



EVALUATION EXECUTIVE SUMMARY

Black-Owned Businesses in the Food Sector

Recife Metropolitan Area

About the Support

In the context of Covid-19 pandemic, this support was offered through a Request for Proposals inserted within the Program for Economic Recovery and Black Entrepreneurship. The goal was to contribute to the **strengthening and resilience of nano-, micro-, and small businesses managed by the Black population.**

The **food business** is among ten sectors that started most companies since early 2020. It offers basic consumption goods, and has been expanding its delivery services.

Unlike other states of Brazil, where people go to the capital in order to buy ready-to-eat food for consumption, in Pernambuco that activity is capillarized. Fourteen cities comprise **Recife's Metropolitan Region**. Only six of those concentrate 90% of the food business, Recife alone having 48% of the companies.

These two areas were defined with the goal of focusing efforts, and strengthening a potential sector for Black entrepreneurs.

Benefits offered



Seed capital
of R\$ 30,000
(thirty
thousand reais)



Diagnosis
and a plan of
improvement
and goals for
each business



Advisory services
and technical
support throughout
the nine months of
project execution



Online
training and
mentorship

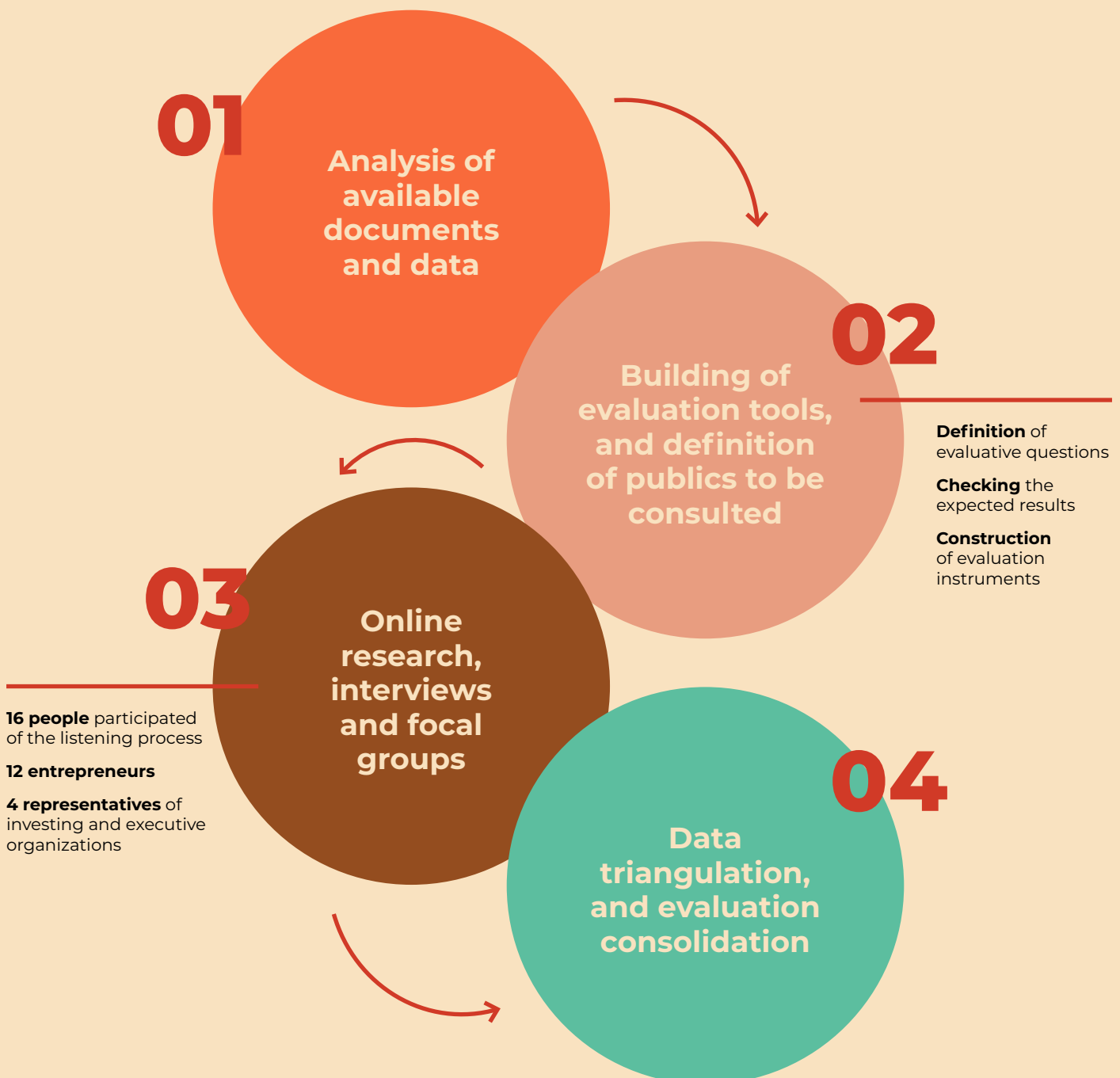


Face-to-face
meetings

Evaluation Steps

Qualitative method was the frame used to develop the evaluation. This choice is related to the project range, and to the number of supported businesses, being the methodological approach with the larger potential to capture any singularities present in the initiative. Besides it enables the consolidation of the most complete and pertinent results.

Evaluation Path



Supported Public Profile

14

BUSINESSES



71% consider the business as the main revenue of the family



29% consider the business as an additional revenue

Activity in the Food Sector



Most supported entrepreneurs have a **full higher education**

65% Full Higher Education

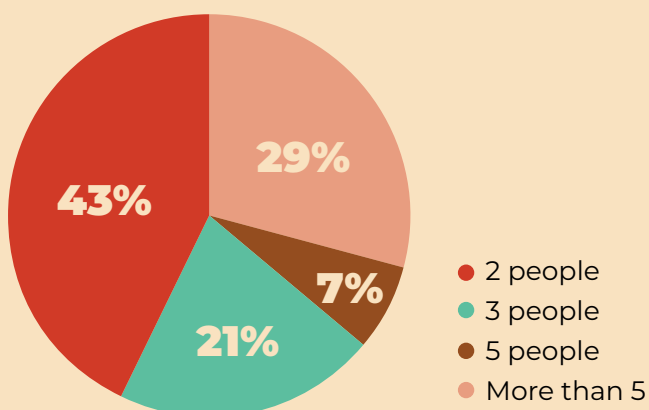
7% Full Elementary

7% Full High School

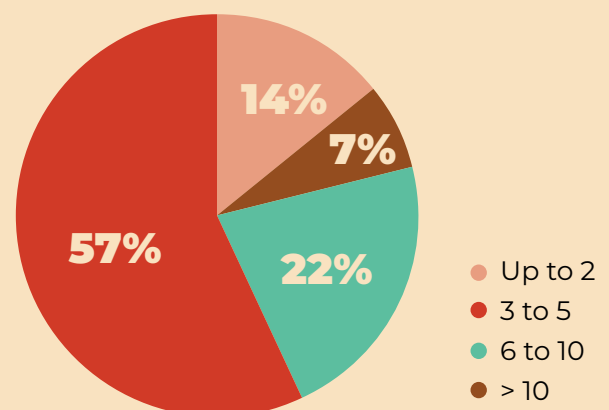
14% Incomplete Higher Education

7% Full Middle School

Number of workers in the business



Number of community partners/suppliers impacted by the business



*Besides sales and trade relations with people in the community, hiring people from the community was a priority.

About the businesses

**Akuenda Translêsbicha Buarque de Souza****Dhuzati Monstruosidades Antiespecistas** | @dhuzati | Recife

Production and sale (on the streets or made to order) of vegan food – snacks, pies, sweets, and frozen meals/lunchboxes

**Aleff Souza****Delicias do Aleff** | @deliciasdoalleff | Recife

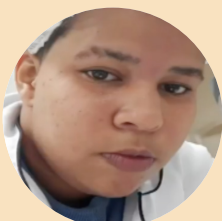
Confectionery specialized in high-end custom cakes for events. It also offers a delivery service with snacks, sliced cakes and gift kits.

**Alexsandra Maria da Silva****Cozinha Buliçosa** | @cozinha_bulicosa | Recife

VegBurgers, vegan sausages and small meals, with the goal of replacing animal protein by vegetal protein, sustainable, easily accessible, and with no animal suffering

**Angélica Nobre****Angu Culinária Sustentável** | @angudasartes | Recife

Catering for events (coffee break), sales on street markets and for delivery. Focus on healthy food, fully recycling foods. The entrepreneur also conducts Sustainable Cuisine workshops for women in the region.

**Cauã Ferreira****BDR Cozinha** | @bdrcozinha | Recife

Coffee break, brunch, and dressing rooms services. Its flagship is a menu with 15 different brownie flavors, including Brazilian ingredients such as cumaru. To reduce costs and increase visibility and sales, the company partners with other entrepreneurs to work on trade fairs and other events, encouraging creative economy.

**Isamara Costa****Acarajé da Tia Joana** | @acarajedatiajoana | Recife

Managed by the entrepreneur and her mother, the business specializes in sales of acarajé, drinks, and desserts in a kiosk and for delivery.

**Manoelly Soledade****MaMê Comidinhas** | @mamecomidinhas | Paulista

Artisanal confectionery, affectionate and ancestral. Main products are sweets and snacks for special dates. Caters to events, and also does consultancy.

Sobre os Negócios

**Maria da Paixão de Brito****Kituteria Capibaribe** | @KituteriaCapibaribe | Recife

Direct sales of sweets and snacks, catering service for parties and other events.

**Marileide Alves****Xêro Café** | @xerocafe | Olinda

Coffee shop in Olinda, serving sweets and snacks, and promoting cultural events with local artists.

**Rivaneza Maria da Silva****Dona Terra** | @donaterraeco | Recife

Food made to order or for delivery. Produces food with fermentation techniques and natural conservation.

**Rosana Rodrigues****Delicias da Rosana** | @D'liciasdarosana | Recife

Sells cakes, sweets, snacks, and party kits. Works to order, and also by direct sales through the internet.

**Rosilene Rodrigues dos Santos****Tabuleiro** | Recife

Afro-centered gastronomic experience. Small family business inspired by Afro-Brazilian cuisine, serving events.

**Rozenir Maria da Silva****Tempero de Rosa** | @temperoderosa_recife | Recife

Restaurant in a downtown hotel, managed by Rosa since the death of the previous hotel owner.

**Stella Francisca****Zé do Ó** | @zedoocozinhaancestral | Ipojuca

Restaurant of ancestral cuisine, well known in Porto de Galinhas, recognized and traditional in the region.

Evaluation Findings

Business Support Path

- The diagnostic was important to present new possibilities of concrete actions aimed at boosting businesses, and prioritizing action focuses.
- Besides financial resources, the training journey and the mentorships were perceived as important processes to qualify business management, and its performance.
- The mix of technical and human development contents was important to reach more consistent results, as it allowed repositioning the business based on self-esteem and the sense of belonging to a Black community.
- The training journey was conducted by Black people with diverse identity profiles regarding sexual orientation and gender identity. It was a highlight of the program, relaying trust and recognition to entrepreneurs.
- Focus on the food sector encouraged multiple exchanges among entrepreneurs, and allowed the identification of common demands.
- The financial resources contributed to structural changes in the business that other notices, with fewer resources, could not allow.

“In my personal life, I managed to have a wage, to take a week of vacation after years of non-stop work, and now we are in the planning stages to open our physical store in 2024. The goal is to expand, and enlarge our client base, serving with excellence all the Northern peripheries of Recife. Also, without losing the focus on being a business led by a Black person rooted in the periphery.”

Evaluation findings

About the benefits offered



Equipment acquired with the resources from the support: a computer for Brownie do Rolê (left); and a microwave and a freezer for Delícias do Aleff (right).

Fonte: Fundo Baobá's Narrative Reports

Equipment acquired by Xêro Café to increase productivity.

Fonte: Fundo Baobá's Narrative Reports



Two professional photos made for the online sales and/or promotion channels of Dona Terra and Xêro Café.

Fonte: Fundo Baobá's Narrative Reports



Evaluation Findings

Implementation challenges

Although a hybrid format was chosen to implement the initiative, many actions were developed online. Additionally, not all content was available for later consultation by entrepreneurs. These two factors were seen as challenges to interaction, and to the best use of the contents.

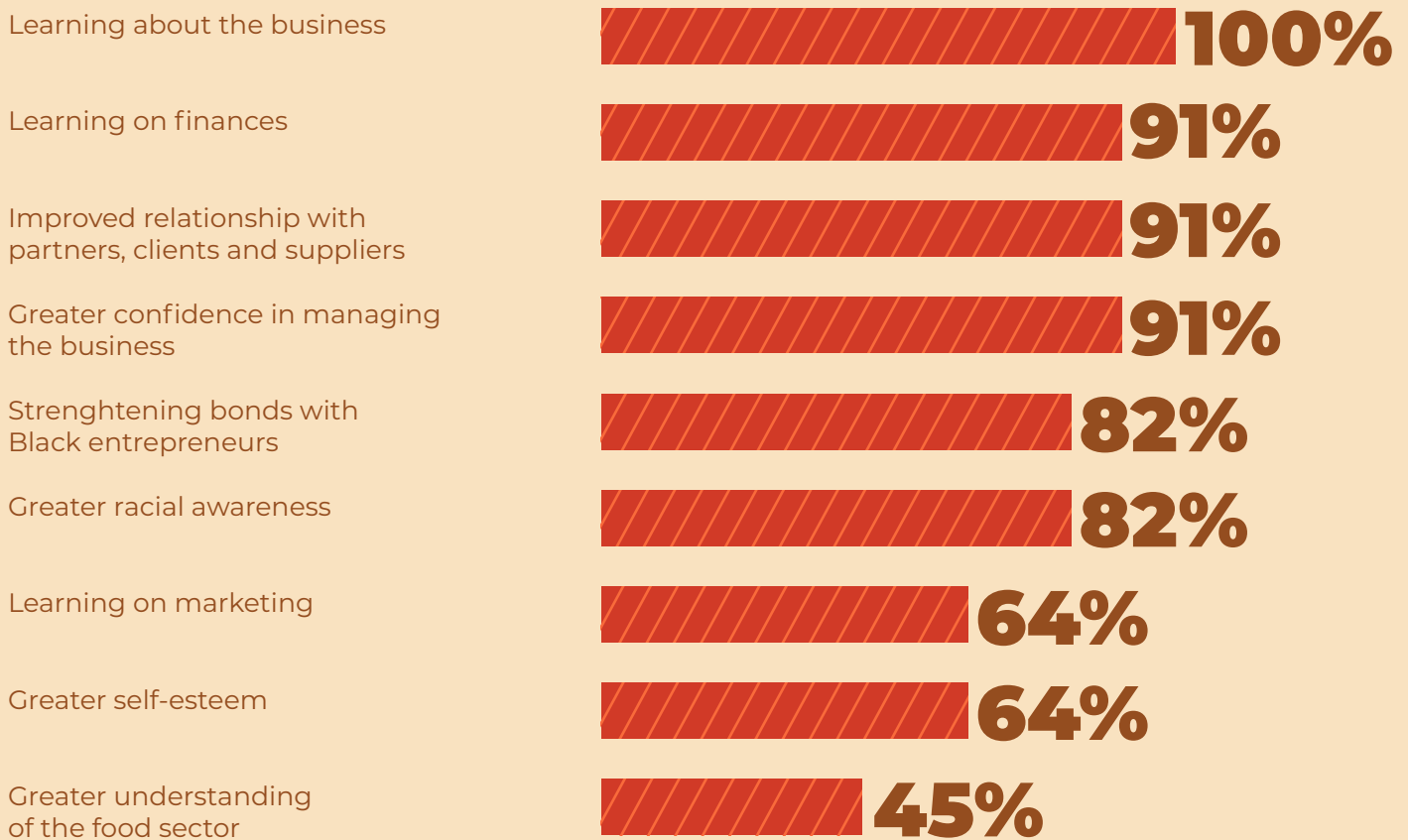
Furthermore, despite the fact that support focused on the food sector was positive for exchanges between entrepreneurs, the evaluation did not identify a significant increase in knowledge of the specificities of the sector.

This findings points to an opportunity for specific training and new formats in future public notices.

Evaluation Findings

Main individual changes

Most respondents reported changes in the business itself, and its finances, in the relationship with partners, clients, and suppliers, and a greater confidence in the management field.



“Ever since the support, I had more autonomy, and more confidence to make decisions and make changes in my business. It brought more responsibilities, and made me see my company differently, and with a huge potential, despite the fact that I was afraid, I confess. The fact that I started to work with other people made me pay more attention to processes and logistic of my company, thus evaluating and improving more.”

Evaluation Findings

Perceived transformations in the businesses

Throughout the evaluation process, transformations in the businesses were reported as a consequence of the benefits offered.

First place

- General improvement in management
- Financial organization
- Increase in productivity

"Financial organization and the whole business management, which is not anymore plagued by hurdles. Today, accounts are separated, and I have stable suppliers, which allowed me more time, as I don't have to go out to purchase a large volume of supplies."

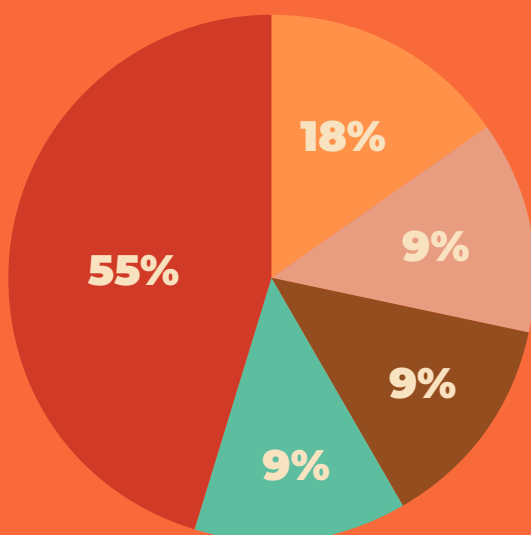
"A result I didn't expect to be so fast was the exponential increase in production, thanks to the acquisition of equipment, and the improvement in process standardization."

Second place

- Increase in revenue
- Increase in the number of clients

"Regarding revenue, I'd say it did not increase just because the number of clients increased. In our case, [it's because] we managed to reorganize finances, savings, working capital, and compensation to ourselves."

Post-Intervention Revenue



- Increased, and remained at the same level to this day
- Increased after the investment, but then fell, and today it is back to the level in 2022
- Oscillates, but they are working to reach the goals
- Increased, but is not did not yet reach the pre-pandemic level
- Increased, and now is growing

Evaluation Findings

The power of supporting Black entrepreneurship

Racial awareness and changes

“When present, the racial issue changes everything around us, not only my personal life. It is able to change everything around me, and contaminates other people. And that is wonderful.”

Blackness and self-esteem in the food sector of Recife

“Baobá made me aware that I am a Black woman entrepreneur. Baobá taught me to know I am Black, and that I can do even better than I already do. Baobá helped me strengthen my Blackness. We used to see only White chefs, and today I see my Recife full of well-rounded Black women entrepreneurs.”

Recognition, and being among peers

“To be able to recognize myself in that environment with more Black women businesses has strengthen me to believe even more in my potential, and in my decisions.”

Fair opportunities for development

“Surely, the sense of belonging and the aquilombamento are extremely strong. Knowledge expansion, and networking with Black and diverse people, were very important as well. Besides that, learning that viable opportunities do exist for our people filled me with confidence and will to also create opportunities for my community.”

Institutional support on combating racism

“Most of the time, financing institutions have their objectives and principles and we did not want to seek resources from institutions whose principles were not in accordance with ours. We realized that in our work the issue of racial equity and combating racism were principles that needed to be preserved. We did not want to negotiate that.”

Closing Remarks

It was a **right choice** to adopt a support strategy for Black entrepreneurs focused on a territory, and a specific sector (food).

Behavioral changes, and their reflection on businesses, plus financial resources, allowed a **comprehensive transformation of most enterprises**.

For future investments, improvements may occur particularly on enhancing **methodology on content transfer, expand understanding of the specific sector, and intensity in meetings with entrepreneurs**.

The support had a **leverage effect**, i.e., **potentialized changes that would take much longer to happen**. Such transformations could eventually come to happen without the leverage, but at a much slower pace, and with partial results for most businesses.

Results were obtained mostly by the **design of a public notice written by and for Black people**, directly treating demands of racialized groups, and talking openly about issues as racism and racial belonging.

Evaluation Process by Janela 8



JANELA 8

Evaluation Team

Carolina Alves de Jongh
Crisfanny Souza
Denise Maellaro Ferreira
Livia Guimarães

Communication Team

Victoria Carvalho

Support

verizon✓

