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**MARKET TYPOLOGIES IN FAMILY FISH FARMING: A COMPARISON
AMONG ASSOCIATIONS IN THE CENTRAL REGION OF TOCANTINS,
BRAZIL**

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The study examines the market typologies accessed by family fish farmers in the central region of Tocantins, Brazil, drawing on Schneider's (2016) framework for family farming markets. Fish commercialization remains one of the main obstacles to the productive inclusion of these farmers, despite the expansion of aquaculture in the state. Key challenges include the low added value of products, high production costs, difficulties in meeting sanitary formalization requirements, and limited social organization, all of which restrict access to formal markets. In this scenario, associations play an important role by structuring economic insertion strategies, coordinating production, strengthening organizational capacities, and improving access to public policies. The study analyzed three associations of family fish farmers and conducted 26 in-person

interviews, enabling the identification of distinct forms of market integration. The results show that the associations Bom Peixe and Peixe do Segredo operate in short agri-food chains, characterized by proximity between producers and consumers. In contrast, Brejinho de Nazaré participates in a long chain, marked by reliance on intermediaries through a processing plant. Commercialization strategies differ among the associations. Bom Peixe focuses on selling at local fairs; Peixe do Segredo prioritizes direct sales, ensuring greater autonomy in price formation; and Brejinho de Nazaré sells mainly through the processing plant, which limits control over prices and negotiation terms. None of the interviewed fish farmers access the institutional market, despite its potential as a stable and structured channel for product flow. The study concludes that associations are essential for expanding the participation of family fish farmers in different market typologies. However, persistent challenges such as sanitary certification, inadequate infrastructure, and bureaucratic constraints still hinder broader market integration. Addressing these limitations requires investments, simplified procedures, and strengthened governance, which are crucial for consolidating family fish farming in a value chain marked by the high perishability.

Palavras-chave: family farming; productive inclusion; institutional market; commercialization; fishery products.