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**IBERIAN ACORN HAM: CONFIDENCE IN THE CONSTRUCTION OF ITS QUALITY**

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The growing distrust of consumers to the food-system favors the demand for quality products. The certification of certain products and food by Appellations of Origin is one of the ways to guarantee it. It is based on environmental factors, territorial and human, using local production traditions as the basis of such quality. The Iberian acorn ham is one of the most expensive and highest qualities that are made in this context. Their quality is focused on a joint between tradition and innovation, between local knowledge and technical requirements associated with certification.

In this paper, we try to demonstrate that, although the production of Iberian acorn ham is done under the rules that dictate the certifiers, there are other unwritten rules that determine its manufacture. We refer to the trust, which plays a major role and determines the negotiation of the stakeholders involved in this context. These social actors interact in terms of trust, social representations historically and culturally constructed. But how to build, use and transform in this chain of relationships, how trust is linked with confidence, openness, risk or threat in the production of Iberian acorn ham?