

THE COMMERCE IN THE SMALL TOWN PIRAJU/SP

EL COMERCIO EN LA PEQUEÑA CIUDAD DE PIRAJU/SP

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Abstract: This paper intends to analyze the dynamics and spatial organization of commerce and its connection with the coffee in the city of Piraju, inside of São Paulo. To develop the research we have adopted techniques such as interviews with traders and local merchants as well as photographs to better understand urban space of Piraju. Lastly, the work is divided into three parts: a theoretical analysis of commerce and small town, the behavior of commerce, the role of the free market and the ratio of commerce of Piraju with the surrounding municipalities.

Keywords: Commerce; Small town; Coffee production; Piraju.

Resumen: Este trabajo pretende analizar la dinámica y la organización espacial del comercio y su relación con el café en la ciudad de Piraju, en el interior de São Paulo. Para desarrollar la investigación que hemos adoptado técnicas como entrevistas con los comerciantes y los comerciantes locales, así como fotografías para comprender mejor el espacio urbano de Piraju. Por último, el trabajo se divide en tres partes: un análisis teórico del comercio y la pequeña ciudad, el comportamiento del comercio, el papel del libre mercado y la relación de comercio de Piraju con los municipios circundantes.

Palabras clave: Comercio; Pequeña ciudad; La producción de café; Piraju.

Introduction

The tertiary sector is broad-based growth, This fact is especially true for the mechanization of field and with the impending industrial technology. In this mode, increasing unemployment, which affects not only large and medium cities, small towns as well.

However, in many small towns the sector is directly connected with the field, especially those who had an urbanization driven by the railroads, important for the flow of coffee harvests. Second Monbeig (1984), the foundation of small towns could be explained by the need to provide the rural population and, especially, the small farmers the "frames" urban. These locations have become fundamental.

In the case specifically the city of Piraju located midwestern state of São Paulo, in which the objective is to analyze the dynamics and spatial organization of trade and its connection with the coffee.

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The methodological procedures used for analysis were at first bibliographic reference, documents and photographs to support the work; in the second moment the field work to map the commerce and qualitative interviews conducted with local merchants, with the population and older residents; Lastly, the third moment the quantitative using statistical data organs of municipal and state.

The work will be divided into three parts, first in a theoretical analysis of the thematic: commerce and small town; later in the second part an analysis of the "*loco*" of research and behavior of trade in the city of Piraju; and at the end the paper in the free market and the ratio of commerce of Piraju with the surrounding municipalities.

Small town and commerce

Discussions on local cities or small towns, is still a theme of "new" in the Brazilian Geography, although there are earlier works as (AZEVEDO, 1958), (DAVIDOVICH; GEIGER, 1961) and (SPOSITO, 1982). The theme is gradually being discussed by geographers, which until then, the urban studies concentrated on the work on metropolises and in large and medium cities. Therefore, as highlighted Corrêa (1999, p. 45) "[...] os esforços de reflexão empreendidos sobre o urbano e a cidade têm, preferencialmente, privilegiado as grandes cidades." In fact they are increasing in recent years, jobs that will discuss that issue and the effort of some researchers for their understanding.

The concept of small town of is difficult elaboration (ENDLICH, 2006), this is the fact of the difficulty of linear and a definition a concept. Small towns will assume throughout history, forms and functions various (JURADO DA SILVA; SPOSITO, 2009).

Anyway what really comes into our head in the that would be small town is the size of the urban. Second Capel (1975) "El tamaño, medido en número de habitantes, se ha considerado con gran frecuencia como una característica fundamental, aunque, en general, a un nivel teórico, ha sido utilizada junto con otras características." Thus, for a reflexion more detailed, we must take into consideration other characteristics of urban.

For IBGE there is REGIC created with the objective to know the relationships among Brazilian cities based on the analysis of flows of goods and services, thus, allowed in the publication REGIC (2007), seek to define the hierarchy of urban centers and thus classified into five large levels, on the other hand subdivided into two or three sublevels: Metropolis; Capital regional; Center Sub-regional; Center of zone e Local center. Indeed the methodology for this classification was taken largely the city size, considered the number of city people.

At this point, share "[...] da idéia de que o tamanho populacional é um critério insuficiente para se entender o papel e a vida de relações de uma cidade. Outros parâmetros devem ser contemplados, tais como: as origens, o cotidiano, as atividades econômicas e, especialmente as funções regionais." (ASSIS; ARAÚJO, 2009). This has to be added to the proposed of (CAPEL, 1975), the definition of the urban should consider the size and activity, the appearance of the activity of the nucleus, non-agricultural and lifestyle, as well as certain social characteristics, such as heterogeneity, the "urban culture" and the degree of social interaction.

No move forward in the theoretical discussions about small towns, here we use the economic factor as a structural the search, for Jurado da Silva; Sposito (2009, p. 205). "Apesar das relações espaciais das pequenas cidades serem demarcadas por um patamar econômico diferenciado daquele encontrado nos

grandes centros, é necessário evidenciar suas particularidades e os significados que apresentam no quadro urbano.” Therefore, it is evident that the city which used in the case, Piraju in the midwest paulista is a small town, beyond that currently has about 30 000 inhabitants, its economy is directly related to the local, and “[...] podemos salientar que as cidades pequenas também apresentam importantes diferenciações entre si, e isso decorre da própria lógica instaurada historicamente pelo movimento da sociedade” (JURADO DA SILVA; SPOSITO, 2009, p. 205).

At other times it was impossible to consider Piraju as a small town, especially taking into account their participation and importance to the state of São Paulo, was one of the main towns in coffee production, in the early twentieth century, thus, the highlight happened because the coffee economy was the engine of the state of São Paulo and also Brazil.

Second Carlos (2009, p. 57) “Essa dimensão histórica é fundamental para a compreensão na natureza da cidade.” Still the same author comments that the city is something that is constructed within a historical process and that wins materialization concrete, differentiated, due to historical factors specific.

Not far from this reality, the Piraju commerce is closely linked to its history and the development afforded by production of coffee. It is in the downtown area, where is urban memory of the local. Seek solutions of the past to explain this is a task of historiography that geography uses; the past is used to present alternatives to the present (CAPEL, 2009). It scrutinize the characteristics of the past, the city's history is reflected in its urban reproduction, two different times, but perceptible in space.

The cultivation of coffee is still the leading economy of the city, therefore, is the life of the field that dictates the pace of Piraju and the local commerce is very connected to this process. For Assis & Araújo (2009) the small northeastern cities they studied, commonly in, the life relations is controlled by the field, industry with an incipient participation in the economy. The trade and services, therefore, meet the basic needs of the population.

The relation rural and urban is very common in small towns, at first the field was manipulating the urban space, was the economy in the case of Piraju, “coffee” fuel for the constructions in the city. Is currently the city and its objects that pass to command the relation.

Com o avanço do capitalismo, a propriedade da terra e a produção agrícola tornam-se negócios dos capitalistas urbanos e passam a ser comandados por estes. Perfila-se um modo de viver urbano, que penetra nos campos, comportando sistemas de objetos e sistemas de valores... A urbanização tende a apagar a distinção cidade-campo, mas em decorrência da maneira contraditória como ocorre, com o império do valor de troca e com a permanência de ilhas de ruralidade (ENDLICH, 2006, p. 21/22).

And often the producer and capitalist is in town, And the agrarian space is gradually will focus mechanization and use of technologies, passing for technical and scientific processes in this space. For Fabrini (2009, p. 142) “[...] o rural vai gradativamente tomando feição urbano-industrial com o surgimento de um agricultor profissional e especializado.”

This advance, the small towns will have to admit a population excluded from the field, that gave space to mechanization, this population goes mainly to the large urban centers, however no less important is its role in small towns. There, were in search of employment, in a place little industrial will be submitted to the return the field, working like “bóia-fria” or participate in some form of tertiary sector.

Portanto, nas cidades pequenas onde a modernização agrícola não adquire expressão econômica para transformá-las em cidades do campo, o setor terciário se apresenta inchado devido à grande concentração de trabalhadores formais e informais nos serviços públicos e administrativos das Prefeituras e, principalmente no ‘comércio primitivo’ local - no qual a feira livre se destaca pela sua centralidade e por abrigar muitos pequenos agricultores, artesãos e desempregados (ASSIS; ARAÚJO, 2009).

Currently Piraju possess two street markets, that happen on Sunday mornings and in the late afternoon of Wednesday. The feira da lua held on Wednesdays was expanded in April 2012, due to the success of participation of dwellers, was also something claimed for installation of new the street market salesman that waiting for the marketing of their products at feira da lua (OBSERVADOR, 2012).

It is reflected here, that the analysis of commerce and services allows to unveil the forms, the actors and production processes of urban space, as also allows the perception of the organization and formation of the city.

In this sense, which refers to commerce, Pintaudi (2002, p.145) comments that “analisar as formas comerciais, que são formas espaciais históricas, permite-nos a verificação das diferenças presentes no conjunto urbano, o entendimento das distinções que se delinham entre espaços sociais”.

Knowing Piraju and the behavior of commerce

The municipality Piraju is located in the region government of Avare in state São Paulo, as show the figure 1. His political emancipation³ occurred on April 25, 1880 under the name São Sebastião do Tijuco Preto, hitherto parish in the municipality of São João Batista do Rio Verde, today Itaporanga. The current name of the municipality was given at the date of the day June 6, 1891, by decree - state law n. 200 with the name of Piraju⁴. It is located on the banks of the highway Raposo Tavares⁵ (SP 270) and is 90 km of the highway Presidente Castelo Branco⁶ (SP 280), which connects the interior of the state's capital. The city is 330 km will be the city of Sao Paulo. Second the 2010 population census (IBGE) the population is

³Elevated to the village with the name of São Sebastião do Tijuco Preto, by Provincial Law nº 111, of April 25, 1880, dismembered of Botucatu. Constituted of the District Headquarters. Your facility was found on January 10, 1881. (IBGE - Cidades)

⁴ Derived from Pira-yu “yellow fish” in tupi-guarani.

⁵ It starts at the end of the Street Reação in the district of Butantã, west of the city of São Paulo and ends at the state border with Mato Grosso do Sul, in the municipality of Presidente Epitácio. Opened in 1937.

⁶ Beginning in access to side roads Tietê and Pinheiros, in São Paulo, ending at the junction with the SP-225, Santa Cruz do Rio Pardo. Opened in 1968.

28.475 mil people, if fitting the profile of small towns, being about 87% urban residents.

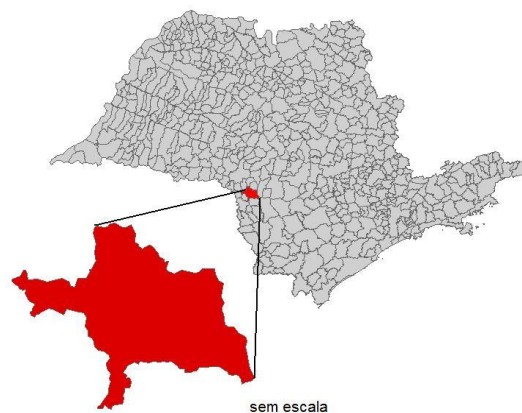


Figure 1: Location of the municipality of Piraju. **Source:** IGC, 2011. **Elaboration:** authors, 2012.

The region has developed rapidly and coffee, main farming of the municipality Piraju placed in a prominent position in the country's economic life, endowing him of urban improvements, as the installation of electric light, piped water, sewer, telephone and electric trolley. Came to own 10% of all electricity generated in the country and 1908, was inaugurated the rail spur, whose construction was financed by coffee producers Piraju and Fartura/SP, to allow the flow of its abundant harvests.

The local economy in all stages was subsidized by the production of coffee and at first the population lived largely on the field, the relationship with the city was restricted, Were to town to go the doctor or the bank and also to buy products that were not developed in the agricultural. It was common the "casas" that sold trinkets and offering a myriad of products for the local population.



Figure 02: Ads of the "Casas", the first commerce in the city. **Source:** O Comércio de Piraju, 1946.

The "casas" were the first businesses in the municipality fixed, previously the objects were taken to the farms and the traders were the peddlers, merchants who sold "of door to door", this in the early twentieth century.

For Development of the research, performed a fieldwork on the centrality of trade in Piraju. on the street (see figure 03): (point A) Carlos de Campos, street and

avenues: Dr. Domingos Teodoro Gallo and Francisco Alves de Almeida (point B). In this survey the field, we identified 168 businesses in central Piraju.

Of the 168 establishments mapped, (32,1%) of fabrics and clothing / footwear, (22,6%) sundries⁷, (13,7%) food and beverages, (9,5%) electronics and repairs, (8,3%) other types of commerce⁸, (3,6%) furniture and decoration, (3,6%) beauty salon and barbershop, (2,4%) pharmacy, (1,8%) fertilizer / agricultural machinery, (1,2%) vehicle parts and fuel and (1,2%) fittings and parts.

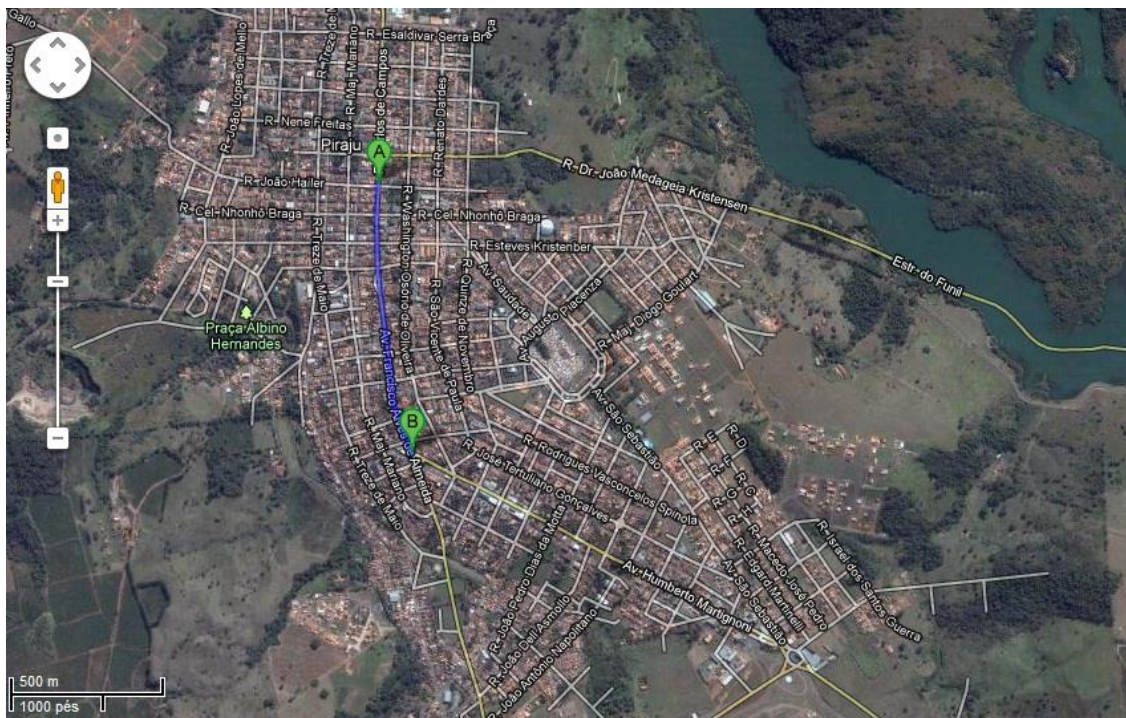


Figure 03: Path traveled in central Piraju. **Source:** Google, 2012.

The central area of Piraju even having a good number of establishments, it appears that the commerce is of small postage, but, the consumption at other scales is not so common for population. However, The cities of Avaré with of 82.934 mil inhabitants (IBGE-2010) and Ourinhos with 103.035 inhabitants. (IBGE-2010), are the main destinations to consume more specialized products. Much of the population moves every day for these two cities is by virtue of education, because, both have a variety of colleges and higher education courses. The issue of education is appointed as the respondent:

Ourinhos cresceu bastante e desenvolveu bastante, buscando faculdades e hoje tem lá a FIO porque é onde eu me formei. Jovens vindo de toda região do Paraná ali né, de Piraju sai todo dia daqui três, quatro ônibus para Ourinhos, sai gente pra Avaré que ta próximo aqui com curso e com faculdade (Denilton Bergamini – Político local e comerciante)

Thus, we understand the commerce of Piraju and their local dynamic. The busiest shopping days are the first Saturday of the month, that day is until portrayed

⁷ Lojas de presentes, óticas, joalherias e brinquedos.

⁸ Imobiliária, vídeo locadora e loja de embalagens.

by common sense that “é dia de cidade cheia”, “dia que todo mundo tem dinheiro no bolso”, these expressions were observed in the field. Anyway this is the date that the rural population receives and moves to the city, thus, performed a field study, with path⁹ that these people make of the countryside to the city, with the aim to understand the relationships and the displacement of this population.

As the purchasing power of this population is small, The popular commerce are the most sought, it is natural that the central clothing stores are aimed at this audience. Another interesting factor, is that in the main street of commerce of Piraju not owning restaurants, the food sector is distributed in cafeterias, bars and ice cream. The restaurants will be concentrated near the bank branches.

To view the movimentation of trade on the first Saturday of the month, comparing two photos taken the same day and at the same point. In the figure 04, ace 8 am, when commerce begins to lift the door; and in the figure 05, ace 11 am, time at which the trade is a large movement of pedestrian and car.



Figure 04: Avenue Dr. Domingos Teodoro Gallo, at 8am. **Elaboration:** authors, 2012.

⁹ Held on the shuttle bus, path: Piraju-Ponte Taquari and Ponte Taquari-Piraju. On April 7, 2012, in the morning.



Figura 05: Avenue Dr. Domingos Teodoro Gallo, at 11am. **Elaboration:** authors, 2012.

It is also the space, the meeting place of the product of the own meeting (CARLOS, 2009), Is in the first Saturday that these people if are and establish relations of exchange and of information, it becomes clear according to the account of the respondent:

Eles se encontram aqui e se reúnem tudo e especula como é que ta a colheita desse ano em Tejupá ou lá em Manduri, ta bom o café dele e se comunica nisso, porque amanhã ou depois se não deu certo aqui, e ele vai lá naquela outra fazenda, que o caboclo falou lá ta boa de café e o homem paga bem e é onde eles se encontram que resolvem isso. (Paulo Ferreira – comerciante)

In the center of Piraju is common the participation of street vendors, is a form of this population to participate in the local economy. These circulating selling fruit, candies, crafts and other products.

Hoje cedo passou um homem vendendo abacate, lá do sítio que ele traz e se ele vender deizão ele já pagou o ônibus, não é a atividade dele, mas se ele vender bem (Ivo Pereira – comerciante).

Dissertation Endlich (2006, p. 89) “É notável a relevância das atividades terciárias na composição do papel das pequenas cidades.” The author discusses the importance and the role that the tertiary sector has the small town, in the absence of the primary sector jobs “agricultural” and secondary sector “industrial”, is the tertiary sector that will support the job search. Thinking in this, we cannot leave out the role and significance that the free market is for the economy and population.

The free market and its economic importance

The free market is one of the oldest forms of commerce and they exist in Brazil since the colonial period. In the inside of the country, especially in small cities it is the main promoter of commercial activity and of jobs. In other characteristics it is also intended to tourism, leisure and characteristics of local cultures and these products are basically crafts and local cuisine.

In the municipality of Piraju, also due to be a tourist resort in the state of São Paulo. In the central area “praça Ataliba Leonel” has some craft stalls (see figure 06) performed by the municipality artisans as well as the typical food of the city. This becomes clearer according to the reports of merchants and artisans:

É uma das formas de ganhar dinheiro né, principalmente com dois filhos para criar [...] a forma de renda foi trabalhar como doméstica e fazer alguma coisa pra vender no domingo né, porque na semana eu trabalhava como doméstica e no domingo eu ia pra feira pra vender as coisas, daí eu comecei no artesanato [...] as barraquinha aqui tem nove anos... [Luzia Alves – Artesã e feirante]

Pra mim o artesanato é uma forma de ganhar dinheiro, eu vivo do artesanato e eu não tenho outra renda [...] todo dia eu abro a barraca, eu abro as nove e fecho as cinco, eu faço como se fosse uma loja... [Rosineide de Oliveira – Artesã e feirante]

Pra mim é rentável, porque o meu filho se formou em direito aos 23 anos, com a minha barraquinha foi a ajuda que eu pude dar pra ele [...] e com essa barraquinha e com o meu artesanato eu pude ajudar ele a estudar. [Luzia Alves – Artesã e feirante]



Figure 06: Tent with crafts in downtown Piraju. **Elaboration:** authors, 2012.

As reports may include the importance of this activity to the economy of these artisans as pro city of Piraju. The “feira da lua” What happens on Wednesdays also moves the center, it starts at 15h and 22h ace goes up (see Figure 07).

A feira da lua começou o ano passado e quanto ela acontece melhora bastante... [Luzia Alves – Artesã e feirante]

Eu acho que a agricultura é forte pra cidade, porque tem bastante produtor aqui na cidade [...] e outro emprego na cidade ta muito difícil. [Vera Lúcia Henrique – feirante]



Figure 07: Feira da lua held all the Wednesdays. **Elaboration:** authors, 2012.

This type of commercial distribution is important to address the unemployment that occurs in the municipality. And the farmer selling directly at the fair he avoid the "intermediary", is the relation direct: producer, consumer and product.

The Role of Piraju in the regional dynamics

The surrounding towns have similarities with Piraju, especially counties that in other moments have been at districts of Piraju (Manduri¹⁰, Sarutaiá¹¹, Tejupá¹² and Timburi¹³). The neighboring municipalities are: Bernardino de Campos, Cerqueira César, Fartura, Ipaussu, Itaí, Manduri, Óleo, Sarutaiá, Tejupá and Timburi, table 01.

Some of these municipalities present particularities found in Piraju, all are small towns and some even have coffee as main crop. Still others have in other crops such as sugar cane. These are locations which maintains relations with Piraju, not only because it is greater in population, but, because many activities in the region can only be performed in Piraju, such as: going to banks, higher education institutions, hospital and between other services.

¹⁰ The status of a municipality under the name of Manduri by State decree-law nº14334, of November 30, 1944, dismembered Piraju.

¹¹ The status of a municipality under the name of Sarutaiá by State decree-law nº 5285, of February 18, 1959, dismembered Piraju.

¹² The status of a municipality under the name of Tejupá by State decree-law nº 8092, of February 28, 1964, dismembered Piraju.

¹³ The status of a municipality under the name of Timburi by State decree-law nº 233, of December 24, 1948, dismembered Piraju.

Table 01 - Municipalities bordering Piraju, distance and population

Municipalities	Population /mil	Distance of Piraju/ km
Bernardino de Campos	10.775	28
Cerqueira César	17.532	42
Fartura	15.320	37
Ipaussu	13.663	36
Itaí	24.008	48
Manduri	8.992	24
Óleo	2.673	31
Sarutaiá	3.622	17
Tejupá	4.809	20
Timburi	2.646	34

Source: IBGE, 2010. DER – Street Map of the State of São Paulo, 2011. IGC, 2011. **Elaboration:** Thiago Henrique Valério Pereira, 2012.

Second the REGIC (2007) the municipalities of influences of Piraju are: Tejupá, Sarutaiá and Timburi. This relationship occurs exclusively as already mentioned in the terms of service, mainly in bank branches, currently in Piraju that number is 8 banks. This regional dynamic is the result of past dealings of municipality with the coffee. Thus, is detached the role of agriculture in development of Piraju and for today we understand the local commerce.

Conclusion

In fact is clear the relationship the rural-urban in Piraju, the local economy is still dependent on agriculture. With the constant crises that plague the coffee production and mechanization of the coffee crop, many people migrated to urban areas. This became clear in the interviews, in which most of the respondents already had a direct relationship with the coffee.

The field observations allowed to understand a bit of informal commerce that takes place in central pathways of the cidade. The need for employment and also the additional income makes this informal commerce is an important tool in the life of the city.

However, with the creation of more an free market is interesting to the local government encourage diversity in agricultural production; and not only the municipality be dependent on one single product such as coffee. Another issue pointed out is that the stalls of crafts and ethnic foods need a better infrastructure.

This reflection not is only regarding the site studied, small Brazilian cities go through similar problems. As, not there is a to output solve or equate, unemployment will continue increasing and also the practice of marketing products in the informal market.

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