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**EXPANDING POSSIBILITIES FOR INCORPORATING NEW FRUIT CROPS
THROUGH PARTICIPATION IN AGROECOLOGICAL FAIRS IN MENDOZA,
ARGENTINA**

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Alongside world food production reaching record levels, there has been a decline in the number of fruits and vegetables. Of the 30,000 species considered edible for humans, only 30 are used to feed the global population (FAO; 2023). More and more homogeneous foods are being produced, with local varieties losing ground to those selected for larger-scale commercialization (Martin et al., 2019), leading to genetic and cultural erosion, among other things.

Marketing at agroecological fairs not only enables the cultivation of unusual species, but also the choice, within the most common crops, of a wide range of varieties, in which the concept of quality goes beyond prolonged post-harvest life

or the homogeneity of the fruit's appearance, which are crucial aspects in conventional markets.

The availability of a wide variety of fruits has a positive impact on consumers, who find a greater diversity of products, as well as on market vendors, who can obtain a greater economic differential by selling uncommon foods. These forms of production and consumption are presented as an alternative to large-scale production of a few species and varieties, which are part of strategies involving smaller diversified production areas, without self-exploitation and the use of agrochemicals, and exercising the right to establish fair food prices while generating a greater variety of healthy foods, which allow a (still small) population group to access them through agroecological markets.

This paper describes the experience of introducing non-traditional crops on small farms in the province of Mendoza, Argentina, and the limitations and possibilities that have arisen in this process.

Palavras-chave: crop diversity; fair price; offer.