

Short Supply Chains of Organic Food: Socioeconomic Emancipation of Family Farmers.

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INTRODUCTION

The distribution of organic products can be executed via the short food supply chain, in which the intermediates between farmer and consumer are limited to maximum one.

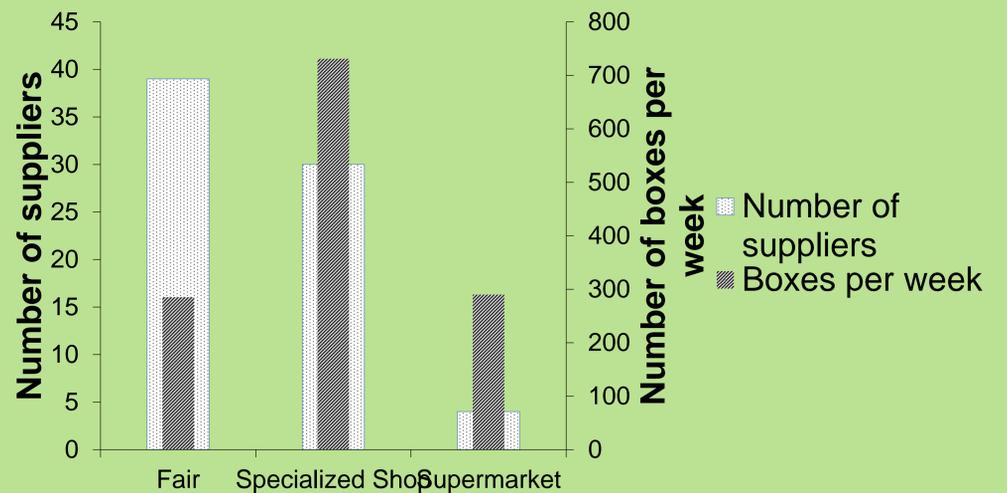
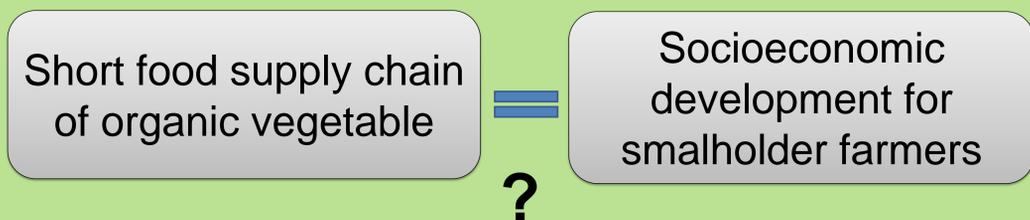
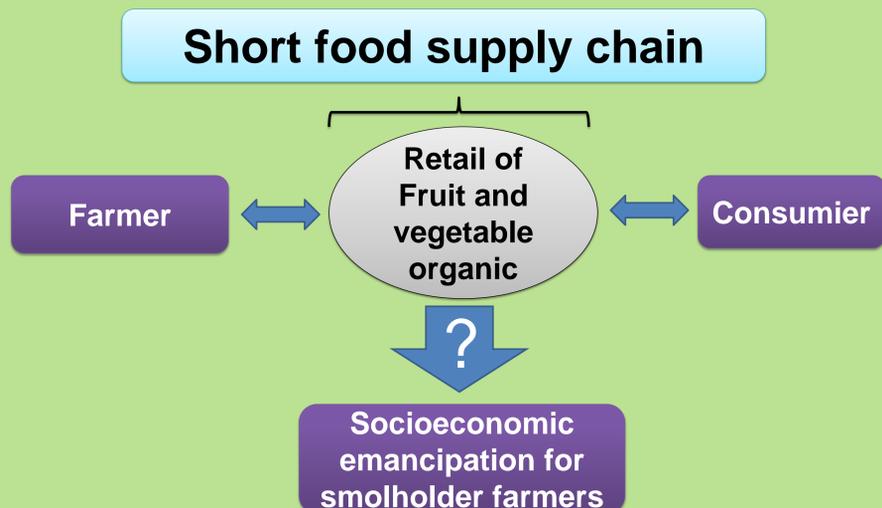


Figura 01: Number of the boxes of fruits and vegetables purchased by week and number of the smallholders suppliers.



Autonomy

Ranking of autonomy

- 1° Fair
- 2° Supermarket
- 3° Specialized shop

Connection between fair and smallholder farmers organizations

Reciprocity

Encouraging production

Fair: Technical assistance, demand, price negotiation

Supermarket: Managerial assistance, demand and credit

Specialized shop: Demand

The connection between the fair and farmers helped in the formation of symmetrical reciprocity relations.

MATERIAL AND METHODS

➤ Explorative multiple case study of 3 types of retailers (Florianópolis, SC. Brazil):

1. Fair,
2. Specialized shop and
3. Supermarket

➤ Analyzed factors:

1. Reciprocity (Sabourin, 2011)
2. Autonomy (Chauí, 2011)

With semi-structured interviews

RESULT AND DISCUSSION

➤ All smallholder farmers are interconnected and participating in organizations.

➤ The three retailers work with both short and long food supply chain.

CONCLUSION

The fair presented the most emancipatory characteristics. However, also the specialized shop and the supermarket had positive characteristics for the permanency of farmers in the competitive market for organic food.

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