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

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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”

primary production → processing → wholesale distribution → waste → waste → waste → waste

processing → retail sales → food service

consumption
agrifood system
“the commodity system”

technoscience
process
primary production
processing

wholesale
distribution

retail
sales

food
service

consumption

governance

waste waste waste waste
culture economic system

technoscience governance

processing

primary production

wholesale distribution

waste waste waste waste waste

retail sales

food service

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

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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

- primary production
- processing
- distribution
- governance
- waste

international level

national level

regional and local level

- primary production
- processing
- distribution
- governance
- waste

consumption
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
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® O DÚO
LUNES

SUPREMA O LA ORIGINAL
MIÉRCOLES

BIG CRUNCH® O POPCORN GRANDE
MARTES

BIG CRUNCH® O HOT BUFFALO
JUEVES

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

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

escribenos: todolocalmt@gmail.com

TodoLocalmt
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
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
• 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

- technoscience
- governance
- primary production
- processing
- retail sales
- food service
- consumption
- wholesale distribution
- waste

food service
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
¡HOLO!

- Somos Huevo producidos en el estado de Nuevo León, declarados LIBRE de INFLUENZA AVIAN.
- Todos los días nos recogen y traen hasta aquí para que tú nos lleves con absoluta confianza a tu mesa.
- Hasta que salimos del super, podemos garantizar nuestra calidad y frescura.
- No nos expuestas al calor (si pudieras refrigerarte).
- No nos lavas, sino hasta antes de cocinarlos.
- Somos muy frágiles, manténlos con cuidado.

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