

# THE BETINHO PROJECT

**The Betinho Project is a unique project that brings together Brazilian and Canadian past and future.**

## Herbet de Souza - "Betinho"

Herbet "Betinho" de Souza lived in Toronto as a Brazilian political refugee during the 1970s. After returning to Brazil in 1979, Betinho became one of the country's modern heroes, heading several national campaigns against hunger and poverty, for social justice and democracy everywhere.

Although living with a debilitating health condition (he was a hemophil-

iac and lived with HIV/AIDS for the last 10 years of his life), Betinho was one of the country's strongest fighters for social inclusion.

Members of the Betinho Project feel proud of Canada's role in Betinho's life, and honoured that he chose Toronto as the environment in which he felt safe to continue developing his work.

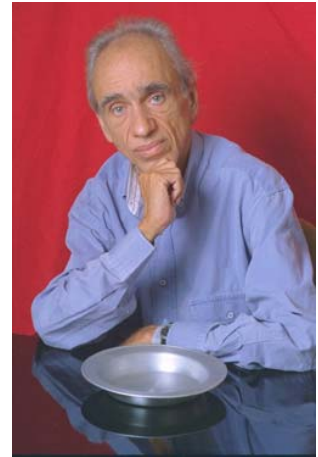


Photo credit: Marizilda Gruppe for Agencia Globo

## WE ARE IN THE NEWS

The Betinho Project's activities have been covered by various Toronto newspapers and magazines. Look for us in:

Brasil News - Jan, 2007, no. 170

Media Brasil - June 23-29, 2006

Sotaque Brasileiro - Spring 2006, no. 11

Brasil News - Dec, 2005, no. 140

NOW Magazine - Nov 24-30, 2005

Be different. Don't be indifferent.



*The Betinho Project is a partnership between Ryerson University's Centre for Studies in Food Security, The Stop Community Food Centre, the Toronto Food Policy Council, FoodShare Toronto, and volunteers from Brazil and Canada.*

## The Betinho Community Bake Oven



A bake oven in downtown Kitchener

The *Betinho Project* is being launched by the building of a Community Bake Oven which will be dedicated to Betinho. The Bake Oven will be constructed as part of "the Green Barn" in the Green Arts Barns Project in Wychwood Park in Toronto. The Green Barn will be managed by The Stop Community Food Centre and will include a greenhouse, the community bake oven, and a community garden.

This will be a very fitting setting in which to celebrate Betinho's life and work, as the Green Barn has many goals that correspond closely to Betinho's own values.

The Green Barn will:

- cultivate community awareness of food and its connection with the environment.
- provide learning opportunities for people of all ages and backgrounds.
- increase access to healthy, locally-produced food.
- create a public gathering place centred around food, respecting and celebrating the diversity of the neighbourhood.
- utilize collected stormwater to irrigate the greenhouse and sheltered gardens, promoting the energy-efficient integrated system.

*The Betinho Project aims to raise \$20,000 for the construction of the community bake oven.*



Cecilia Rocha speaks about Betinho at CAJU restaurant

## Launch Party - Caju Restaurant - Toronto

The Betinho Project's launch party was held at Caju, a Brazilian restaurant on Queen St. West.

The event was a showcase of delicious Brazilian food, superb bossa nova, and information about Betinho and the project, but most of all, it was an opportunity for the project coordinators to share our admiration for Betinho's legacy.

Representatives of the four partner organizations in the Betinho project spoke about the inspiration Betinho offered them. Dr. Cecilia Rocha, professor in the School of Nutrition at Ryerson University and director of

the Centre for Studies in Food Security at Ryerson University, was Betinho's friend at the time he was living in Toronto, and her words touched many of those present

Fresh fruit and vegetables were donated by Foodshare's Field to Table program and prepared by Caju staff. Beautiful live bossa nova music was provided by great local artists, who also donated their time and talent.

The launch was a great success, thanks to the contributions of many people. Guests from both the Brazilian and Canadian communities, had an enjoyable evening and learned something as well. We officially began collecting donations for the building



The **Stop Community Food Centre**, 1884 Davenport Rd., Toronto

## Community-baking event – The Stop Community Food Centre

To get the feeling of the role of a bake oven in community events, we held an event at The Stop's bake oven, where we communally prepared **pizza and Brazilian cheese bread, *pão de queijo***.

The event brought people together to share in good food and to meet people from Brazil, Angola, and Canada, who are working on issues of hunger and poverty in their countries.

In addition to delicious food prepared in the Bake Oven, there was great music, crafts for sale from Aboriginal people in Brazil and some activities for children. Food was donated by several local businesses, a capoeira group demonstrated their talent, and many of the attendees participated in the music-making.

## Activities for 2007

In 2007 we will observe the 10th year anniversary of BETINHO's death. We have planned some events to share within the Brazilian and Canadian community living in Toronto his history in Toronto as well as in Brazil.

Our plan consists of holding presentations and talks on international subjects that were close to Betinho's heart, such as hunger, HIV/AIDS, and food security.

We look forward to learning about how these topics have been addressed in different parts of the world.

We are also planning several events in Toronto to raise funds for the community bake oven, including a gala dinners.

For more information please call or email us:  
416-979-5000 X4564  
thebetinoproject@ryerson.ca

## Cecilia Rocha presents the Project as a Marketing case at Ryerson Continuing Education

The Betinho Project was invited by Janet Hercz to be used as a case study in her course, Marketing and Fundraising in the Nonprofit and Voluntary sector.

The class was full and the students were very interested in the initiative. Dr. Cecilia Rocha showed the students an inspiring presentation about the project and about Betinho's legacy.

Dr. Rocha also explained that the Community Bake Oven is envisioned as a "community tool" which provides

the opportunity for diverse people to gather, through sharing the simple and age-old tradition of baking and eating bread.

The students were impressed by Betinho's story, and amazed that not many people know much about his life.

Some people expressed their pride that Canada is such a country that gives opportunity for people like Betinho to continue their work when a political or social situation somewhere else does the opposite.



Janet Hercz and Cecilia Rocha

I support the BETINHO bake oven and I wish to MAKE a donation.

NAME\*: \_\_\_\_\_

ADDRESS\*: \_\_\_\_\_

CITY\*: \_\_\_\_\_ POSTAL CODE\*: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

\*REQUIRED FOR TAX RECEIPT

PLEASE CHARGE MY VISA CARD

CARD HOLDER NAME : \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_

EXPIRY DATE: \_\_\_\_\_

AMOUNT: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

PLEASE COMPLETE THIS FORM AND SEND IT TO THE CENTRE FOR STUDIES IN FOOD SECURITY,  
RYERSON UNIVERSITY, 350 VICTORIA STREET, TORONTO, ONTARIO M5B 2K3

I ENCLOSE A TAX DEDUCTIBLE DONATION PAYABLE TO **THE STOP**

TOTAL ENCLOSED: \$ \_\_\_\_\_

**CENTRE FOR STUDIES  
IN FOOD SECURITY**  
RYERSON UNIVERSITY  
350 VICTORIA STREET  
TORONTO, ONTARIO  
CANADA, M5B 2K3  
T. 416-979-5000 X4564

[thebetinoproject@ryerson.ca](mailto:thebetinoproject@ryerson.ca)

## BACKGROUND

In March 2004, Debbie Field (Executive Director, FoodShare Toronto), Wayne Roberts (Coordinator, Toronto Food Policy Council), Cecilia Rocha (Director, Centre for Studies in Food Security, Ryerson University), and Nick Saul (Executive Director, The Stop Community Food Centre) were invited to attend the Second National Conference on Food and Nutrition Security in Olinda, Brazil, as part of a small group of international observers. This was an opportunity to witness the culmination of a democratic process in which civil society organizations from throughout the country participated in developing key recommendations to be forwarded to the federal government through the National Council for Food and Nutrition Security (CONSEA). For the Canadian observers, it was also an opportunity to reflect on our own challenges and opportunities in developing a movement to improve food security in Canada and elsewhere based on principles of social justice and participatory democracy.

The Conference was strongly grounded on the works of two key figures in the Brazilian movement against hunger and for food security: Josué de Castro and Herbert de Souza. The impact of the work of these two Brazilians reached beyond their country's borders, and their legacy can still be felt today.

Josué de Castro (1908-1973), had a distinguished career as a physician, writer, diplomat and, mostly, as a humanitarian (<http://www.josuedecastro.com.br/eng/frame.html>).

Herbert de Souza (Betinho, as he is known by millions of Brazilians and people around the world), was also a humanitarian forced into exile by the military dictatorship. But he survived to see democracy return to his country, and to make his contribution towards a more equalitarian, just society. Among the many causes he embraced and led was the Campaign Against Hunger and for Life which triggered the new movement for food and nutrition security in Brazil. Before returning to Brazil in 1979 Betinho lived for five years in Toronto, Canada. Betinho died in August 1997. He would be celebrating his 70th birthday on November 3rd 2005.

Upon their return to Toronto, the four Canadian observers at the Brazilian Conference felt the need to rekindle the Toronto connection with Betinho. The *Betinho Project* emerged, thus, as our desire to celebrate Betinho's life and work, and to contribute in continuing his campaign against hunger and for life everywhere in the world.

## People in the Betinho Project



Partners: Cecilia Rocha, Wayne Roberts, Nick Saul, Debbie Field.



Volunteers: Tania Tzupanic, Marcos Abreu, Cecilia Rocha, Rita Liberato & Alison Clegg.