

City	
Country	La Paz Bolivia
Population	798,968
Title of policy or practice	Mercado Campesino Inclusivo (Inclusive peasant market)
Subtitle (optional)	Zenobio Lopez Inclusive Peasant Market Model
URL video	https://youtu.be/pxH9u1CUvtU
Category	Food Supply and Distribution
SDGs	<p>SDGs: 1, 2, 3, 8, 11.</p> <p>SDGs of the Municipal Autonomous Government of La Paz (<i>Gobierno Autónomo Municipal de La Paz</i>):</p> <ul style="list-style-type: none"> • SDG 1. End poverty in all its forms throughout the world. • SDG 2. End hunger, achieve food security and improved nutrition, and promote sustainable agriculture. • SDG 3. Ensure a healthy life and promote well-being for all at all ages. • SDG 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. • SDG 11. Sustainable Cities and Communities.
Brief description	<p>The increased commercialization of agricultural products coming from the inland, the decreased consumption of the products coming from La Paz, and the fact that all the local markets are crowded by marketers oblige the producers and micro producers of La Paz to sell their products on the pavements, suffering aggressions from the traditional marketers of the Municipality. As a consequence of this problem, the Municipal Secretariat for Economic Development (Secretaría Municipal de Desarrollo Económico), together with the Local Economic Development Agency (Agencia de Desarrollo Económico Local), has been organizing productive fairs in the Zenobio Lopez Peasant Market in order to provide a temporary sales area. This results in an alliance with the RIMISP (Latin American Center for Rural Development) to participate in the project of inclusive markets, providing a training on urban agriculture for both the producer and the neighbour. These actions are covered by the following Municipal regulative laws: Municipal Autonomous Law No. 178 (Ley Municipal Autónoma N° 178) on Promotion of Sustainable Productive Development of Rural Areas in the Municipality of La Paz, Municipal Autonomous Law No. 105 (Ley Municipal Autónoma N° 105) Autonomous Law on Food Security. In their most relevant articles, they establish how to promote the creation of new alternative marketing channels through temporary fairs, giving priority to the producers of the Municipality of La Paz.</p> <p>The goals set with regard to the inclusive peasant market model are the following: to train more than 5 associations of micro agricultural producers on various topics, to train 3 Educational Units in the rural area of the District 22 of Hampaturi on agriculture, to train more than 50 neighbours who visit the productive fairs on urban agriculture, to sell more than 90 seedlings in each vegetable and fruit agricultural fair to neighbours visiting the fair, in order to promote urban agriculture.</p>
Date of start and state (ongoing/completed)	06/2017 Ongoing
Actors and stakeholders involvement	Gobierno Autónomo Departamental de La Paz [Departmental Autonomous Government of La Paz] Gobierno Autónomo Municipal de Palos Blancos [Municipal Autonomous Government of Palos Blancos]

	<p>Blancos] Gobierno Autónomo Municipal de Taraco [Municipal Autonomous Government of Taraco] Unidad Académica Campesina – Batallas Higher University of San Andrés RIMISP (Latin American Centre for Rural Development) Intergovernmental Agreement between the Municipalities of the Metropolitan Area and the Municipalities of Laja, Viacha, Achocalla, Palca, Mecapaca, El Alto. Agrobolsas Surtidas Association Swisscontact Sistemas Participativos de Garantía (SPG)</p>
<p>Approach</p>	<ul style="list-style-type: none"> • Training to Educational Units on topics of agriculture, in the rural area of the District 22 of Hampaturi. • Training and Technical Assistance to micro producers on agricultural topics. • Training on urban agriculture – according to the current regulation No. 321 – to neighbours and children. • Exchange of seedlings with neighbours for polluting products. • Continuous evaluations with RIMISP, through surveys.
<p>Innovation</p>	<p>The public policies in the framework of the Strategic Plan 2040 and the PTDI (Plan Territorial del Desarrollo Integral) of the Municipality promote organic agriculture and accessible marketing for sustainable food security (according to current municipal regulative laws No. 105, No. 178, No. 321). The main objective of the peasant market model is "to improve the living conditions of the target population by contributing to reducing their poverty". The purpose is "to increase the income, opportunities and capabilities of the target population". The target population includes men, women and young people who are engaged in agricultural activities in <i>unidades productivas familiares</i> [family productive units]; they are particularly sensitive to the effects of climate change and food insecurity, located in the Altiplano.</p> <p>The inclusive peasant market model is innovative because it allows training women, men and children on topics related to responsible agriculture and it guides them when putting their products on the market. On the other hand, this ancestral knowledge of the producers is transmitted to the neighbours at the moment of buying the agricultural products; the development of urban agriculture is encouraged through the exchange of seedlings (fruit trees and vegetables) for polluting products (batteries and others). The collected items will be delivered to the University to be treated. The RIMISP, as part of the model, will donate shelving for the market.</p>
<p>Impact</p>	<p>The impact of the Inclusive Market is framed in the Actions to improve food supply and distribution, numeral 32) To improve and expand infrastructures.</p> <p>Impact achieved in training: Training to schools of the Rural District of Hampaturi Municipality by years: 2018: 90 students 2019: 162 students to this date Training for Rural Producers (Metropolitan Municipalities) by years: 2018: 20 beneficiaries 2019: 141 beneficiaries Achieved participation of micro producers in the inclusive peasant market by years: 2017: 118 producers 2018: 506 producers 2019: 104 producers (to date) Achieved sales in the inclusive peasant market by years: 2017: 10,995 Bs 2018: 125,147 Bs</p>

	<p>2019: 50,295 Bs (to date) No. of seedlings delivered to neighbours who participate in the inclusive peasant market by years: 2019: 300 seedlings 2020: 900 seedlings (projection).</p>
<p>Inclusion</p>	<p>In the inclusive peasant market model, we can observe a greater participation of women producers; this is a very important aspect in family agriculture as it generates money. In this context, the Academic Peasant Unit (Unidad Académica Campesina) will train women in the District 22 of Hampaturi on the transformation of meat and dairy products; in the same way, the Local Economic Development Agency (Agencia de desarrollo Económico Local) trained more than 90 students from the rural area on agricultural issues and food processing, complementing the knowledge of both within the family.</p> <p>The micro producers of the various municipalities of the department are excluded from participating in training programs on productive issues and food processing. For this reason, the Government, together with its secretariat SDDTI (Secretaría Departamental de Desarrollo Económico y Transformación Industrial - Departmental Secretariat of Economic Development and Industrial Change) and the Municipal Autonomous Government of La Paz (Gobierno Autónomo Municipal de La Paz) will develop actions to promote local production such as production fairs, training courses, etc.</p> <p>Within the process of establishing institutions dedicated to the inclusive market project, the ordinary citizen is identified as a key factor to achieve this process, that is, the rural producer (Aymara) becomes the one who spreads knowledge to the citizen about his reality and his experience of agricultural production.</p> <p>The Municipal Administration provides training on food processing for all municipalities, regardless of political differences.</p>
<p>Adversity coefficient</p>	<p>Politics: The challenge of gathering micro producers in their communities for training and participation in the peasant market leads to the need for the authorization of the leader, thus, not everyone has the same political colour. The strategy used to break this very strong barrier was to have access to the Educational Units, in order to train high school students and through them reach the fathers.</p> <p>Distrust: Due to the characteristics of the rural community members, they have a lot of distrust in training and technical assistance processes, since many previous projects only obtained socioeconomic information, which didn't give any benefit to them. In this context, the calls for fairs of the inclusive peasant market help to improve the economic status of these families that live of subsistence agriculture with their sales and in some cases to promote their production to regular clients.</p> <p><i>Machismo</i>: A reality in rural areas is that the man of the family does not allow the participation of women in fair activities or training, due to a machismo issue. Thus, the man of the family was invited to the productive fairs in the peasant market so that he could see the dynamization and sale of the products.</p> <p>Economics: A great weakness is that the Agencia de Desarrollo Económico Local [Local Economic Development Agency] has a small budget to implement high-impact projects. However, with a well-managed institutional coordination, great innovative activities can be achieved in the rural area: one of them is to be part of the inclusive market model of the institution RIMISP.</p>