

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

FAIRS AS TERRITORIAL MARKETS

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This study focuses on fairs as territorial markets, sustained by a moral economy that guides and legitimizes exchange practices. Historically linked to social and economic life, fairs transcend the strictly mercantile dimension, configuring themselves as spaces of social and cultural interaction, whose functioning is shaped by local norms, values, and practices deeply rooted in specific historical and social contexts. In dialogue with the frameworks of economic sociology, the analysis is based on a cultural and institutional perspective that understands the territory as a space permeated by power relations, in which economic interactions are mediated by formal and informal norms responsible for structuring transactions. In this sense, symbolic-cultural values influence social relations and are expressed in the mechanisms of control, cohesion, and regulation of exchanges, conferring legitimacy to economic practices through customs, traditions, and informal agreements. The study analyzes the fairs of the Jequitinhonha Valley and Northern Minas Gerais, in Brazil. The methodology adopted was based on the application of the Territorial Markets Radar diagnostic tool to 80 key informants, allowing the collection of perceptions about the

functioning and dynamics of these markets. The research findings show that economic interactions in fairs are shaped by sociocultural factors, governance arrangements, and relationships of trust and reciprocity, playing a central role in market access, local development, and food security. The findings also contribute to thinking about territorial public policies aimed at strengthening fairs as space-markets, highlighting the importance of material infrastructure and free access to information, including high-quality public internet, while also revealing disputes and power asymmetries that configure fairs as arenas of negotiation and conflict.

Palavras-chave: territorial markets; fairs; moral economy.