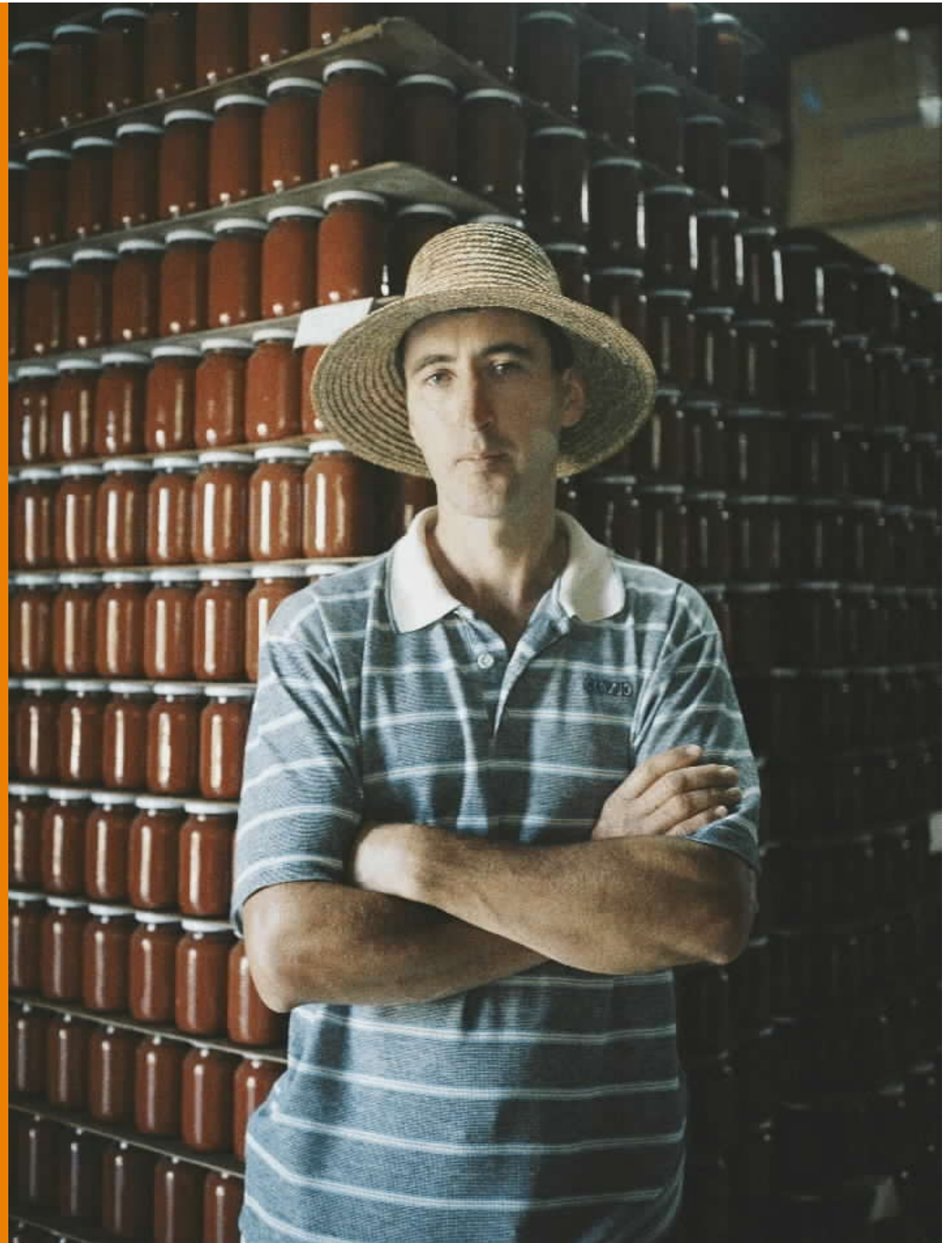


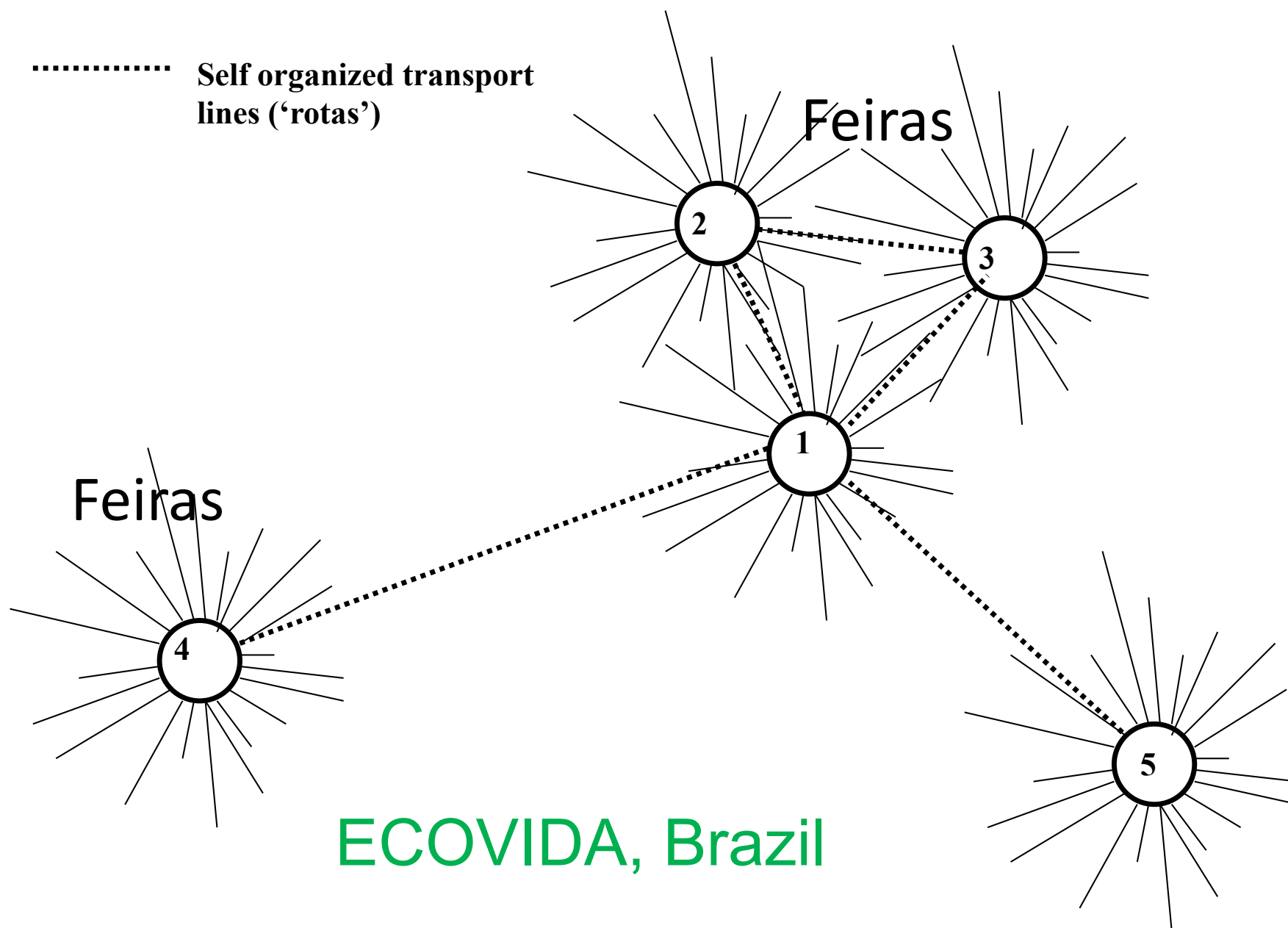
The construction of new markets: China, Brazil and the EU

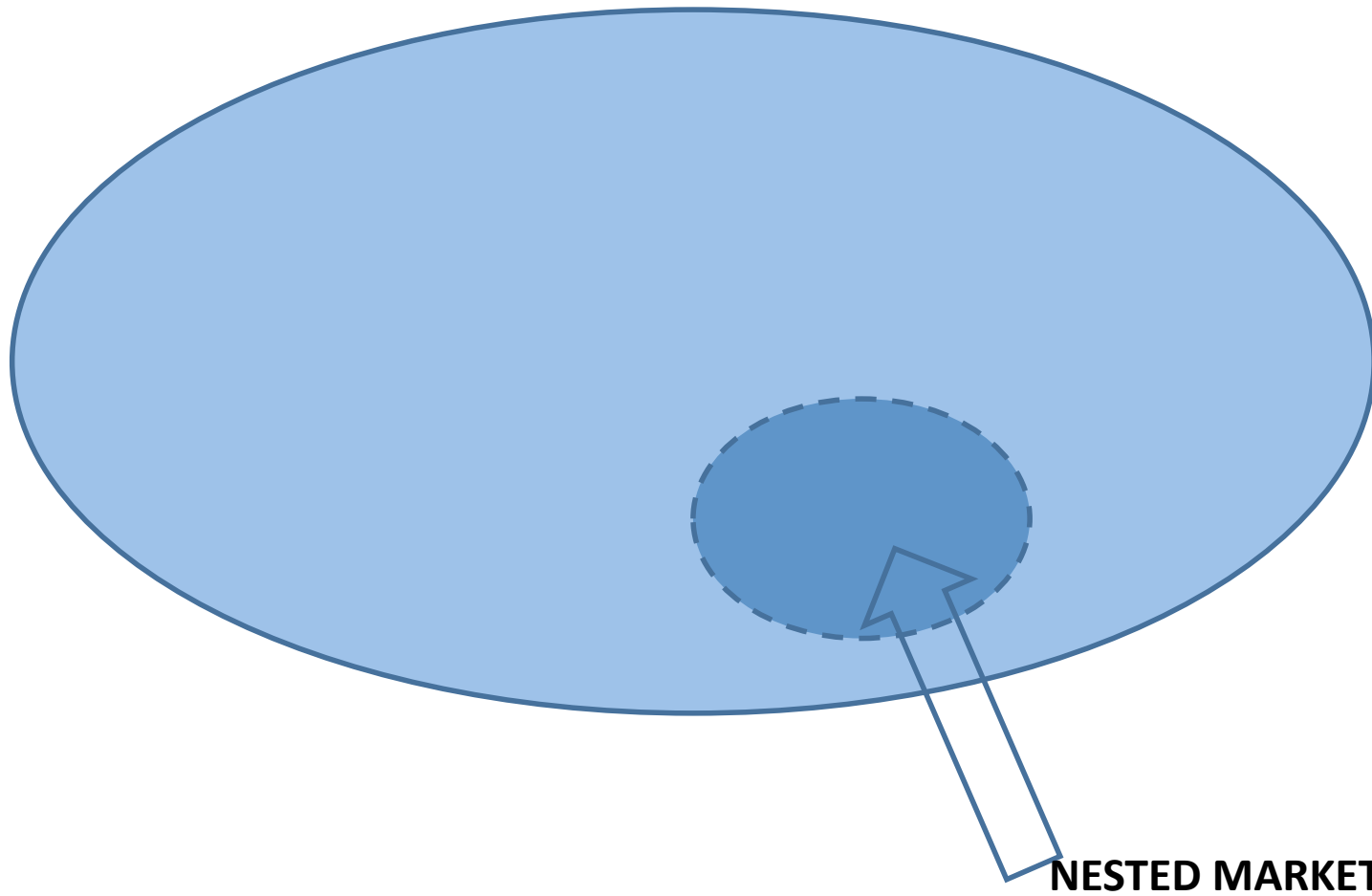
Jan Douwe van der Ploeg

Brussels, 26 of June, 2013



..... Self organized transport
lines ('rotas')





What is a nested market?

- A specific segment of a wider market: it is nested
- It is having particular characteristics
- It is delineated by specific boundaries
- It is grounded on particular resources
- It is having a unique, and distinctly different infrastructure
- It is distinctive

Distinction:

- Price
- Product quality
- Process of production
- Social organization of time
- Social organization of space
- Availability

Prezzi Venerdì 4 Marzo SMS CONSUMATORI

	Prezzo SMS
Aglio	6,8 E.
Bieta	1,65 E.
Broccoletti	1,85 E.
Broccoli	1,85 E.
Carote	1,2 E.
Cipolle Bianche	1,4 E.
Cavolfiori	1,6 E.
Finocchi	2,1 E.
Indivia Riccia e Scarola	2 E.
Insalata Cappuccina	2 E.
Lattuga	1,95 E.
Melanzane Lunghe	2,3 E.
Melanzane Tonde Ovali	2,3 E.
Patate Comuni	0,9 E.
Peperoni allungati	2,75 E.
Pomodori Ciliegini	3,65 E.
Pomodori Insalatari	2,3 E.
Pomodori rossi a grappolo	2,3 E.
Radicchio Chioggia	2,15 E.

Radicchio Treviso	3,2 E.
Spinaci	2,15 E.
Zucchine chiare	3,1 E.
Zucchine scure	2,1 E.
Arance Navel Navelina	1,45 E.
Arance Tarocco	1,6 E.
Kiwi	2,1 E.
Clementine	1,95 E.
Limoni	1,9 E.
Mandarine	1,65 E.
Mele Golden Delicious	1,55 E.
Mele Granny Smith	1,8 E.
Mele Stark	1,75 E.
Pere Abate Fetel	2,25 E.
Pere Kaiser	2,15 E.

Prezzo Amico (-30%)
4,76 E./ Kg.
1,155 E./ Kg.
1,295 E./ Kg.
1,295 E./ Kg.
0,84 E./ Kg.
0,98 E./ Kg.
1,12 E./ Kg.
1,47 E./ Kg.
1,4 E./ Kg.
1,4 E./ Kg.
1,365 E./ Kg.
1,61 E./ Kg.
1,61 E./ Kg.
0,63 E./ Kg.
1,925 E./ Kg.
2,555 E./ Kg.
1,61 E./ Kg.
1,61 E./ Kg.
1,505 E./ Kg.

2,24 E./ Kg.
1,505 E./ Kg.
2,17 E./ Kg.
1,47 E./ Kg.
1,015 E./ Kg.
1,12 E./ Kg.
1,47 E./ Kg.
1,365 E./ Kg.
1,33 E./ Kg.
1,35 E./ Kg.
1,26 E./ Kg.
1,225 E./ Kg.
1,575 E./ Kg.
1,505 E./ Kg.

Aderisci alla campagna Porta la Sporta

PERCHE' USARE PER POCHI MINUTI UN OGGETTO CHE PUO' DURARE CENTO ANNI?

Un sacchetto di plastica deturpa l'ambiente, produce rifiuti e smaltirlo si consumano preziose risorse.

Ogni anno i sacchetti di plastica uccidono centomila esseri viventi: mammiferi marini, tartarughe, uccelli,...

ORA LO SAI! FAI COME NOI. PORTA LA SPORTA!

È un consiglio dei produttori agricoli dei mercati di Campagna amica

www.campagnamica.it

Entra in campagna dal portale principale

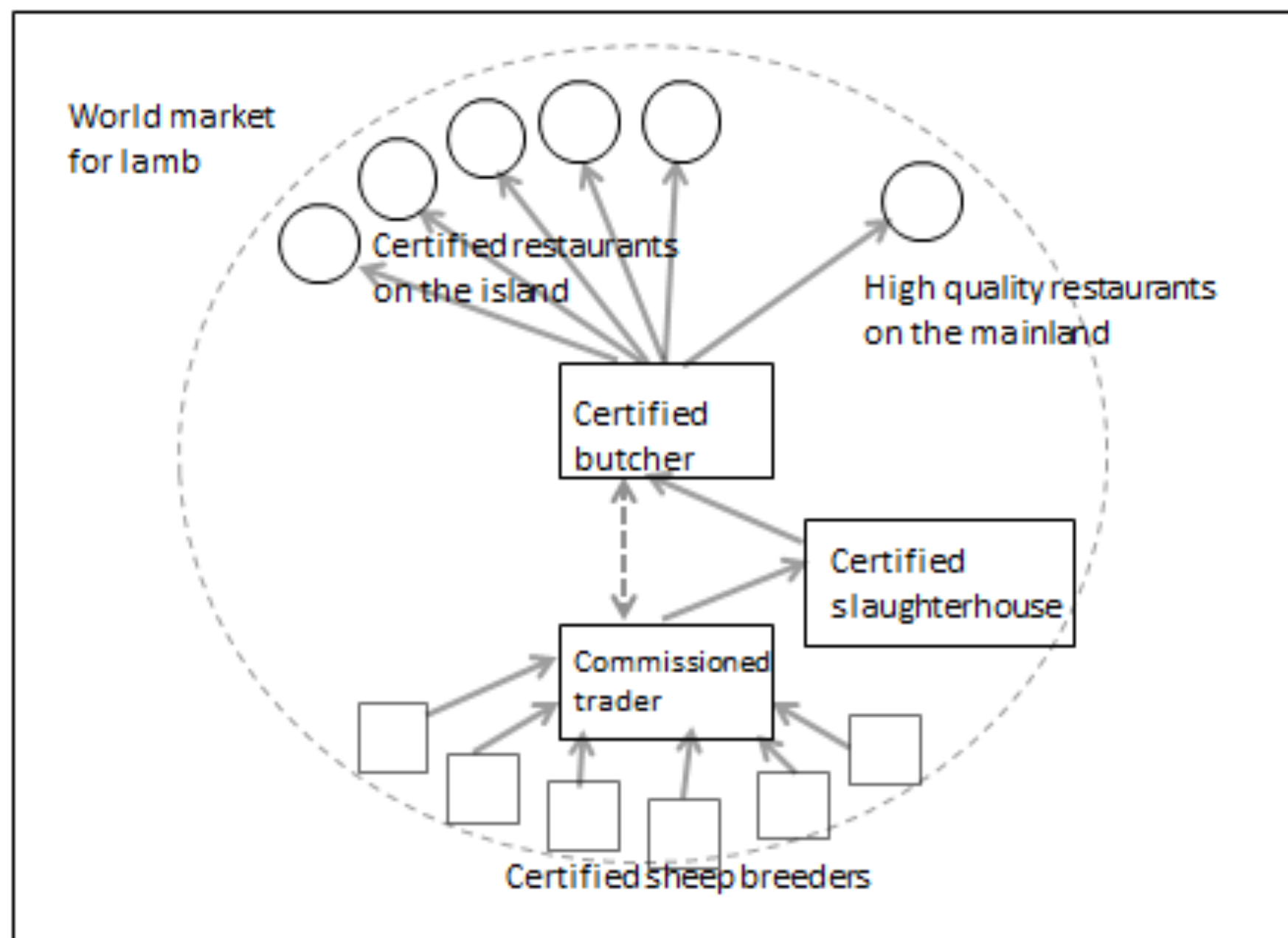
www.campagnamica.it



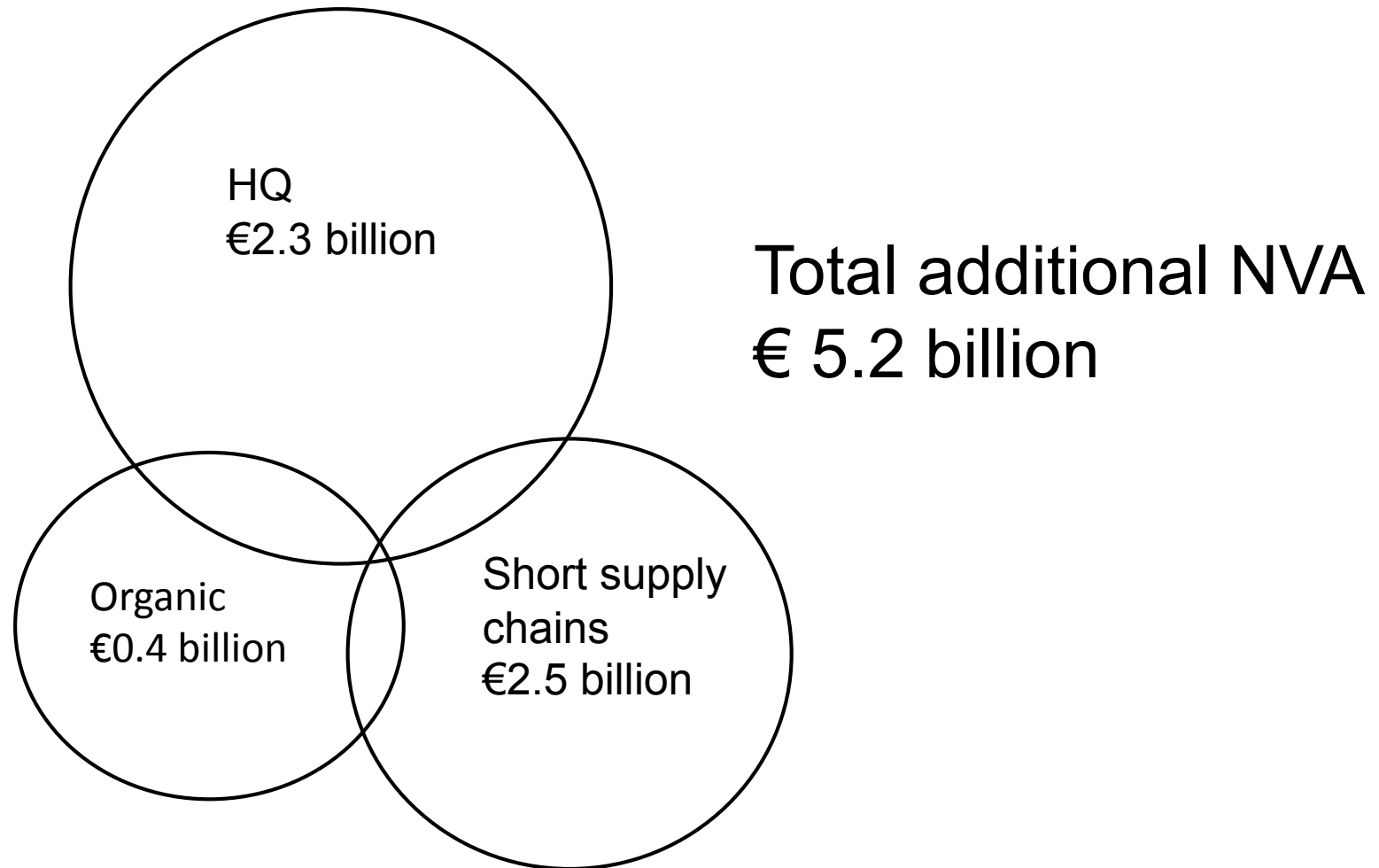
Roma: Mercato Contadino



Figure 4: the socio-material infrastructure of the market for Texels lamb

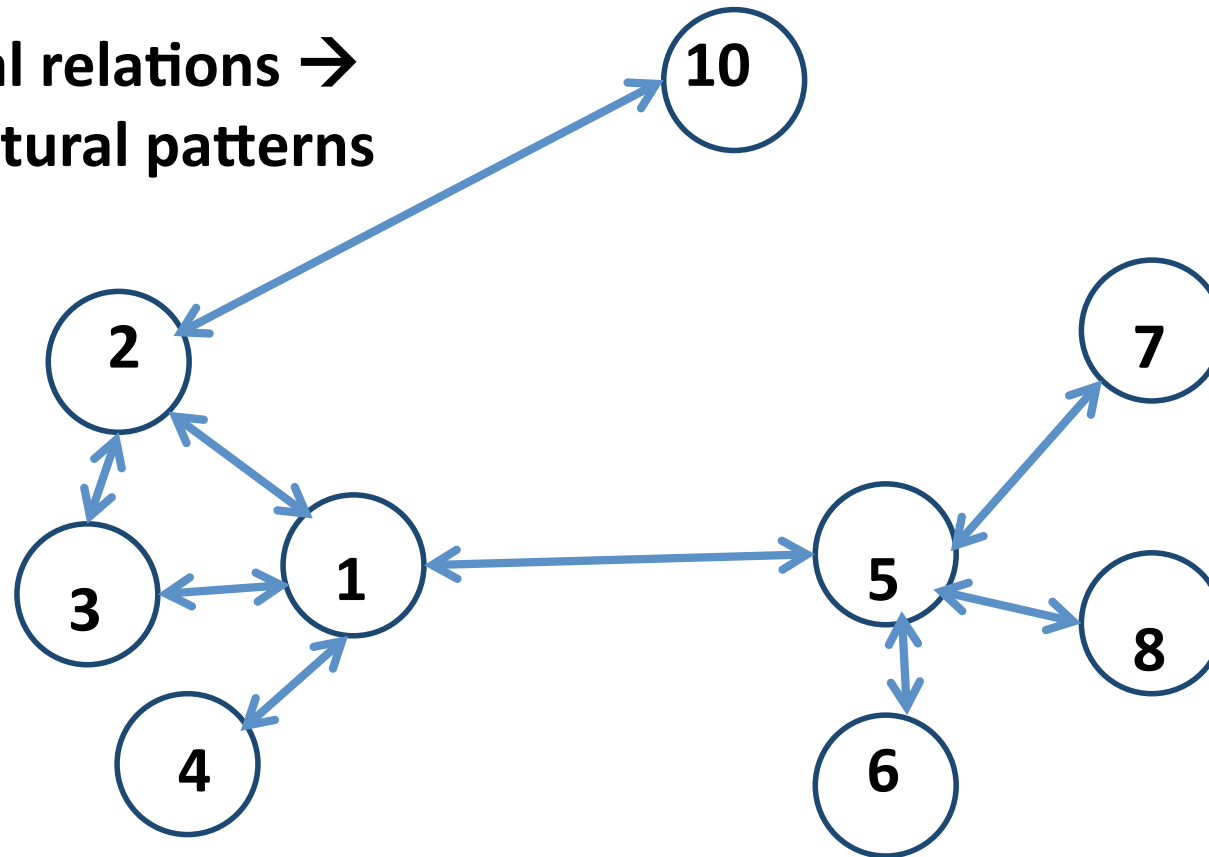


Economic impact of high quality food production (Δ NVA; EU-7, 1998 data)



- There is – also in China – an emergence of nested markets. Ye, Rao and Wu (2010) refer a.o. to the following ones:
- (1) **the market for organic produce** (that currently embraces more than 500 different products that are mostly exported; the export value is about 400 million US dollars);
- (2) **the Green Food market** that channels certified food within China (total market sales currently equal 19 billion Euros/year);
- (3) **the market for eco-agriculture** that strongly builds on ancient agricultural traditions;
- (4) **the markets associated with “One Village, One Product”** (these markets centre mostly on typical regional or local products, as e.g. high quality tofu or handpicked organic apples);
- (5) **the markets for agro-tourism** (there are five different types of agro-tourism in China; together they attended 335 million tourists in 2007; they generate an income of some 5 billion Euros/year).

**Social relations →
structural patterns**



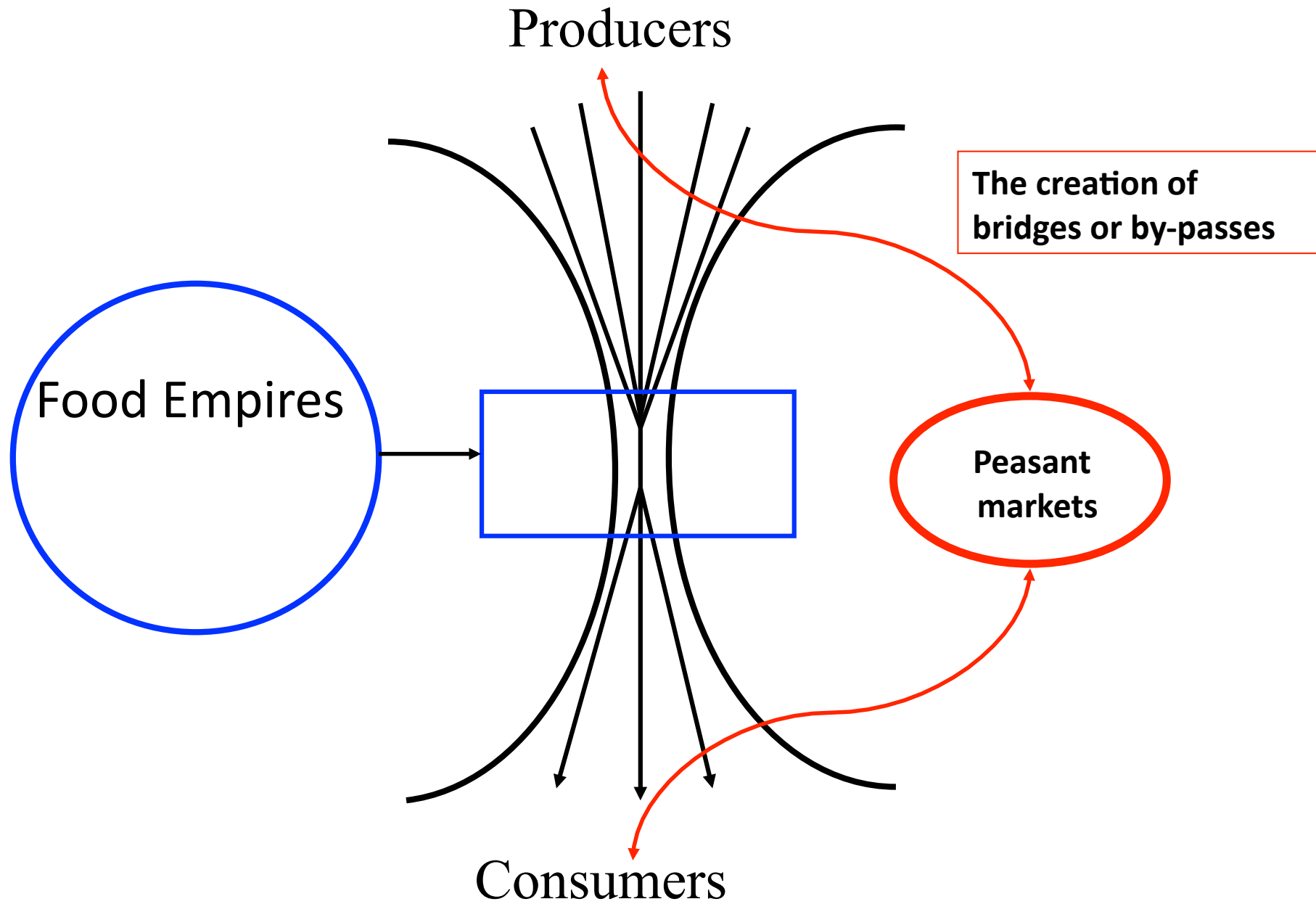
But also: structural holes



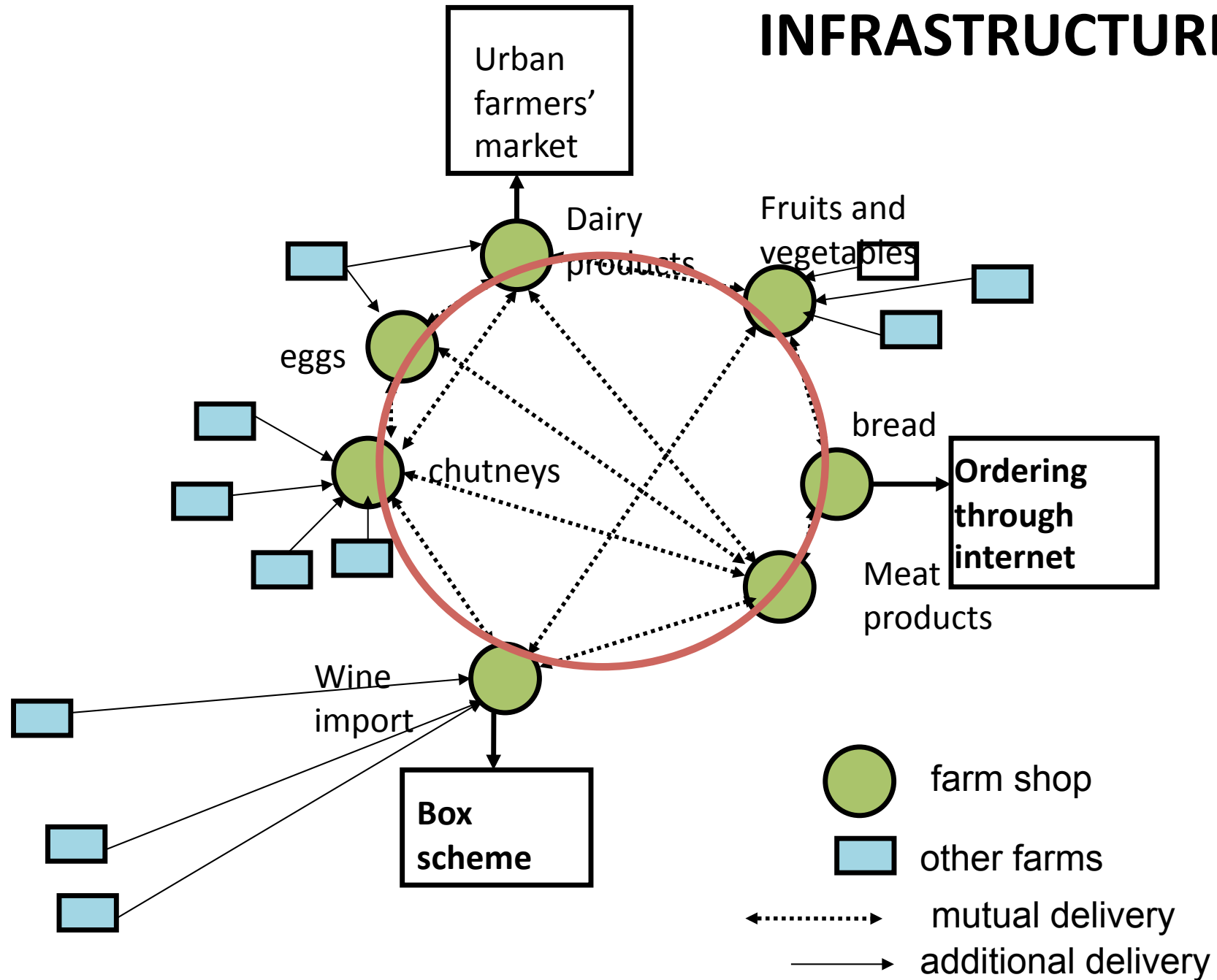
-
- 1) Barriers for newcomers**
 - 2) Exclusion of certain consumer groups**
 - 3) Excluding authenticity, locality, quality**
 - 4) Blocking innovations**
 - 5) Following established routines**
 - 6) Specific organization of time and space**
 - 7) Prescribing particular forms of production, excluding others,**
 - 8) Etc.**

But also: structural holes

Structural holes that might be bridged
through the construction of nested markets

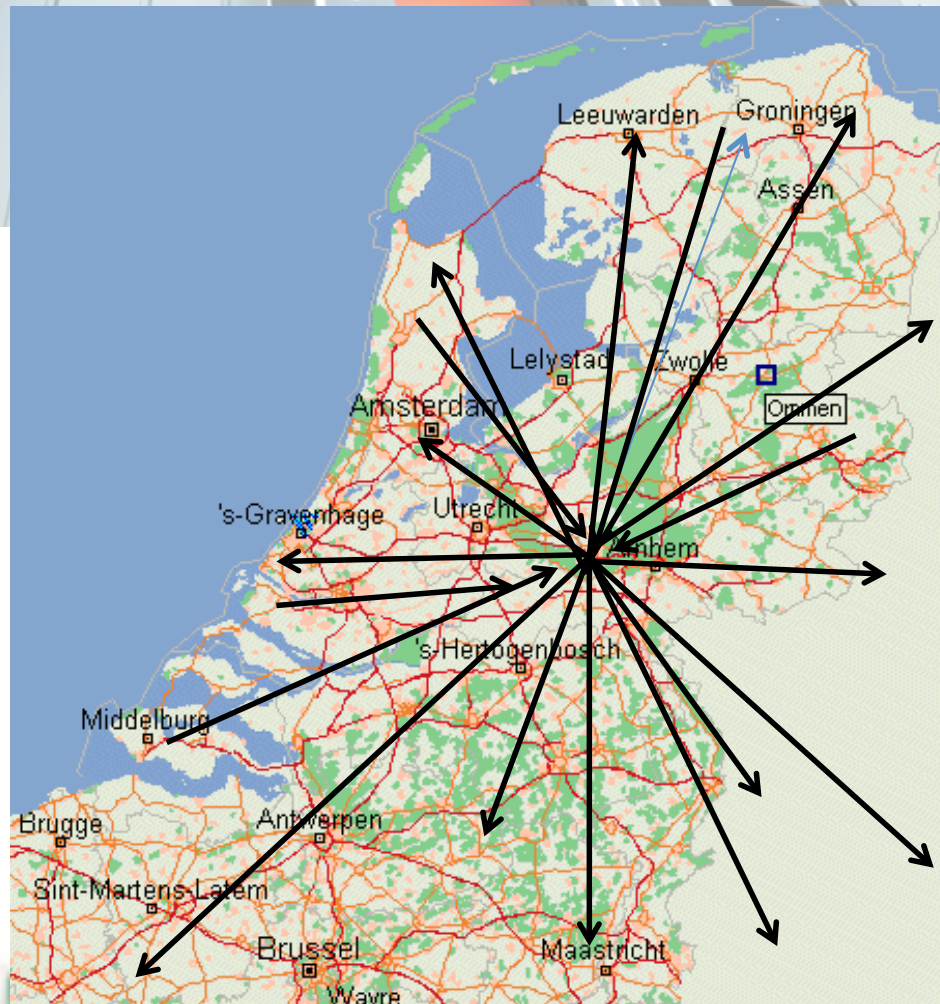


INFRASTRUCTURE





radial



INFRASTRUCTURE

circular

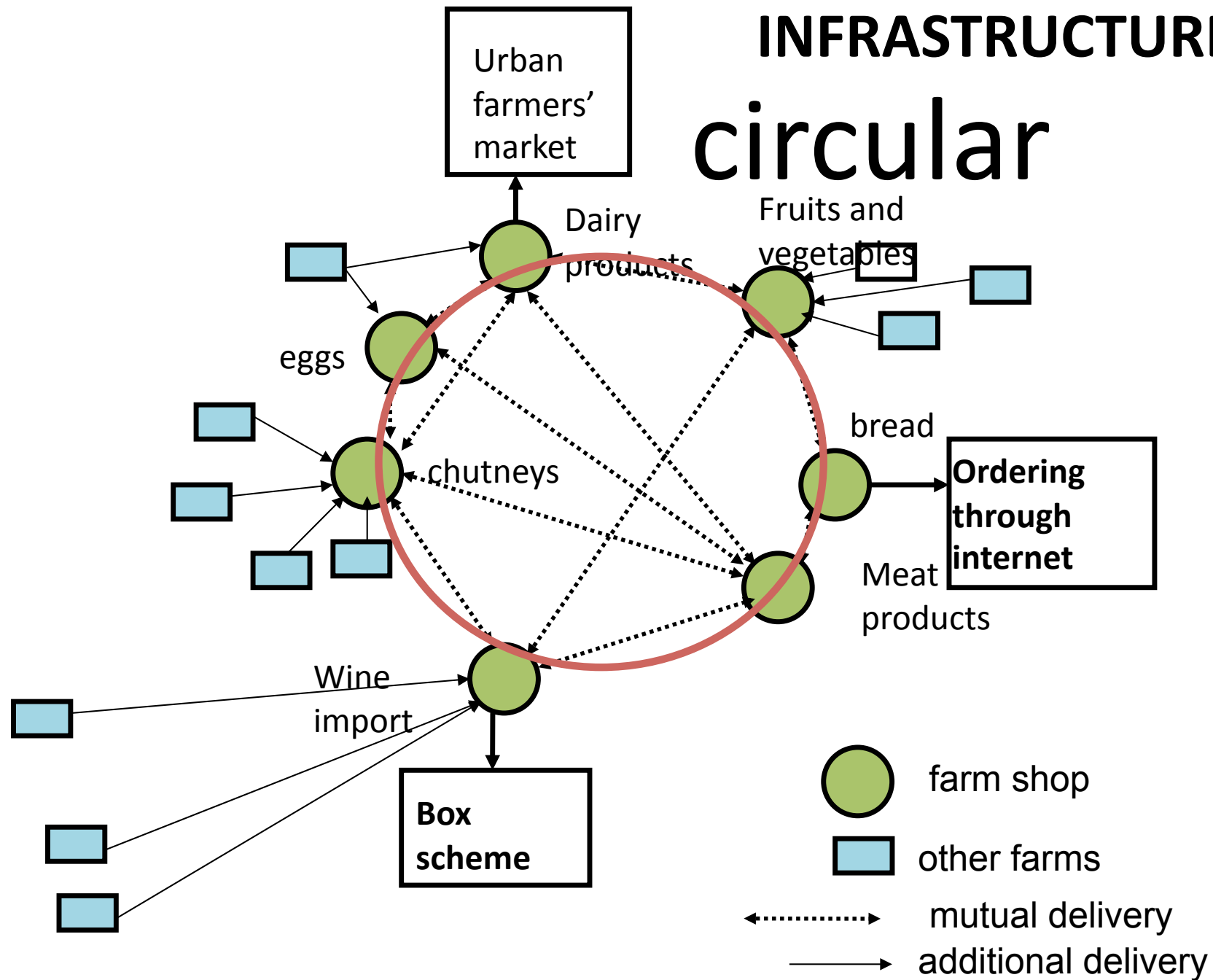
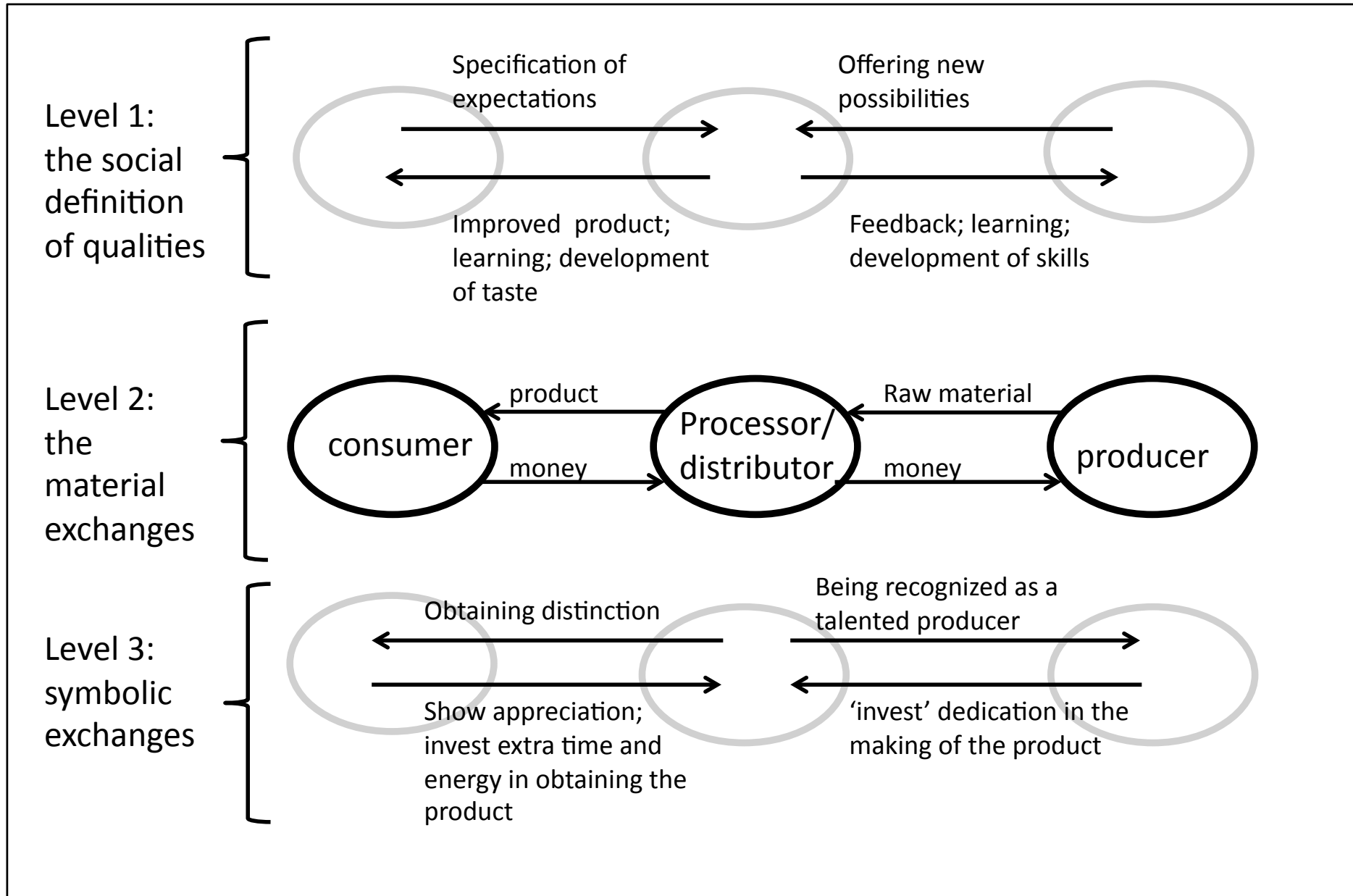


Figure 3: multi-tiered processes of exchange



The construction of
new nested markets
is the outcome of
social struggles

**vendita diretta
di latte crudo sfuso:
dal Produttore al Consumatore**

Una redditizia opportunità



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dal Produttore al Consumatore**

1° in ITALIA



al prezzo di

1 € il litro

**Il consumatore risparmia
il 30%**

**l'allevatore moltiplica
x 10**

il guadagno di ogni litro di latte

**Chi lo può fare?
Tutti gli allevatori produttori
di latte alimentare!**

The construction of a new nested market is the outcome of social struggles

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**Everyday politics of the
'modification type' (Kerkvliet);**

Rightful resistance (O'Brien)

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a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?		
What is done with the surpluses?		

Henry Bernstein

a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?	Most linkages between production, processing, distribution and consumption of food are controlled by food empires	Short circuits are interlinking the production and consumption of food. These short circuits are owned or co-owned by farmers
Who does what?		
Who gets what?		
What is done with the surpluses?		

a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?	The role of farmers is limited to the delivery of raw materials for the food industry	The role of farmers is extended to embrace on-farm processing, direct selling and the redesign of production processes that better meet consumer expectations
Who gets what?		
What is done with the surpluses?		

a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?	The distribution of Value Added is highly skewed; most wealth is accumulated in food empires	Farmers get a far higher share of the total Value Added
What is done with the surpluses?		

a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?		
What is done with the surpluses?	Accumulated wealth is used to finance the ongoing imperial conquest (take-over of other enterprises, etc)	Extra income is used to increase the resilience of food production, to strengthen multifunctional farming and to improve livelihoods

a comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?		
What surplus wealth is used for?	<p>Investment in infrastructure, extension, research and development, and other public goods</p> <p>Investment in private goods (take-home enterprises, etc.)</p>	<p>Extra income is used to increase the resilience of food production, to strengthen multifunctional farming and to improve livelihoods</p>

Ocupar - Resistir - Produzir - Cooperar ...

