No Como Veneno: Strengthening Local Organic Markets in the Peruvian Andes

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TABLE OF CONTENTS

ACRONYMS

ACEH- Asociación de Consumidores Ecológicos de Huancayo *(Organic Consumer Association of Huancayo)*

APEREC- Asociación de Productores Ecológicos de Región Centro *(Organic Producer Association of the Central Region)*

CEAR- Centro de Apoyo Rural *(Center of Rural Support)*

CEDEPAS- Centro Ecuménico de Promoción y Acción Social *(Ecumenical Center for Social Promotion and Action)*

CIP- Centro Internacional de la Papa *(International Potato Center)*

CFAT- Center for Fair and Alternative Trade

CONAPO-Comisión Nacional de Productos Orgánicos *(National Comission of Organic Products)*

IDMA- Instituto de Desarrollo y Medio Ambiente *(Institute of Development and the Environment)*

IDRC- International Development Research Centre

IFAD- International Fund for Agricultural Development

IFOAM- International Federation of Organic Agriculture Movements

NGO- Non-governmental Organization

NO COMO VENENO: STRENGTHENING LOCAL ORGANIC MARKETS IN THE PERUVIAN ANDES

I. INTRODUCTION

Local markets for organic agricultural products offer the potential for economic and social development in Latin America. Exporting to international markets places strict demands upon farmers in terms of quantity, quality, and third-party certification. These demands are a significant obstacle for small and medium-scale producers with limited resources who would hope to capture the increased economic opportunities emerging in the organic sector. The development of domestic and local organic markets within Latin America may represent an alternative opportunity for these less capitalized producers (IFAD 2003). Yet to date “the domestic markets [in Latin America] for certified organic products are not very developed, and in some cases are non-existent” (IFOAM 2008: 224). There are roughly one million farmers with less than three hectares in Peru (CONAPO 2003). Developing domestic organic markets is an important yet to date underdeveloped option for a small but potentially increasing number of these farmers.

Research in the domestic organic sector has largely focused on “production-centered theoretical frameworks” (Goodman and DuPuis 2002:5) and applied measures to strengthen the production end of the commodity chains. This has largely emphasized reducing dangerous pesticide use through techniques such as integrated pest management (Konradsen 2007), or reducing access to the most dangerous chemicals through regulatory reforms (Eddleston et al. 2002; Konradsen et al. 2003). Others have stressed the importance of capacity-building amongst small farmers (Sherwood 2009, Elske van de Fliert and Ann R. Braun 1999). There are far fewer studies analyzing the demand end of the commodity chain in Latin America. Further, most studies examining local organic markets have been conducted in developed countries such as the United States or Europe (Thilmany, Bond, and Bond 2008; Guthman 2002; Sage 2002). Economists have studied direct markets, but generally have focused narrowly on price premiums and willingness to pay for organic products (Krystallis and Chryssohoidis 2005; Hammitt and Graham 1999). Other economic studies have examined quantitative sales, profits, and impacts on surrounding businesses (Hughes et. al. 2008; Brown and Miller 2008; Otto and Varner 2005). Where organic market research has been done in Latin America, it has generally focused on export to international markets (Raynolds 2008; IFOAM 2008). In contrast, this study will focus on the role of consumption in domestic organic markets in the highlands of Peru and what potential exists for expanding organic agriculture through local demand.

Local markets for organic goods frequently occur in a Farmers' Market setting, also referred to as direct-marketing systems (Bond, Thilmany, and Bond 2006). A unique feature of Farmers’ Markets is that they are “embedded” within the larger social context of which they are a part and cannot be separated from it (Granovetter 1985; Delind 2005; Hinrichs 2000). “Embeddedness, in this sense of social connection, reciprocity and trust, is often seen as the hallmark (and comparative advantage) of direct agricultural markets” (Hinrichs 2000: 296). “…[H]ow the consumer goes about “knowing” food is just as important as farmers' knowledge networks in the creation of an alternative food system"(Goodman and DuPuis 2002:15). Michael Winter argues that the local, direct-marketing atmosphere is a stronger influence than the inherent qualities of organic products because it exposes the relations between consumers and producers (2003). Within the local market setting, "…the social relations formed in consumption – both with producers and with other consumers…" help create dynamics that are unique to the direct-market atmosphere (Goodman and DuPuis 2002:17).

This project grows out of a visit to Huancayo, Peru, in the Fall of 2008 by Douglas Murray, with funding from the International Development Research Council (IDRC) of the Government of Canada. Murray worked with the HortiSana project team of the International Potato Center (CIP) on an interim evaluation of the HortiSana project. One conclusion of that evaluation was that there existed a need to analyze the role of organic consumption as a means of achieving the Hortisana project's objective of increasing organic agriculture in the region. With further funding from IDRC and CIP, subsequent fieldwork for the study described below was carried out by Jennifer Loomis from January through May 2009.

II. PURPOSE OF STUDY

The goal of this study is to identify the patterns and values among current organic consumers in Huancayo in order to develop further actions that would increase demand for and supply of organic agricultural products. Our premise for this research is that consumers' socially-constructed beliefs about the benefits of organic goods can be used to improve the viability of the only established organic Farmers' Market in the area (called a bioferia) and spread awareness of organic goods to the general population. Through these means, we expect increased opportunities for expanded organic farming in the region. Much of the existing research on Farmers' Markets does not rely on original research (Hartwick 1998; Jackson 2002; Goodman and DuPuis 2002; Hardesky 2008). This study addresses the void in the literature by providing an empirical case study of the role of consumption and socially-constructed values in the bioferia and its potential for expanding organic production and consumption in the surrounding areas.

III. METHODS

Loomis spent five months in Huancayo and utilized a variety of methods. During the period of fieldwork she worked closely with a team of local interdisciplinary researchers from fields such as entomology, agronomy, and anthropology. The primary focus of the local team was strengthening agricultural production, while Loomis sought to understand the motives and patterns of consumers of organic produce. The methods of investigation included participant observation and semi-structured surveys with open- and closed-ended questions conducted with five populations: consumers of organic products, consumers of conventional products, producers involved with organic production, organic vendors in the bioferia and key informants. Key informants were chosen based on their involvement with local and regional governments, organic agriculture, or local markets. Similar to a study of Farmers' Markets in the United Kingdom carried out by Holloway and Kneafsey, the methods of consumer surveys and participant observation were "…designed to inform initial theorization which could be used to develop a more in-depth research project…" (2000: 287). Further data collection included a comparison of prices between the organic market and the conventional market.

Weaknesses to the overall study include two principal factors. First, because Spanish is not Loomis' first language, there might have been misunderstandings when recording data. However, she has studied Spanish for eight years and after being immersed in the language for five months, we feel confident this was a minimal influence. Secondly, because she could be recognized as a foreigner, this might have altered some of the responses of consumers, producers, or vendors. However, consumers generally have less incentive to embellish answers than other categories of informants, so their data is generally considered more accurate than other sources (Brown and Miller 2008). Nevertheless, because Loomis was not from Peru and Spanish was not her first language, it is therefore possible that respondents' answers were influenced by this fact.

Gaining access to consumers in both the organic and conventional market was relatively easy because both are public markets. Consumers were sampled within the market to minimize issues associated with recall as consumers are better prepared to talk about their opinions and recent purchases when immersed within the market environment. The sampling strategy for consumers in the organic and conventional markets was to approach every third person who appeared to have made a purchase within that market. At times this was difficult when Loomis was engaged in an interview, resulting in the sampling strategy being temporarily postponed. Eighty-seven organic consumers and 72 conventional consumers completed the five- to ten-minute surveys. The refusal rate was higher in the conventional market (27%) than in the organic market (16%).

Approaching vendors in the bioferia was easier after Loomis made several visits. She was able to speak with vendors at 20 of the 21 stands. Gaining access to the farmers involved with organic production who do not sell in the bioferia was more difficult, but fortunately the HortiSana team in Huancayo had prior contact with 21 organic farmers in the area and Loomis contacted 20 of them to explore organic production and their experience with local markets. Additionally, interviews were conducted with seven key persons in positions of leadership involved with agricultural institutions or local organic markets. These interviews included more detailed, open-ended questions and lasted approximately 45 minutes each. The last method of data collection was a price comparison between the organic market and the conventional market. At the bioferia, Loomis compiled a list of every organic vegetable or fruit for sale and the price per quantity and then took this information to the conventional market for comparison.

By using a mix of participant observation, qualitative and quantitative survey data, and a price comparison we believe we have generated a relatively good understanding of the current supply and demand within the organic market, the potential supply and demand for organic goods, and the potential for increasing prices of organic products.

IV. DESCRIPTION OF FINDINGS

A. The Setting: Huancayo and the Bioferia

Huancayo, Peru was chosen for the setting of this study because of the level of involvement with organic agricultural production and the underdeveloped state of organic markets. Huancayo is a city in the Andean region of Peru, with a population of 430,000 at an elevation of 10,629 feet. In the surrounding rural areas, agriculture is a main source of income for small farmers. Our findings show that only a small proportion of these farmers employ organic farming methods. Popular organic products include corn, lettuce, spinach, herbs, carrots, broccoli, and a variety of native potatoes. The majority of organic goods are sold at the bioferia in the city of Huancayo.

The bioferia in Huancayo (founded in 2001) is held every Saturday morning from 8:30 a.m. until 2:30 p.m. It is in a plaza visible from the street and easily identified by its bright yellow and green tarps. In between the two rows of stands there is a large open space and at the end of the rows there is generally an information stand where brochures are available.

B. Organization and Management of the Bioferia

The group in charge of the bioferia is called APEREC (Associación de Productores Ecológicos de Región Central [Association of Organic Producers in the Central Region]). This group consists of about 46 members, but only 25 sell in the bioferia on a weekly basis. ACEH (Associación de Consumidores Ecológicos de Huancayo [Association of Organic Consumers of Huancayo]) is a subgroup within APEREC whose objectives are twofold: 1) “To raise awareness of and create a consciousness in the region of the goodness of the organic agriculture of our region for a sustainable consumption, improved nutrition, a conservation of the environment for a better quality of life”; and 2) “Linking consumers with producers in a fraternal, cordial, transparent, and fair relationship for an ethical consumption toward a fair price” (ACEH 2008:1).

To carry out these goals, ACEH has developed a number of brochures covering a variety of topics to distribute to consumers. These topics include the nutritional qualities of the vegetables and fruits along with recipes that utilize what they sell in the bioferia. Other brochures discuss the benefits of organic production and consumption of organic goods. Generally, ACEH hosts an information stand at the end of the two rows in the bioferia where these brochures are available. The stand is run primarily by the ACEH group but volunteers occasionally help.

C. Vendors in the Bioferia

The vendors in the bioferia are from several peri-urban areas around Huancayo and many have been members since its inception. Among the vendors there are both producers and vendors of prepared goods. Producers sell products like vegetables, fruits, eggs, and honey. Prepared goods require multiple ingredients and include meals, ice cream, breads, and desserts. Most of the vendors in the bioferia sell goods that they have themselves grown, cooked, or otherwise prepared. Vendors report increased sales early in the day due to the greater supply of organic vegetables available in the morning. The vendors in the bioferia are certified through a participatory certification system provided by APEREC. The participatory certification system does not utilize a neutral third-party certifier for reasons of cost, but instead facilitates monitoring among the members of APEREC to assure compliance with organic requirements. The participatory certification was developed by the National Organic Producers' Association in Peru and was first implemented in Huancayo as a pilot study.

D. Organic Supply

There are farmers who produce organically and do not sell in the bioferia, but it is hard to identify all organic producers because many are not involved with official organizations. Therefore, those with whom Loomis talked represent only a portion of the universe of organic producers. Of the non-bioferia organic producers interviewed, seven lived in Chupuro, eight in Chongos Bajo, two in Pucara and the remaining three lived in Chupaca. Fifty-five percent sold their organic products in the major conventional market in the city of Huancayo. Others sold their products in Lima or in other local markets in the rural areas surrounding Huancayo.

Eighty percent of those who sell their organic produce on the conventional market try to differentiate their product by informing the consumers that their product is organic. Many of the producers complain that the customers in the conventional market don't understand what is different about an organic product, but once they explain to a conventional consumer about organic production, many are attracted to the idea. Of those organic producers who differentiate their product and inform the consumer that their product is organic, 73% say they receive a price higher than that of other vendors in the conventional market.[1]

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[1] There are several unanswered questions about price variability that arise from the study's focus on social relations rather than economic variables. Data was collected on the producers who sell vegetables but not

If an organic producer wants to join the bioferia and sell his or her organic products, s/he must write a letter with three things: 1) What s/he produces or creates; 2) The quantity and regularity of what s/he produces or creates; and 3) Why s/he wants to join the bioferia. Then one must submit the letter to the office at CEAR (Centro de Apoyo Rural [Center of Rural Support]) or bring it to the bioferia. APEREC then reviews the letter and decides if s/he is accepted to do a three-week trial period. After an inspection of the production method and the three-week trial period, APEREC will decide if s/he remains in the bioferia.[2]

E. Organic Consumer Profile

Fifty-seven percent of consumers first learned of the bioferia simply by walking by and seeing it. They reported either seeing it because they live nearby or they were visiting a major bank a few blocks away. An additional 27% learned of the bioferia because a friend or family member told them of its existence. The way most consumers learn of the bioferia is by casual methods and not through advertisements or other formal marketing techniques

There are several trends among organic consumers worth noting, related to gender, age, and educational attainment. Sixty-four percent of the consumers in the organic market were females and 21% of all organic consumers identified as the "ama de casa" or housewife. The average age of consumers at the organic market is 46 years of age, with 53% of all consumers between the ages of 36 and 55. Also, organic consumers have a high level of educational attainment with 75% of organic consumers in the superior category, which is defined as having some college or technical training.

Amongst organic consumers, the level of awareness of what organic products are is very high. Organic consumers most frequently report personal factors, like health and nutrition, as the reason they shop in the bioferia, while few mentioned aspects such as environmental health or the well-being of the farmer. Twenty-nine percent of consumers specifically used the word organic when describing why they like the products in the bioferia (either "ecológico" or "orgánico"). Thirty-nine percent said one of the reasons they attended was because the bioferia sells "natural products." Fourteen percent said that they come because the products are free from chemicals. See figure one for a summary of reasons why organic consumers report they attend the bioferia.[3]

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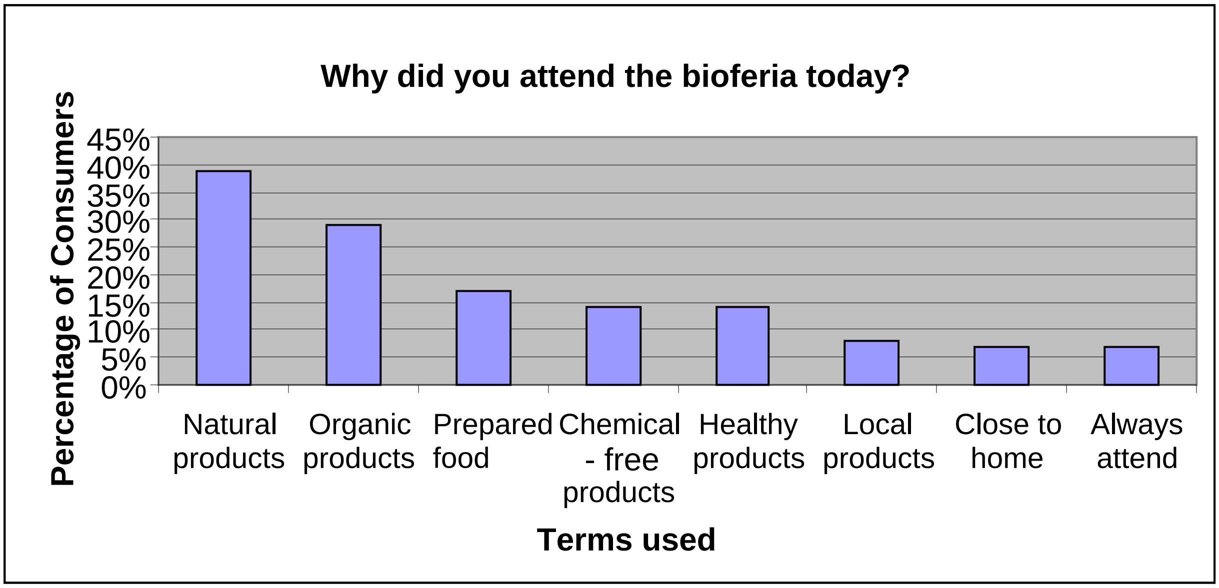
on processed products like ice cream or marmalade due to the significant difficulties in comparing prices on processed goods with varying labor inputs. Further, controlling for price variations throughout the day and throughout the year was beyond the scope of this investigation. Greater detail on the influence of prices in the bioferia and how prices change depending on the time of day or year awaits further investigation, preferably by an economist.

[2] There was only one stand that did not pass the trial period during the five months of fieldwork for this study. The stand offered ceramic crafts but did not appear to make any sales, most likely explaining why this vendor did not pass the trial period.

[3] Many of the consumers gave more than one reason as to why they attended the organic market that day. For example, one consumer said she comes for "natural, healthy products free from chemicals". Loomis recorded this as if a person that mentioned four things: product, natural, healthy, chemical free. If another consumer said they liked "natural products from within the region", this was recorded as a product, natural, and local.

Figure 1

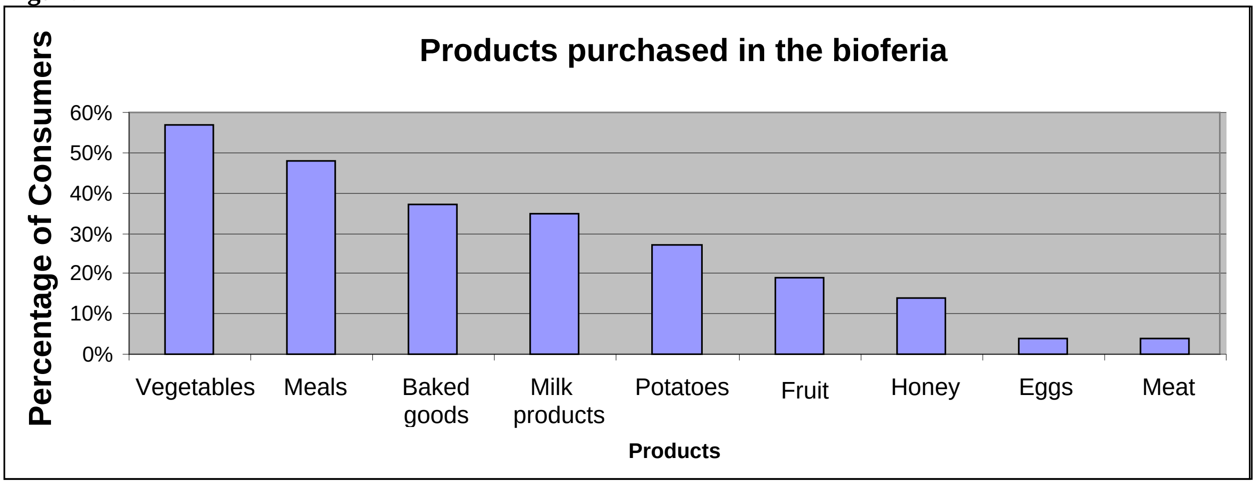


To elicit more information, consumers were asked about the difference between products in a bioferia and those in a conventional market. Some answers reflected a relationship between organic goods and better health using phrases like: "these products don't harm your health," or "these products are more nutritious and without preservatives" (60%). Others show an understanding of the production method by saying, "they don't contaminate the natural environment," or "they protect biodiversity" (27%). And last, some people's answers reflect prior experience with the products such as, "they have a more delicious flavor," or "they last longer" (13%). These phrases reflect the values of organic goods important to organic consumers in the area.

The types of products purchased in the bioferia reflect their popularity. On the day the interview was conducted, 57% of organic consumers reported buying vegetables at the bioferia.[4] Forty-eight percent had eaten a meal or prepared food like soups and 37% were buying baked goods like breads or desserts. Similarly, 35% of people were buying milk-products and 27% claimed to be buying potatoes. Nineteen percent of organic consumers were buying fruit while 14% bought honey. Four percent of consumers said they were buying meat that day and another 4% reported buying organic eggs. Only 5% of people approached had not purchased anything at the time of the interview. Organic consumers spent an average of 17 soles with a mode of 10 soles.

[4] Organic consumers were asked what they had already bought and if they were done with their purchasing. If they said they were going to buy more, they were asked what that was to get a full picture of their purchases for that day.

Figure2



To gain a broader understanding of consumer demand, consumers were asked what products they wish were sold in the bioferia but which they have not been able to find. As identified in Figure Three, 31% of organic consumers said they wanted a greater quantity of vegetables and 21% wanted more fruits. Fifteen percent said they want a greater variety of potatoes and 11% said that they want to be able to buy organic meat and fish. Five percent said that they want more organic eggs. And 21% reported that everything that they desire is available in the organic market.

Figure 3

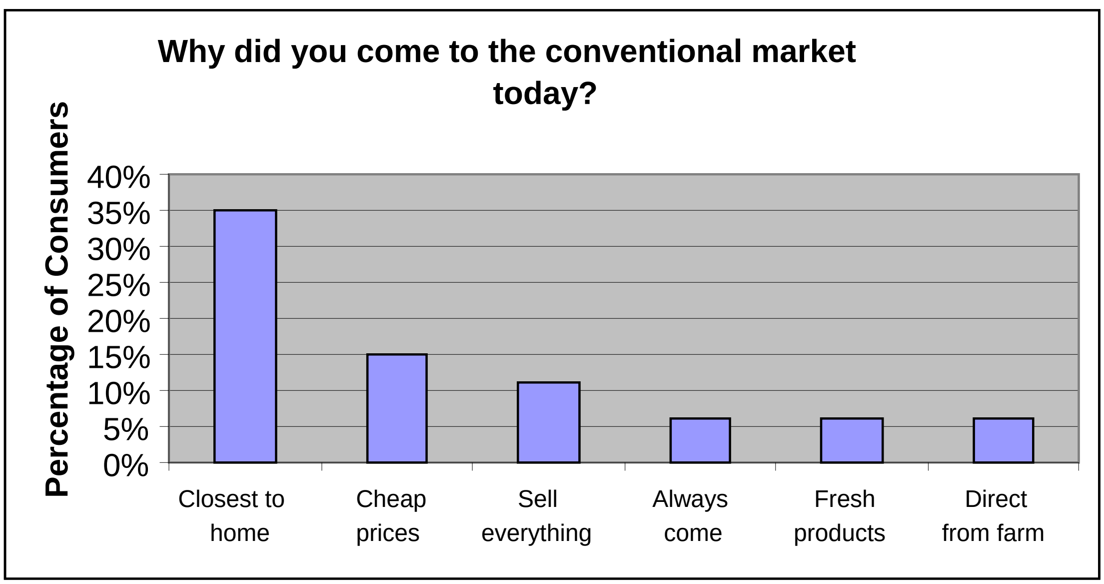
Forty-eight percent of organic consumers mentioned they come to the bioferia to buy specific items while 45% replied that they come to see what is available on that day. There were some respondents who reported seeking specific things like vegetables and prepared meals, but then reported making impulse purchases of goods they were not planning to buy beforehand.

Amongst organic consumers, 98% said that they are willing to pay a price premium for organic goods. We recorded how many people responded with the word “claro”, or in English, “of course” as an indicator of the degree of willingness. This response was made by 52% of organic consumers. If consumers are willing to pay more for organic goods, with the price being equal to that of the conventional market, then we can say that the consumers experience a “consumer surplus” since the prices are lower than what they are willing to pay (Millock et. al. 2004: 8).

F. Comparison with Conventional Consumers

Loomis interviewed conventional consumers to identify comparative insights. We found similarities between the two groups in some cases, such as the desire for a formal certification to assure consumers of the validity of organic claims. On the other hand, there are results that differ between the two groups like the frequency with which different products were purchased and the amount of money spent in the market the day the interview was conducted. Also, the qualities of the products that conventional consumers and organic consumers look for in the market are different. The main reasons that conventional consumers attend the market are centered around convenience. Conventional consumers reported the reasons why they attended a market were the market was closest to their home, or that it offers the cheapest prices.

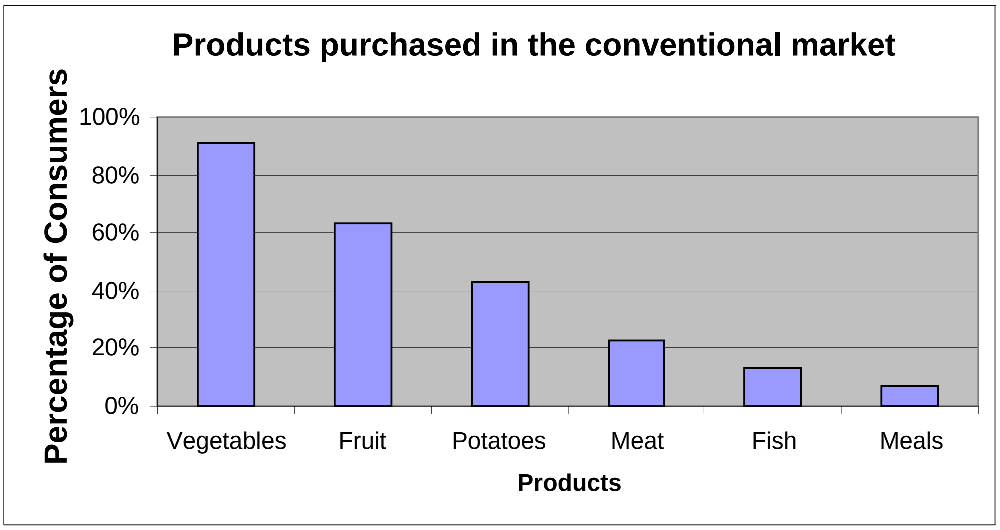
Figure 4



Among conventional consumers, very few know of the bioferia in Huancayo. Forty percent of conventional consumers say that they know of a bioferia nearby, but only 11% of conventional consumers in total can identify the actual location of the only bioferia in Huancayo. Of the 28 interviewees that say they knew of a bioferia, only 28% identified it as an organic market. The others believe that the conventional markets in Huancayo are called bioferias. Because only 11% of conventional consumers clearly identified the location and character of the bioferia, we can surmise that the majority of the population in Huancayo remains unaware of the bioferia.

The products that conventional consumers purchased were different than those purchased in the bioferia. Ninety-one percent of conventional consumers purchased vegetables the day the interview was conducted and 63% bought fruit. Forty three percent bought potatoes and 23% bought meat. Conventional consumers spent an average of 29 soles the day of the interview with a mode of 20 soles. Compared to organic consumers, conventional consumers spent nearly twice as much money the day the interview was conducted.

Figure 5



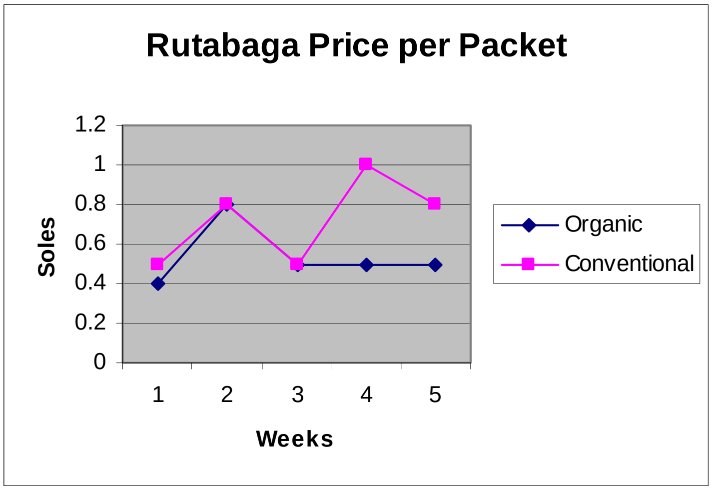
Compared to organic consumers, conventional consumers are slightly less willing to pay a higher price for organic goods. However, once each conventional consumer understood what an organic product was, 90% replied that they would pay a little more for this type of product. Forty-eight percent of conventional consumers replied with the word "claro" ("for sure"). This is only slightly lower than the organic consumers.

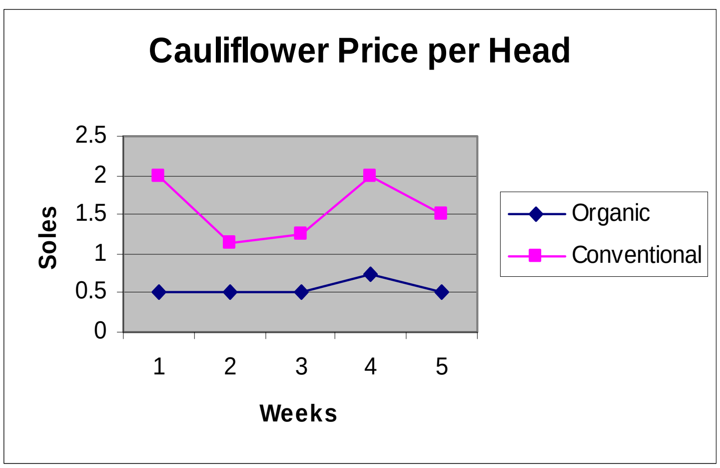
G. Price Comparison

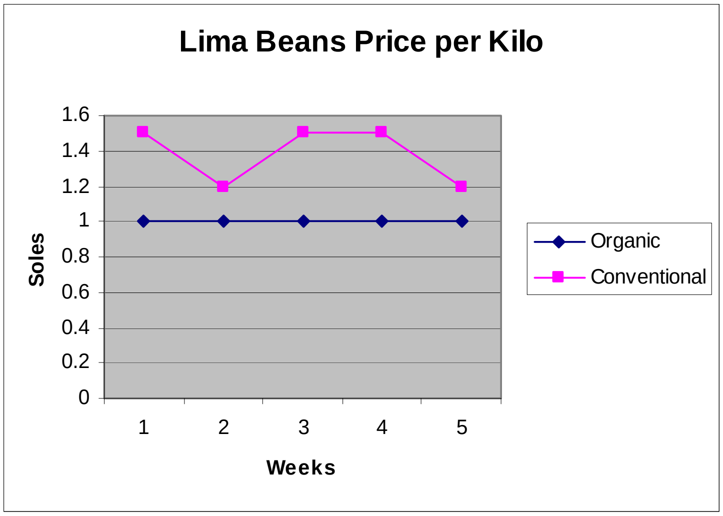
When comparing time-series data on the prices of organic and conventional goods over several weeks, organic prices were found to be generally similar to or lower than those in the conventional market.[5] In the bioferia, each vendor decides the price for his or her goods. The president of APEREC stated that the organic vendors don't put the price much higher than the conventional price because they fear no one will buy their products if they are more expensive. The price in the organic market is also closely related to the size of the product. Some goods whose prices are greatly influenced by their size include

[5] Refer footnote (1)

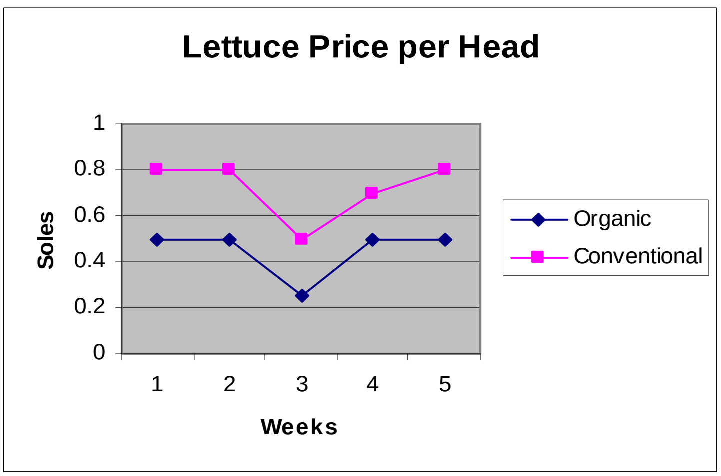
corn, cauliflower, lettuce, and pumpkin. When adjusted for the size of the product, the cost is very close to the conventional market. We were not able to look at price variability of every product in the bioferia over a period of several weeks, because each product was not offered each week. What follows are the prices over the weeks for selected products.



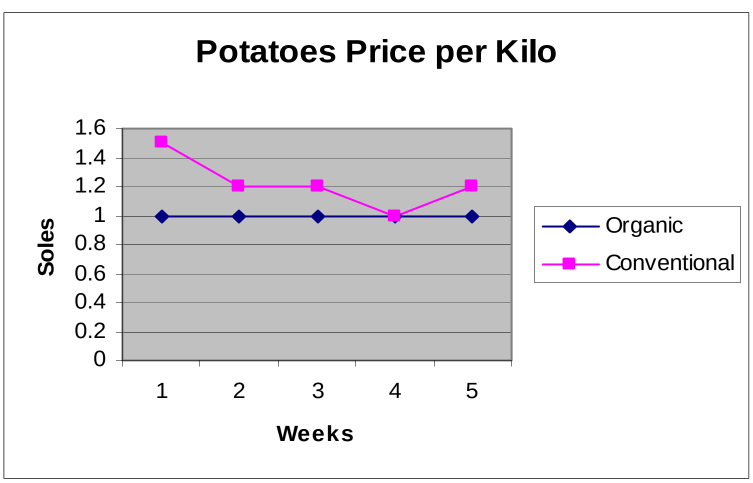




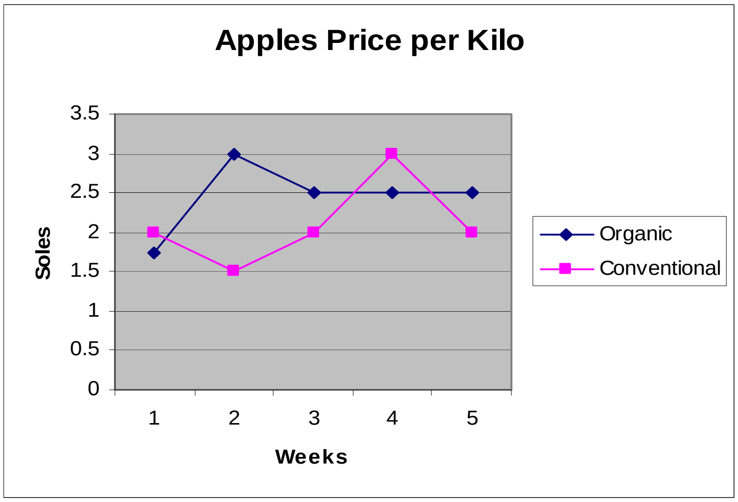
Lima Beans Price per Kilo
Soles
1.6
1.4
1.2
1
0.8
0.6
0.4
0.2
0
1
2
3
4
5
Weeks
Organic
Conventional



Lettuce Price per Head
Soles
1
0.8
0.6
0.4
0.2
0
1
2
3
4
5
Weeks
Organic
Conventional



Potatoes Price per Kilo
Soles
1.6
1.4
1.2
1
0.8
0.6
0.4
0.2
0
1
2
3
4
5
Weeks
Organic
Conventional



V. ANALYSIS OF FINDINGS

There are several key issues that emerge from the data collected. First, are the benefits available through the direct-marketing environment. Second, are the organizational tensions within APEREC which represent obstacles to the effectiveness of the group. Third, are the problems associated with the limited and variable supply of organic products (especially vegetables) in the bioferia. Next, weaknesses in the certification system for the bioferia pose obstacles to expanding consumer support and to the raising of prices. To conclude this section, we will examine the profile of current organic consumers as it informs our understanding of low consumer awareness of the bioferia.

A. The Bioferia

1. Benefits of Direct-marketing Arrangements

The direct-marketing system has two noteworthy benefits over conventional arrangements. First, even with organic prices relatively equal to those of the conventional market, direct-marketing arrangements not reliant upon intermediaries can bring greater financial returns to organic farmers. The second benefit to the direct-marketing system is the stability of the location in which the bioferia is held. Because APEREC has permission to use the same plaza every Saturday, the producers are guaranteed a reliable space to sell their goods which can reinforce consumer behavior through habit-building.

2. Weaknesses within APEREC

The conflicts among the members of APEREC impede the ability of the group to target problem areas like low supply and low promotion of organic products in the bioferia. The most prominent conflict is due to APEREC's failure to officially register with the National Organic Producers' Association. Without being registered, the group is unable to solicit help from other NGOs. APEREC's members appeared to be evenly divided over disbanding and reorganizing in order to apply for formal registration under a new name, or continuing with the existing organization while seeking official registration. This conflict has persisted throughout the data gathering period from January to May, 2009.

Another frequently reported tension within APEREC is whether a member is producing organically or still using artificial chemicals. This is especially true in the case of vendors of processed goods who sell products such as breads and desserts. Often they are unable to find entirely organic inputs for their products, such as organic oil, eggs, milk, sugar, or flour. Also, some members of APEREC are in a state of transition from conventional to organic production meaning they do not completely produce organically. This is the basis of a frequently reported tension that divides the members into two groups: those that produce organically and those that are in a state of transition to organic production. These tensions hinder the effectiveness of APEREC and the improvement of the bioferia.

3. Lack of Promotion by ACEH within the Bioferia

There are also problems within ACEH; the group in charge of promoting the bioferia and organic goods to consumers. The information stand for which ACEH is responsible is not regularly maintained in the bioferia. Because one in eight people are new to the bioferia each week, it is important to have information available on the benefits of organic products so that the new visitors can learn why the bioferia is there and why they should return. "Information helps the consumer decide what to buy or eat [and] it also helps build trust" (Guthman 2002: 302). Seven percent of organic consumers report the reason they believe the products are organic is because of the information booth and its publications. It is important that ACEH be more reliable when carrying out its goals of informing consumers and linking producers and consumers. When the information stand is absent, promotional opportunities to inform and encourage consumer behavior are not realized.

Similarly, ACEH is not taking full advantage of advertising opportunities in the bioferia. There is an ample amount of space between the two rows of stands at the bioferia which could easily be used to conduct advertising. Nearly every week a new visitor asked Loomis, "What is this event?" There was no information readily available to inform new visitors that this is an organic market open every Saturday. When the ACEH stand is not in the bioferia and advertising space is not used, the motivation for consumers to return is not reinforced and an opportunity to inform new consumers of the benefits and availability of organic goods is missed.

4. Weaknesses in the Certification System

The major weakness of the participatory certification system used by APEREC is that products to be sold in the bioferia are not fully organic. Theoretically, the members within APEREC monitor and control the actions of other members so that everyone conforms to organic standards. But monitoring is infrequent with members visiting each other's farms initially when someone joins and then only once a year after that. The absence of regular monitoring has led some to question whether organic inputs continue to be used exclusively in both cultivated crops and prepared foods. Further, as of October of 2007, only 13 members were producing entirely organically and 41 members were in a state of transition (IDMA 2008). Transitional producers are treated the same as organic producers and some producers use the transitional status as an end-goal rather than moving toward complete organic production. Consequently, a significant number of consumers and other key informants reported doubts about the claims of the organic qualities of goods offered in the bioferia.

Trust is an important dimension of the bioferia's effectiveness. When consumers were asked how they know the products are organic, 62% of organic consumers reported they simply trust what the vendors say, or trust that since it is in the bioferia it must be organic. Ten percent of organic consumers believe they can differentiate the organic product based on its appearance and another 10% report they know an organic product because it tastes better. While a relatively high level of confidence exists between consumers and producers, consumers still prefer an official certification to verify that the products are organic. Eighty-eight percent of consumers in the bioferia said that it is important to have an official guarantee, or some quality control over what constitutes the organic products. One effective response to these concerns has been for APEREC members to invite consumers to their homes or fields to see the production process. This fostering of relationships outside of the marketplace can build trust that may lead to the ability to increase prices. "While higher prices are partly explained by the organic nature of the products, the type of relationship that farmers established with buyers also played a key role in price margins, with higher prices being obtained when farmer organizations engaged in long-term relationships with buyers" (IFAD 2003: xi). Eleven percent of organic consumers report having visited the farms of the vendors and are assured the products are organic. By guaranteeing its products are organic, APEREC can help consumers feel more confident in the marketplace and long-term relationships can be established. Prices might then be gradually raised as this confidence grows.

5. Problems of Supply of Organic Products

Our analysis shows that 80% of consumers desire a greater volume and variety of goods offered in the bioferia. In particular, consumers want more quantity and variety of organic vegetables. The majority of consumers arrive early to the bioferia to buy the limited amount of vegetables. Attendance declines for the rest of the day reportedly due to a lack of goods available. This coincides with the observations of a key informant involved with the Miraflores bioferia in Lima. He reported that vegetables are the primary draw for consumers in that bioferia, and concluded that any organic market must have a wide variety as well as a large quantity of vegetables to sustain its overall viability.

Reliability of the supply of organic vegetables is also an important factor in the motivation of consumers to return. The fact that some weeks vendors will have onions and carrots and other weeks they won't have either disappoints consumers who go to the bioferia expecting to purchase something specific they previously have been able to acquire. It is difficult to produce certain products year-round, but if there exists a steady demand, then efforts should be made to supply products with increased regularity to encourage consumers to return.

While many organic producers acknowledged the problem of limited supply in the bioferia, they explained there are a range of problems limiting the expansion of their production to augment the organic supply. Fifty-five percent of organic producers reported the biggest issues are related to the environment, including lack of water and variability in temperature. They also reported a limited access to productive land as an obstacle to expansion of production. Producers reported a shortage of organic fertilizer as a further obstacle to expanding their production. Since 88% of vendors produce their own organic fertilizer, the amount available to them is limited by the number of animals on their farm.

B. Trends in Consumer Preferences

Consumers report private factors that affect their personal health rather than public benefits like a healthier environment or farmer well-being, as their primary motivation for purchasing organic products. This coincides with the findings of James Kirwan's study in the United Kingdom of Farmers' Markets: "The primary motivation for consumers' attendance at [Farmers' Markets] was pragmatic and individualistic (rather than civic or socially minded)…" (2006: 306). While some organic consumers in Huancayo do identify a relationship between organic goods and the environment (27%), there are far more who value private factors like personal health and nutrition (60%).

Consumers of conventional products reported that they value convenience when choosing which market to attend. Conventional consumers reported that the market is close to their home, or it offers a wide variety of products. Both features are determinants of attendance at the conventional market. These values are likely to be representative of the larger population and suggest further opportunities to strengthen the bioferia as discussed below.

When we compare what products conventional consumers and organic consumers purchased, we can see a variety of differences. Due to the increased quantity and variety of vegetables and fruits offered at the conventional market, more people were able to purchase these types of products. Almost three times as many people bought fruits at the conventional market as did people at the organic market. Conversely, almost 10 times as many people in the organic market bought prepared meals than those in the conventional market. Again, vegetables are the most popular product in both the organic and conventional markets.

1. Limited Awareness among Conventional Consumers of Organic Products and of the Bioferia

Only 11% of conventional consumers are aware of the bioferia in Huancayo. Many consumers in the conventional market were interested in organic products, but were completely unaware of where to buy them in Huancayo. This is surprising because the interviews with conventional consumers were conducted in the conventional market only three blocks away from the location of the bioferia. Because the majority of organic consumers learned of the bioferia just by walking by and seeing it, and because the majority of conventional consumers interviewed also live in the neighborhood where the bioferia is held, they presumably have had the same opportunities to walk by and see the bioferia. With so few conventional consumers aware of the bioferia, it suggests that the majority of the population in Huancayo does not have the basic information necessary to foster a shift toward shopping in the bioferia.

When organic farmers sell their products in conventional markets, they confront the issue that many conventional consumers are unaware of the properties of organic goods. Because the producers must convince the consumer that the product is organic and without pesticides, it creates more work for them in the marketplace. However, the extra work may bring greater returns to the farmers by building a consumer base through greater understanding and trust (Allen and Kovach 2000). Similarly, with organic producers selling their goods in the conventional market and differentiating their products, awareness is strengthened among conventional shoppers as well.

2. Willingness to Pay

The majority of both conventional and organic consumers report that they are willing to pay more for an organic product. The fact that people haggle over price in the bioferia is also interesting because the price in the bioferia is generally equal to or lower than that of the conventional market even with consumers willing to pay more.[6] Bartering might be a cultural norm present in all markets, but the actions of the vendors could inhibit this practice. Many vendors reported that they do not lower their price and instead describe why their product merits the price they are asking. If the vendors are encouraged to offer such explanations each time a consumer requests a lower price, more people may become aware of the benefits of organic production and ultimately be willing to pay a higher price. Knowing that many consumers report they would pay more for organic goods might also encourage vendors to explain why they will not lower their prices or why they charge more.

VI. RECOMMENDATIONS

There are several key areas of action that will be beneficial to increasing the consumption of organic goods in Huancayo. First, the organizations APEREC and ACEH can be strengthened to improve the dynamics within these groups, and their involvement with consumers. Second, the promotion of certification within the bioferia can improve the trust and relationships between consumers and producers. Third, marketing can be conducted in the surrounding areas to attract consumers who are unaware of what organic goods are and where to buy them. Fourth, the quantity, variety, and reliability of organic vegetables can be improved. Finally, capacity-building among local NGOs can address the limits to increased production experienced by producers.

A. Strengthen APEREC and ACEH

The organizational problems within APEREC make it less attractive for some farmers to join the bioferia and thereby increase the supply of organic produce to the bioferia. The instability of APEREC's governing board and conflict over organizational identity must be resolved. CEAR can play an important role, either in maintaining APEREC or forming a new group. Further, tensions and confusion around who produces organically and who does not could be resolved by promoting a more transparent certification system (more

[6] Consumers did not mention any specific goods that they would be willing to pay more for. This could be of interest for a future study- which products are consumers most likely to pay more for and how much?

discussion later). Solving the conflicts within APEREC will help attract more organic producers to the bioferia.

Steps should be taken by APEREC and ACEH to improve the quantity and quality of information about organic goods provided to visitors to the bioferia. The number of brochures and handouts already developed needs to be increased to assure an adequate supply in the bioferia. The information stand should be present each time the bioferia is open, with a volunteer actively distributing information. The open area between the two rows of tents provides ample room to set up displays with pictures that can easily catch the eye of a visitor. These displays can include information about the bioferia, the time and date, as well as information regarding the most attractive qualities of organic goods.

B. Improve Promotion of the Organic Certification to Build Consumer Trust

It is important to improve the promotion of the certification system within the bioferia to build consumer confidence. Most consumers prefer an official certification. Local NGO representatives recommend there be more transparency in how the existing certification system works, what monitoring has found, and what measures are being taken to further assure the quality of the products. This can be accomplished through small signs hung from the top of the tarps, the table, or on larger stands in the middle open space. APEREC can better assure customers that these goods are made with organic ingredients by listing those inputs or using other educational measures. Another way to increase awareness will be to inform the consumers as to the current stage of organic production of each producer, whether they are still transitional or have become fully organic. Signs saying this farmer has been producing organically since 2001 or this farmer is in transition from conventional to organic production would demonstrate greater transparency and build relationships fostering trust and reinforcing consumer loyalty.

C. Capture the Consumer Surplus

Once relationships between consumers and producers are reinforced, APEREC can take advantage of the fact that many consumers are willing to pay more for organic products and begin to set prices above or equal to those of the conventional market. Because so many organic and conventional consumers say they are willing to pay more, it is reasonable to assume that a portion of them actually will pay more. If supply remains limited as a stronger consumer base is established, this will further support price increases.

D. Improve Publicity and Promotional Activities Outside the Bioferia

It is critical that APEREC conducts marketing outside of the bioferia to increase awareness of organic products, including where these goods are being sold. The message to consumers should be kept simple with only one or two important parts such as: what is organic, and where can one buy organic goods, so that consumers can easily remember understand and recall the primary message points.

The high value placed upon convenience by conventional consumers can be taken advantage of by APEREC. Advertising can first be targeted within the neighborhood closest to the bioferia. Simple advertisements posted at or near the popular bank close to the bioferia could inform people of the exact time and place of the bioferia. Many interviewees agree that radio advertisements would be effective because most people listen to the radio in Huancayo. Also, promoting the Huancayo bioferia in established organic markets in Lima could inform consumers who travel to or have friends and family in Huancayo. A point to emphasize while doing promotions is that the Huancayo bioferia is the first market in the area selling local organic products. There are several places to start advertising outside of the bioferia to increase awareness of where and when to buy local organic products.

A proactive or consciousness-raising approach to advertising should be pursued. "…[N]iches must not be viewed as a market or resource void waiting to be filled, but rather the product of social agency" (Sherwood 2009: 150). Social agency refers to the interaction of individuals with structural elements of society like public markets. Our findings show that gender, age and education play a strong role in explaining social agency in the bioferia. Market niches in Huancayo to target include mothers, people over 35 years of age, and more educated consumers. Females are more likely to do the food shopping for the entire household and can be accessed through maternity clinics and schools. Older and more educated segments of the population are more likely to be health conscious and attracted to the nutritional benefits of organic products. Doing mailings or advertisements near employers that require higher levels of education or where employees are older as well as around schools and health clinics, will be important strategies for reaching these groups.

The extensive data gathered by the EcoSalud project and other researchers needs to be popularized and incorporated into promotional campaigns for organic products. This data currently remains largely dedicated to scholarly circles. As the survey data from the bioferia indicates, personal health is a primary motivation for consumers to seek organic products. The message "No Como Veneno, Como Organico" (I don't eat poison, I eat organic) boldly displayed on the aprons of some vendors in the bioferia (see the cover photo in this report) is further evidence of the local view that organic food is a means of avoiding the toxic effects of pesticides. The hazards and impact of heavy pesticide use in conventional production should be regularly presented in whatever media is available, and thus will provide indirect support to organic marketing efforts.

There are several objectives of marketing (or publicity) campaigns that can be applied when advertising for the bioferia. Goals of marketing can include 1) Generating awareness of the bioferia; 2) Informing and educating consumers; 3) Creating a preference for organic goods over conventional goods; 4) Increasing sales or profits over a specified time period; 5) Reinforcing the behavior of current consumers; and 6) Eliciting information from current consumers (Peattie 1992). Each of these marketing strategies can be useful for the bioferia to attract consumers, create preferences, or elicit useful information for further market development.

E. Increase Organic Supply

Since vegetables are the most frequently purchased products in both the organic and conventional markets, the quantity, variety, and reliability of organic vegetables must be improved in order to attract more customers to the organic market. Further increasing supply will foster increased attendance and retention of consumers, likely increasing overall demand. By having a variety of products available, this increases the time consumers spend in the bioferia, allowing them more opportunities to make a purchase.

Therefore, we recommend continued and increased interventions to expand the supply of organic products. Local and international organizations such as CEAR, CIP, and CEDEPAS can play an important role in increasing what is offered in the bioferia by addressing the most-often reported constraints. Creating a sharing system or commercial enterprise for organic fertilizer can help some vendors increase their production. NGOs can also play a role in organizing organic farmers who only produce a small quantity of organic products. This will allow them to collaborate with other small farmers to pool their products in order to sell in the bioferia or other markets via collective marketing (Prain et al forthcoming), to form mutually beneficial relationships, and to learn organic production techniques.

To summarize, we recommend strengthening the organization of APEREC and ACEH so they are more capable of attracting new farmers and promoting consumer-producer relationships. Further, it is advisable to augment the promotions that are done within the bioferia by making more of the existing materials available and by being more active when dispersing them to consumers. We also suggest improving the promotion of the certification system within the bioferia by making it more understandable to shoppers to further foster consumer confidence. Next, we recommend that vendors adjust their prices gradually to a point where consumers experience as little a consumer surplus as possible. We also recommend that APEREC and ACEH increase their marketing efforts outside of the bioferia to spread awareness and attract new consumers. Last, we recommend addressing the limits to supply in the bioferia by increasing capacity-building for new and existing farmers particularly by addressing the lack of organic fertilizer available.

VII. CONCLUSIONS

We have found that organizational obstacles, limited organic supply, and lack of publicity all contribute to an underdeveloped consumer base. Increasing the quantity, variety, and reliability of organic vegetables available in the bioferia, the products most often purchased and requested by consumers, will improve the retention of current consumers as well as attract new consumers. Further, by better promoting the quality control and certification conducted by APEREC, consumer confidence and trust will be strengthened allowing for a gradual increase in prices.[7] In turn, by solving the organizational issues present within APEREC, organic producers will be more motivated to join the bioferia, strengthening the supply side of the market dynamics. The obstacles to increased production in the area like environmental issues, cost of production, and a lack of organic fertilizer, can be reduced by expanding the current capacity-building programs of local NGOs.

The social relations present in a direct-marketing atmosphere like the bioferia directly connects producers and consumers and allows for increasing relationships built on trust

[7] Something of value for a future study will be to examine the variability of price of organic goods and the willingness to pay amongst consumers for the benefits of organic products.

and for the reinforcing of consumer loyalty. These face-to-face interactions between farmers and consumers and the absence of intermediaries allow greater financial returns to the farmer. In this environment, confidence between consumers and producers can grow and can strengthen this consumer base.

Local markets for organic products in Latin America show considerable potential for small and medium scale farmers to generate more secure income. However, in much of the region these markets remain underdeveloped. Expanding the Huancayo bioferia in the ways recommended above may provide considerable additional economic opportunities for small and medium scale farmers, while contributing to environmental protection, nutrition, public health, and community development.

VIII. WHAT NEXT?

Clearly the analysis and recommendations offered above represent considerable additional and ambitious efforts. CIP, through the HortiSana project, can facilitate or directly carryout much of what we have recommended. But to do so they will need additional resources in the form of:

- Additional funding
- Additional technical assistance
- Additional research

A. Additional Funding

The current climate for funding from the traditional sources that CIP and others have depended upon is quite difficult. While we believe an innovative program of building local organic markets in Peru from the consumption end of the commodity chain has considerable potential, we recognize it may take some creative efforts to attract the necessary additional funding to allow for these ideas to be implemented. It is possible that some of the more traditional sources for development assistance such as the Canadian International Development Agency, United States Agency for International Development, the Food and Agriculture Organization of the United Nations, and the World Bank, can be approached for both a pilot project in Huancayo, and an expanded project over the current three country region covered by the HortiSana project.

But other funding sources need to be explored as well. Foundations in the United States and Europe may be particularly interested in the innovative approach recommended here. There may be private sector funding sources as well. Another potential alternative sector for funding are the faith-based organizations in North America and Europe. Given Peru’s relationship with Japan we would recommend exploring NGO and government funding sources from that country as well.

B. Technical Assistance

Some of the technical assistance recommended in this report can be found in Peru. There is expertise in marketing for bioferias in Lima, particularly linked to the Miraflores bioferia. There is also considerable technical assistance available internationally. Costa Rica has a rapidly growing bioferia system that should be investigated and perhaps drawn upon. This system also has government supports and controls, which bring both complications as well as the potential for greater reach and sustainability.

There are a number of Farmers' Market managers in the United States, and an international organization of Public Markets, both of which the CFAT has been working with in the development of the Fort Collins Community Marketplace. Experts from this sector might be drawn into a project in Latin America (see http://www.downtownfortcollins.org/marketplace.htm and http://www.pps.org/markets/info/public_market_conference/. These individuals and organizations can provide considerable input into how to better organize a bioferia, how to improve the presentation of products by individual vendors, how to better organize the physical layout of the bioferia to appeal to consumers, and how to promote a bioferia to raise interest in the broader community.

C. Additional Research

There are a number of research topics suggested in footnotes throughout this report. Increased research into consumer preferences relying upon, as noted by Stephen Sherwood in the text above, an approach that does not take such preferences as given but rather as the product of and subject to social construction, will be important. In addition, taking academic inquiries and putting them to use by marketing and communication specialists will allow for future research to have considerably greater impact than it has to date.

We believe there exists an excellent opportunity to develop a two phase project out of the existing work of HortiSana in Huancayo. It could begin with implementing some of the recommendations provided above in the Huancayo bioferia, while conducting an impact assessment of these measures. Parallel to this, a consumer study similar to this initial inquiry should be conducted in the surrounding countries with which the HortiSana project is currently working. Then a second phase could use the survey and related data, combined with the additional experiences in Huancayo, to launch a three country initiative with multiple bioferias in each country.

D. Collaboration with the CFAT

The current study was conducted through a relatively brief set of field visits to Huancayo under a contractual consultation relationship. The CFAT is engaged in both research and outreach projects in other regions of the world that might be adapted to a somewhat broader future collaboration between the CFAT, CIP and others seeking to increase the potential for domestic organic markets and organic farming in Latin America. For example, the Fort Collins Community Marketplace is a pilot project through which the CFAT is developing a new outreach program called the Conscious Consumer Trust. The goal of this program is to help businesses and the public better understand how to pursue values-based market behavior and how to engage the rapidly growing global Conscious Consumer Economy.

(see http://www.downtownfortcollins.org/marketplace.htm and also http://www.colostate.edu/Depts/Sociology/cfats)

Building the domestic organic farming and market sectors in Latin America would be a logical arena to apply the insights and experiences growing out of the Conscious Consumer Trust.

A collaboration between the CFAT, CIP, and other institutions could encompass all three of the next steps described above, and include:

- Assistance in project development and identification of funders,
- Identifying and providing technical assistance at the international level,
- Designing and carrying out applied research such as baseline and impact analysis, similar to the study described herein.

The CFAT now has six faculty associates in the fields of Agricultural Economics, Merchandising and Design, Political Science, Sustainable Enterprise Development, and Communications; and 10 graduate student associates. The development of an on-going collaboration could build upon this team and recruit others from around the university and around the country. The availability of well-trained graduate students in particular has the additional benefit of being much more cost effective than relying heavily on consultants and international experts.

We look forward to exploring the recommendations and proposals with the Hortisana team and others interested in developing such an initiative in Latin America and beyond.

On right- CFAT Graduate Student Associate Jennifer Loomis with Vendors from the Huancayo Bioferia

On Right: CFAT Co-Director Douglas Murray Interviewing Peruvian Organic Farmer

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APPENDICES

APPENDIX A: ORGANIC CONSUMER SURVEY

Encuesta para consumidores -----→ Numero de encuesta____________
(MERCADO)

1. Porque vino Ud. a este bioferÍa hoy, en vez de ir a otro mercado? (la razón)

2. Como se enteró de la biofería?

a. Lo vió
b. De amigos
c. De familia
d. Por institución ____________________
e. De Trabajo
f. De Municipio
g. Iglesia
h. Doctor/clínica medicina
i. Otro_________________
j. No sabe/contesta

3. Visita a este biofería frecuentemente?

a. Si
i. **Cuantas veces al mes** 1 2 3 4

b. Otro____________________________ No

Porque viene _ _ veces al _ _ :

4. Cuantos días a la semana le gustaría visitar la bioferia? (o sería disponible una bioferia?)

5. Ha visitado Ud a otras biofarías?

a. Si: Cuales_____________________________________
b. No

6. Para Ud. que significa el término biofería?

7. ( )Cual es diferente de los productos que se encuentra en una biofería comparando con otros mercados? (si la respuesta es vago, siga preguntando: [Puede explicarme un poco mas?]) *Obtenga la respuesta para*_ _ _

8. **De ellos, que es lo mas importante para Ud?**

a. Sanidad (de que)

i. consumidor

ii. productor (→ 10)

iii. medio ambiente (→ 10)

b. Otro___________________________________

9. **A Ud. le parece que hay otros beneficios de estas características?**

10. **Cómo sabe que estos productos son _ _ _ _ _ _ _ _ _ _ _?**

a. Están en este mercado

b. El logotipo de vendedor

c. Certificación

d. Confianza i. Afuera ii. Dentro

e. Etiqueta

f. Sabor

g. Apariencia mas chico

h. Otro____

11. **Ud. cree que alguien o algo debería garantizar que estos productos son _ _ _**

a. **Si** **b. No**

(COMPRAS)

12. **Ud. pagaría un poco mas por un producto _ _ _ _ _ _ _ _ _ _ _ _?**

a. Si (Claro) b No

13. **Ud. tiene la impresión que los precios de estos productos ya están por encima de los precios de productos en otros mercados?**

a. Si b. No

14. **Que tipo de productos ha comprado hoy.** (Cuanto ha gastado)

a. Comida preparada/comer___

b. verduras/hortalizas___

c. Papa___

d. Frutas___

e. Carnes___

f. Lácteos___

g. pan/horneados___

h. otros: ____________________

i. no ha comprado nad

15. **Ha terminado sus compras hoy?**

No: Que mas cree que vaya a comprar?

a. Comida preparada Para comer

b. verduras/hortalizas

c. Papa

d. frutas

e. Carnes

f. lácteos

g. pan/horneados

h. otros: ___________________

No Sabe Si

16. Viene Ud. por productos específicos o para lo que está disponible?
a. Específicos b. Disponible c. Ambos

17. Que productos, que Ud. no ha encontrado hoy, quisiera que se vendiesen en este biofería?

(ENTREVISTADO)

18. Cual es su edad?

19. En que distritito se ubica su vivienda.

20. Quien va a usar estos productos que ha comprado hoy?

21. Quien de su familia viene mayormente a la bioferia?
a. Madre b. Padre c. Hijos
d. Abuelos e. Tios f. Empleado g.otro

22. A que se dedica Ud.?

A que religión pertenece Ud.?
a. Católico
b. Evangélica
c. Adventista
d. Testigo de Jehová
e. Mormón
f. Otro________________

23. ( )Cual es el grado de su educación?
a. Primaria b. Secundaria c. Superior d. Otro_______

24. Masculino Femenina

APPENDIX B: CONVENTIONAL CONSUMER SURVEY

1. Porque vino Ud. a este mercado hoy, en vez de ir a otro?

a. Productos
b. Cerca de la casa
c. Para comer
d. Conoce al vendedor
e. Es mas barato (cuesta menos)

Otro____ **3. Visita a este mercado frecuentemente?**

f. Si

i. Cuantas veces a la semana 1 2 3 4

g. b. Otro_____________________________ No

h. Para Ud. que significa el termino biofería?

2. **Ha visitado Ud a una biofería?** (si menciona el Tambo bioferia → 6)

a. Si: Cuales_______________________________________
b. No

3. Conoces a una bioferia cerca de aquí? Si No

4. Cual es la diferencia entre los productos que se encuentra en una biofería y los de otros mercados? (si la respuesta es vago, siga preguntando**: [Puede explicarme un poco más?])** Obtenga la respuesta para_ _ _ .

a. Si no sabe, diga**: Los productos en una bioferia son más sanos porque son producidos sin químicas y no hace daño al medio ambiente, ni el agricultor, ni su salud. También, en general tiene un mejor sabor y calidad.**

5. (COMPRAS)

6. Ud. pagaría un poco mas por un producto _ _ _ _ _ _ _ _ _ _ _ _ (o) sano (o) que se encuentra en una bioferia?

a. Si (claro) b No

7. Ud. tiene la impresión que los precios de los productos _ _ _ _ _ [(o) sanos (o) que se encuentra en una bioferia] están mas altos que los precios en este mercados?

a. Si b. No

8. **Ud. cree que algo o alguien debería garantizar que los productos son _ _ _ _ _**
Si **No**

9. Que tipo de productos ha comprado hoy.

a. Comida preparada/comer___
b. verduras/hortalizas___
c. Papa___
d. Frutas___
e. Carnes___

f.	Lácteos___	h.	otros:
g.	pan/horneados___	____________________	
i.	no ha comprado nada		

10. **Ha terminado sus compras hoy?**

a. **No: Que más cree que vaya a comprar?**

b.	Comida preparada Para comer	f.	Carnes
		g.	lácteos
c.	verduras/hortalizas	h.	pan/horneados
d.	Papa	i.	otros:
e.	frutas	____________________	

i. No Sabe Si

11. **Viene Ud. por productos específicos o para lo que está disponible?**

a. Específicos b. Disponible c. Ambos

12. **(ENTREVISTADO)**

13. **Cual es su edad?**

14. **En que distritito se ubica su vivienda**

15. Quien de su familia viene mayormente al mercado?

a. Madre b. Padre c. Hijos d. Abuelos e. Tíos f. Empleado g.otro

16. **A que se dedica Ud.?** De que tipo de trabajo hace Ud?

17. **A que religión pertenece Ud.?**

18. **Cual es el grado de su educación?**

a. Primaria b. Secundaria c. Superior d. Otro_______

19. Masculino Femenina

APPENDIX C: VENDOR SURVEY

Encuesta para **Vendedores** Actuales→ # Puesto_______ # de encuesta__________
Que vende____
MERCADO:

1. Sus productos viene de alguien diferente o solo de Ud y su familia/chacra?

a. Son propios

b. De otros (**Como es la relación?**)___________________________________

c. Ambos (**como es la relación**?)_____________________________________

2. Vende los productos ecológicos solo en esta biofería?

a. Si (→ # 5) b. no

3. En que otros lugares vende Ud. sus productos ecológicos?

a. Mayorista/Maltería

b. Mercado Modelo

c. Tambo

d. Chupaca

e. Chilca

f. Lima

g. Otro__________________

4. Son vendidos como ecológicos o como convencionales?

a. Ecológicos b. Convencionales

5. Cuáles son los productos que, mayormente, le compran los consumidores? (Vende mas)

6. Los consumidores rebajan/baratean sus productos en este mercado?

a. Si b. No c. yapa

7. Que quiere que los consumidores sepan de la producción orgánica?

a. No contamina al medio ambiente (suelo) (rio)

b. Requiere mas trabajo para el productor c. Cuesta Mas

d. Otro____

8. Cuenta con certificación o algo que garantiza que sus productos son orgánicos?

a. Si: de que organización? _______________________________

i. Grupo ii. Individual

b. No

9. Con que tipo de certificación cuenta?

a. Participativa b. Formal

10. Que ventajas vienen con la certificación?

11. Ha encontrado desventajas de conseguir la certificación?

a. Si, ____

b. No

12. Recibe Ud. un precio mejor por unidad para productos ecológicos comparando con los productos convencionales. Dígame cuales productos y Si, No, o Igual

a. Si b. No c. Igual

PRODUCCION

13. Desde que año inició su producción orgánica? ___________________

14. En que ano entro en la bioferia?

15. Porque convirtió su producción (o transformación) a orgánica?

16. De dónde obtiene el abono orgánico?

a. Propios animales b. tienda c. vecino d. otro____________

17. De donde obtiene los productos para controlar las plagas y enfermedades?

18. Tiene problemas continuos u obstáculos para ampliar su producción?

a. Si. Cual es____

b. No

19. Como aprendió por primera vez a cultivar orgánicamente?

a. ECAs
   i. Institución___________________________________
b. Tallers/Capacitacion
   i. Institucion____
c. Antepasados/Familia/hijos/hermanos
d. Vecinos
e. Otro____

20. Actualmente, de donde consigue información sobre manejo de cultivos orgánicos?

a. ECAs
   i. Institcion______________________________________
b. Talleres/ capacitacion
   i. Institución____________________________________
c. Antepasados/Familia/hijos/hermanos
d. Vecinos
e. Otro____

FAMILIA: (Parar terminar vamos a hablar de Ud)

21. Donde esta ubicado sus campos de cultivo: Anexo/barrio, distrito, provincia

22. Pertenece a una religión? cual?

a. Católico
b. Evangélica
c. Adventista
d. Testigo de Jehová
e. Mormón
f. Otro_________________

23. Que es el grado de su educación?

a. Primaria b. Secundaria c. Superior d. otro___________

24. Cual es su edad?

25. Masculino Femenina

APPENDIX D: ORGANIC PRODUCER SURVEY

Encuesta para Productores en los Campos→ Nombre ________________________________
MERCADO: Districto________________________

1. **Donde vende Ud. sus productos ecológicos?**

a. Mayorista/Maltería

b. Mercado Modelo

c. Tambo

d. Chupaca

e. Chilca

f. Lima

g. Tambo bioferia

2.Son vendidos como ecológicos o como convencionales?

h. Ecológicos b. Convencionales

2. Ha encontrado obstáculos a acceder o entrar en otros mercados?

a. Si. Cuales____

b. No

3. Que quiere que los consumidores sepan de la producción orgánica?

4. Cuenta con certificación o algo que garantiza que sus productos son orgánicos?

a. Si: de que organización? _________________________________

i. **i.** Grupo ii. Individual

5. Con que tipo de certificación cuenta?

a. Participativa b. Formal

6. Que ventajas vienen con la certificación?

7. Ha encontrado desventajas de conseguir la certificación?

8. Recibe Ud. un precio mejor por unidad para productos ecológicos comparando con

los productos convencionales. Dígame cuales productos y Si, No, o Igual

a. Si b. No c. Igual

9. PRODUCCION

10. Desde que año inició su producción orgánica?

11. De dónde obtiene el abono orgánico?

a. Propios animales b. tienda c. vecino d. otro____________

12. De donde obtiene los productos para controlar las plagas y enfermedades?

13. Tiene problemas continuos u obstáculos para ampliar su producción?

a. Si. Cuales __________________________________

14. Como aprendió por primera vez a cultivar orgánicamente?

a. ECAs
 i. Institución__________________________________
b. Tallers/Capacitacion
 i. Institucion____
c. Antepasados/Familia/hijos/hermanos
d. Vecinos
e. Otro____

15. Actualmente, de donde consigue información sobre manejo de cultivos orgánicos?

a. ECAs
 i. Institcion_____________________________________
b. Talleres/ capacitacion
 i. Institución___________________________________
c. Antepasados/Familia/hijos/hermanos
d. Vecinos
e. Otro____

16. FAMILIA: (Parar terminar vamos a hablar de Ud)Donde esta ubicado sus campos de cultivo: Anexo/barrio, distrito, provincia

17. Cual es su edad?
18. Pertenece a una religión? Cual?

19. Que es el grado de su educación?

a. Primaria b. Secundaria c. Superior d. otro___________

20. Masculino Femenina