



# NOTES FOR VISITOR

UNIVERSITY OF SÃO PAULO

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USP

## Pirassununga



## About Brazil

Official name:

**República Federativa do Brasil**

Language: **Portuguese (official)**

Currency: Real (R\$), **1 real = 100 centavos**

Its total population is: **210,100,000**

Source: IBGE. Instituto Brasileiro de Geografia e Estatística, 2018

## BRAZIL AND SÃO PAULO

The Portuguese village of São Paulo de Piratininga was marked by the founding of a Jesuit college of twelve priests on January 25, 1554, with a small structure built of rammed earth by the Indian (native) workers and located on top of a steep hill between the rivers Anhangabaú and Tamanduateí. For the next two centuries, São Paulo developed as a poor and isolated village that survived largely through the mostly native population's cultivation of subsistence crops. For a long time in the colonial period, São Paulo was one of the poorest regions of the Portuguese colony and the only village in Brazil's interior, as travel was too difficult to reach the area. In 1681 the Marquis de Cascais, donee of the Captaincy of São Vicente, moved the capital to the village of São Paulo, designating it the "head of the captaincy".

But it was only in the end of the 17th century with the discovery of gold in the region of Minas Gerais that São Paulo gained importance, bringing attention to new settlers. The town became a center for the bandeirantes or "flag-bearers" (intrepid explorers who marched into unknown lands in search for gold, diamonds, precious stones and Indians to make

slaves of), who organized excursions into the land with the primary purpose of profit and the expansion of territory for the Portuguese crown. The bandeirantes eventually became politically powerful as a group, and were considered responsible for the expulsion of the Jesuits from the city of São Paulo in 1640, after a series of conflicts with them over the trade of Indian slaves. When the gold ran out in the late 18th century, São Paulo shifted to growing sugar cane, which spread through the interior of the Captaincy. In 1827 (five years after Brazil became independent from Portugal), a law school was founded at the Convent of São Francisco, and is now part of the Universidade de São Paulo; the influx of students and teachers gave a new impetus to the city's growth. The expansion of coffee production was a major factor in the growth of São Paulo, as it became the region's chief export crop and yielded good revenue. Nowadays, São Paulo has become one of the most ethnically diverse cities in the world.

# TRANSPORT



## IN SÃO PAULO CITY

### Taxis

In São Paulo cabs can be a good option when facing heavy traffic, since they are allowed to ride on buses' exclusive lanes. The initial fare is R\$ 4.10. Depending on the time of the day, the ridden kilometer either costs R\$ 2.50 ("flag 1", Monday to Saturday, 6:00 AM to 8:00 PM) or R\$ 3.25 ("flag 2", Monday to Saturday, 8:00 PM to 6:00 AM, Sundays and holidays).

### Intermunicipal and Interstate Bus Station

In São Paulo there are three bus stations that provide destinations across the country and even abroad (some South American countries). The main one is Tietê Bus Station. To the west, northwest and southwest of São Paulo state, North of Paraná, Mato Grosso, Mato Grosso do Sul, Rondônia, Acre and Bolívia, Barra Funda Station is the right place. Jabaquara Bus Station takes passengers to the coastal cities of Bertioga, Guarujá, Santos, Praia Grande, Cubatão, São Vicente, Mongaguá, Itanhaém and Peruíbe. For further information about these bus stations, please call 3866 1100, from 6:00 AM to 10:30 PM.

### Metropolitan Transport Network

In São Paulo, the subway stations are also local bus terminals. Some online services, such as SPTrans and Google Maps, can provide quite accurate routes. Bus, train and subway fares within São Paulo cost R\$3.00. Bilhete Único (Unified Ticket, in English) is a service offered by the City Transport Department. It consists of a card that can be charged at authorized retailers throughout the city. The map of São Paulo's metropolitan transportation can be found here: <http://www.metro.sp.gov.br/redes/mapa.pdf>

## IN PIRASSUNUNGA CITY

### Buses

Bus fares cost R\$2.90 in Pirassununga;

### Bus Station

Estação Rodoviária de Pirassununga (Pirassununga Bus Station)  
Rua dos Lemes, S/N - Centro  
Phone: **(19) 3561-9997**.



Photo: USP Images Database

## ABOUT PIRASSUNUNGA

The land where the city of Pirassununga is located nowadays was first inhabited by indigenous tupi-guarani tribes. The first Portuguese explorers arrived in the first half of the 16th century founding Pirassununga village on April 22, 1865 and granting it city status in 1879. The name "Pirassununga" was how the tupi-guarani people called the current district of Cachoeira das Emas, meaning "place where the fish make noise". This is a reference to the "piracema" phenomenon, when the fish migrate upriver (in this case, the Moji-Guaçu River) to spawn: in their effort to overcome the current, they produce a sound similar to snoring. Pirassununga is located 207 km northwest of the city of São Paulo. It is connected to the capital by the Anhangüera Highway (SP-330), which is part of a highway system that crosses the state and links it to Brasília, the capital of the country. Three other highways also cross the city. Municipal transportation is controlled by the company Viação Pirassununga.

The city has an industrial district at the margins of the Anhangüera Highway, where large scale factories are concentrated. The most prominent sectors are sugar cane products (sugar, spirits, ethanol, glucose, etc), jewelry, paper and cardboard, computers, metallurgy and

mechanics, furniture, clothing, medical and dental materials. Pirassununga also has the Dr. Rubens Santos Costa Business Development Pool, which supports micro, small and medium-sized companies. Besides sugar cane, the city is also an important orange producer.

**Total Area:** 727 km<sup>2</sup>

**Year of Foundation:** 1823

**Anniversary:** August 6

**Population:** 76.409 inhabitants (2019-Brazilian Institute of Geography and Statistics)

**Ethnicities:** 80.2% white; 14.8% pardo (mixed race); 4.2% black; 0.5% Asian; 0.3% native

**Human Development Index:** 0.80 (United Nations Development Program, 2010)

**Climate:** Highland Tropical (warm rainy summers and cool dry winters)

**Temperature:** 21°C (annual average)

**Elevation:** 627 m (average)

## PIRASSUNUNGA CAMPUS

The Pirassununga Campus is USP's largest campus in surface area, with more than 2,200 hectares. It is easily accessible from the city itself and from other cities as well, disposing of fertile soil for agricultural food production. The humid climate of Pirassununga makes the region especially adequate for these activities.

The campus started its activities in 1945 as Fernando Costa Practical School of Agriculture, a farm school. In 1989 it was incorporated as a campus in its own right by Universidade de São Paulo's School of Veterinary Medicine and Animal Science. Tropical pastures occupy 1,000 hectares, almost half of the campus area. There are also 300 hectares reserved for annual crops, as well as a variety of livestock: cattle (for meat and dairy), pigs, horses, goats, sheep, buffaloes, rabbits, and fish. Other structures include a slaughterhouse, a dairy, an events center, an amphitheater, student dorms, cafeterias, a primary health care unit, a sports center, permanently monitored forest and wildlife reservations, and a reservoir and water collection system.

The adoption of efficient techniques, modern agricultural tools and irrigation systems allows the food production to

be destined to the lab experiments and class activities. This production is also one of the sources of supplies for all of USP's cafeterias, mostly of fresh and processed beef, as well as milk and dairy products. The campus houses the entire School of Animal Science and Food Engineering and part of the School of Veterinary Medicine and Animal Science, represented by the Department of Animal Nutrition and Production, the Biotechnological Center of Animal Reproduction, by an extension of the Department of Veterinary Medicine and Animal Health, by the Center of Toxicological Research and the Veterinary Hospital. Both schools and the various sectors of the campus display great synergy and integration, which results in high quality undergraduate and graduate courses as well as the development of high-level research.

## PIRASSUNUNGA CAMPUS MAP



### How to reach Pirassununga?

From Guarulhos International Airport, take the Airport Bus Service line to “Tietê”. At the Tietê Bus Terminal, take an intercity bus to Pirassununga (tickets are sold at the “Danúbio Azul” company counter). Check out the bus schedules at the following weblink:

<http://www.buscaonibus.com.br/horario/sao-paulo/pirassununga>

At the Pirassununga Bus Terminal, take a local bus to “Fernando Costa” Campus, located at Av. Duque de Caxias Norte, 225 - Pirassununga/SP

See the town’s urban transportation system at:  
<http://www.viacaopirassununga.com.br/>

There are USP buses to locomotion at the campus.

### Lodging and General Information

FZEA - International Office

<http://www.fzea.usp.br/>  
intfzea@usp.br

Phone: +55 (19) 3565-6752

# TOURISM



If you are looking for cultural activities, there is the Cacilda Becker Municipal Theater, which was named after the famous stage actress, born in the city. It has 400 seats and went through a complete renovation in the late 2000s. The Fernando Costa History and Pedagogy Museum is located in the former railway station and is focused on the history of the city and of the politician after whom it was named, one of the

mayors of Pirassununga and Minister of Agriculture during Getúlio Vargas government. The city has a busy schedule with several festivals and cultural events, like Fest'Itália (Italy Festival), Expo Show (celebrating the city's anniversary), AFA Sunday Airshow (the biggest aeronautical fair in São Paulo countryside), Fenacema ("Piracema" Festival, celebrated in the Cachoeira das Emas district), among many others.

If you enjoy natural attractions, Pirassununga has plenty of them: Cachoeira das Emas district offers boat rides, fishing and sightseeing on the cascades that name the district, besides several restaurants specialized in fish. There you will also find the Municipal Ecomuseum and the Temístocles Marrocos Leite Municipal Ecological Park.

## Secretaria Municipal de Cultura e Turismo

Contact the Municipal Bureau for Culture and Tourism for further information about tourist spots and cultural activities in the city.

2014 Painguás Avenue

Phone: **(19) 3565-8016, 3563-0530**

Monday to Friday, from 7am to 11am and 1pm to 5pm.



Photo: Antonio Felipe



Photo: Brazilian Air Force Database



Photo: Pirassununga Town Hall Database

# INFORMATION



## Electricity

Depending on the area, the exact voltage might be 115 V, 127 V, or 220 V. Dual-voltage wiring is rather common for high-powered appliances, such as clothes dryers and electric showers which tend to be 220 V even in 127 V areas. In older buildings, the types A, B, C, I can still be found, but are no longer manufactured or sold in Brazil.



The drawing above represents Brazil's official standart power outlet, the NBR 14136.

The standart was created to secure the user, avoiding the possibility of eletric shock and fire. Adapters can be found in household and hardware stores.

## Time zone and schedules

São Paulo state is inside UTC-03:00. Daylight saving time (DST) adds one hour during the period beginning in October and ending in March.

In Pirassununga street banking hours are from 10:00 AM to 4:00 PM. Commerce is generally open from 8:00 AM to 6:00 PM, though malls have a different working time: from 10:00 AM to 10:00 PM (Mondays to Saturdays) and from 2:00 PM to 8:00 PM (Sundays and holidays)

## Currency and Exchange \$

For currency and money exchange in Brazil, presenting ID and CPF (for Brazilians) and passport (for foreigners) is required.

### Currency conversion

Banco Central do Brasil (Central Bank of Brazil)

**<http://www4.bcb.gov.br/pec/conversao/conversao.asp?id=convmoeda>**

The official currency is the Real. Bill nominations use 2, 5, 10, 20, 50 and 100. Coins come in 5, 10, 25, 50 cents and 1 real. It is suggested to change money at the airport or in one of the many Money Exchange locations in the city.

## Drinking water

It's recommended to drink filtered water whenever it is possible although the water of the State of São Paulo is potable. Pirassununga offers a wide network of hospitals, public and private clinics. Emergency services in all hospitals and clinics are open 24 hours a day.

If you have medical insurance, please verify if your card or papers are recognized in all hospitals in this country.

## Smoking

It is forbidden to smoke cigarettes, cigarillo, cigars, pipes or any other smoking product, made of tobacco or not, in closed private and public environments, except in those reserved for such purpose, properly isolated and with convenient air circulation. Public departments, hospitals and health centers, classrooms, libraries, working areas, theaters and cinemas are non-smoking areas.

In the State of São Paulo, a fixed fine ranging from 50 to 100 times the daily minimum wage, that is, from U\$400.00 (50 Dls) to U\$780.00 (100 Dls), can be applied for related offenses.

## Weather

Pirassununga has a Highland Tropical climate, similar to the Subtropical capital of the state, with a rainy season from December to March (summer), and average temperatures varying between 17 and 25° Celsius, according to CEPAGRI (Center of Meteorological Research Applied to Agriculture).