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THE ROLE OF PUBLIC POLICIES IN STRENGTHENING FAIRS AS TERRITORIAL MARKETS

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Strengthening fairs as territorial markets requires public policies guided by diagnoses that are

sensitive to the social, cultural, and productive dynamics that sustain them. A study conducted

between 2022 and 2024 in fairs in Minas Gerais, Brazil, highlights the importance of directing

investments and actions based on local institutions and existing social relations, recognizing

fairs as socially constructed spaces that are fundamental to urban food supply and to the

valorization of family farming. The research employed participatory workshops and SWOT

analysis to identify the strengths, weaknesses, opportunities, and threats affecting these

markets. The results indicate that the main strengths of fairs are associated with their

territorial nature, product diversity, and strong cultural ties between producers and

consumers. In contrast, weaknesses and threats are mainly related to insufficient

infrastructure, limited adoption of technologies, and the lack of continuous institutional

support. Among the most critical challenges are the impacts of climate change, which

significantly affect food production and commercialization. Prolonged droughts and irregular

rainfall have disrupted production cycles, compromising the regular food supply and directly

affecting vendors' incomes and the food security of the urban population. Based on this

diagnosis, the study proposes strategic actions focused on supporting family farming and rural

succession, investing in physical and digital infrastructure, promoting climate adaptation,

culturally valorizing fairs as spaces of identity, and strengthening governance through

incentives for association and shared management between vendors and public authorities.

The study reinforces that well-structured public policies enhance the autonomy, resilience,

and strategic role of fairs as territorial markets, contributing to more sustainable and equitable

development models grounded in the valorization of people, cultures, and territories.

Palavras-chave: public policies; fairs; territorial markets.