

# ICMD<sup>18</sup>

international conference on marketing  
and design intersections and challenges

18<sup>th</sup> and 19<sup>th</sup> of October, 2018 - Faro, Portugal

## BOOK OF ABSTRACTS

The bottom right portion of the cover features a decorative graphic consisting of numerous thin, light blue wavy lines that flow from the right edge towards the bottom left, creating a sense of movement and depth.



# **ICMD BOOK OF ABSTRACTS**

**INTERNATIONAL CONGRESS ON MARKETING AND DESIGN.  
INTERSECTIONS AND CHALLENGES**

**18<sup>th</sup> - 19<sup>th</sup> OCTOBER 2018**

**UNIVERSITY OF ALGARVE, FARO, PORTUGAL**

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## **SESSION 2 (B): EXPERIENCE DESIGN & CO-CREATION (English)**

### **Chair: Júlio Mendes**

#### **FARMERS CO-CREATION OF VALUE IN THE ORGANIC FOOD MARKET**

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#### **ABSTRACT**

Consumers' interest for health food has been increasing worldwide. In this context, organic food has become a relevant market for either the small businesses (e.g., entrepreneurs from small farms), multinational companies in the food sector or local retailers. This study reinforces the importance of investigating the role of farmers in organic food value co-creation in order to understand the producers' motivations and barriers to adopt an organic agriculture. Based on qualitative interviews with 29 Brazilian organic farmers, findings show that organic market is dependent on an ecosystem of actors, including not only local producers and consumers, but also regulators (government), cooperatives, traders, retailers, research centres, certifiers and environmentalists. In this sense, there is a need of institutional alignment for the organic model to survive. More specifically, our findings support the notion that value is not created individually (e.g., from producers to the market) or in each exchange event (i.e., buyer-seller relationships). Rather, value is also co-created between multiple actors, each one contributing to the general idea that conventional (i.e. industrialized) food is unhealthy and that organic is a healthy alternative. Organic value is co-created by the farmers on the assumption of this dialectical position, manifested in terms like "escaping from the poison". Denying the conventional (industrialized) food works as a driver for changing from a conventional agriculture to an organic one. Furthermore, such relationships are analysed using the theoretical lenses of aggregate marketing system (AGMS), institutions and co-creation ecosystem. Hence, we discuss co-creation from an institutional dimension of the market, which is beyond the traditional value co-creation perspective involving the dyadic buyer-seller relationship. Finally, we discuss the farmers "creativity" in overcoming the challenges in the organic food context, since they strive for alternative ways for making the healthy purchase viable in co-creating an institutional dimension of the organic food.

Keywords: Organic Food, Co-Creation, Institutions, Ecosystem, Developing Country.