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ECONOMIC AND POLITICAL TRANSFORMATION OF RURAL-URBAN NEXUS

**CONTEMPORARY TRANSFORMATIONS IN RURAL TERRITORIES:
DIALOGUES AND TENSIONS BETWEEN THE RURAL/URBAN IN LOS
CERRILLOS, CANELONES**

Micaela Gómez (mgomez@fagro.edu.uy)

Within the framework of globalization and intensified technical networks, urban-rural links have been reconfigured, modifying the role of agrarian territories in the territorial division of labor. In Uruguay, characterized by an economic structure dependent on land rent and low demographic growth, it is crucial to analyze how these transformations affect rural areas receiving urban migrants who purchase productive land for residential use.

This research analyzes the Municipality of Los Cerrillos (Canelones, Uruguay), a rural area 35 km from Montevideo with a historical small-scale farming (granjera) matrix dominated by family production. The study examines urban-to-rural migratory flows since 1990, which function as residential strategies that transform rurality and contest traditional land use.

A mixed methodological approach was employed, combining statistical analysis from the last four Population and Housing Censuses (1985-2023) with qualitative techniques. Eighteen semi-structured interviews were conducted with family farmers, "neo-rural" residents, real estate agencies, and territorial planning experts, complemented by the systematization of two workshops on inhabitant demands. This approach contrasts population data with the forces shaping the future of metropolitan rural areas.

Results demonstrate the impact of Montevideo's metropolitanization through three key processes: land subdivision for residential purposes, an increase in a dispersed commuting population, and real estate appreciation. These factors converge with the concentration of fruit and vegetable supply chains, deepening inequalities in land access and threatening the persistence of family farming. The analysis reveals two coexisting logics: a productive tradition prioritizing agricultural resources, and a residential perspective focused on habitat and conservation. These conflicting representations symbolize the dialogues and tensions inherent in a contemporary rururban territory.

Palavras-chave: territorial contests; rururbanization; urban-to-rural migration; family farming.