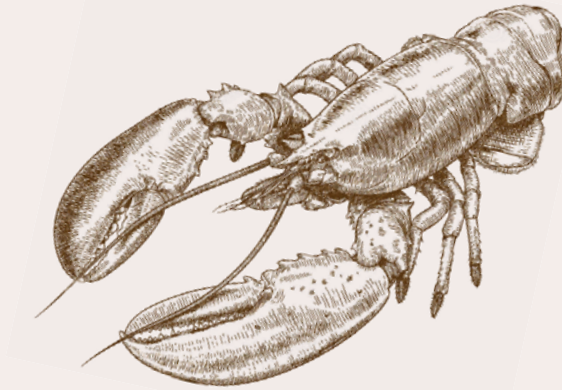
- Cultural Map of Rio de Janeiro: an online encyclopedia
<http://mapadecultura.rj.gov.br/cidade/paraty>
- Cultural Guide of Costa Verde
<http://www.guiaculturalcostaverde.com.br/?tiporegiones=regiao-1®iao=false>
- Visit Paraty app: Paraty Department of Tourism
<http://www.visiteparaty.com.br>
- Paraty: Culture and Nature app: Department of Culture
IOS (AppleStore): <https://itunes.apple.com/br/app/paraty-cultura-e-natureza/id1005982560?mt=8>
Android (PlayStore): https://play.google.com/store/apps/details?id=br.com.tb.ios.inhouse.apps.Paraty&hl=pt_BR
- Paraty Conventions & Visitors Bureau
<http://www.paratycvb.com.br/>
- Extensive media coverage



OPPORTUNITIES AND CHALLENGES

OPPORTUNITIES

- Paraty is a reference in cultural tourism with a strong reputation and market for tourism, able to draw large numbers of tourists. It also welcomes major events all year long and that benefits from a good local, national, and international media coverage
- Strong and diverse culinary know-how: its cuisine is eclectic from traditional recipes to experimental, contemporary, healthy and sustainable gastronomy
- Fishing sector: strong environmental awareness and programs, ocean cleanups, temporary ban on shrimp catching during spawning period
- Agricultural sector: agroforestry sites, increasing popularity of family farm, new healthy school lunch program with acquisition of food directly from small local producers
- Sales infrastructure: farmers' markets, open markets and fairs
- Strong potential for cooperation between creative industries such as the music, literature, and craft arts



CHALLENGES

- 78% of the land territory is under protected area with little space for farming expansion
- The tourism industry uses much of the city's workforce while traditional crafts are in danger of disappearing. The city also doesn't provide enough technical training
- Increasing local product competitiveness with imported products, especially coming from large distributors such as CEASA (São Paulo), or neighboring cities (Cunha)
- A lot of the business that takes place is unreported, which disrupts proper data gathering for statistical analysis
- As a consequence of informality, acquisition of food and products directly from small informal craftsmen and producers is limited

PARATY: CREATIVE CITY IN GASTRONOMY ACTION PLAN (2018-2021)

Local actions

1) The first initiative will be to create a **Gastro-nomy Observatory**

By elaborating, implementing, and monitoring socioeconomic indicators, the Observatory will be able to identify the profile of all the stakeholders in the field, as well as its challenges and potential, in order to create a strategic plan for gastronomy in Paraty.

This initiative will be a partnership between the public sector, the private sector (SEBRAE, APACAP, Polo, etc.), and academia.

The Observatory will also serve as a Reference, Memory, and Training Center for gastronomy in Paraty, recording its history and promoting local produce and certifying the processes in local restaurants and bars.



2) the second initiative is an urban development project, already in progress: the **Fish Market**.

In a partnership between the Municipal Departments for Fishery and Agriculture, Urban Development, and Environment and the third sector institution Comunitas, with financial resources already provided, the project will benefit 580 fishing families at the place where half of the local catch is unloaded according to the Fishing Monitor (Ilha das Cobras Pier). The Market will facilitate mooring, transshipment, and commercialization, allowing direct sales of the catch. The initiative will also increase the visibility of fishing, making it a part of the tourism's cultural landscape in Paraty, while improving the living standards of local fishing families, offering regularization, technical assistance, and professional training. The Gastronomy Observatory will collaborate with the initiative.

3) The lack of training opportunities for young people led to the third initiative, of a cross-cutting nature with the project of the **Creative Economy and Training Center (CEFEC)**, a place for contact and exchange among various areas of the Creative Economy, through courses, workshops, incentives for entrepreneurship, and collaborative use of design, handicrafts, performing arts, and multimedia arts together with gastronomy. The center will be built on municipal public property with funding from the federal and municipal governments, with multiple partnerships in its operation and serving as the headquarters for the Gastronomy Observatory.



International Actions

1. Biodiversity and Creativity

The plan is to strengthen the local agroforestry farms as a reference to make Paraty a national and international destination for researchers and creators, seeking exchange and cooperation with other Creative Cities with similar projects (like the Global Center on Gastronomy and Biodiversity, in Belém), and providing unique experiences with local specificity and biodiversity – with species like the juçara and pupunha hearts of palm, manioc, and others – and their sustainable management, including the work done by other institutions such as the Bocaina Observatory for Healthy and Sustainable Territories and EMBRAPA (Brazilian Agricultural Research Corporation) and in partnership with universities like UNICAMP (Campinas State University) that conduct field research in Paraty, besides addressing issues like sustainability and artisanal fishing.

2. Exchange Program with Creative Cities in Gastronomy

The proposal is to strengthen Paraty's national and international cooperation in gastronomy, initially through exchange with other Creative Cities in Latin America, establishing partnerships between the local Gastronomy Observatory and that of Florianópolis, with the Global Center on Gastronomy and Biodiversity and the Food Museum in Belém, and with the digital library proposed by Popayan, seeking exchange of information on their policies for safeguarding traditional cuisines. A first step in making the Folia Gastronômica (**Gastronomy Fest**) an event with international reach will be to promote exchange with the Popayan Gastronomic Congress, in addition to similar events proposed by the two other cities, creating the conditions to progressively include cities from other continents. Besides the Folia Gastronômica (**Gastronomy Fest**), these activities will include the Polo Gastronômico (**Gastronomic Pole**), Paraty Visitors & Convention Bureau, SEBRAE, and SESC.

3. Gastronomy and Literature: Óbidos and the Iberian Peninsula

Another area of international cooperation is also crosscutting, initially involving Óbidos, Portugal, a Creative City in Literature with which Paraty already has ties. In 2014, Celeste Afonso, Óbidos City Councilwoman for Culture, visited the Paraty International Literary Festival (FLIP) to establish the basis for creating the Óbidos International Literary Festival (FOLIO), with its first edition happening the following year. The proposal is to strengthen these ties and include gastronomy (among other reasons, some of Paraty's strongest roots are Portuguese) in various initiatives: taking "Cooking with Words" event to Óbidos, taking advantage of the coincidence with the logo FOLIO FOLIA (FOLIO FEST, the Festival's crosscutting sector) and Folia Gastronômica (Gastronomy Fest), and create two-way exchange, including the internationalization of Paraty's cachaça and Portuguese wines, etc. Having established this first step, the following ones will include other Creative Cities from the Iberian Peninsula: Burgos and Dénia in Gastronomy and Granada and Barcelona in Literature. Partners will include the Gastronomy Fest, APACAP, Associação Casa Azul (FLIP), SESC, SEBRAE, Brazilian Book Chamber (CBL), SENAC, and the Paraty Cultural House.



MAIN MUNICIPAL PUBLIC POLICIES

TEMPORARY BAN FOR SHRIMP

Suspension of shrimp catching occurs at the time of spawning and is intended to secure stocks. Besides the environmental benefit, since it is a key phase in the life of the shrimp, the sowing also brings economic benefit, to guarantee the capacity of regeneration of the species. The fisherman is entitled to municipal and federal financial support of one minimum wage.

FISHING MONITORING

In partnership with the Rio de Janeiro State Fisheries Foundation (FIPERJ), with the support of the Fishermen Colony Z-18 and Rio de Janeiro State University (UERJ), Paraty has developed a program of monitoring fishing activities that aims to support decision-making related to public policies and production management, in favor of sustainable fisheries and the development of the industry.

MUNICIPAL GARDEN

The City Hall invests in the revitalization of public areas in municipal gardens through its Department of Fisheries and Agriculture. More than 10,000 seeds planted in recent years among fruit trees such as blackberry, acerola, avocado and cashew. There are also palm trees, hedges and species for ornamentation. A program developed in partnership with the Department of Education, has taken students to the garden for visit and workshops. The resident can have access to the seedlings.

AGENDA 21 | SUSTAINABLE GASTRONOMY

Following Brazil's ratification of Agenda 21, several programs were implemented in the city aiming to establish solid foundations for Sustainable Gastronomy in the city. This program is based on the commitment to use local produce produced by family farming and to value caiçara cuisine, bringing together chefs and producers. Since 2010, with the support of SEBRAE / RJ, diagnoses and actions of strategic planning for the movement have been carried out. Several factors were identified that interfered in the development of this project, among which aspects related to regularization, organization and training of the producers, as well as the communication between these and the restaurants. Efforts to regularize producers are being carried out to create a fair and the reform of the Rural Producer Market.



OIL COLLECTION | GREEN PASSPORT

The creation of an Agenda 21 policy in the municipality in 2010 allowed for public policy actions especially in agro ecotourism, the “Paraty” Geographical Origin Indication, Sustainable Gastronomy, Compensated Carbon and the campaign for the collection of used vegetable oil “Do not throw your oil down the drain”. All of these actions integrate the Paraty Living Project, recognized as a reference in Agenda 21 by the United Nations Environment Program (UNEP) and the Ministry of Environment (MMA). For all these actions, Paraty stood out in the national scenario and became a success case, with the change of standards and habits of the Paraty towards sustainable development. In four years, from 2013 to 2016, more than 280,000 liters of oil were collected. The collection is done free of charge at the site, through a specialized team, accredited and monitored by the Dial Vegetable Oil Used. The oil is transported safely and hygienically, and is stored in a treatment plant. After being treated, the oil becomes the raw material for the manufacture of pasty soap.

SCHOOL OF EATING

The program gathers volunteers, teachers, lunch recipients, nutritionists and family farmers in a major effort to ensure quality meals for students in the public school in the municipality. The program has been in progress since 2015. In its third year, it offers students in Paraty an even more varied menu and renews its commitment to promote healthy eating in the city’s schools.

“PARATY” CACHAÇA GEOGRAPHICAL ORIGIN INDICATION

Predicted in the Industrial Property Law of 1996, and granted by INPI, National Institute of Industrial Property, this indication is a very important marketing factor, because it distinguishes the origin of a typical product or service in a given region. In market practice, GI results in consumer loyalty, which starts to recognize a product of quality and with characteristics peculiar to a particular place. Geographical Indication also favors improved marketing and facilitates access to markets through collective ownership. Such certification - the 4th Geographical Indication recognized in the country and the 1st in the cachaça sector - was extremely important for the cachaça agroindustry in the State of Rio de Janeiro and in Brazil. This also continues to motivate producers to seek more certificates and awards, such as the Brussels World Contest.

PARATY: REFERENCE IN CULTURAL TOURISM

The diversity and cultural tradition of Paraty were undoubtedly the main factors that determined its choice as a reference destination in Cultural Tourism by the Ministry of Tourism in 2008. But other factors, such as the risk of becoming a tourist destination of mass - by lack of a defined development plan and an organized and active institutional arrangement - were decisive in transforming Paraty into a true laboratory of the Cultural Tourism segment, whose experiences can be reapplied in other Brazilian destinations. The Municipal Tourism Council (Comtur) has been reactivated to facilitate the integration of local entities and the implementation of projects.



CONSULTATIVE COUNCIL OF PARATY: CREATIVE CITY IN GASTRONOMY

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Marcos Maffei, Director of Culture

Municipal Department of
Education
Eliane Tomé, Municipal Secretary

Municipal Department of Urban
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Housing
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Municipal Department of
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Roberto Rioji Kunihiro, Municipal
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Municipal Department of Tourism
Gabriel Costa, Municipal
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Municipal Youth Council
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Religious Art Museum (IBRAM)
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Creative Incubator

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Brazilian Book Chamber
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Gastronomic Pole
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Banana da Terra Restaurant
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Folia Gastronômica
Festa do Divino
Festival do Camarão
Festival da Cachaça
Roteiros Gastronômicos do Sebrae

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Agenda 21 | Forum DLIS
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Associação de Moradores da Ilha do
Araújo
Associação de Moradores da
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Available through the link: <http://www.projetojuicara.org.br/biblioteca/>

The edge of the stove

organized by the Caiçara Project, sponsored by: Petrobras



GOVERNO DO ESTADO DO RIO DE JANEIRO
GOVERNADOR

Rio de Janeiro, May 22 2017.

Hon. Irina Bokova
Director-General
United Nations Educational, Scientific and Cultural Organization – UNESCO

Dear Ms. Irina Bokova,

First of all, let me take this opportunity to congratulate UNESCO on the initiative of the “2017 edition of the UNESCO Creative Cities Network (UCCN)”, to promote cooperation among cities that have identified creativity as a strategic factor for sustainable urban development.

It's a pleasure having Florianópolis, Curitiba, Santos, Belém and Salvador as part of the network and since Paraty is an important national reference due to its typical gastronomy, I would like to support its application this year both for its importance in the culture and history of the state and for the development carried in the area.

As an example of its special gastronomy, we can mention the *cachaça* from Paraty, the only with controlled origin denomination in Brazil, and the *farofa de feijão*, among other very special dishes of the *Caiçara* cuisine. The first, *cachaça*, was responsible for more than a hundred fifty (150) stills during the 19th century and is still an important economic driver in the region. Also, the *farofa de feijão*, was an essential food for the *tropeiros*, a movement of pioneers of the XVIIIth and XIXth centuries which, in the search of gold mines, helped to establish settlements in the interior part of Brazil.



GOVERNO DO ESTADO DO RIO DE JANEIRO
GOVERNADOR

As an articulator of good practices, I'm convinced that Paraty will be able to share their resources, their experiences, and their knowledge for the common objectives laid out in the Network's Mission Statement.

I take this opportunity to renew my vows of highest esteem and consideration.

Sincerely,

Luiz Fernando de Souza
Governor of the State of Rio de Janeiro



DECLARATION OF SUPPORT

The Municipality of Óbidos hereby expresses its support for the candidacy of Paraty, Brazil, to the Creative City of UNESCO program, in the area of gastronomy, considering that the work developed in this area has been of great quality and the importance it has in its Culture and history.

We also reiterate our desire to strengthen the dialogue among the creative sectors in what concerns the construction of an exchange program between Paraty and Óbidos, Portugal, also a Creative City of Literature.

May 31, 2017

The Mayor of Óbidos

Humberto da Silva Marques



