

## Creating encounters between organic small market-gardeners and metropolitan consumers in Brazil (Ibiúna / São Paulo)

S. Bellon (1), L. Santiago de Abreu (2)

(1) Agronomist, INRA SAD, Ecodéveloppement, Avignon, France [bellon@avignon.inra.fr](mailto:bellon@avignon.inra.fr),

(2) Sociologist, Embrapa Meio Ambiente, Jaguariúna, Brazil

**Abstract:** *Apart from bulk export market, organic farming (OF) is also increasingly considered as a possible alternative for small-scale farmers in Brazil, where OF covers a wide range of production models and certification systems recognized by a recent federal law. However, the ways small farmers adopt OF in green belts to conquest urban markets in organic vegetables have not been investigated extensively. Our objective was to identify how small farmers were organised or organise themselves in remote and elevated green belts to meet metropolitan consumers and develop OF. We particularly explored this issue with a case study in the wide community of Ibiúna, located close to three main cities of São Paulo state. This territory has a multiple status : it is valued as a resort for citizens and for tourist activities; it also contributes to water supply in close metropolis. Based on interviews with twenty stakeholders, we identify four forms of organisation and associated farmers practices. In addition, individual forms of direct selling persist. Although organisations share some objectives, namely in visual quality and "right price" of products, differences appear in their magnitude and internal operation, their values and relations with consumers, their technical and environmental contents. As for technical content: input supply, planning processes and crop diversity vary among organisations, ranging from liberal to hierarchical. All forms are consistent with specific marketing channels and certification processes. Our results also show differences among various organisations in terms of environmental impact. Their history helps to explain how the various forms of organisation coexist nowadays. Such results are interpreted and discussed in the light of technical and social dimensions, which account for the progressive design of new systems in Brazil. They are amplified with surveys in other states and countries, based on networks and comparative analysis integrated into research projects.*

**Key words:** *Small-scale horticultural organics, Forms of organisation, Peri-urban*

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