

## **SUMMARY**

This paper presents a detailed analysis of the marketing of agri-food products from family farms and aims to understand the process of marketing agri-food products and to identify the perceptions of agricultural producers regarding the marketing of products from family farms.

At the same time, the paper also focuses on conceptual approaches to farm holdings and the marketing process, with a particular focus on family farms, highlighting their importance within the agricultural sector.

In addition, farmers' perceptions of the marketing of family farm products provide a clear picture of the constraints in the marketing process as well as the problems encountered by farmers in marketing their production, thus contributing to the identification of effective strategies for the future development of the sector.

This paper provides a comprehensive and detailed analysis of the issues related to the commercialization of agri-food products from family farms, contributing to a better understanding of the dynamics of this sector and providing valuable recommendations for its future development.

## **KEYWORDS:**

Agri-food marketing, family farms, agricultural holdings, agricultural producers, agri-food sector.