

Female protagonism and organic management of productive backyards: Instagram as a tool for disseminating the implementation of the sustainable development goals of the 2030 agenda



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ABSTRACT

The United Nations 2030 Agenda is a plan to achieve a better world for all peoples and nations by 2030. This document was consolidated at the United Nations General Assembly in September 2015, in which 193 countries, including Brazil, established 17 sustainable development goals. In addition, Sustainable Development Goals (SDGs) 1 (eradication of poverty), 2 (zero hunger and sustainable agriculture), 3 (health and well-being), 5 (gender equality), 10 (reduction of inequalities), 11 (sustainable cities and communities), 13 (action against global climate change), 14 (life below water) and 15 (life on land) relate to productive backyards of family farming, due to the strengthening of sustainability and female protagonism, and SDG 4 (quality education), which was achieved according to the proposed activities, promoted an interaction between the Affirmative Actions for Diversity and Inclusion team (which receive support from the Dean of FCAV/Unesp) and the women farmers of the settlement of Córrego Rico (SP), capable of generating an exchange of knowledge for both. However, there is still a lack of

access to information on this subject by the population. Therefore, social networks such as Instagram can help in the dissemination of this knowledge, so with this work we seek to apply it in posts about Family Farming, Female Protagonism, Agroecology and Productive Backyards, based on interviews with family farmers from the Association of Family Women Farmers of the Córrego Rico Settlement (A.M.A.A.R.) who are responsible for the management of productive backyards and were also consulted scientific articles and extracted pertinent information in an accessible language on these topics. Subsequently, the metrics of the posts (likes, comments, shares and saves) and the opinion of the followers were analyzed through the answers of a questionnaire that was created through Google Forms, to evaluate the contribution of the posts of the @amaar_projeto profile on Instagram, in which the content of these publications relates the daily life in the productive backyards of family farmers with the fulfillment of the objectives of the 2030 Agenda. Through the questions on the form, it was found that a large part of the respondents consider as "very important" the actions that A.M.A.A.R family farmers do in their productive backyards for the fulfillment of the proposed SDGs. Therefore, Instagram has proven to be an excellent tool to scientifically disseminate that the productive backyards of family farming contribute to the fulfillment of the Sustainable Development Goals of the 2030 Agenda, due to the female protagonism and the sustainable agroecological management that occurs in them.

Keywords: Women's management, Organic farming, ODS, Family farming.

1 INTRODUCTION

At the United Nations General Assembly in September 2015, 193 member states, including Brazil, consolidated the 2030 Agenda, in which 17 Sustainable Development Goals (SDGs) were



established to be met by countries by 2030. These goals are, respectively: SDG 1 - no poverty; SDG 2 - zero hunger and sustainable agriculture; SDG 3 - health and well-being; SDG 4 - quality education; SDG 5 - gender equality; SDG 6 - clean water and sanitation; SDG 7 - affordable and clean energy; SDG 8 - decent work and economic growth; SDG 9 - industry, innovation and infrastructure; SDG 10 - reduction of inequalities; SDG 11 - sustainable cities and communities; SDG 12 - responsible consumption and production; SDG 13 - action against global climate change; SDG 14 - life below water; SDG 15 - life on land; SDG 16 - peace, justice and strong institutions and SDG 17 - partnerships and means of implementation (UN BR, 2015). In view of the deadline for the execution of these goals, which is until 2030, in addition to the fact that current occurrences such as the high level of carbon dioxide (CO₂) emissions, per capita, by developed countries and those with higher income (BARROS et. al., 2023) are contributing to global warming, it is urgent to intervene with a view to future perspectives to change this scenario. In which there is a scarcity of information for the public and resources to guarantee a dignified life with fundamental and universal rights in Brazil and other countries.

Family farming, according to Kageyama et al. (2013), is considered in three situations: settlers (establishment originating from the settlement project); exclusively family (execution of the work by the producer's family, without any other person hired) and family with a contractor (there is the hiring of an employee, but most of the work is done by the family in annual equivalents). Another interesting observation is that of Veiga (1991), in which he stated that this type of agriculture was essential for all central and peripheral countries to achieve economic success, as they needed to have an abundance of economically accessible food for a growing population, being flexible because they receive an income lower than that of the urban worker and produce food. In addition, this agriculture is fundamental for the Brazilian agricultural scenario, since according to Silva et al. (2021) 85% of Brazilian establishments belong to family groups, in addition to more than 13.8 million people residing in 4.1 million family establishments in the countryside, corresponding to 77% of the population living in the countryside.

Family farming, by producing safe, diverse and nutritious food, strengthens the food security of families and the community, as surplus food from family production is sold, exchanged or donated (CAMINHAS, 2020), when comparing this action with SDGs 2 (zero hunger and sustainable agriculture) and 3 (health and well-being), it is something consistent. In addition, this agriculture is the ideal place to develop sustainability, as there is a heterogeneous production of plant species (including medicinal plants) and animals, in which they combine different management without harming the environment so much. In this case, the use of fewer inputs and better use of natural resources (EHLERS, 1996), fulfilling SDGs 13 (action against global climate change), 14 (life below water) and 15 (life on land).



Productive backyards are also the *locus* of action of family farming, especially for women, because, according to Dias et al. (2020), they are spaces in the settlement in which female protagonism prevails, with a diversified cultivation of vegetables, medicinal plants and the raising of animals such as poultry and pigs. Family farmers produce a good part of the food that the family consumes, in addition to selling what was not consumed in agroecological fairs (the famous "feirinhas") in which it contributes to the family's income, related to SDG 5 (gender equality).

The contrast of cultivation in productive backyards, without or with low use of chemical pesticides, of different species of vegetables such as vegetables, cereals and fruits, contributes to SDG 1 (poverty eradication) because the surpluses sold in the marketing circuits of agroecological fairs contribute to the family income of the settlers; SDG 2 (zero hunger and sustainable agriculture) as family farmers make excellent management of edaphoclimatic resources in their crops; SDG 3 (health and well-being) since they grow medicinal plants in their productive backyards and have the knowledge, taught by their mothers, how to use them, in addition to the fact that self-consumption by families and the availability of food with nutritional quality and affordable value for customers, promote food security; SDG 8 (decent work and economic growth) from the Government's rural programs and credits such as the Food Acquisition Program (P.A.A.) and the rural credits of the National Program for the Strengthening of Family Agriculture (Pronaf), the commercialization and costing of production are ensured; SDG 10 (reduction of inequalities) since in productive backyards, women are valued for managing and marketing food, so they contribute to increasing family income and breaking structured machismo; SDG 11 (sustainable cities and communities) given that the management of natural resources for production is done in a balanced way, without causing impacts, or very little, to the environment in which they live; SDG 12 (responsible consumption and production) since food waste is applied to the soil to enrich it and prepare it for future crops, or provided for farmed poultry and pigs that will be consumed, sold or exchanged by households in the future; SDG 13 (action against global climate change) because the emission of carbon dioxide (CO²) is in a system in which mechanization is not used excessively, nor is there or very little the raising of large animals such as cattle, local vegetation is present where there is no cultivation and, where there is a plantation, species are selected for the intercropping, aiming at the production of food throughout the year; SDG 14 (life under water) due to the no or little use of chemical pesticides in production, which if administered incorrectly can cause among many other problems such as the eutrophication of water bodies, leading to a disturbance in the aquatic ecosystem due to the lack of oxygen and, SDG 15 (life on land) due to the little use of pesticides or natural control options, It does not affect the population of animal species existing in productive backyards, such as bees and earthworms that perform fundamental work for crops, being respectively pollination, humus production and soil aeration.



Recently, the COVID-19 pandemic affected everyone and there was a need to adapt to distancing. In the same way, in the context of the University, there was this same need. In the work of Almeida et al. (2020), an example of exceptional and indispensable scientific dissemination in the Brazilian context of the pandemic is presented, in which one of the most active science communicators in the country, the biologist Atila Iamarino, who contributed to the formation of the Science Blogs Brasil collective, frequently used communication platforms such as Youtube, *Instagram* and *Twitter* to inform viewers about the different attributes of Covid-19, using language accessible to non-scientific audiences. Emphasizing university extension, which is the exchange of knowledge between the scientific community and other civilians, digital platforms such as *Instagram*, previously used, allowed social relationships to be maintained during the pandemic, becoming an indispensable technological resource in the academic environment as well. According to the research of Romão and Júnior (2022), in which they publicized the extension project "Semana Quitassato", in which they used the social network Instagram to publicize it, they realized that this platform played a fundamental role in attracting the public's interest in participating in the event and in the dissemination of science about the 17 Sustainable Development Goals of the 2030 Agenda. As a result, the intense participation of the public and the good development of the extension project remotely.

Therefore, in the present study the objective of evaluating the use of *Instagram as a tool to disseminate female protagonism and the organic management of productive backyards of family farming and how this helps in the fulfillment of the objectives of the 2030 Agenda, through the Instagram profile @amaar_projeto*, of an extension project of the Faculty of Agrarian and Veterinary Sciences (UNESP) Jaboticabal Campus, having as adjuvant the analysis through interviews and the daily life of the family farmers of the Association of Women Family Farmers of the Córrego Rico Settlement.

2 MATERIAL AND METHODS

2.1 INTERVIEWS WITH FARMERS IN CÓRREGO RICO - SP

The interviews were conducted with 12 female farmers pertinent to the female leadership of the rural community studied, because the knowledge and traditions of farmers and their families should stop being seen as only "influenced" by the knowledge of scholars in the area and start to be recognized as active subjects in the production of knowledge and understanding of the field. as defended by Freire (1983).

The interviews were transcribed and the results of the farmers' testimonies were analyzed with the support of the content analysis technique, following the three stages proposed by Bardin (2009). In the pre-analysis, the material was prepared (transcription of the interviews) and its floating reading, which consisted of a deep and repeated reading of the transcripts, to allow greater contact with the



material and knowledge of its content, ideas and concepts. The second stage, called exploration of the material, took place through the search for words and ideas repeated by the interviewees; and subsequently, in the third stage, we identified registration units, which, according to Bardin (2009), are the units of meaning that correspond to the "content segment to be considered as the base unit, aiming at categorization and frequency analysis". The content extracted from these interviews, therefore, was rigorously systematized in order to be disseminated on the *Instagram profile* (@amaar_projeto). Along with the dissemination, scientific texts (articles and book chapters) were added with simple and popular language. The *Canva app*, a free online graphic design tool, was used to create the posts. A total of 253 publications were made from March 2022 to October 2023, every Monday, Tuesday, Thursday and Friday.

Figure 1- Example of one of the posts made and disseminated on *Instagram* (@amaar_rojeto) based on the interviews conducted.



Fonte: *Instagram* (@amaar_projeto), 2023.



2.2 ANALYSIS OF POST METRICS

The metrics of Instagram profile posts @amaar_projeto which are likes, comments, shares, and saves, the five most relevant posts of 2022, the five most relevant posts of 2023, and the five most relevant posts in the period of one year were analyzed. Through the data provided by the professional profile insights tool on Instagram. None of these publications paid to the platform to be publicized.

Figure 2 - Instagram Professional Profile Insights Tool and Constituents of Post Interaction



Interações com publicações	62
Curtidas	48
Comentários	12
Compartilhamentos	2
Salvamentos	0

Fonte: Instagram (@amaar_projeto), 2023.

2.3 VERIFICATION OF THE EFFICIENCY OF INSTAGRAM AS A TOOL FOR DISSEMINATING THE IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS OF THE 2030 AGENDA THROUGH FEMALE PROTAGONISM AND ORGANIC MANAGEMENT OF PRODUCTIVE BACKYARDS

Through Google Forms, a survey was carried out aimed at the followers who most interacted with the profile posts, farmers, professionals in the area and undergraduate and graduate students of agricultural and veterinary sciences. In this questionnaire there were personal questions, such as: "e-



mail or phone", "what is your gender?", "what is your monthly income?", "what is your level of education?", "how long does the account take?" and six questions referring to the importance of female protagonism and the agroecological management of productive backyards of family farming for the implementation of the SDGs, They are divided into questions in the "multiple choice grid" format, which can be evaluated in five different levels of importance: 1 - very important, 2 - partially important, 3 - neither important nor insignificant, 4 - partially insignificant and 5 - very insignificant. The questions on the form consisted of: "1. Do you think that our *Instagram* posts demonstrate that family farming is related to: a) food for all, b) protection of the environment, c) favoring health, d) helping the family economically; " 2. Is it possible to see on our *Instagram* that women are very important in family farming? Why: a) women farmers take care of the management of productive backyards, b) women have mastered a knowledge of more viable plants for cultivation in productive backyards, c) women manage the household income for the purchase of food, d) women farmers are responsible for taking care of the family and productive backyards have a wide variety of types of food"; "3. We mentioned in our account sustainability, which is the ability to consciously use natural resources without compromising the well-being of future generations, is applied in food production by family farmers. This is because pesticides are not used, which protects: a) groundwater and water, b) the lives of bees and other pollinating insects, c) the health of the family and the community, d) the planet from climate change"; "4. In our posts we show that family farmers contribute to the practice of the 2030 Agenda, which is an important UN document to improve the planet. This is because these women: a) contribute to ending poverty, b) promote the consumption of organic food in their families and communities and also help fight hunger, c) help their families and communities consume safe and nutritious foods that are important for everyone's health, d) fight gender inequality at work, e) help to preserve water resources, f) work to reduce inequalities, g) contribute to the formation of a sustainable society, h) practice agriculture that avoids climate change, i) collaborate in the protection of animals and plants"; "5. On our *Instagram* account we talk a lot about female protagonism, which is when women in family farming stand out for: a) helping with the family's income, b) providing organic and healthy food with a wide variety, c) mastering a knowledge of more viable plants for cultivation in their productive backyards, d) helping to protect the environment, avoiding the use of pesticides, e) these mothers pass on to their daughters their knowledge about land management, f) sowing hope for a better world"; "6. On our *Instagram* account, we disclose that in productive backyards, women grow organic food that is sold at agroecological fairs, generating: a) an increase in household income, b) the purchase of safe and healthy food for the community, c) the fight against gender inequality and respect for women, d) respect for human rights and sustainability." It is possible through Google Forms to form graphs of the averages of the evaluations on the importance of the statements mentioned above, and this form was answered by 68 people.



Figure 3 - Form intended for the public



Opinião sobre o Instagram das mulheres agricultoras familiares do Projeto A.M.A.A.R

Qual é a sua renda mensal? *

Até RS 2,9 mil

Entre RS 2,9 mil e RS 7,1 mil

Entre RS 7,1 mil e RS 22 mil

Superior a RS 22 mil

Qual é o seu nível de escolaridade? *

Ensino fundamental incompleto

Ensino fundamental completo e médio incompleto

Ensino médio completo ou superior incompleto

Nível superior completo

Pós-graduação completa ou incompleta

3. Mencionamos na nossa conta a sustentabilidade, que é a capacidade de usar de maneira * consciente os recursos naturais sem comprometer o bem-estar das gerações futuras, é aplicada na produção de alimentos pelas agricultoras familiares. Isso se deve porque os agrotóxicos não são usados, o que protege:

	muito importante	parcialmente importante	nem importante, nem insignificante	parcialmente insignificante	muito insignificante
Os lençóis freáticos e a água	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A vida das abelhas e de outros insetos polinizadores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A saúde da família e da comunidade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O planeta das mudanças climáticas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Source: Google Forms, 2023.

3 RESULTS AND DISCUSSION

3.1 ANALYSIS OF POST METRICS

The publications with the most *engagement*, which refers to how much the public is interacting with the "brand" and its content (Macedo, 2014) in 2022, at the beginning of the project, were, respectively, in 5th place "If the field does not plant, the city does not dine" published in September 2022, obtained 45 likes, 12 comments, 23 shares and 4 saves, totaling 72 interactions; in 4th place "Terra Rica Settlement: Rich Stream" from June 2022, which reached 74 likes, 23 comments, 6 shares and 2 saves, totaling 105 interactions; in 3rd place "That Richarlison is is a fact, but do you know who is the ace of the economy that strengthens Brazil-silll?" from December 2022, which reached 73 likes, 18 comments, 16 shares and 2 saves, resulting in 109 interactions; in 2nd place "Diversity and Inclusion Affirmative Action Team" of November 2022, with 69 likes, 18 comments, 23 shares, 2 saves, resulting in 112 interactions and; In 1st place "1st post of the page "Welcome!" of March 2022, with 108 likes, 22 comments, 33 shares and 4 saves, achieving 167 interactions.



Table 1 - Analysis of the metrics of the most relevant publications of 2022

POST	TANNED	COMMENTS	SHARES	BAILOUTS	INTERACTIONS
1st post of the page "Welcome!"	108	22	33	4	167
Diversity and Inclusion Affirmative Action Team	69	18	23	2	112
That Richarlison is a fact, but do you know who is the ace of the economy that strengthens Brazil-silll?	73	18	16	2	109
Terra Rica Settlement: Rich Creek	74	23	6	2	105
If the countryside doesn't plant, the city doesn't dine	45	12	23	4	84

Source: *Authored by the authors, 2023.*

The publications with the most interactions in 2023, in the second year of the project, were, respectively, in 5th place "This Barbie is: Family Farmer" published in July 2023, obtained 80 likes, 14 comments, 10 shares and 3 saves, totaling 107 interactions; in 4th place "Janja's Outfit in Possession had details in golden grass made by artisans from Tocantins" from January 2023, which reached 88 likes, 11 comments, 8 shares and 1 save, totaling 108 interactions; in 3rd place "Family Farming Day" of July 2023, which reached 105 likes, 12 comments, 5 shares and 3 saves, resulting in 125 interactions; in 2nd place "Productive backyards and female autonomy" of July 2023, with 114 likes, 18 comments, 10 shares and 6 saves, resulting in 148 interactions and; in 1st place "Top 5 most produced fruits in the settlement of Córrego Rico" of February 2023, with 116 likes, 22 comments, 11 shares and 3 saves, achieving 152 interactions.



Table 2 - Analysis of the metrics of the most relevant publications of 2023

POST	TANNED	COMMENTS	SHARES	BAILOUTS	INTERACTIONS
Top 5 most produced fruits in the settlement of Córrego Rico	116	22	11	3	152
Productive backyards and women's autonomy	114	18	10	6	148
Family Farming Day	105	12	5	3	125
Janja in Possession's outfit had grass details made by artisans from Tocantins	88	11	8	1	108
This Barbie is: Family Farmer	80	14	10	3	107

Source: Authored by the authors, 2023.

The publications with the most interactions in the period of one year were, respectively, in 5th place "That Richarlison is a fact, but do you know who is the ace of the economy that strengthens Brazil-silll?" of December 2022, which reached 73 likes, 18 comments, 16 shares and 2 saves, resulting in 109 interactions; in 4th place "Diversity and Inclusion Affirmative Action Team" of November 2022, with 69 likes, 18 comments, 23 shares, 2 saves, resulting in 112 interactions; in 3rd place "Family Farming Day" of July 2023, which reached 105 likes, 12 comments, 5 shares and 3 saves, resulting in 125 interactions; in 2nd place "Productive backyards and female autonomy" of July 2023, with 114 likes, 18 comments, 10 shares and 6 saves, resulting in 148 interactions and; In 1st place "1st post of the page "Welcome!" of March 2022, with 108 likes, 22 comments, 33 shares and 4 saves, achieving 167 interactions.



Table 3 - Analysis of the metrics of the most relevant publications in the period of one year

POST	TANNED	COMMENTS	SHARES	BAILOUTS	INTERACTIONS
1st post of the page "Welcome!"	108	22	33	4	167
Productive Factors and Women's Autonomy	114	18	10	6	148
Family Farming Day	105	12	5	3	125
Diversity and Inclusion Affirmative Action Team	69	18	23	2	112
That Richarlison is is a fact, but do you know who is the ace of the economy that strengthens Brazil-silll?	73	18	16	2	109

Source: Authored by the authors, 2023.

Although the engagement of the posts varied, it was possible to see that between 2022 and 2023 the number of interactions potentially increased. Because, in view of the 5th relevant publication of 2022 that has 84 interactions, in the following year the relevant post with the lowest sum of likes, comments, saves and shares reached 107 interactions. Soon, the content of the *Instagram* profile was recognized by *the algorithm* as relevant and was "delivered" to more people, so the engagement of the account *@amaar_projeto* increased.

Information about the agroecological management that occurs in *the locus* of family farming was published on the *Instagram* profile , and according to IFOAM (2006) this type of production ensures the sustainability and health of the ecosystems and organisms that compose it. In addition to seeking to maintain and increase soil fertility, avoiding the use of fertilizers and chemical pesticides, which contrasts with conventional agriculture usually by large landowners, in which it was seen in the administration of the former president of Brazil, Jair Messias Bolsonaro, that in the first half of the year, 103 dangerous chemical pesticides were released. With this reality, the eight goals of SDG 2 are in retrogression, which occurs for the first time since 2017 (Civil Society Working Group for the 2030 Agenda, 2023). This type of production also maintains the genetic variability of crops, considering that since 2017 plant and animal genetic resources for food and agriculture, protected in the medium or long term in conservation facilities, have decreased from 204,317 to 203,302 (Civil Society Working Group for the 2030 Agenda, 2023). Family farmers also take into account the social and ecological



impacts of the food production system and ensure food security and human well-being, and this penultimate item is very important, given that inflation had a small reduction in 2021 and new growth in 2022, with emphasis on rice, beans, fruits and vegetables. Data from the beginning of 2023 show inflation under control, which needs to be maintained to reverse the setback (Civil Society Working Group for the 2030 Agenda, 2023). Important information based on academic texts, associated with interviews with family farmers in the settlement of Córrego Rico (SP), incorporated and published in illustrative cards, with a simple and popular language, showed the public the work of family farmers. It is worth mentioning the publication entitled "Family Farming Day", in which it presented important information from the VII Civil Society Light Report on the 2030 Agenda, referring to Sustainable Development Goals 2 and 13, which are in due order "zero hunger and sustainable agriculture" and "action against global climate change", in which it was the 3rd most relevant publication of 2023, obtaining 125 interactions, in addition to the probable viewers who did not interact but had access to this important information.

3.2 VERIFICATION OF THE EFFICIENCY OF INSTAGRAM AS A TOOL FOR DISSEMINATING THE IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS OF THE 2030 AGENDA THROUGH FEMALE PROTAGONISM AND ORGANIC MANAGEMENT OF PRODUCTIVE BACKYARDS

With the form, 68 responses were obtained from the *followers* who most interacted with the content published on the *Instagram profile (@amaar_projeto)*, from *farmers* (with an emphasis on family farmers), professionals in the area and undergraduate and graduate students of agricultural and veterinary sciences. Concretely, 52.9% of the respondents identified themselves as female. In addition, other data generated from the questionnaire relate to the monthly income of those who filled it out, in which 76.5% of the respondents have an income of up to R\$2.9 thousand and predominantly, the respondents have completed high school or incomplete higher education (51.5%).

The followers' responses indicated that the promotion on Instagram was able to publicize the adoption of sustainable practices by family farmers in productive backyards, which help in the implementation of the SDGs of the 2030 Agenda. In question 4, 98.52% of followers say that it is "very important" for family farmers to contribute to the practice of the 2030 Agenda because they promote the consumption of organic food in their family and community and help fight hunger. The other alternatives were: "help their family and community to consume safe and nutritious foods that are important for everyone's health.": very important (98.52%); "combat gender inequality at work.": very important (92.64); "They practice agriculture that avoids climate change.": very important (91.17%). These results are consistent with the studies by Arora et al (2019), Nunes et al (2018) and Sohn, Ardigo and Peixe (2022), demonstrating how social networks can help in scientific



dissemination.

Regarding item 1, in which he questioned whether the posts on his *Instagram* profile demonstrate that family farming is related to: food for all - 100% rated it as "very important"; protection of the environment - "very important" (95.58%), "partially important" (2.94%), "neither important nor insignificant" (1.47%); favoring health - "very important" (86.76%), "partially important" (11.76%), "not even important, nor insignificant" (1.47%); help the family economically - "very important" (95.58%) and "partially important" (4.41%).

Regarding item 2, in which she asked if it is possible to perceive on the Instagram profile that women are very important in family farming, why: farmers take care of the management of productive backyards - 98.52% evaluated it as being "very important" and 1.47% as "partially important"; women have mastered a knowledge of the most viable plants for cultivation in productive backyards - 94.17% ("very important") and 5.88% ("partially important"); women manage the household income for the purchase of food - 91.17% ("very important"), 7.35% ("partially important") and 1.47% ("neither important nor insignificant"); Female farmers are responsible for taking care of the family and productive backyards have a wide variety of food types - 97.05% ("very important") and 2.94% ("partially important").

Regarding item 3, in which he inquired whether sustainability was mentioned in the account and that this is applied in the production of food by family farmers due to the non-use of pesticides, which protects: groundwater and water - 100% determined as "very important"; the life of bees and other pollinating insects - 92.64% ("very important") and 7.35% ("partially important"); family and community health - 97.05% ("very important") and 2.94% ("partially important"); The planet of climate change - 88.23% ("very important") and 11.76% ("partially important").

Regarding item 4, in which it was questioned in the publications in which it was shown that family farmers contribute to the practice of the 2030 Agenda, due to: contribute to the end of poverty - was defined by 86.76% of the respondents as "very important", 11.76% "partially important" and 1.47% "neither important nor insignificant"; promote the consumption of organic food in their family and community and also help fight hunger - 98.52% "very important", 1.47% "partially important"; help their family and community consume safe and nutritious foods that are important for everyone's health - 98.52% "very important" and 1.47% "partially important"; combat gender inequality at work - 92.64% "very important", 4.41% "partially important" and 2.94% "neither important nor insignificant"; help preserve water resources - 91.17% "very important" and 8.82% "partially important"; work to reduce inequalities - 89.70% "very important" and 10.29% "partially important"; contribute to the formation of a sustainable society - 98.52% "very important" and 1.47% "partially important"; practice agriculture that avoids climate change - 91.17% "very important", 7.35% "partially important" and 1.47% "neither important nor insignificant"; collaborate in the protection of



animals and plants - 94.17% "very important" and 5.88% "partially significant".

Respectively, in item 5, it was questioned whether the profile talked about female protagonism, which is when women in family farming stand out for: assisting in the family's income - being evaluated by 94.17% as "very important" and 4.41% "partially important"; providing organic and healthy food with a wide variety - 89.70% "very important" and 10.29% "partially important"; mastering a knowledge of more viable plants for cultivation in their backyards productive - 94.17% "very important", 5.88% "partially important"; help protect the environment by avoiding the use of pesticides - 91.17% "very important" and 8.82% "partially important"; these mothers pass on to their daughters their knowledge about land management - 95.58% "very important", 2.94% "partially important" and 1.47% "partially insignificant"; Sow hope for a better world - 89.70% "very important", 8.82% "partially important" and 1.47% "neither important nor insignificant".

In the last item, the sixth question, readers were asked if in the profile @*amaar_projeto* it was disclosed that in productive backyards, women grow organic food that is sold at agroecological fairs, generating: increase in household income - evaluated by 97.05% of respondents as "very important" and 2.94% "partially important"; purchase of safe and healthy food for the community - 98.52% "very important" and 1.47% "partially important" important"; the fight against gender inequality and respect for women - 95.58% "very important", 2.94% "partially important" and 1.47% "partially insignificant"; Respect for human rights and sustainability - 92.64% "very important" and 7.35% "partially important".

The scientific information that has been transformed into publications on *Instagram*, in which they deal with the urgency of meeting the important Sustainable Development Goals of the 2030 Agenda, has the capacity to disseminate science through this virtual environment and has the potential to attract the reader to the world of science, promoting a feeling of integration with the current world and complementing formal education. in which it was confirmed by Lins (2019).

Therefore, almost 100% of the 68 respondents to the questionnaire agreed with the content that was provided to them on the Instagram platform, from the @*amaar_projeto* profile. In which, in the posts, the work that family farmers perform in their productive backyards was presented.

However, it is impossible to ignore that the work of family farmers suffers some impasses and does not reach its maximum development due to limitations, as mentioned by Moraes and Oliveira (2017), such as small-scale production, instability due to low managerial training, scarcity of scientific research in organic agriculture, lack of public technical assistance, greater demand for labor, financial difficulties encountered during the conversion process, difficulties in accessing bank credit, certification and monitoring of requirements, and negative environmental effects such as, for example, drift by neighbors who use pesticides.



4 CONCLUSIONS

According to the results obtained in the present study, it is concluded that *Instagram* is, in fact, an effective tool for the scientific dissemination that the productive backyards of family farming, through female protagonism and the agroecological management that operates, contribute to the implementation of the Sustainable Development Goals of the 2030 Agenda. Thus, it is possible for the followers of this social media, remotely, to acquire information regarding the urgency of meeting the SDGs of the 2030 Agenda and the ways to implement them.



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