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PRODUCTION OF NEW PRODUCTS IN THE SOCIAL CONSTRUCTION OF FAMILY FARMING MARKETS: A STUDY ON THE NOSSA TERRA MARKET IN ERECHIM, RIO GRANDE DO SUL, BRAZIL

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The production of innovations is one of the central elements in the social construction of markets, especially in the context of family farming. In this sense, the present study analyzes how the Nossa Terra Cooperative, located in Erechim, Rio Grande do Sul, has promoted the production of innovations aimed at the social construction of family farming markets. This is an exploratory-descriptive study based on qualitative techniques, conducted through participant research, which allowed researchers to immerse themselves in the practices, routines, and organizational dynamics of the cooperative in the second half of 2025. In addition, semi-structured interviews were conducted with family farmers and coordinators of the institution. The results show that the cooperative transformed the “Feira Nossa Terra” into an environment of belonging that articulates tradition, territorial identity, trust, quality, close relationships, and solidarity-based marketing practices. This transformation involved not only the physical and aesthetic reorganization of the space, but also the creation of new

forms of interaction between farmers and consumers, promoting social bonds, mutual recognition, transparency, and appreciation of local foods. Although the cooperative already has a consolidated track record in institutional markets, it has expanded its operations in local and territorial markets, establishing direct connections with urban consumers through a structure that offers convenience, hospitality, and symbolic ties to the territory. In this way, the market is no longer a simple point of sale but has become an innovative space for socializing, learning, and strengthening the territory. It can be concluded that the work of the Nossa Terra Cooperative demonstrates how the production of new products can reconfigure markets, strengthen community ties, and contribute to the construction of sustainable food systems.

Palavras-chave: cooperative movement local markets values.