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AGRIFOOD JUSTICE IN TERRITORIAL FOOD SYSTEMS

**DOING THE FARMERS' MARKET: REPRESENTATIONS, FOOD PRACTICES,
AND MUNICIPAL PUBLIC POLICIES ON AGROECOLOGY**

Henrique Carmona Duval (henriquecarmona@ufscar.br)

Viviani Regina Marchi (vivimarchi@gmail.com)

This paper is part of a university extension project that created the first agroecological farmers' market in the municipality of Araraquara, São Paulo, Brazil. Within this project, a Social Control Organization (Organismo de Controle Social – OCS) was established in the Bela Vista do Chibarro agrarian reform settlement, through which farmers obtained participatory certification for organic production. The market was created in 2016 with the aim of becoming a space for the commercialization of the OCS's production. The main objective of this study is to analyze transformations in consumers' representations and social and food practices associated with the market. The research has an exploratory and descriptive character and was conducted through a literature review and interviews with consumers regarding their representations and consumption patterns. The results indicate the profile of consumers and their eating habits, revealing how these can be altered through greater access to organic foods

in everyday life. Consumers establish relationships of sociability with producers, configuring the market as a space of encounter between rural and urban worlds. The research also sought to investigate whether this relationship has the capacity to re-signify the social space of the agrarian settlement for the public that frequents the market. The study aims to understand urban residents' perceptions of rural settlements, the relationships established between producers and consumers through the market as a short food supply chain, and the differences between market

foods and those purchased in supermarkets in terms of trust, costs, and food security. Finally, the paper discusses consumer engagement in the market and the transformations that enabled it to become a central element in the creation of municipal public policy on agroecology and organic production.

Palavras-chave: family farming; agroecological farmers market; food practices; socially constructed markets; public policies.