

Resistance and Innovation In the Evolving Regional Food System of Monterrey Mexico

**presentation
at the
university of vermont
food systems summit
18 june 2014**

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three parts

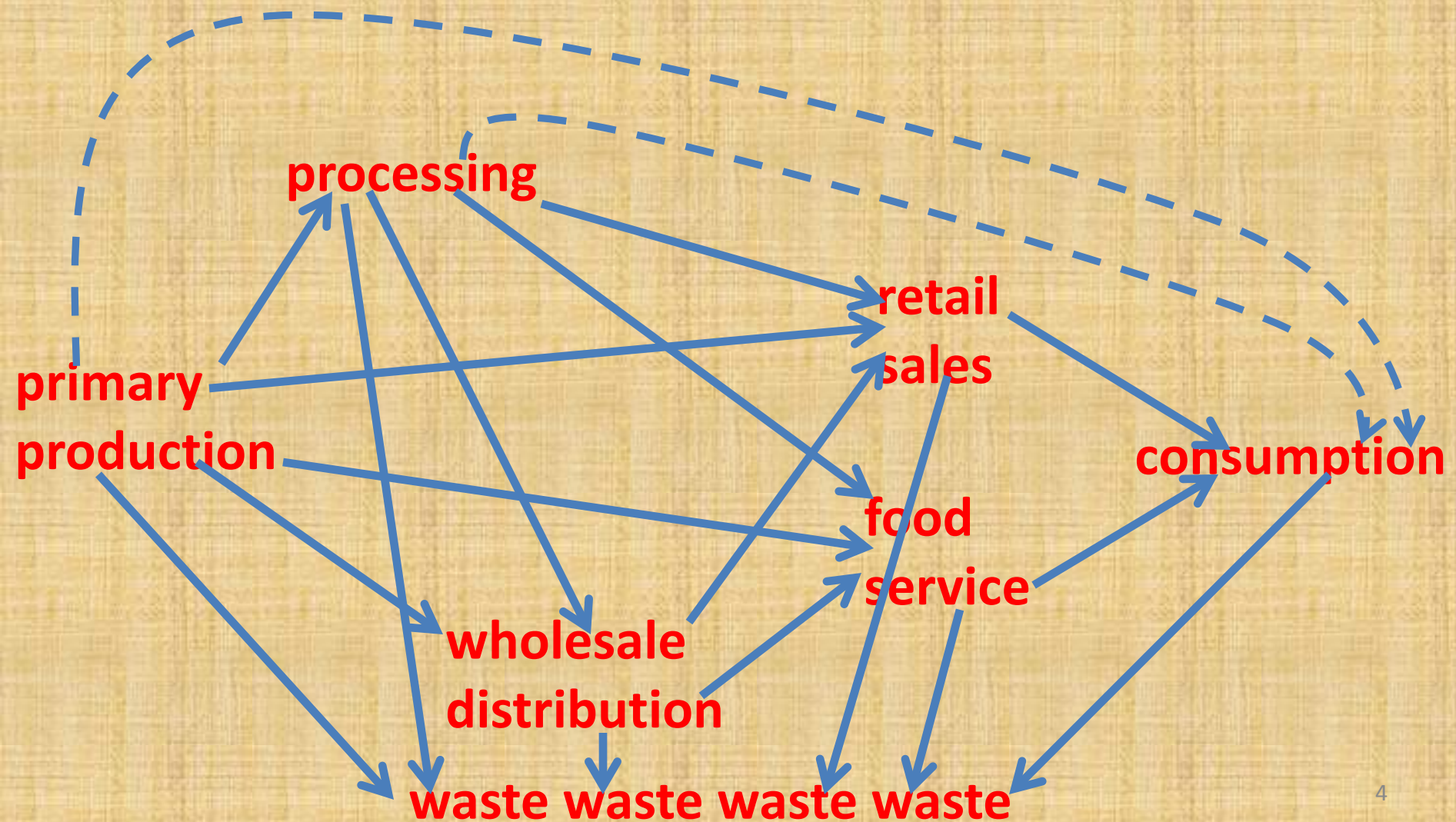
- agrifood system
- monterrey mexico
- systemic outcomes

the agrifood system

- an analytic scheme . . . *what are the entities and the relationships among them ??*

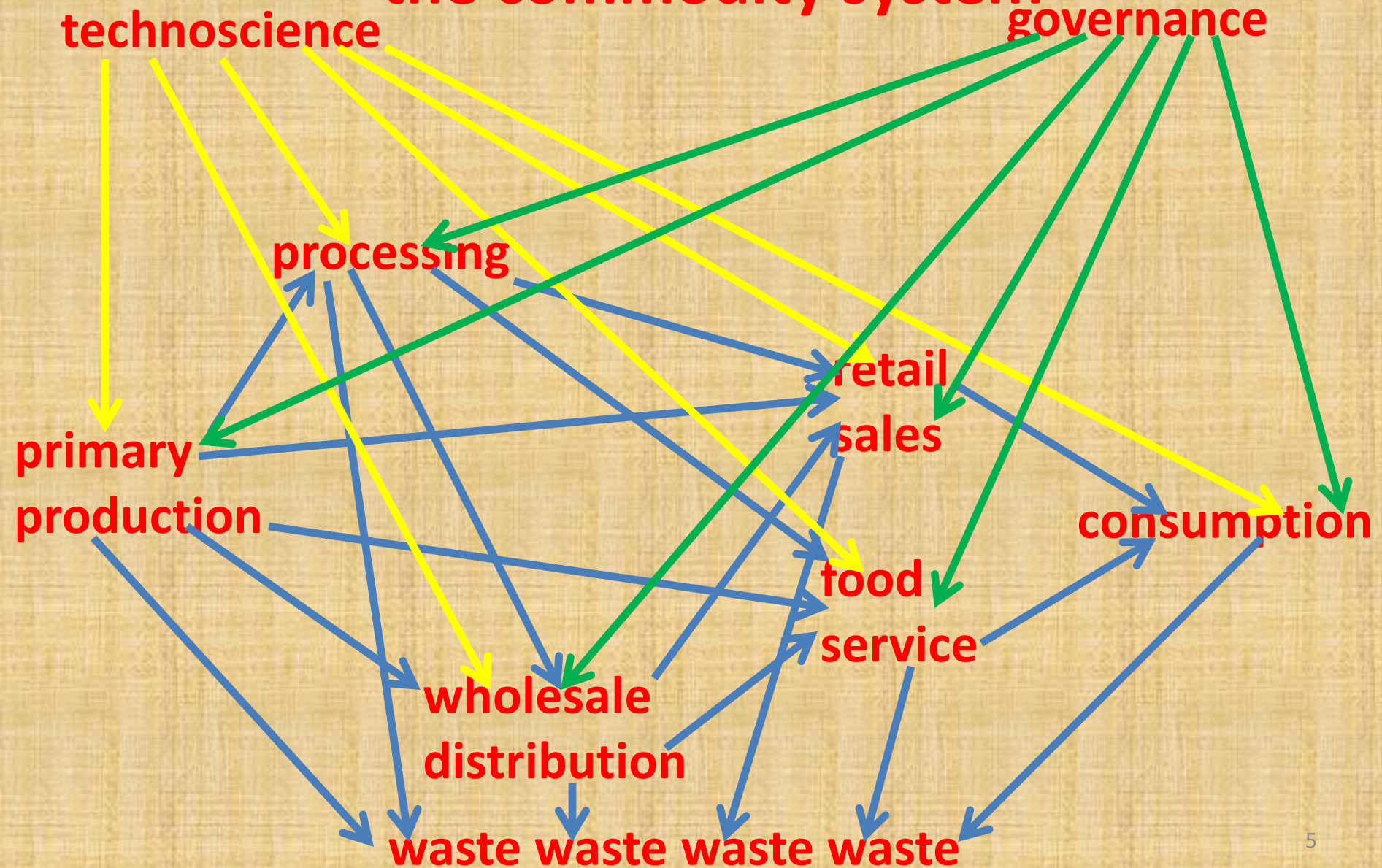
agrifood system

“the value system”



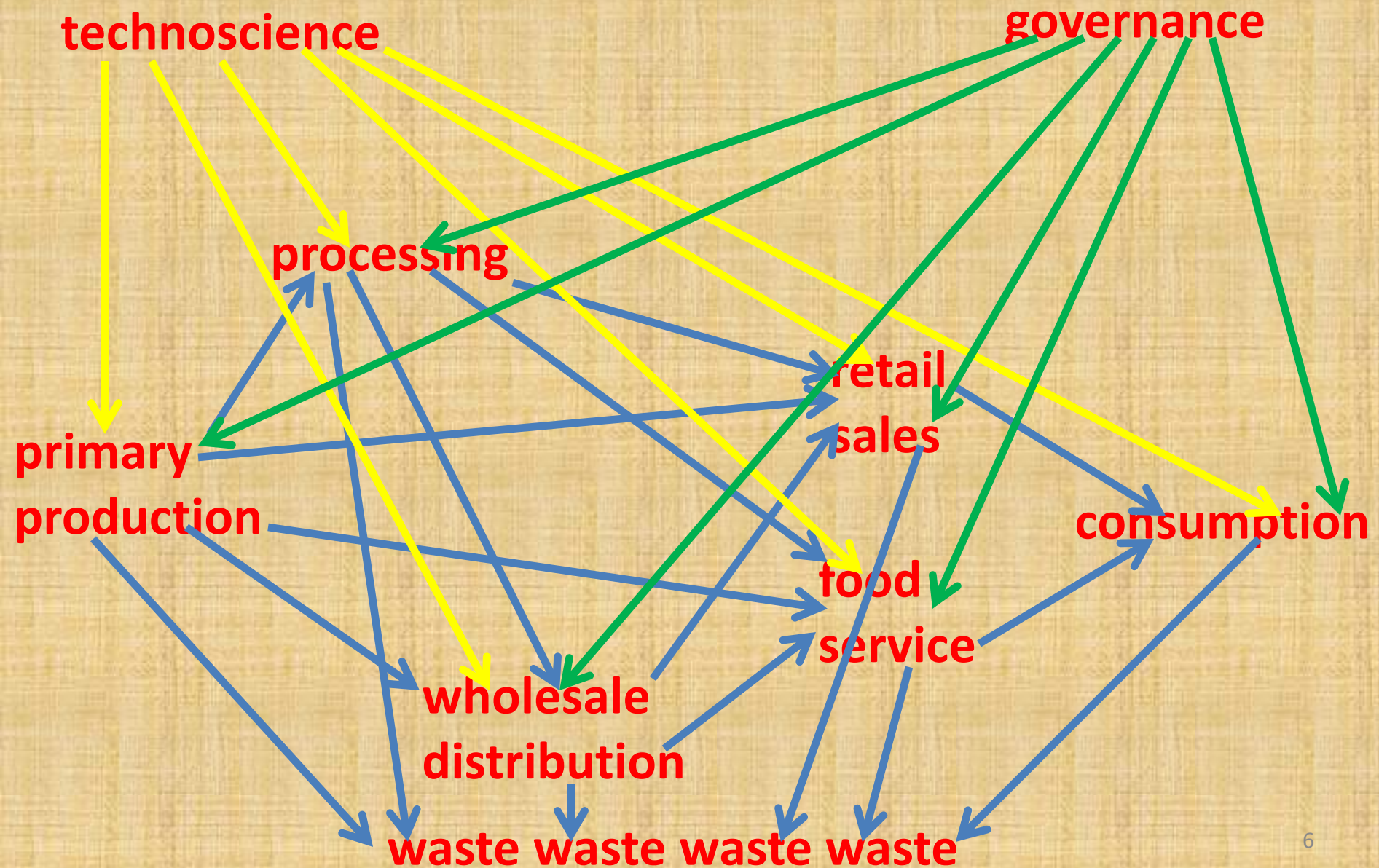
agrifood system

“the commodity system”



culture

economic system



the agrifood system exists at multiple levels

- global**
 - national**
 - subnational, regional**
 - local**
-
- lower levels are only partially determined by higher levels**
 - higher levels are only partially constituted by lower levels**

any particular agrifood system contains a large amount of diversity

- traditional food system
- conventional food system
- alternative food networks

organizational forms

consumers food co-ops
farmers' markets
csa's
food hubs
farm to institution
food policy councils

themes

local
artisanal
fair, just
geographically identified
green
healthy

**any particular agrifood system
contains a significant amount of
interaction among the subsystems**

- traditional food system**
- conventional food system**
- alternative food networks**

- different food systems vary in the amount of
interaction or segregation between these
subsystems or networks**

the agrifood system

- an analytic scheme . . . *what are the entities and the relationships among them ??*
- a purposive structure . . . the result of a historical sequence of actions by strategic agents

three parts

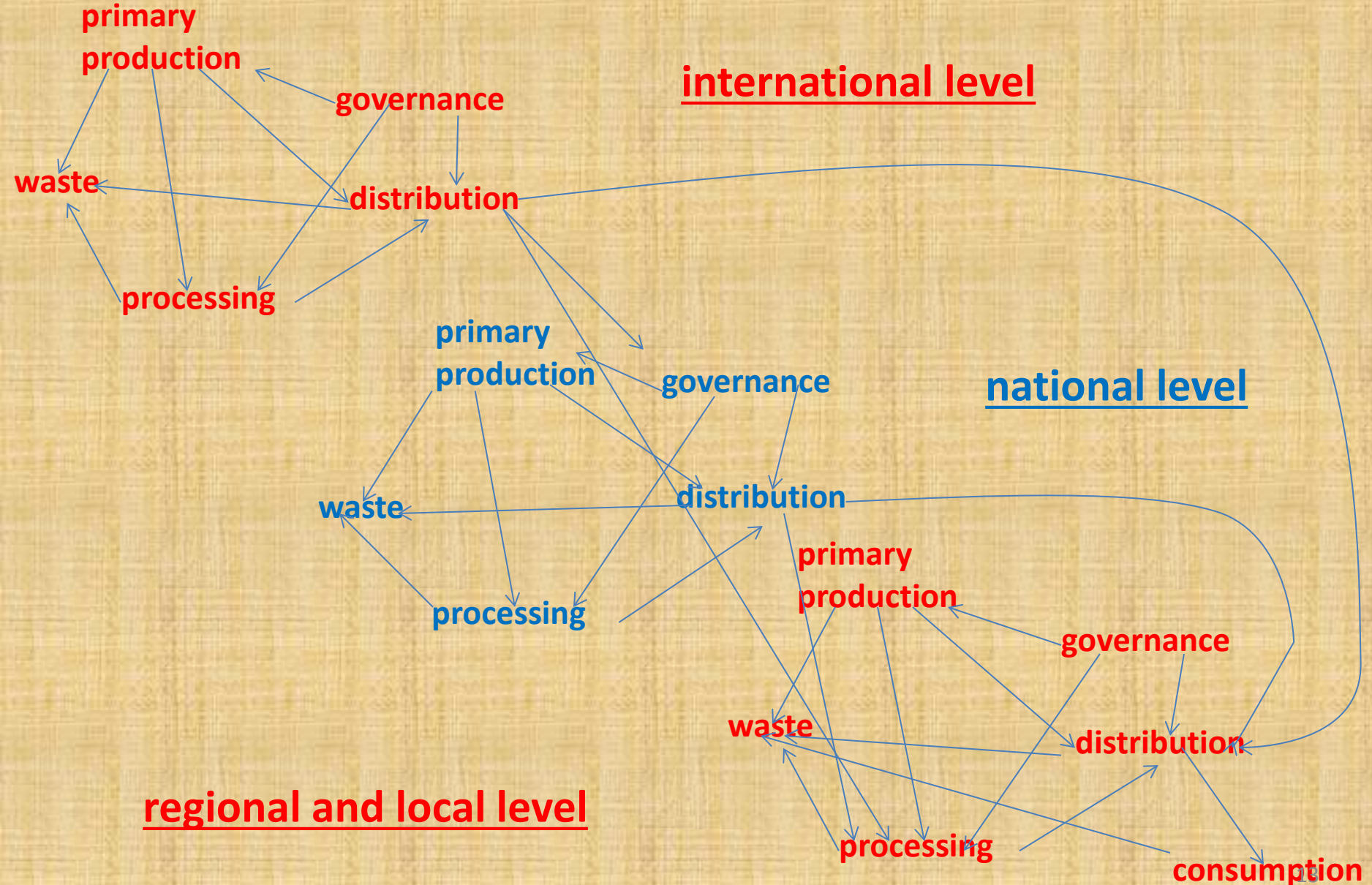
- agrifood system
- monterrey mexico

monterrey, nuevo leon, mexico



- historically the leading industrial city of mexico
- history of foreign direct investment
- proximity to texas
- modern cosmopolitan metropolis
- recent history of violence
- hot arid region

the agrifood system of monterrey



in analyzing the local and regional agrifood system of monterrey, we focus initially on the wholesale and retail distribution and on the final consumption



**the local and regional food system of
Monterrey consists of three partially
interrelated subsectors**

. . .

**two of these sectors are more
prominent than the third**

**a traditional food system of small
markets that provides staple foods
to lower income households**







a traditional food system of small markets that provides staple foods to lower income households

- mercaditos and tiendas in the neighborhoods**
- beans, rice, maize**
- chicken**
- chorizo**
- snacks**
- small scale traders procure at local mercados**
- original sources of the foods may be other regions of mexico or central america or elsewhere**

**a “modern” food system of
national/transnational
supermarkets/hypermarkets that
sell food to the large middle class
and smaller upper class in
Monterrey**



WAL★MART





VINOS Y LICORES

**a “modern” food system of
national/transnational
supermarkets/hypermarkets that sell food
to the large middle class and smaller
upper class in Monterrey**

- **full range of national and international foods**
- **fresh fruits and vegetables**
- **fresh and processed meats**
- **fresh and frozen fish**
- **fresh baked goods**
- **wine, beer, and liquor**

At the end of December 2011 Walmart operated 2037 retail outlets in Mexico including restaurants and supermarkets, under the names Walmart, Superama, Suburbia, VIPS, Sam's Club and Bodega Aurrerá. As of 2012 the company was Mexico's largest private sector employer with 209,000 employees. One fifth of the Walmart stores in the world are in Mexico.

It competes with Soriana, Comercial Mexicana, Chedraui, H-E-B, Casa Ley, and S-Mart.

(Walmex's restaurant division, Vips, was acquired by the Mexican restaurant company, Alsea, in September 2013 for around \$626 million.)

- a “modern” food system of

(1) national/transnational supermarkets and hypermarkets that sell food to the large middle class and smaller upper class in Monterrey

(2) national/transnational restaurants that parallel the restaurant chains in the u.s.



JUSTO A TU GUSTO

ELIGE ENTRE
2 PAQUETES
POR DÍA

A SÓLO
\$45 c/u



BIG CRUNCH® 0 DÚO
LUNES



LA ORIGINAL 0 POPCORN GRANDE
MARTES



SUPREMA 0 LA ORIGINAL
MIÉRCOLES



BIG CRUNCH® 0 HOT BUFFALO
JUEVES



SUPREMA 0 DÚO
VIERNES

Sujeto a disponibilidad. Incluye complementos medianos. No aplica con otras promociones.
No aplica para Guadalajara y su Área Metropolitana. Vigencia válida del 7 de enero al 11 de agosto de 2014.

third . . .

**an emerging alternative food subsector
(afs) of small shops, periodic upscale
markets, and restaurants that sell
traditional locally organically
cooperatively ecologically artisanally
produced food to a growing segment of
middle and upper class consumers**

todo local

gastromercado + arte + ideas = comunidad

¡Ven y pasa un domingo en familia
conociendo y degustando
lo que se hace en el Noreste!



CULINARIA
ESUELA PROFESIONAL DE COCINA



huesani
mexico



ARTESANO

[BreAd]
Panadería Artesanal



3 DE MARZO / 11:00 AM - 5:00 PM / TERRAZA EL TIO RESTAURANTE
HIDALGO 1746 PTE. COL. OBISPADO (ENTRADA POR HIDALGO O CONSTITUCIÓN)

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CARROTS
Organic Life

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Lunes a Sábado
de 9:00 a 7:00

Tel. (81) 83 35 14 17



Carrots Organic Life

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Like

Message



Food & Grocery

Rio Colorado #226 Local 3, 66220 Garza García, Nuevo Leon, Mexico

83 35 14 17

Today 9:00 am - 7:00 am

About – Suggest an Edit



Photos

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Events



**an emerging alternative food subsector (afs) of
small shops, periodic upscale markets, and
restaurants . . .**

**all of which sell traditional locally organically
cooperatively ecologically artisanally produced
food**

**to a growing segment of middle and upper
class consumers**

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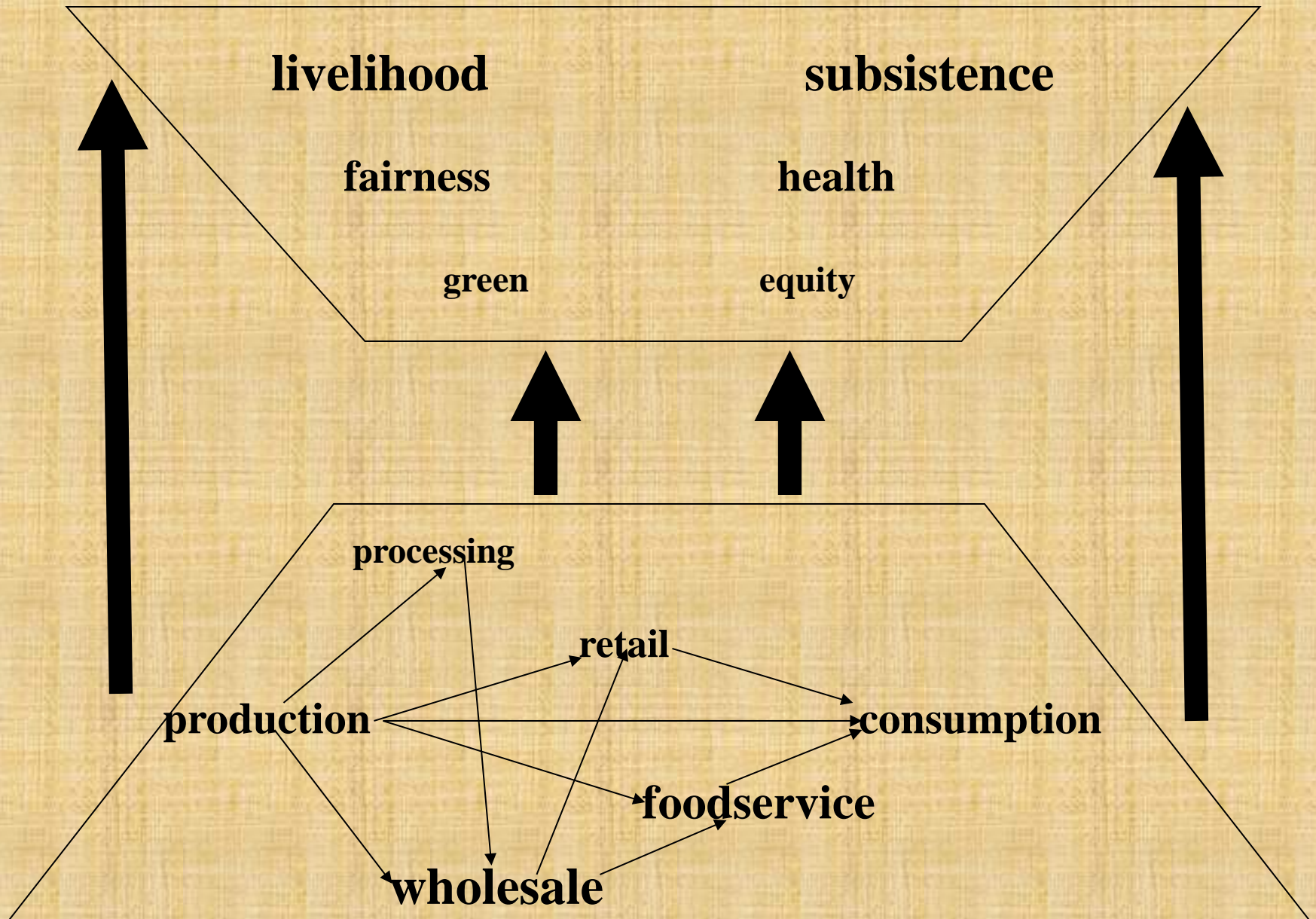
**to a growing segment of middle and upper class
consumers**

- health oriented stores**
- specialty shops (meat, fish)**
- restaurants**
- neighborhoods**
- local producers/processors (cheese, tamales)**

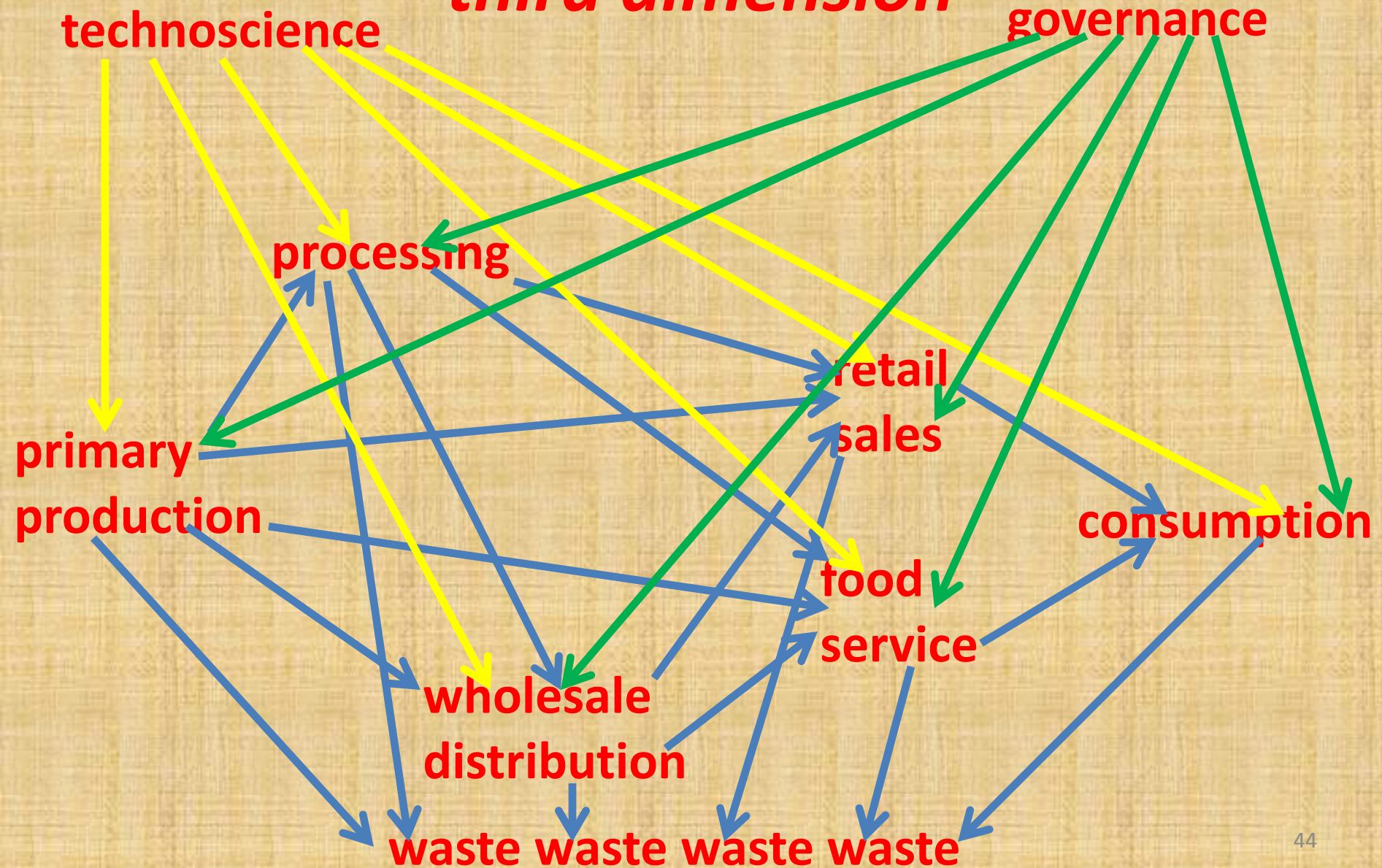
**the alternative food subsector
emphasizes food that is healthy and
local, and that exemplifies
simultaneously traditional indigenous,
Hispanic, and Mexican cuisines**

three parts

- agrifood system
- monterrey mexico
- systemic outcomes



how to draw this slide with outcomes in a third dimension



the apparent and foreseeable outcomes of the emergence of the alternative food subsector

- not transformative**
- does not address any questions of . . .**
- labor relations and compensation**
- fair trade**
- while some foods in the afs are local, others are not**

the apparent and foreseeable outcomes of the emergence of the alternative food subsector

- **not transformative**
- **transnational food stores are adding and highlighting more locally produced items**





¡HOLA!

- Somos huevos producidos en el estado de Nuevo León, declarado LIBRE de INFLUENZA AVIAR.
- Todos los días nos recolectan y traen hasta aquí para que tú nos laves con absoluta confianza a tu mesa.
- Hasta que salimos del súper, podemos garantizar nuestra calidad y frescura.
- No nos expongas al calor (si puedes refrigéranos).
- No nos laves, si no hasta antes de cocinarlos.
- Somos muy frágiles, manéjanos con cuidado.

...y recuerda que somos sanos y nutritivos! Gracias por preferirnos.

31

59

58

58





the apparent and foreseeable outcomes of the emergence of the alternative food subsector

- **not transformative**
- **transnational food stores are adding and highlighting more locally produced items**
- **the emergence of the AFS is fostering the development of linkages between retailers and producers in the rural hinterland of the metropolitan area, but the hot dry climate leads the producers to use more environmentally intensive forms of production (irrigation, greenhouses); this tendency will increase as anthropogenic global climate change proceeds . . .**

the apparent and foreseeable outcomes of the emergence of the alternative food subsector

- **not transformative**
- **transnational food stores are adding and highlighting more locally produced items**
- **the development of linkages between retailers and producers in the rural hinterland of the metropolitan area**
- **more environmentally intensive forms of production (irrigation, greenhouses)**
- **no commitment, either short term or longterm**

the apparent and foreseeable outcomes of the emergence of the alternative food subsector

- **not transformative**
- **transnational food stores are adding and highlighting more locally produced items**
- **lack of overall planning or public governance**

the apparent and foreseeable outcomes of the emergence of the alternative food subsector

- not transformative
- transnational food stores are adding and highlighting more locally produced items
- lack of overall planning or public governance
- *but are these the outcomes that the people of monterrey want ?? . . .*
- transformation ?? . . .
- resistance ?? . . .

apparent/foreseeable outcomes of the emergence of alternative food subsector

- not transformative
- transnational food stores ... locally produced items
- lack of overall planning or public governance
- *outcomes people want agrifood system to produce*
- distribution of access to food
- health . . . widely distributed
- ecological conservation
- fair and just exchange and labor relations
- autonomous development of agrifood system
- inclusive and co-productive . . . not gentrification