

IRSA - CONGRESSO MUNDIAL DE SOCIOLOGIA RURAL (01/10/2025 A 20/01/2026) - IRSA 39 - TERRITORIAL MARKETS AS SPACES OF VALUE

**BETWEEN PRODUCTION, CIRCULATION, AND CONSUMPTION: THE
SOCIAL CONSTRUCTION OF MARKETS BY THE YOUTH FAIR IN ERECHIM,
RIO GRANDE DO SUL, BRAZIL**

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This study analyzes the social construction of territorial markets based on the Feira Jovem (Youth Fair), an initiative developed by a group of young people from the Cooperativa Nossa Terra (Our Land Cooperative) in Erechim, Rio Grande do Sul, Brazil. This is an exploratory-descriptive study based on qualitative techniques, conducted through participant research and documentary analysis of the four editions of the Youth Fair (2022 to 2025). The results show that the fair is a hybrid space for commercialization, sociability, and learning, in which youth leadership is expressed in three dimensions: (i) as exhibitors responsible for presenting and selling their products; (ii) as consumers, who value and stimulate local economic circuits; and (iii) as managers, taking on the coordination and collective management of the event. By reinterpreting the traditional format of urban fairs, the Youth Fair promotes an environment of coexistence, knowledge exchange, and cultural appreciation, combining

commercial activities, artistic presentations, and educational activities. The Youth Fair materializes as a social construction of markets, according to which economic dynamics are shaped by social relations, cultural practices, and institutional arrangements located in the territory. In this sense, the Youth Fair highlights the emergence of new arrangements between production, circulation, and consumption, strengthening the economic autonomy of young people and women and expanding community cohesion through the active role of social actors in reconfiguring the economic and sociocultural practices of the fair. The indicators from the four editions of the fair show significant results in female participation, youth involvement, and the expansion and diversification of product display stands, including agroecological foods, handicrafts, and artisanal beverages. Finally, it should be noted that the Youth Fair is an instrument for strengthening family farming by stimulating the productive and commercial inclusion of young people and women and consolidating territorial development practices anchored in cooperation.

Palavras-chave: cooperation territorial markets autonomy.