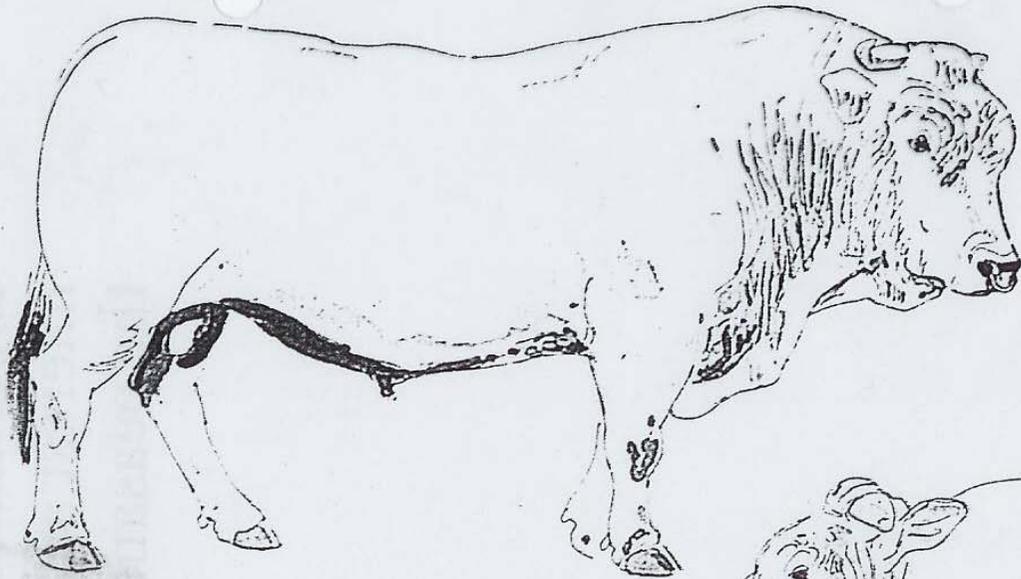


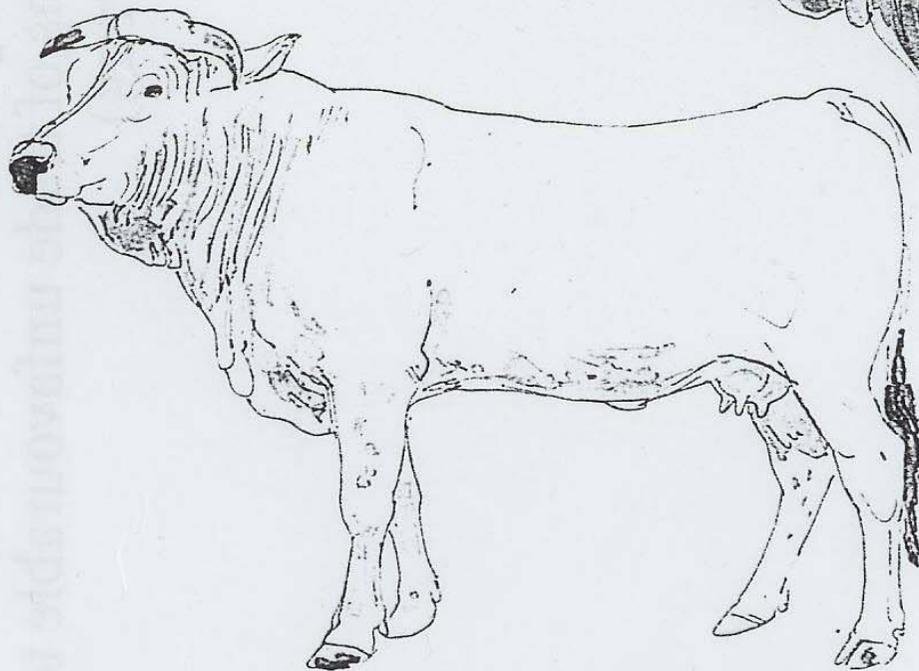
# La chianina



MODENESE



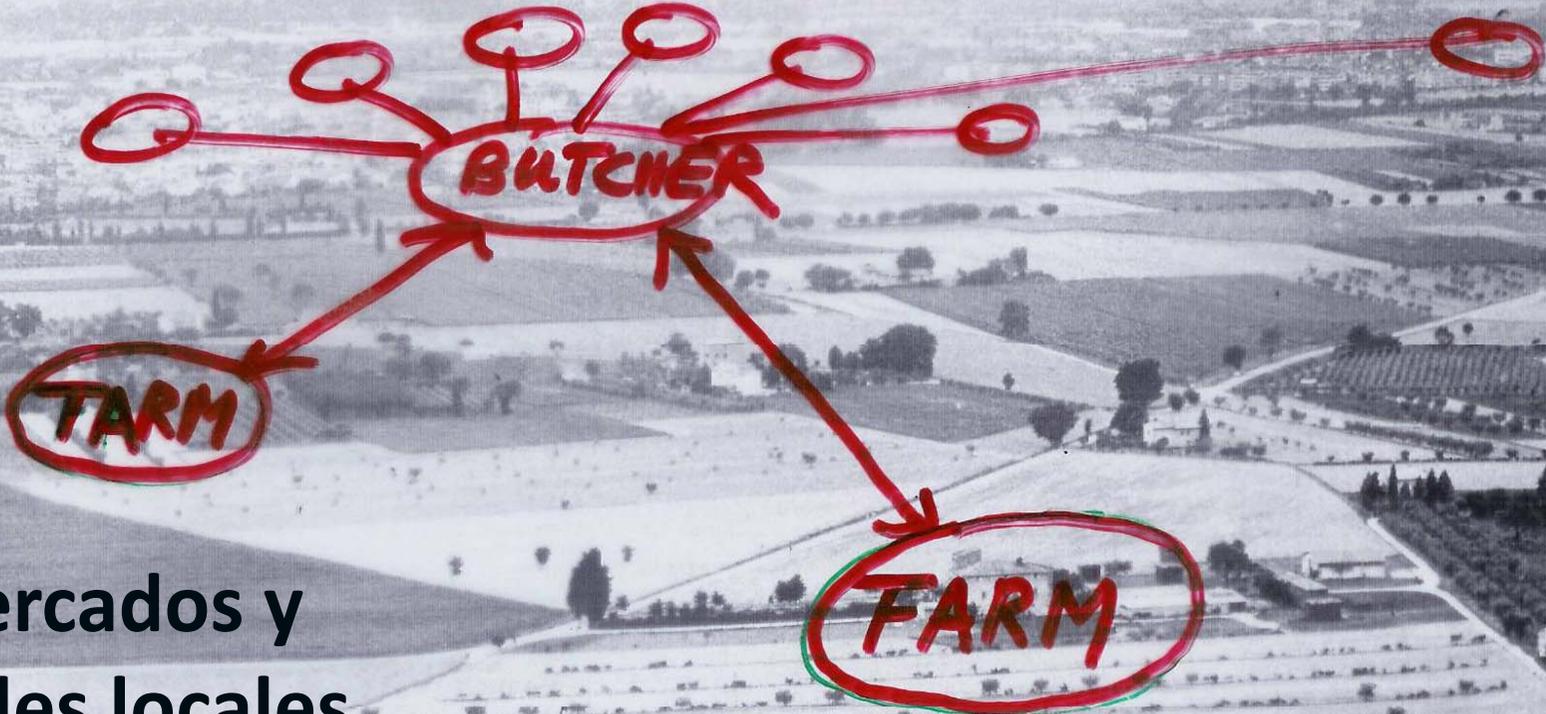
CHIANINA



CHIANINA.

RESTAURANTS

CONSUMERS



Mercados y redes locales

LOCALIZED CHAIN

# Key features of newly emerging nested markets

- the special quality of the product (or service) is widely recognized by consumers and translates into a premium price and a long lasting reputation
- the definition of quality is commonly shared by producers, processors, distributors and consumers and based upon flows of communication that go back- and forwards
- production and processing are based on artisanal techniques and a highly skilled labour force
- production is characterized by low external input levels
- production, processing and consumption are linked through short and decentralized circuits (that might considerably extend in space)
- the Value Added per unit of product is high (especially at the level of primary production) (this strongly links to 1, 4 and 5)
- the links between producers, processors, distributors and consumers are patterned in a horizontal, web-like way that strongly contrast with hierarchical patterns
- the pattern as a whole allows for flexibility and further internal differentiation
- from a socio-economic point of view the patterns as a whole represents a coalition of interests and prospects; from a cultural point of view both product and pattern strongly contribute to individual and regional identities
- product and pattern are institutionally defended (through consortiums, joint service units, protocols that specify the production and processing techniques, labels, etc).
- product and pattern can hardly be 'taken over' by outside interest groups (especially due to 3 and 7)
- both product and pattern are grounded on a common pool resource, i.e. the capacity to elaborate and distribute a distinctive product
- the different elements that compose a nested market cannot be industrialized; the artisanal techniques and the specific nature of the involved resources resists scale-enlargement and standardization
- the processes of production and processing (see 3, 8 and 13) are built on open source technologies that allow for collective learning processes
- concentration ratios are low
- nested markets tend to interact and intertwine with other nested markets, thus creating synergy and contributing to their robustness; this occurs at farm enterprise level as well as on the level of the territory.

# the definition of quality is commonly shared by producers, processors, distributors and consumers and based upon flows of communication that go back- and forwards

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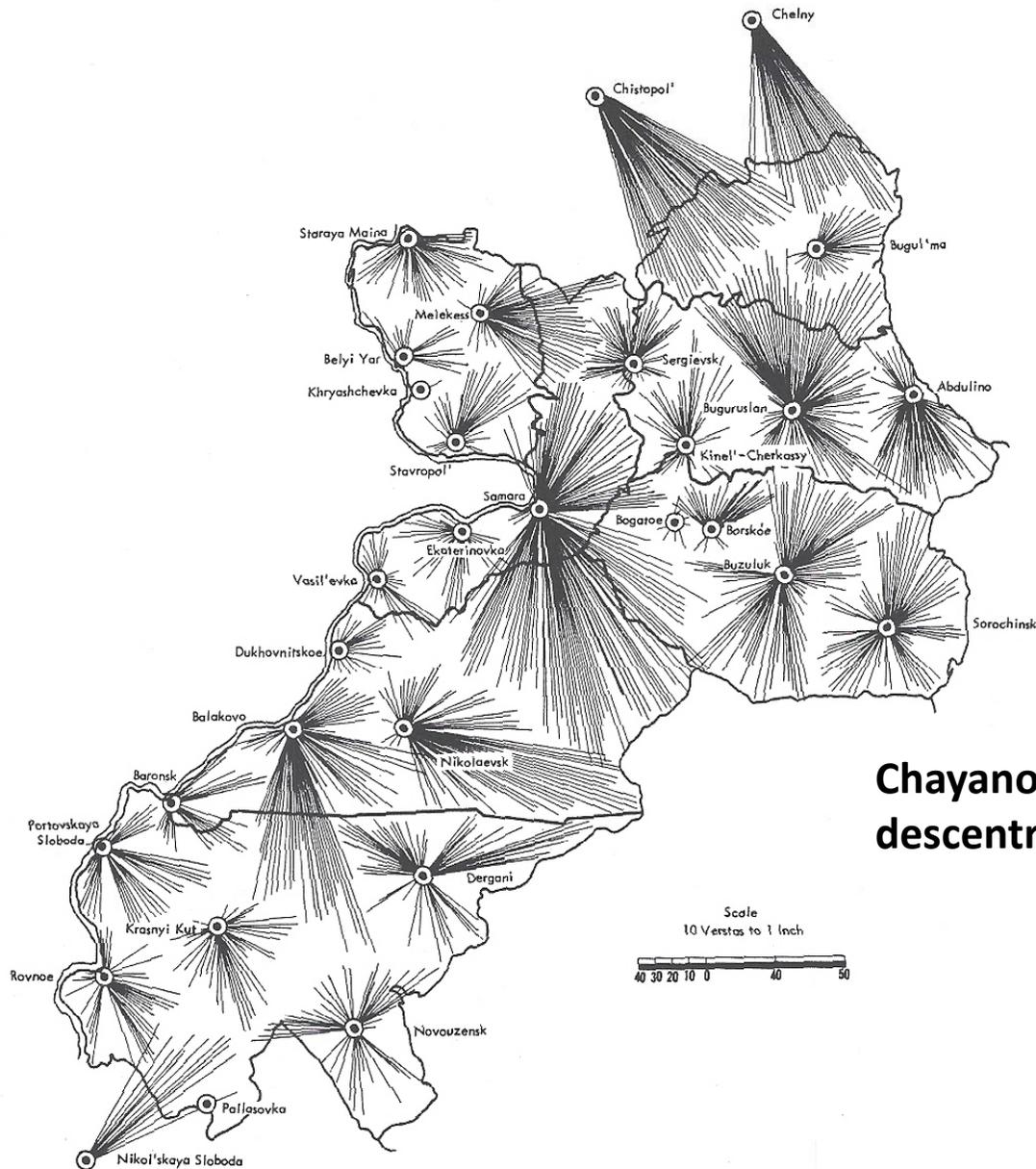
# production, processing and consumption are linked through short and decentralized circuits (that might considerably extend in space)

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# the links between producers, processors, distributors and consumers are patterned in a horizontal, web-like way that strongly contrast with hierarchical patterns

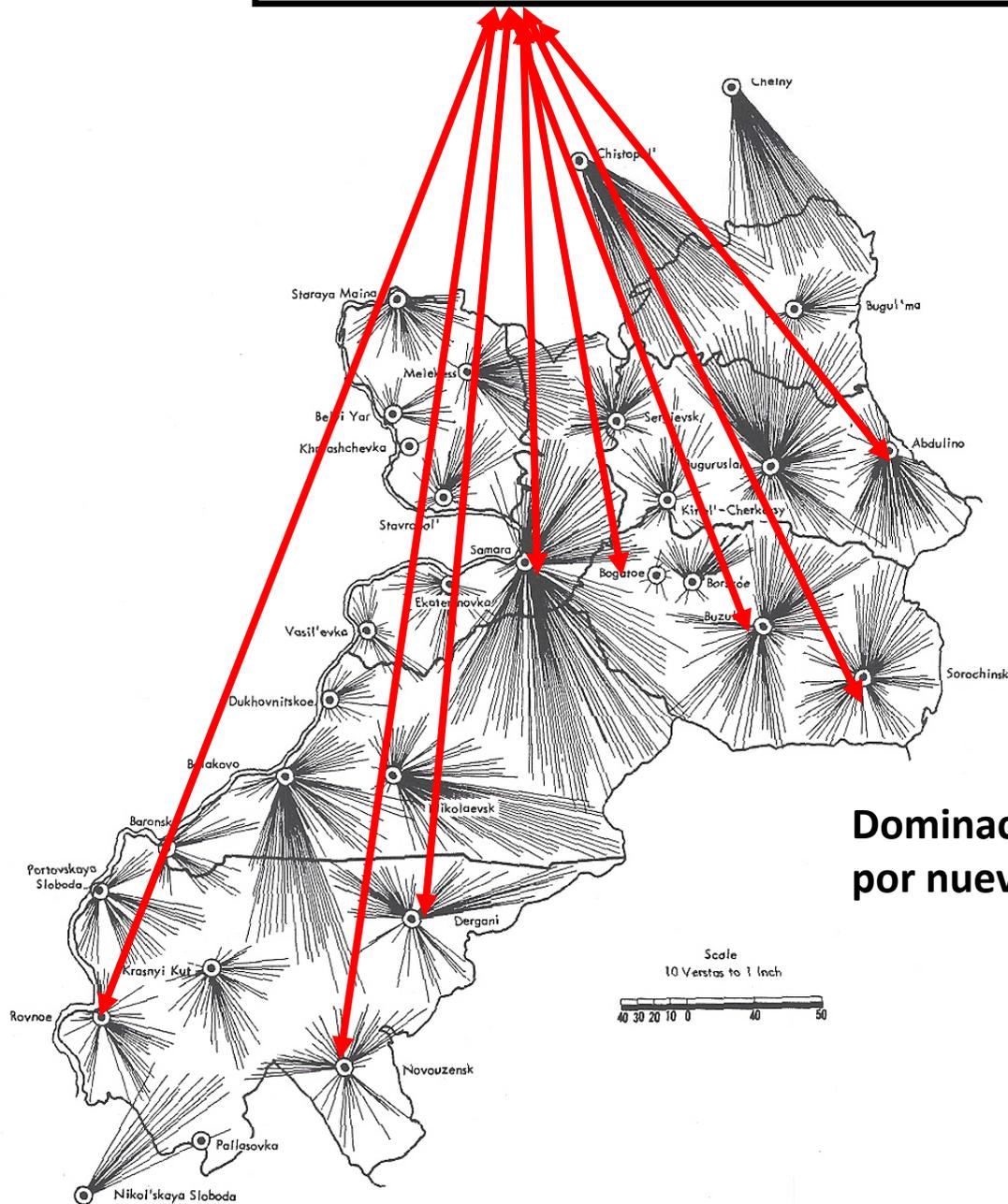
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FIGURE 7-6  
TRADE CATCHMENT AREAS IN SAMARA GUBERNIYA BEFORE THE WAR



**Chayanov: mercados agrícolas descentralizados (los bazares)**

# Imperio Agro-alimentarios



**Dominación de mercados agrícolas por nuevas estructuras imperiales**

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# a schematic comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?		
What is done with the surpluses?		

# a schematic comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?	Most linkages between production, processing, distribution and consumption of food are controlled by food empires	Short circuits are interlinking the production and consumption of food. These short circuits are owned or co-owned by farmers
Who does what?		
Who gets what?		
What is done with the surpluses?		

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# a schematic comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?	The role of farmers is limited to the delivery of raw materials for the food industry	The role of farmers is extended to embrace on-farm processing, direct selling and the redesign of production processes that better meet consumer expectations
Who gets what?		
What is done with the surpluses?		

# a schematic comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?	The distribution of Value Added is highly skewed; most wealth is accumulated in food empires	Farmers get a far higher share of the total Value Added
What is done with the surpluses?		

# a schematic comparison of the general agricultural and food markets and the newly emerging markets

	General agricultural and food markets	Newly emerging markets
Who owns what?		
Who does what?		
Who gets what?		
What is done with the surpluses?	Accumulated wealth is used to finance the ongoing imperial conquest (take-over of other enterprises, etc)	Extra income is used to increase the resilience of food production, to strengthen multifunctional farming and to improve livelihoods