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AGROECOLOGY AND VALUE SYSTEMS IN BRAZIL: EMERGENCE OF NEW FORMS OF SOLIDARITY AND ECONOMIC STRENGTH BETWEEN CONSUMERS AND FAMILY FARMERS

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The motivations of the different actors involved in the process of buying and selling agro ecological food were investigated to understand the economic and socio-cultural meanings of consumption and its relation to a set of values associated with human solidarity and sociability among rural and urban social groups, and respect for the environment, between producers and consumers of fairs of metropolitan regions of Campinas (SP) and Belo Horizonte (MG), this practice is linked to the principles of agroecology. We make a comprehensive approach in order to reconstruct the trajectories of individual consumption and practical experiences of family farmers.

We conclude that this social practice can consequently contribute to the economic valuation of household production, provide fair price to consumers and support institutional or socio-technical networks, essential for strengthening the social organization. The environmental conservation can be efficiently promoted through agroecological production, improving food quality and security of urban populations.