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MARKETS, TERRITORIAL IDENTITY, AND FAMILY AGROINDUSTRY IN THE SERRA CATARINENSE (BRAZIL)

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This work integrates the results of a research project financed by Fapesc, which aims to analyze how managers of Family Agroindustry (FAI) structure commercialization channels and build markets that value local identity and promote sustainable territorial development. The research was conducted in 2022, in the Serra Catarinense, when primary data were collected from thirty FAI managers located in the eighteen municipalities that make up the Association of Municipalities of the Região Serrana. The analysis model adopts the theoretical-methodological framework of the Basket of Territorial Goods and Services (BTGS), which seeks to highlight how material and immaterial resources are activated in the production, circulation, and valorization of food in the studied territory. Although they do not achieve large sales volumes, FAIs strengthen short marketing circuits, generate quality income, and incorporate culture into

productive strategies, reinforcing territorial identity as a central element of development. Marketing results from the articulation between product characteristics, consumer eating habits, logistics, and labor availability. A majority of AIFs diversify their sales channels, while only a minority operate in a specialized manner, selling mainly at their own establishments to direct consumers and middlemen. A total of nineteen marketing channels were identified, predominantly supermarkets, which, although they prioritize widely circulated products, also incorporate differentiated local items, followed by points of sale on farms and local markets. The vast majority of channels are classified as local and territorial markets, based on relationships of trust, recognition, and appreciation of products. It can be concluded that FAls are structured based on food systems anchored in the territory, combining innovation and appreciation of shared sociocultural ties. This dynamic reinforces the relevance of the BTGS framework for analyzing the actions of social actors involved in transactions and highlights the strategic role of family farming in the territorial economy and healthy food supply.

Palavras-chave: social construction of markets; family agroindustry; food; sustainable territorial development; basket of territorial goods and services.