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THE FARMERS' MARKET IN BONITO, MS, BRAZIL AND THE EXPERIENCE OF FAMILY FARMERS: AN APPROACH BASED ON VALUE CREATION AND SOCIAL CONSTRUCTION

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This study analyzes the experience of family farmers (FF) operating in territorial markets in Bonito, Mato Grosso do Sul, Brazil, with the Farmers' Market acting as a space of value, weaving support networks, relationship and social constructions. The Market was inaugurated in 2012, and the City Hall provides space, infrastructure, and transportation to the farmers, enabling their Access to the Market and commercialization opportunities. The aim of the study was to identify and interpret similarities and differences in farmers' experiences through Five dimensions: Production, Commercialization, Logistics, Social Constructions, and Governance, which together make up a general satisfaction index. The investigation allowed for an understanding of how the creation of a space of value is reflected in farmers'satisfaction and permanence. The research was conducted using a survey with a Likert scale (1–5) applied to 25 farmers who sell at the Farmers' Market. The analysis included descriptive statistics,

Friedman test for repeated measures, and the development of a satisfaction index with three classification levels: low (≤ 2.99), moderate (3.00–3.99), and high (≥ 4.00). The results revealed predominantly moderate satisfaction (80%) and only one case of high satisfaction. The “Social Constructions” dimension presented the highest mean (3.67); supporting this, the Best evaluated aspect was the relationship with consumers, highlighting trust, relationships, and reputation as the prevailing factors in the territorial markets. In contrast, “Logistics” had the lowest mean (3.19), reflecting difficulties mainly related to Access routes and the need to meet delivery deadlines. The Friedman test confirmed the statistically significant differences. The results suggest that although the market emerges as a genuine space of value, highlighting social constructions, bonds of trust/reputation, and institutional support that favor commercialization, logistical challenges limit farmers’ experience of value creation with in territorial markets.

Palavras-chave: family farming; market; territorial markets; social construction; value creation.