

Alternative economic practices in the rural Catalonia.

After the financial crisis that began in 2008, a major research stream worldwide is reexamining the relationship between consumption, labor, trade and finance, calling into question the traditional separation between the needs and wishes of the people and exploring economic alternative ways that articulate survival and meaning of life. Minority economic practices guided by the pursuit of personal well-being based on coexistence and solidarity are finding a growing eco to broad sectors of society. These practices do not seek profit but try to give meaning to life, using new relations of solidarity rather than market exchanges, which measure wealth in terms of happiness and happiness in the autonomous capacity to define from the same, all these practices are pre-crisis and in fact, have always been present in all forms of capitalism, hidden and marginalized by the seemingly irresistible commodification of all human experience. But when the integrative mechanisms of consumption and the anticipation of consumption through fictitious credits are paralyzed by the effects of the current crisis, the desire and need come together in the collective imagination of those trying to survive the crisis along with those who want to live beyond the crisis. Hence the rapid development and increasing visibility of what we have called alternative economic practices. Alternatives to organized forms by the capitalist market built around the interests and procedures of financial capitalism. In this context we have developed a study to determine the existence, origin, dynamics and effects of such practices. Specifically, the present study describes alternative economy practices that are being developed in rural areas by individuals who live on the margins, in whole or in significant part, of the capitalist economic behavior patterns, and live according to rules and values that they have built. The observations were performed in a group of rural farmers living in the region of Alt Empordà (Girona, Catalonia) during the period 2012-2013. The aim is to evaluate alternative economic practices that are carried out in the rural areas, and in particular from the sector that is engaged in agriculture. It aims to analyze practices intensity and economic, demographic and cultural factors influencing its development. The analysis also compares data from rural areas to data from the city of Barcelona, which were analyzed in the study "Beyond the Crisis: alternative economic practices in Catalonia" (Conill et al., 2011).