

Sustainable agricultural trends

A vision on organic products in the *Nova Alta Paulista* region

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Abstract: For this research, it was generally aimed at mapping the organic farmers in the geographical space corresponding to the region of Nova Alta Paulista. As a specific objective, it was pointed out: To verify the perception of the farmer who seeks or already has the organic certification, as regards the cost-benefit ratio of the official seal of the Brazilian Organic Conformity Assessment System; Investigate with the rural producers if there is in the region official Technical Assistance and Rural Extension service that foment or collaborates in obtaining the seal and in the transition from the conventional production system to the organic one; To analyze the knowledge of the producers regarding the understanding of sustainability. This research adopted a scientific trajectory of qualitative approach, anchored in a descriptive and exploratory study. Data collection was done through a questionnaire, applied to rural producers who use organic and agroecological production systems. As a result, six producers were identified, who are sensitized about the concepts of sustainability, three of which are certified according to Law 10,831, dated December 23, 2003, regarding an efficient government service and rural extension service, the data indicated that there is little official commitment to promoting organic agriculture in the region of *Nova Alta Paulista*.

Keywords: Sustainability; Organic agriculture; Certification; Agroecology.

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