

Study of the street market of Cascavel-PR: from producers' and customers' perspective

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ABSTRACT

This study aims to analyze the working mechanism of a farmers market to estimate its potential for socio-productive and commercial inclusion compared to conventional retail chains. The article is characterized as a qualitative case study applied to the Feira do Pequeno Produtor (Small Farmers Street Market) in Cascavel, Paraná. As for the results, the farmers market in this study was able to demonstrate the socio-productive inclusion of family farmers through three main aspects: first, for being organized through the association of producers; second, because it counts on close and trusting relationships between the family farmers and the customers; and, third, for having solidary relationships among the participants. The street market has established itself as a space perceived by customers and producers in two of the five dimensions of the immersed markets.

Keywords: Farmers market, Family farmers, Socio-productive inclusion.

Estudo da feira livre de Cascavel-PR: a perspectiva de produtores e consumidores

RESUMO

Este estudo tem como objetivo analisar o mecanismo de funcionamento de um mercado de agricultores para estimar seu potencial de inclusão socioproductiva e comercial em comparação com cadeias varejistas convencionais. O artigo caracteriza-se como um estudo de caso qualitativo aplicado à Feira do Pequeno Produtor em Cascavel, Paraná. Quanto aos resultados, o mercado de agricultores deste estudo foi capaz de demonstrar a inclusão socioproductiva dos agricultores familiares por meio de três aspectos principais: primeiro, por se organizar por meio da associação de produtores; segundo, porque conta com relações próximas e de confiança entre os agricultores familiares e os clientes; e, terceiro, por manter relações solidárias entre os participantes. A feira livre firmou-se como um espaço percebido por clientes e produtores em duas das cinco dimensões dos mercados imersos.]

Palavras-chave: Mercado de agricultores, Agricultores familiares, Inclusão socioproductiva.

Introduction

The gradual agglomeration of agro-food systems in general around large, extremely strict retail networks inhibit the participation of family farmers in agricultural markets and restricts the products supply to final consumers (Wilkinson, 2003; Schneider et al., 2020). This has contributed to a worldwide attempt to build alternative markets based on short food supply chains that they market in order to bring producers closer to consumers (Hinrichs, 2000; Gazola & Schneider, 2017).

The objective of this study is to analyze the functioning mechanism of a street market as a way of estimating its potential for the socio-productive inclusion of family farmers in short supply chains for marketing foods in relation to conventional retail networks. Specifically, it is intended to verify how the street market can provide for the commercial inclusion of family farmers and whether, through it, the strengthening of short food supply chains, as well as the food distribution and consumption can occur.

Street markets belong to one of the typologies groups of short food supply chains. Street markets play a significant role in filling the gaps left by the global food system. They are capable of meeting a specific market by providing locally produced fresh products, non-standard products and special items.

In the case of street markets, the meaning is created not only on the label of "local", but also on the market environment itself and the act of purchase. Holloway and Kneafsey (2000) argue that the market environment can be seen as two distinct spaces: the first is seen as a challenge to the dominance of the productivist supermarket (a way that individuals ideologically contest the rise of business agriculture, as well as support small farmers). The second is a space in which notions of place and identity are restored, either in terms of civic pride or nostalgia for a time when life was supposedly healthier and food more nutritious (Holloway & Kneafsey, 2000).

In addition to the commercialization of products based on trust, it is in this place that producers have the opportunity to improve income and produce a direct and positive effect on economic well-being. In this location, sellers can also develop

business skills, having the opportunity to learn business management, marketing and communication skills (Feenstra et al., 2003).

As for the structure of this study, in addition to this introduction, the street market is presented as a scenario of the immersed markets and their dimensions, as well as the methods used in the research for producers and consumers. Next, the results and discussions about the street market and its history, about the socio-productive and commercial inclusion of family farmers, main reasons that lead them to participate in the street market. Subsequently, it is presented how the street market is consolidated as a place of consumer perception and by producers regarding the size of the immersed market and, finally, the final considerations.

The street market as a scenario of the immersed markets and their dimensions

The construction of the immersed markets (derived from the concept of “*embeddedness*”) is based on social construction, seeking interaction and exchange among the actors, based on the sharing of a set of standards, rules and institutional values that conduct economic behavior and provide the creation of benefits common to those involved and the appropriation of more expressive portions of the value generated by farmers. These markets emerge from conventional agro-food markets, from their structural gaps that glimpse opportunities for new markets (Brasil & Schneider, 2020).

According to the studies of Brasil and Schneider (2020), the immersed markets have five dimensions of analysis that can encompass the main characteristics of these markets and allow them to be differentiated from the conventional patterns of food production and commercialization. These dimensions are: distinctiveness, connectivity, multifunctionality, governance, and corporate infrastructure.

The dimension entitled “distinctiveness” refers to the characteristics of products of this type of immersed market, which presents differentiations of products from the conventional market. It can be measured in different ways: for the price, for being cheaper or more expensive, for the quality of the product, for the mode of production, for the social organization of time and space, allowing for fresh products,

or even for the availability, because the scarcer the product, the greater the distinctiveness (Ploeg, 2015).

The dimension called “connectivity” is the one that most expresses the reality of street markets in the short circuits with communication and transparency, since connectivity refers to the connection among the different actors involved in the market and among the different markets. Thus, producers, processors and consumers connect through short and decentralized circuits (Brasil & Schneider, 2020).

“Multifunctionality” is the size of the immersed markets that refers to the many functions that an agricultural establishment can assume, such as trade activities, that go beyond the food production and supply. It is related to the diversification of production activities, markets and marketing channels, resource mobility and income sources (Knickel, Renting & Ploeg, 2004).

The dimension entitled “governance” of the immersed market is a category of interactivity and conduct varied among actors that integrate a market environment, which are incessantly composed and recomposed through real efforts to identify and solve collective problems (Candel, 2014).

And finally, the fifth dimension, described as “socio-material infrastructure,” which is a distinct set of artifacts and rules that channel flows of goods and services between places and people (Ploeg, Jingzhong & Schneider, 2012). Set of rules, standards and conventions, these being formal or informal, which give sustainability to markets and enable product and service flows to adjust.

The street markets can also offer the strengthening of short marketing chains, regional circuits and alternative agro-food networks. Some authors have defined short food supply chains as : (1) direct sale “face to face”, where trust is in the interpersonal relationship; (2) “spatial proximity”, including what is produced and distributed in a region recognized by consumers; and (3) “spatially extended”, in this case, trust is transmitted by a quality assurance (certification) process (Renting, Marsden & Banks, 2003; Darolt et al., 2016). Despite the many distinctions among the markets, it is noted that the participation of civil society in fostering a new perspective on rural development is essential for the reproduction of short chains of commercialization (Renting, Marsden & Banks, 2003).

Studies by Verano and Medina (2021) show that farmers' street markets in some of the municipalities of Goiás state fit in a street market profile that promotes the socio-productive inclusion of family farmers and strengthens short commercialization channels. The street markets are analyzed based on the theoretical framework of economic sociology and the social construction of markets, emphasizing the aspect of trust in transactions. The street markets are socially constructed markets by a set of actors and institutions that interact in the form of networks to realize new spaces and new relations of food production and consumption (Limassol & Schneider, 2017).

In this sense, it is verified that the street markets constitute a food network with the capacity to establish transactions among different social actors, which are immersed in relationships and structures used to justify their consumption and production practices, as well as to build relationships of trust between themselves.

Methods

This research has a qualitative character and is a case study that has as its unit of analysis: The producer's street market in Cascavel, in the state of Paraná. It will be demonstrated how street markets are differentiated and socially constructed trade spaces. Qualitative studies announce, about the deepest stimuli of people, what their opinions and intents are, providing information to shape the methodology of a study (Velasco & Villa, 2011).

According to the following assumptions of the study, the variables used are based on the theoretical reference of the Article, seen in Table 1.

Table 1: Assumptions of the survey and respective theoretical references.

Assumptions	Variables	Theoretical framework
Socio-productive inclusion of family farmers in the street market	Number of stalls: (a) total currently; (b) of Street market family farmers; (c) of street market family farmers how long in years.	Ploeg et al. (2000). Holloway; Kneafsey, (2000).
	Quantity of stalls of street market family farmers who sell: (a) in natura products; (b) Semi-processed products;	Wanderley (2003). Verano; Medina (2021). Grisa; Schneider (2015). Gazolla (2017).

	(c)sociobiodiversity products	
Upgrade of short food supply chains, food production and consumption, alternative agrofood networks production and consumption	Quantity of middlemen who offer in the street market what they sell from family farmers and for the municipality and surroundings.	Darolt et al. (2016).
	Typical products of the region; customers loyalty with specific street market family farmers and loyalty to the family in general I.	Wilkinson (2003). Goodman (2017). Renting; Marsden; Banks (2003). Grisa; Schneider (2015).
	Occurrence of the types of agroindustrialized products such as: milk derivatives, pulps, spreads/pickled food.	Wanderley (2003). Silva; Balem; Silveira (2015).
	The street market has an influence on the creation or strengthening of local public policies, the establishment of new businesses and transactions among the actors in family agriculture and the incentive for the entry of new agents into the chains.	Ploeg; Jingzhong;Schneider (2012). Renting; Marsden; Banks (2003). Darolt et al. (2016).
If the street market has how to consolidate as a space of consumers' perception regarding the aspects of the dimensions "distinctiveness" and "connectivity" of these rooted (immersed) markets	Fresher products, healthier products, greater valuation of the products of the street market; environmentally friendly to buy in the street market; I get unique products in the street market; it is convenient to buy in the street market; this business is innovative and creative; high quality products; it is less expensive; traditional food	Ploeg (2015). Brasil; Schneider (2020). Belletti; Marescotti (2017).
	More pleasant to buy in the street market; confidence in the producers; support to the environmentally-friendly food; production in the street market has good reputation; support to the local producers	Cassol (2013). Cassol; Schneider (2017). Brasil; Schneider (2020).

Source: Adapted from Verano and Medina (2021)

Two important methodological contributions have to be considered. First, there is no possibility of identifying cause-effect in the variables to be analyzed. It is necessary to seek synergy, harmony and critical reflection in the analysis of these variables. Second, it is important to note that the data collected by the research

instrument establish a portrait of the moment when it was applied and reflect the actors' perception (Brasil & Schneider, 2020).

For the development of this study, field data collection activities were carried out, including semi-structured interviews and empirical research, both with consumers and producers. The surveys were conducted in the street market in April 2021.

In the case of producers

The data used were collected through a direct face-to-face survey with the street market seller family farmers, of whom at least one person per family participating in the street market were interviewed, totaling 30 interviews with 23 open ended questions in each questionnaire.

In the case of consumers

30 consumers were interviewed with a questionnaire containing 18 questions divided into two parts: the first comprises 12 close ended questions and 6 open ended questions describing the sample. The samples were collected by sending questionnaires to consumers, glimpsing care due to the COVID-19 pandemic. It is important to emphasize that, as the results present the perceptions of the actors interviewed about the street market, they may contain distortions of reality; it is necessary to bear in mind that the data collected by the research instrument demonstrate a portrait of the moment when it was applied, that is, they reflect the perception of these actors.

Data analysis was performed by data tabulation in Microsoft Excel software from the arithmetic means of the results and evaluated using the Likert scale. The Likert scale is a model developed by Rensis Likert (1932), which measures the degree of agreement of the interviewees regarding the proposed questions. It presents a continuous measurement system, with five points of response, ranging from "I completely disagree" to "I fully agree", going through a central neutral point of indecision. The five points of the scale are listed and values below 3 show less concordance among the interviewees and above 3, higher concordance.

Results and discussions about the street market and its immersed markets

How the street market promotes the socio-productive and commercial inclusion of family farmers

History of the Street Market

The street market entitled “Street Market of the Rural and Urban Producer of Cascavel/PR” began on December 10th, 1983, starting with the initiative of 9 farmers in the region and their families, as well as the city, who saw a possibility of selling directly their products to consumers, seeing an opportunity to increase their incomes and the ability to attract an average public of 50 thousand visits a month, a fact that came to materialize over time, an indication controlled by the number of bags used in sales. The street market is completing 38 years of existence in 2021. Today, as a result of the Covid-19 pandemic and also due to the fact that Praça Wilson Joffre is undergoing renovations, the street market is taking place on Tuesdays and Thursdays, in the Cascavel Municipal Theater parking lot, and on Saturdays and Sundays, in front of the city hall.

Regarding the 84 market sellers who participated in the street market before the pandemic, these are small farmers living in the rural area of the municipality, who produce traditional food and varieties of the region, using techniques and knowledge linked to culture, others are urban producers, and some are authorized for resale as a result of the shortage of certain products, also known as middlemen. There are also 57 rural producers of conventional production and 4 farmers of organic production in this universe. Namely: 23 producers of fruit and vegetable products, 7 producers of cheese, 5 producers of coldmeats, 6 producers of bread, biscuits and crumb cakes, 5 producers of handicrafts and 11 of various kinds (sweets, jams, jellies, honey and teas).

When the Covid-19 pandemic began in mid-March 2020, the street market was completely paralyzed for a week. As a result, it was moved to the old Cascavel bus terminal and stayed there for two months, with 22 market sellers missing (because they belong to the risk group and also because only products that were

considered essential were allowed by the municipal health surveillance, i.e. the portion of snacks, handicrafts were left out of the street market in this period).

In June 2020, the street market was located for 4 weeks in the parking lot of Gilberto Mayer Cultural Center, complying with all the necessary rules of distancing. A *drive thru* was installed on the street that faces the cultural center, composed by 12 marketsellers.

Nowadays, the street market takes place on Tuesdays and Thursdays in the Cascavel Municipal Theater parking lot and on Saturdays and Sundays in front of the cityhall. Currently, there are two organic producers, 45 rural producers and 32 urban producers, totaling 77 market sellers.

Reasons that lead the street market seller family farmers to participate in the streetmarket

Of the street markets family farmers interviewed, 64% are fruit and vegetables producers, 23% produce cold meats and baked goods, 10% have production originating from milk derivatives and 3% produce fruit, jam and honey sweets. They have no quality certification stamp (except 2 organic producers) and, regarding the size of their properties, 45% have properties from 1 to 3 alqueires, 30% from 3 to 5 alqueires and 25% properties above 5 alqueires.

The decision to enter the street market was made, for the majority of family farmers interviewed, due to the lack of alternatives to sell production and the need to increase income, since the possibilities for marketing long channels were increasingly restricted. Other reasons, according to the respondents' statements, were: price instability, longer payment periods for commercialization with middlemen and supermarkets and the possibility of selling seasonal products on small scales, in addition to the cash money entering the market in *ad hoc* form, 50% of the interviewed producers have 10 to 30 years of participation in the street market, the other 50% have between 1 and 9 years of participation. Those who have more time of participation in the street market report that they did not find difficulties entering it and were even encouraged to participate, while those who have less time as market sellers reported having to wait after entering the process for a vacancy up to 2 years on average. This reality has motivated farmers to search for more inclusive markets

and adapted to their socio-productive realities. With the support of the Association of Producers, and with good technical assistance reported by most of the interviewees family farmers, they have succeeded in improving the quality of life in the rural area.

The reality of the street market family farmers before entering the street market was similar in most cases. Most of them was not in any marketing channel, producing only for subsistence or selling on other channels that did not generate significant economic gains. This reality has provided a process of farmers' awareness of the search for more inclusive and better adapted markets for the farmers' socio-productive reality. With the support from the Association of Local Producers, this initiative resulted in a social construction of the markets (in this case, the street market) researched here.

As for the relations of cooperation, solidarity and competition among the street market family members, it was observed in the municipality that competition only due to price does not exist, because the customers' loyalty to certain products of certain market sellers has a strong aspect. It was verified that the competition really occurs, but with this the search for better quality in the products also occurs. There were also reports of cooperative and supportive behavior, such as: financial support from market sellers to a medical treatment for a child of one of them; the market sellers help to serve customers because of the need to leave their stall when the movement is intense; support in loading and unloading of products.

Regarding the rules, the producers unanimously state that they are essential to the proper functioning of the street market and point to having the status of APPF, which is governed since the application moment to attend the street market, the functioning and time to operate, the commission or organization of the street market, the size and layout of the stalls, the presentation of the stall, the market seller and his or her identification, prohibitions and duties, supervision, origin, product quality, operation even penalties such as warnings and suspensions.

The street markets are set up in a potential space for commercial integration of family farmers into short food supply chains. Data show that 46.66% of family farmers live only from commercialization at the street market; 23.33%, besides the street market, plant corn and soybeans that deliver to long commercialization channels; 20% deliver to restaurants and *delivery* system; and 10% have poultry

houses as well. The composition of the monthly gross income with the street market shows that 45% of farmers have income between 3 and 6 thousand reais, 25% have income between 7 and 10 thousand reais, 30% have income above 11 thousand reais. Of the total number of farmers, 60% have already used rural credit ranging from ten to two hundred thousand reais.

The entry at the street market, for most of the interviewed street market family farmers, meant greater gains, productive autonomy and dissemination of their products, although, with the Covid-19 pandemic, income fell between 30 and 40%, as reported by most producers due to the fact that the flow of people has greatly decreased in the street market. The interviewed market sellers claim that selling in the street market generates more profit, the sale is on cash, there is less risk of loss and, therefore, greater productive autonomy, because, according to the sales history of each product, the producer scales its weekly and seasonal production.

The street market as a consumer perception site regarding the dimensions “distinctiveness” and “connectivity” in the immersed markets

The variables of the “distinctiveness” dimension are perceived as having a similar behavior and with high concordance (means above 4 on the Likert scale) among the consumers interviewed, which indicates that consumers realize that the products have a differential in relation to the conventional ones. The two variables that presented averages between 3 and 4 evidenced the aspect of food information in the street market and the fact that some products offered at the street market are unique, but still with an acceptable level of agreement (higher than 3). According to Ploeg (2015), the product distinctiveness, plays an important role in the transactions that consent to distribute the distinct product among the different actors.

One important issue is that most consumers believe that the products of the market sellers are healthier and have less pesticides, but they do not know why they believe it by corroborating with studies of Holloway and Kneafsey (2000) that highlight the street market as a place where notions of space and identity are restored either in terms of civic pride or nostalgia for a time when life was supposedly healthier and the food more nutritious. Among the consumers interviewed, a certain level of

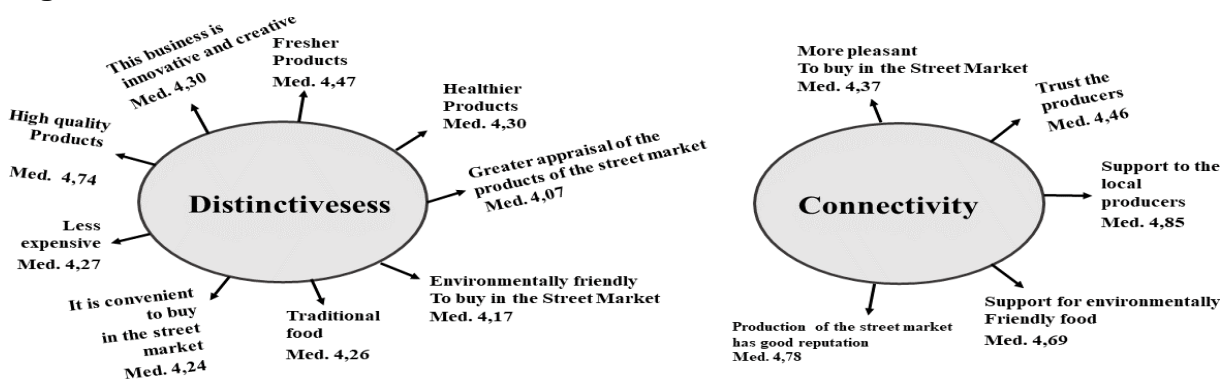
perception was observed about the understanding of agroecological product, local product, organic product and fresh product concepts.

The variables of the “connectivity” dimension present positive levels of agreement between the interviewed consumers and reach the mean values above 4. In general, the results point out that there is a connection between producers and consumers, and other actors in this market, who communicate and interact with each other, enabling exchanges of information, experiences, expectations that contribute to the creation of new products and processes, in addition to generating the “trust” factor among the parties. Brasil and Schneider (2020) argue that producers, processors and consumers are connected in heterogeneous networks that create markets explicitly distinct from conventional ones. They are connected through short, decentralized circuits that presume communication and transparency.

The other variables of the dimensions of the immersed markets, entitled “multifunctionality”, “governance” and “sociomaterial infrastructure”, are not able to measure or explain these other dimensions in this research. Those that fit most into the reality of the street market are distinctiveness and connectivity.

It is also important to point out that the variables are inter-related, and sometimes they can pass more than one dimension of analysis, but that they have been grouped as a way of facilitating the analytical process.

Figure 1: Two of the dimensions of the immersed markets



Source: Survey data (2021)

Figure 1 shows the study variables that are directly linked to the two main dimensions of the immersed markets. Distinctiveness was highlighted by having 11 variables that point to the main aspects that demonstrate this dimension and it is emphasized that the acceptance had an average above 4 in the Likert scale in nine variables.

Motivations that lead the consumer to visit and buy in street markets

The main motivation that leads the consumer to buy in street markets is that, in their opinion, the products are fresher and healthier. Consumers interviewed have a frequency in the street market that varies, 30% make purchases in the street market once a week, 37% twice a month and the other 40% attend the street market from 3 to 10 times a year. They have been shopping for years, with 67% of consumers interviewed attending the street market from 1 to 6 years and the other 33% from 7 to 20 years. Most consumers, about 57%, live far from the street market between 0.5 and 4 km, and the remaining 43% of them are distant from the street market from 5 to 15 km. For this reason, 87% of consumers go by car to the street market and 60% leave home to go to the street market, while 34% leave the workplace to go to the street market and the rest, 6%, in other ways.

The most popular products for consumers in Street Market of Cascavel, first of all, are vegetables and leaves, followed by cheese and sausage. After that, jams and sweetspreads, as well as baked products.

Most of consumers interviewed were aware of the existence of the street market by family, friends or colleagues and others because they are passing by occasionally. This demonstrates that mouth-to-mouth indication is a very strong factor present in the street market. The target audience of the street market was reflected in the female universe; approximately 80% of interviewees are women and 20% are men. In the 19 to 62-year-old age group, with higher education or post-graduation, they fall around 40% of the interviewees.

The motivations that lead consumers to the street market are the search for local products, safe, reliable, good origin and with higher quality. Fresh products, originating directly from the producer and with greater durability, home-made products, the diversity of products at affordable prices that generate the local

economy movement and support family farmers. They also emphasize the importance of direct contact with producers, in addition to the appreciation of the regional market. They are shaped in a popular and inclusive marketing channel. As for the location of the street market, they prefer it to be in an open, pleasant and friendly space.

Some disadvantages explained by consumers when buying at the street market are pointed out: some interviewees point the distance from the street market of their home or workplace, the difficulty in rainy or in very sunny days because the street market is open, notes on the infrastructure of the street market that needed improvements (including, pointed out by most of the producers and the consumers).

Figure 2: What comes to the minds of consumers when they think about buying in the street market.



Source: Survey data generated by Iramuteq (2021)

Consumers were asked about the following situation: What word came to your mind first when you think about going to the street market? A cloud of words with all the answers was then created and Figure 2 shows the size of the source that “fresh products” and “*paste!*” obtained the first place in *the response ranking*, but that vegetables and legumes were also highlighted, as well as the quality of the products.

The Covid-19 pandemic brought about changes in the street market, in the consumers’ opinion. Some of them stopped attending the street market because they belong to risk groups or to avoid crowding; others preferred *the delivery* system. The flow of people decreased, because they were concerned with the disease infection,

even decreased the number of producers in the street market. Another important change was the care they needed, such as the use of alcohol in gel 70% in their hands and the use of masks. The pandemic also brought changes to the street market site itself, consumers reported that, as a result of the pandemic, they could no longer walk the street market with the family, and there were also periods with time restrictions established by the municipal decrees.

Final considerations

The objective of the research was to verify whether the street market had a potential to promote socio-productive inclusion and to provide commercial inclusion of family farmers, with the aim of contributing to the strengthening of short food supply chains and, if the street market was to be consolidated as a place of perception of consumers and producers to the aspects of the “distinctiveness” and “connectivity” dimensions of these rooted (immersed) markets.

The street market could demonstrate the socio-productive inclusion of family farmers by three main aspects: firstly, because it was organized from the association of producers with a status that defines rules for participation; secondly, because it has consolidated and reliable relationships between the street market family farmers and consumers; and thirdly, because it has a relationship of solidarity among the participants.

Commercial inclusion has also been confirmed and, in the street market, short food supply chains are strengthened to the extent that commercial links are built between the street market seller family farmers and consumers. This area has become an alternative to trade, because, firstly, they are immersed in social relationships that go beyond trade, secondly, it has been made clear that more quality does not always generate more expensive products, and thirdly, *the face-to-face* relationships stimulate the development of value chains that do not need external accreditation media.

The street market was consolidated as a space to be perceived by consumers and producers in two of the five dimensions of the immersed markets. Distinctiveness is proven in the great acceptance of the variables that indicate fresh, healthier products, greater valuation of the street market products, consumers believe they are

environmentally friendly to buy at the street market, they get more information about the products, they believe they have quality products, they have access to traditional food, with favorable values.

As for connectivity, the issue of consumer confidence in producers highlights, they report that the street market has a good reputation and wants to support local producers and environmentally friendly food.

Since only two of the dimensions of the immersed markets (distinctiveness and connectivity) were studied, as suggested by future studies, it has the other dimensions known as multifunctionality, governance and sociomaterial infrastructure to be explored. It is worth pointing out that this study was empirically investigated as one of the mechanisms for expanding short food supply chains, using all others as suggestions for future studies.

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APÊNDICE A QUESTIONÁRIO PARA O CONSUMIDOR

01- Desde quando você faz compras aqui? Ano: ____

02- Quantas vezes você compra aqui?

- Uma vez por semana
- Vezes um mês _____
- Vezes um ano _____
- Primeira vez

03- Nesta pesquisa nós queremos saber mais sobre hábitos dos clientes que vêm para comprar comida aqui. Qual foi o seu principal tipo de transporte para chegar aqui hoje?

- Carro
- A pé / bicicleta
- Ônibus
- Táxi
- De outros

04- Qual foi o seu ponto de partida para vir à feira?

- A partir de casa
- Do local de trabalho / escola
- De outros

05- Qual é a distância que percorre para chegar até a feira (aproximadamente km)?

06- Que tipo de produtos você comprou e quanto eles pesam no total? (kg)

- Frutas
- Legumes
- Queijo
- Outros produtos lácteos
- Carne (fresca ou processada)
- Produtos de grãos (pão, padaria, cereais etc.)
- Semifabricados
- Bebidas
- De outros

peso total do alimento comprado em kg ____

07- Compare as compras aqui com alimentos que compra de um supermercado típico, você concorda com as seguintes afirmações? (A partir de 1 “Eu discordo completamente” até que ponto a 5 “Concordo plenamente”)

Comparado a um supermercado típico:

	1. Completa mente discordo	2. Um pouco discordo	3. Nem concordo nem discordo	4. Um pouco Aceito	5. Totalme nte Aceito	Não Opinou
Eu obtenho produtos que são mais frescos	()	()	()	()	()	()
Eu obtenho produtos que são mais saudáveis (bons para a minha saúde)	()	()	()	()	()	()
A seleção de produtos que eu procuro não é tão boa aqui como em um supermercado típico	()	()	()	()	()	()
Eu dou mais valor para os produtos daqui	()	()	()	()	()	()
Acho que é mais ambientalmente amigável para fazer compras aqui	()	()	()	()	()	()
Acho que é mais agradável para fazer compras aqui	()	()	()	()	()	()
Recebo mais informações sobre os produtos alimentares aqui	()	()	()	()	()	()
Recebo produtos únicos alimentos aqui que eu não posso comprar em um supermercado típico	()	()	()	()	()	()
Eu só faço algumas compras suplementares aqui (em comparação) com o que compro	()	()	()	()	()	()

em um
 supermercado típico

08- Quais são as razões mais importantes a seguir pelas quais você compra na feira? Por favor referir até que ponto você concorda com as seguintes afirmações (de 1 “Eu discordo completamente” a 5 “Concordo plenamente”) eu compro aqui porque ...

	1. Completa- mente discordo	2. Um pouco discordo	3. Não concordo nem discordo	4. Um pouco Aceito	5. Totalme- nte Aceito	Não Opinou
É conveniente para mim	()	()	()	()	()	()
Este negócio é inovador e criativo	()	()	()	()	()	()
Confio nos produtores	()	()	()	()	()	()
Desejo apoiar alimentos ambientalmente amigáveis	()	()	()	()	()	()
Produção da feira tem uma boa reputação	()	()	()	()	()	()
Desejo apoiar produtores locais (por exemplo, agricultores)	()	()	()	()	()	()
Oferece produtos de alta qualidade	()	()	()	()	()	()
É menos caro para mim	()	()	()	()	()	()
Recebo comida tradicional aqui	()	()	()	()	()	()

09- Como você ficou sabendo desta feira? (Você pode escolher mais de um).

- () Mídia (jornal, rádio, TV)
- () Família, amigos, colegas
- () Folhetos, cartazes etc.
- () Social Media (Facebook, Twitter, Instagram etc.)
- () Por acaso / passando por
- () De outros _____

10- Gênero

- () Feminino
- () Masculino

11-Ano de nascimento

- Desejo não dizer

12- Qual foi seu maior nível de escolaridade completo?

- Primário / secundário inferior
- Secundário superior (incluindo o ensino superior de ciclo curto)
- Terciário
- Outro (por favor, especifique)

13- Número de pessoas no agregado familiar

Adultos com 18 anos ou mais _____

Crianças menores de 18 anos _

14- Qual é o rendimento mensal dos seus agregados familiares em salários mínimos?

15- O que você vê como vantagens de comprar nas feiras?

16- O que você vê como desvantagens ao comprar nas feiras?

17- O que mais vem à mente quando você pensa em comprar nas feiras?

18- O que a pandemia da Covid-19 trouxe de mudanças em relação à feira na sua opinião?

APÊNDICE B

QUESTIONÁRIO COM O PRODUTOR (AGRICULTOR FAMILIAR FEIRANTE)

1. Desde quando produz e participa desta feira?
2. O quê e quanto produz?
3. Como é feita a comercialização na feira? E depois da pandemia?
4. Como conseguiu participar da feira? Encontrou dificuldades para se inserir?
5. Conte um pouco da sua história de produtor.
6. Qual o tamanho da propriedade?
7. Possui algum selo de certificação de qualidade?
8. Em quantas pessoas são na família?
9. Qual é a renda bruta total da família e qual é a renda com a feira?
10. Quais são as outras atividades desenvolvidas na propriedade que geram renda fora da feira?
11. Como é a formulação dos preços?
12. Se pudesse mudar algo na feira, o que mudaria?
13. Quais são os principais incentivos que são importantes para continuar na feira?
14. Quais as desmotivações que encontra na feira?
15. Utiliza crédito rural? Se sim, quantas vezes utilizou, valores e para quais finalidades?
16. Tem assistência técnica? De quem? Como avalia?
17. Atualmente quais as dificuldades encontradas para continuar participando da feira?
18. Como ocorre a tomada de decisão em relação ao que compra, quanto, como, valor?
19. Obedece a algum órgão, entidade ou pessoa para participar da feira?
20. O que a pandemia da COVID-19 trouxe de consequências para a sua atuação na feira?
21. Quais são as diferenças entre comercializar na feira e nos canais convencionais de comercialização?
22. Discorra sobre as relações de solidariedade, cooperação e competição presentes na feira?
23. Qual a importância das regras para o funcionamento da feira?