

Family Farmers, Innovation and Markets

ARGENTINA, BOLIVIA, SPAIN



Webstory



Technological solution

To understand the economic, social and cultural logics underlying commercial innovations, a qualitative methodology was used. The comparative analysis allows us to identify common elements and to propose policies that contribute to promote processes of sustainability value added, productive and commercial networks.



Technological description

The project aims to understand and to make visible family farmers commercial innovations and consumers interactions in order to contribute in the design of appropriate public policies which allow the multiplication of experience in Argentina, Bolivia and Spain



Impacts and results

- Participatory Methodological Design to study and characterize commercial innovations
- 8 case studies on innovative marketing strategies
- Projects led by the FONTAGRO team in Argentina: 7 for research and 3 for extension. Spain: 3 initiatives to strengthen marketing experiences. Bolivia: 2 postgraduate theses
- 7 Webinars about Family Farming and Markets 1,116 Enrolled and 20,200 views
- 2 participatory training workshops on videos, a video production manual and 4 videos produced



1832

Participants in seminars, workshops and webinar



7

Family farming and markets webinars



11

Realized Studies of commercial innovation and added value cases



56

Articles, presentations and book chapters



79

Postgraduate students associated with the project (Training and investigation)



50

Online shops under construction



24

Development and investigation projects directed by the project investigators



55 %

Methodological design to analyse the commercial innovation experience

MAIN DONORS



PARTICIPATING ORGANIZATIONS

