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**RURAL EXTENSION AND COMMUNITY COMMUNICATION IN FAMILY
FARMING FAIRS: A TERRITORIAL EXPERIENCE EN SANTA FE,
ARGENTINA.**

Gabriela Cardoso (gabriela.cardoso.santafe@gmail.com)

Marianela Zúñiga Escobar (marianela.zunigaescobar@ucr.ac.cr)

This paper examines an interinstitutional rural extension process carried out in the department of La Capital, Santa Fe province (Argentina), between 2017 and 2021, aimed at strengthening and enhancing the visibility of products from family-based horticultural farming marketed through short food supply chains. The practices were developed in collaboration with women producers from the Feria de Artesanos/as de Arroyo Leyes—a self-managed initiative led by a collective of women entrepreneurs—and from the emerging Feria de Emprendedoras de Monte Vera.

The proposal is grounded in the perspectives of food sovereignty and community communication and emerges from the articulation of public policies

oriented toward family farming, together with the formation of an interdisciplinary and intersectoral technical team composed of institutions from different levels of government. This synergy enabled the implementation of extension actions aimed at transforming territorial contexts through participatory methodologies and collective knowledge-building processes.

The work focused on the need to enhance the visibility and recognition of both the protagonists and the products of family farming and self-managed labor, as well as on the design of communication and organizational strategies intended to strengthen local fairs and improve producers' marketing conditions.

The aim of the presentation is to identify key ideas, achievements, and emerging challenges arising from the rural extension process. The main issues addressed include: the role of public policies and extension practices in the formation and sustainability of groups; their consolidation as community-based social actors; the contributions of community communication tools; the adaptation of productive practices to existing regulatory frameworks; the impacts of changes in public policies on territorial processes; and the strategies implemented to reduce the digital divide, which is particularly significant in this sector.

Palavras-chave: food sovereignty; community communication; interinstitutional coordination; rural extension; short marketing circuits.