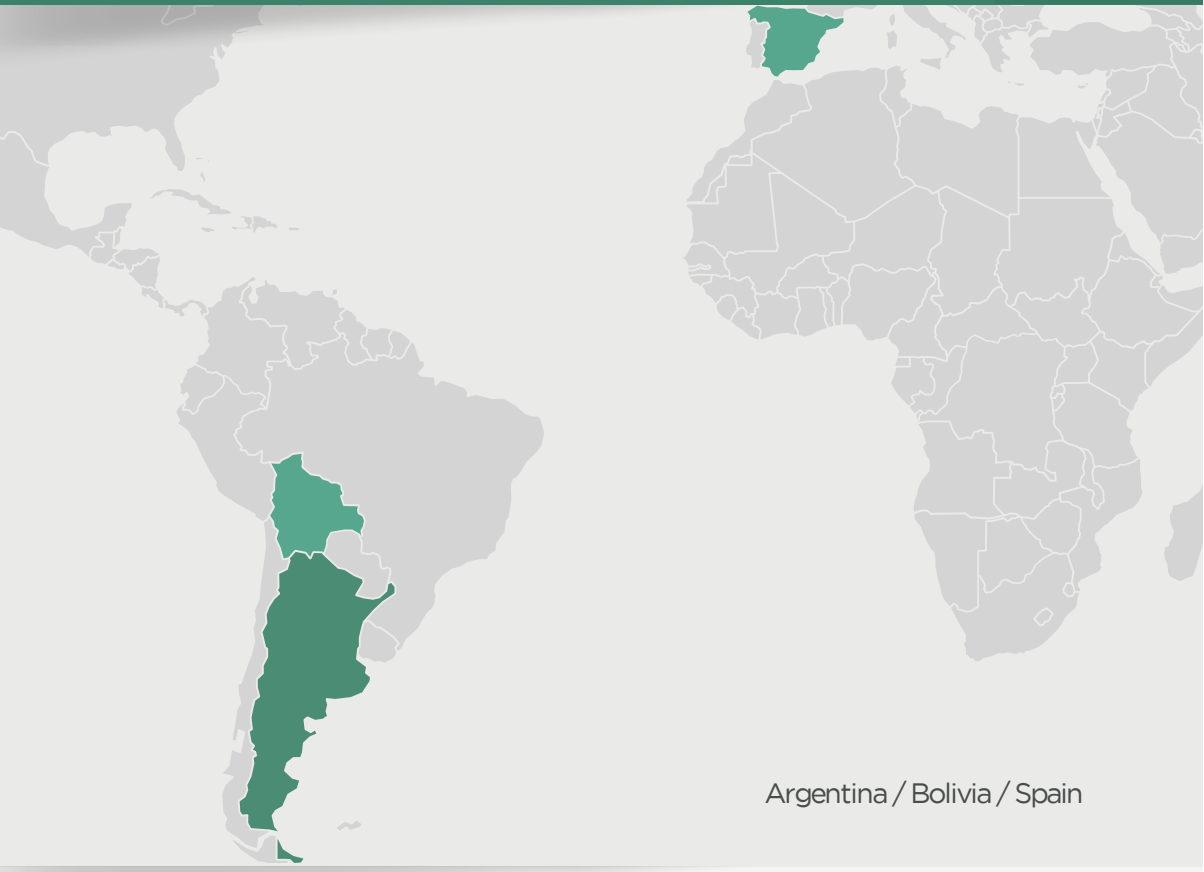


# Family Farmers, Innovation and Markets

The Project analyzes family farmers’ commercial innovations in order to understand their logic and promote actions to develop and scale these experiences. Development initiatives, research and dissemination actions are part of the project’s results



**1832**  
Participants in seminars, workshops and webinar

**7**  
Family farming and markets webinars**11**  
Realized Studies of commercial innovation and added value cases**56**  
Articles, presentations and book chapters**79**  
Postgraduate students associated with the project (Training and investigation)**50**  
Online shops under construction**24**  
Development and investigation projects directed by the project investigators**55%**  
Methodological design to analyse the commercial innovation experience

Analysis of family farmers’ markets. Elements to improve and add value locally, fair prices, quality food, sustainability and socioenvironmental equity.

## The implemented initiative

The aim of project is to understand the commercial innovations generated by farmers and consumers. The project focuses on dimensions like organization, identifying elements to consider in the design of policies and public programs. The project aims to understand these innovations in depth, particularly the environmental, social and cultural effects. Also, these innovative alternative networks

contribute to adding value locally. The team for this Project, co-financed by FONTAGRO, includes from Argentina: researchers from INTA and different national universities (La Plata, Misiones and Mar del Plata); from Bolivia: FUNDESNA, AOPEB and AGRUCO; from Spain: the IEGD and the Bask Country University.

Studies show the importance of horizontal and inclusive governance models, collective organization and coordination, the use of ICT, short channels and conscious consumers, appropriate and specific public policies.

## The technological solution

Innovative marketing and value-added experiences implemented by family farmers were studied (14), and qualitative and participatory methodologies were applied. In total, 348 interviews were conducted with producers, consumers and technicians, 16 focus groups and workshops to analyze experiences, and there were 28 instances of observations at fairs and markets. The comparative analysis of the above will allow

identification of the common elements that make innovations sustainable. Studies show the importance of collective and professionalized practices, the use of ICTs, the efficiency of inclusive territorial governance models and the support of various state agencies, the role of collaborative social networks and the coordination with conscious consumers.

### Pandemic and Family Farmers’ Market: La Justa marketer

**Series of innovative Family Farmers’ Markets: La Justa marketer La Plata (BA) Argentina**

Surge en el contexto de la pandemia Covid 19 para it starts as a tool to connect consumers with producers due to the suspension of activities in public spaces during the coronavirus pandemic. It is comprised of producer organizations and the Directorate of Popular, Social and Solidary Economy from the La Plata National University

**VIRTUAL BASKET**  
Developed by the Extension and Thesis Secretary from the Computer Science Faculty

**How Sales are organized through the virtual basket?**  
The buying and selling circuit takes place every 15 days

<b>Stock and price Adjustment:</b> It is verified and loaded according to the available production in the web	<b>Orders</b> through the virtual basket	<b>Confirmation</b> with the producers	<b>Nodes Distribution</b> Production Concentration in the University
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**43 PRODUCERS**

Manos de la Tierra  
Vegetables and baked goods

Mercado de la Ribera  
Mermeladas, beans and preserves

Centro Educativo para la Producción Total  
N° 29 Magdalena  
Eggs, honey and cheese

Cooperativa de la Costa  
Variety of coast wine

Red Textil Cooperativa  
Rough makes and knitted facial masks

La Veredita  
Food and handicrafts

Tierra Fértil  
Vegetables and flowers

Cooperativa AMAO  
Punta Indio-Magdalena  
Breads

Emprendedores locales  
Honey and alfajores

**MARKETER**

**11 NODES**

2 Neighborhood clubs

2 Political centers

2 Cultural centers

1 Neighborhood feeding centers

1 Cooperative Pole

1 University Teachers Union

1 Neighborhood Social space

**35 PEOPLE**

**500 CONSUMERS**

520 bags of seasonal vegetables

200 bags of heavy vegetables

190 dozen of eggs

150 kilos of pig meat

130 marmalades and preserves

50 handicrafts objects

**Results**  
Online sales  
New consumers  
Bag's commercialization  
New distribution Areas

**Future challenges**  
Creation of a cooperative that can manage the marketer  
Agreement of articulation with the University  
Agroecological production Agreement

**Family farmers, Innovations and Markets Project**  
Fontagro project 2017-2021

## Results

Case studies (11) have systematized commercial and value-added innovations. Scientific articles were written (six published, 2 in edition, 1 in evaluation), as well as non-scientific articles (2), conference papers (31), technical notes (12), posters (3) and book chapters (2). Participatory workshops to validate results with producers, consumers and technicians (12); participatory video workshops (4), project participatory video manual (1), videos made with family producers (4).

Events: 3 seminars, 2 technical workshops, 7 webinars (1,260 participants registered, 60% women, 23,000 views), 19 videos, 14 talks, 2 conferences. FF and Markets Postgraduate seminar with 72 students (63% women). Workshop Course on inclusion in the digital market (50 digital stores under construction). Projects and initiatives developed by the project researchers: 10 research projects, 6 extension, 2 for development. In evaluation there are 6 projects.

