

## Local Ecological Market Development: Some strategies to achieve its growth and strengthening

Wú Guin, S.<sup>1</sup>

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### Abstract

*The promotion of ecological agriculture in Peru has overcome the technological boundaries. After 18 years of intense work, we can be assured that we have developed agroecological organizations that constitute the Peruvian agroecological movement.*

*Among the members of this Peruvian agroecological movement we can find producer and consumer organizations, NGO promoters, organizations dedicated to commercialization, a Peruvian certification enterprise, and a committee that joins public and private entities to give advice to the Ministry of Agriculture about agroecological issues.*

*In spite of the existence of an agroecological movement, the local ecological market is incipient. How can we measure it? What should we do to enlarge the ecological market? What strategies should we use? What is the profile of the potential consumer of ecological products?*

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<sup>1</sup> Executive Director of Red de Agricultura Ecológica del Perú-RAE Perú, Av Arenales 645, Lima 1, Perú, e-mail: [silviawuguin@hotmail.com](mailto:silviawuguin@hotmail.com)/[rae@ideas.org.pe](mailto:rae@ideas.org.pe), Internet: [www.raeperu.com](http://www.raeperu.com)