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QUALITY IS NOT JUST ABOUT THE PRODUCT. INITIATIVES TO PROMOTE THE PRODUCTION AND CONSUMPTION OF ORGANIC FOOD FROM FAMILY FARMING

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Initiatives to support organic production systems are increasingly being linked to public policies to promote healthy habits. Similarly, the appeal to quality is an issue that gained prominence in the differential insertion of family farming production, according to rural development objectives. Quality is a multicriteria parameter under construction that can not be restricted to production but must include all the dimensions of processes. In a qualitative study, we analyze two experiences in Brazil and Spain that are fully inserted into this dynamic. The question is: can we consider that the access of family farmers to institutional markets and to social consumption projects represents the effective implementation of mutual commitments to build quality arrangements? Data from the research show that these programs have mobilized different segments of society, promoting new opportunities for social construction of quality and questioning that organic food is oriented to affluent and highly educated people.