Illustration 1
Vacasa Felicis: "Organic Entrepreneurialism"
Supporting Rural Development
- Biodiversity-based business improves livelihoods of rural dairy farmers

Illustration 2
Minasal: NGOs and the Commercialization of Organic Agriculture
- NGOs integral in development of domestic market for organics

In Conclusion:
NGOs and their role in supporting sustainable agriculture and rural development.
"La misma realidad de cada lugar es diferente" ("The same reality of each place is different"): A case study of an organic farmers' market in Lima, Peru

University of Vermont,
Food System Summit
July 17-18, 2014

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University of California, Santa Cruz
Bioferia Miraflores
• Began in 1998 by "organic NGOs"
• Third party organic certification
• Vendors: individual producers, cooperatives, food processors, NGOs
• Clientele reflects community demographics
Research Questions

*Given similarities with US farmers' markets:*

- What elements of US-based scholarship could be applied to the domestic market for organic produce in Peru?
- What makes this market in Peru different from US farmers' markets?

*I argue that:*

The Bioferia in Miraflores has the potential to affect social and ecological change, and to encourage a different reading of market-based critiques found in US scholarship.

The Peruvian case is unique in that it exists because of the support of an active NGO sector focused on rural development.
Presentation Road Map

1) Brief description of methodology

2) Illustrations of Bioferia: Familiar yet Distinct
   1. Organic entrepreneurialism and rural development
   2. Organic farming and the NGO sector

3) Conclusion/Implications of research-alternative food movements in the global South
Methodology

How I came to this topic, and this market

- Experience as a farmer working farmers' markets in Northern California
- Prior research on challenges facing beginning farmers in organics
- Involvement with Multinational Exchange for Sustainable Agriculture (MESA)

Overview of Bioferia in Peru via:

- Interviews/participant observation with:
  - Organic NGO representatives
  - Organic entrepreneurs and pioneers
  - Cooperative members, organizers
  - Farmers and farm laborers
Illustration #1

Vacas Felices: "Organic Entrepreneurialism"
Supporting Rural Development

- Bioferia-based business improves livelihoods of rural dairy farmers
Familiar business model, products, marketing strategies

- MESA alumni 2007
- Direct marketing, value-added dairy products
- Family run-operation
- Expanding the business
Recently opened "Biobodedga"
Rural Development and the Bioferia:

**Distinctions:**

- Underdevelopment
- Dairy farmers receiving economic benefits
- Link between innovation and tradition

**Potentially Problematic...**
Potentially Problematic...
Illustration # 2

Manantial: NGOs and the Commercialization of Organic Agriculture

- NGOs integral in development of domestic market for organics
Manantial: A familiar, small-scale organic farm

- Founded by a beginning farmer
- Sells exclusively to Bioferia and occasional restaurants
- Certified organic since 1998
- 2-3 hectares of mixed vegetables
- Challenges to economic viability
NGO Huayuna and Organic Pioneers

**Distinctions:**

- NGO in region provided first trainings, establish cooperative, built demonstration farm
- "Traditional" farming becomes "organic"
- Value conferred by certification

**Potentially Problematic...**
CENTRO DE 
CAPACITACIÓN 
“Huayna”
Potentially Problematic...
In Conclusion:
Distinctions in Peru encourage a different reading of critical scholarship on market-based alternative food initiatives

The Bioferia in Miraflores, with the essential support of "organic NGOs":

- opportunities for expression of social and ecological values
- facilitates rural development
- increases participation and attention to alternative food movement

This research has the potential to:
- Expand geographic frame of reference of alternative food networks
- Determine what alternative food practices work well in what places, why, and why not
- Develop understanding of “globally useful conceptualization of alternative food networks” (Abrahams 2007)
- Inspire and improve practical application through groups like Multinational Exchange for Sustainable Agriculture (MESA)

Research made possible, in part, by:

Thank You
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Research made possible, in part, by:

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with the support of Multinational Exchange for Sustainable Agriculture (MESA)

Thank You