

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

MARKET SOLUTION IN AGRICULTURE: A NEW ALLIANCE BETWEEN FARMERS, TECHNOLOGIES AND LOCAL COMMUNITY

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The article explores some current trends in the European rural system using empirical cases studied in the Molise region of Italy. The cases show how the transition processes observed in everyday life as a consequence of the current crises are leading to new solutions that offer alternatives to established models of globalisation, redefining the role and boundaries of markets and territories. The article explores some current trends in the European rural system using empirical cases studied in the Molise region of Italy.

The new convergence of different dimensions as a response to the crises reveals a new phenomenon that breaks with the traditional patterns of the agricultural and agri-food world and projects it into a future in which the new paradigm of rural development and agricultural multifunctionality are effectively implemented.

Palavras-chave: market; peasant; agrifood; ict; local territory.