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EVERYDAY WORLD-MAKING IN TIMES OF CRISIS

**DIASPORIC FOODWAYS AND EVERYDAY RESISTANCE: IMMIGRANT
GREENGROCERS AS SITES OF WORLD-MAKING IN ALCALÁ DE
HENARES, SPAIN**

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In the context of overlapping economic and social crises in Spain, the urban food landscape has seen the "mushrooming" of specialized fruit and vegetable stores owned and managed by immigrant entrepreneurs. This paper will investigate the rise of these "greengrocer networks"—led by actors from the Maghreb, China, and Bangladesh—which have evolved from precarious family units into sophisticated retail and wholesale systems. Using Alcalá de Henares (Madrid) as a primary case study, this research will frame these commercial spaces as "insurgent foodways" that challenge hegemonic, corporate-led models of production and consumption.

Moving beyond a purely economic analysis of "ethnic entrepreneurship", the study explores how these stores function as vital sites of everyday world-making and restorative food practices. For diasporic communities, these greengrocers act as a relational "safety net", providing not only employment and affordable

nutrition but also sustaining cultural memory and identity in the face of political and social marginalization. We analyze how these actors navigate the structural inequalities of the food system in Spain—bridging the gap between wholesale hubs like Mercamadrid and local neighborhoods—through high labor intensity and communal solidarity.

The methodology employs a qualitative approach based on in-depth interviews with owners, workers, and consumers, supplemented by statistical data from the Federation of National Associations of Self-Employed Workers (ATA) and municipal records. By examining the intersections of migration, class, and precarious labor, the paper will argue that these immigrant-led foodways represent a form of epistemological and ontological resistance. They enact alternative imaginaries of care and social life, transforming the tangible everyday practices of buying and sharing food into a political act that sustains life and futures within the precarious socio-economic structures of contemporary Spain.

Palavras-chave: immigrants; greengrocers; food practices; insurgent foodways; resistance.