



Special Session (SS04) on:

Selling 'rural food' in urban contexts: a way of establishing and reinforcing new rural-urban connections?¹

Organizers:

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The aim and scope:

The number of specialty food stores in urban areas in many European countries, Portugal included, has increased. This evidence together with the growing and well documented interest of consumers on traditional rural food products seem to unveil the potential contribution of specialty urban stores in closing the long-lasting gap between rural and urban areas. At the same time, a potential contribution to foster agricultural activities through the valorization of local traditional production, as well as to promote rural attractiveness can be foreseen. Therefore, the main aim of this session is to understand and critically debate these issues. The session invites contributions from both theoretical and methodological perspectives that deal with food provisioning systems, marketing and consumption unveiling novel opportunities or challenges for fostering rural development and (re)connect rural and urban territories.

[SUBMIT AN ABSTRACT](#)

¹ This session will be organized in the ambit of the research project *STRINGS - Selling The Rural IN (urban) Gourmet Stores – establishing new liaisons between town and country through the sale and consumption of rural products* (PTDC/GES-OUT/29281/2017/POCI-01-0145-FEDER-029281), funded by Portuguese Foundation for Science and Technology (FCT) and co-funded by COMPETE 2020, Portugal 2020 and FEDER) <https://www.stringsproject.pt/>