

UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL
Programa de Pós-Graduação em Desenvolvimento Rural – PGDR
Programa de Pós-Graduação em Sociologia - PPGS

**III COLLOQUIUM FAMILY FARMING
AND RURAL DEVELOPMENT**

17 and 18 November, 2011, Porto Alegre, Brazil

Realization:

Family Farming and Rural Development Research Group - GEPAD

General Coordination
Sergio Schneider- UFRGS

Scientific Committee

Guilherme F. Waterloo Radomsky - UNIPAMPA
Marcelo Antonio Conterato - UFRGS
Flávia Charão Marques - UFRGS
Paulo André Niederle - UFPR
Marcio Gazolla - UFSM-FW
Cidonea Machado Deponti - UFRGS
Miguel Perondi – UTFPR-PATO BRANCO
Elisângela Froehlich – EMATER-RS
Márcio Mello – EPAGRI-SC

The construction of markets for family farming - challenges for the rural development”.

Programme

1º Day – Morning

17th November

8:30-9:00am - **Inscriptions**

9:00-9:30am - **Opening Session**

Prof. Dr. Carlos Alexandre Netto – UFRGS Rector

Prof. Dr. Hélio Henkin – Economics - Faculty Director

Prof. Dr. Fábio Kessler Dal Soglio - PGDR Coordinator

Prof. Marília Patta Ramos – Coordenadora do PPGS

9:30-12:00am - **Panel 1 – About markets: after all, what are the markets?**

Chair: Professor Terry Marsden – Cardiff University/País de Gales

1. Jan Douwe Van der Ploeg - Wageningen University/Holanda - *Newly emerging nested markets: a theoretical introduction into their strength and relevance*
2. John Wilkinson – CPDA/UFRRJ - *Os Mercados não vem mais do Mercado*
3. Ye Jingzhong – COHD/CAU/Beijing/China - *Pain may lead to no gain: when peasants stand in market economy*

1º Day – Afternoon

2:00-4:30pm - **Panel 2 – The markets and the agri-food system: local food x global food?**

Chair: Sr. Joaquim Soriano – NEAD/MDA

1. Marie France Garcia – INRA/Maison Sciences del’homme/França – *Padrões de qualidade e mundialização dos mercados*
2. Gianluca Brunori - Universidade Pisa/Itália - *The politics of relocation: crossing the boundaries between market and sphere*
3. Gilles Allaire – INRA/França - *The social critic of markets the case of local food value*
4. Walter Belik – UNICAMP - *Os Limites para a Expansão dos Mercados Locais*

4:30-5:30pm - **Book launch Session**

4:30-5:30pm - **Cocktail**

2º Day – Morning

18th November

8:30-12:00am – Thematic Workshops

Workshop 1 – Food empire and the markets – what room for maneuver?

Chair: Glauco Schultz – FCE-UFRGS/Porto Alegre/Brazil

Workshop 2 – Local markets and short supply chain: reconnecting producers and consumers

Chairs: Guilherme Radomsky and Rozane Triches – UNIPAMPA/Itaqui/Brazil

Workshop 3: Markets, institutions and the quality question

Chair: Paulo Niederle – UFPR/Curitiba/Brazil

Workshop 4 – Innovations, sociotechnical networks and the market construction

Chair: Flávia Charão Marques – PGDR-UFRGS/Porto Alegre/Brazil

2º Day – Afternoon

1:30-3:30pm - Panel 3 – Conditionings the construction of new markets: the consumption and institutions role

Chair: Moisés Balestro – PROPAGA/UnB

1. Julia Guivant – UFSC - *As transformações na construção de novos mercados sustentáveis a partir da certificadora transnacional GRI Global Reporting Initiative*
2. Paulo Furquim de Azevedo– FGV/SP - *Emergência de Instituições de Mercado e Desempenho Econômico*
3. Fátima Portilho – CPDA/UFRJ - *Consumidores politizados: ativismo na Sociedade de Consumo*

3:30 – 4:00p.m. – Coffee Break

4:00-5:30pm - Panel 4 – Public policies and the construction of markets

Chair: Sr. Roberto Ramos – Superintendente do INCRA/RS

1. Roberta Soninno – Cardiff University/País de Gales - *Public Policies and the Construction of Markets: insights from Home-Grown School Feeding Initiatives*
2. Shigeo Shiki – UFSJR/MG - *Mercado de pagamento por serviços ambientais e os desafios da política de desenvolvimento rural no Brasil*
3. Pierluigi Milone – Perugia University/Policy advisor/Basilicata/Itália - *The visible hand*

5:30-6:00pm – Closure Panel - For a research agenda on markets, family farming and Brazilian rural development

Chair: Sergio Schneider – PGDR-UFRGS/Porto Alegre/Brazil