

## **Conference: Abnormal Exchanges. The nested markets for rural fragile areas**

### **Nested markets and rural development: the case of agritourism in Venda Nova do Imigrante – Brazil.**

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Market access has always been a complex issue, especially when it comes to rural fragile areas. The context of economic and social vulnerability in which many family farmers were subjected when accessing or trying to insert themselves in the conventional agricultural markets in the last decades of the twentieth century in Brazil still raises fear in front of this discussion. However, nowadays, the access of family farming in the markets has been considered a necessary condition for its permanence and survival in rural areas, both as a way of stopping the subordination of farmers to the dominant market and to give them greater autonomy.

The case to be presented concerns to agritourism in Venda Nova do Imigrante, a small city located in the mountainous region of the state of Espírito Santo, Brazil. The activity originated around 1980 through the process of coffee monoculture diversification, which dominated the region in the period. The initiative came from small producers who found it difficult to enter or gain stability in the competitive coffee market.

In this sense, the structural holes left by the coffee market, such as the exclusion of small producers from the process and their difficulty in competing with large-scale production, have induced the household multifunctionality, being a vector for the development of new products and services, such as agroindustry and visitors' reception. Once new distinct products were developed, they sought to promote agritourism as a way to value these products and services, culminating in the construction of a new nested market. The development of a specific sociomaterial infrastructure allowed the flow of products and services and, in addition of being different from the global market, was able to cover some of their structural gaps. The set of these relations established between all the actors involved (producers, tourists, policy makers, community, regulatory agencies and others) and the capacity to carry out the exchanges in this market characterize a common pool resource that sustains it.

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Today, the agritourism involves about 70 farms, 300 families and 1500 people directly and offers a diversified range of food products and although already a consolidated market, it consists of an arena of strong disputes and its interaction with the conventional markets does not happen in a less aggressive way. On the other hand, it is observed a series of strategies established by family farmers as a way of dealing with these challenges.