



## Análisis de dos sistemas agroalimentarios bajo la teoría de Luhmann [

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text (article)

Analítica

This article is based on a comparative perspective concerning the valorization initiatives of two foods in two different socio-political contexts, one in Latin America and the other in Europe. The objective was to analyze two Agri-Food Systems and their strategies to insert themselves in the local/global dynamics. The study is based on a mixed methodology, combining qualitative and quantitative techniques. Luhmann's Social Systems theory was the discursive axis to analyze this phenomenon holistically, because the dynamics generate structural couplings and new forms of organization in the social processes of food selection. Finally, it was found that there are other non-institutionalized qualities, based on trust/reciprocity among agents in the system. The study confirms that there are other non-institutionalized qualities, based on trust/reciprocity among agents in the system. In other words, from Luhmann's theory, it is analyzed that there are norms -institutional/non-institutional- that regulate the processes within each AS linked to the origin. The interesting thing about breaking with this paradigm lies in identifying the non-institutional norms that arise from trust-cooperation. Finally, quality certification and consumer confidence are the backbone of communication flows in both cases, but also in their relationship with the political, economic and legal systems of the environment

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