

What is 'Participatory Certification'?



- Is a process of creating credibility that supposes active participation and solidary responsibility of all segments interested on assuring the

quality of the production and marketing process. This process results on a social dynamic which emerges with the integration between people involved with production, marketing, consumption and promotion products and services that are guaranteed.

REDE ECOVIDA DE AGROECOLOGIA

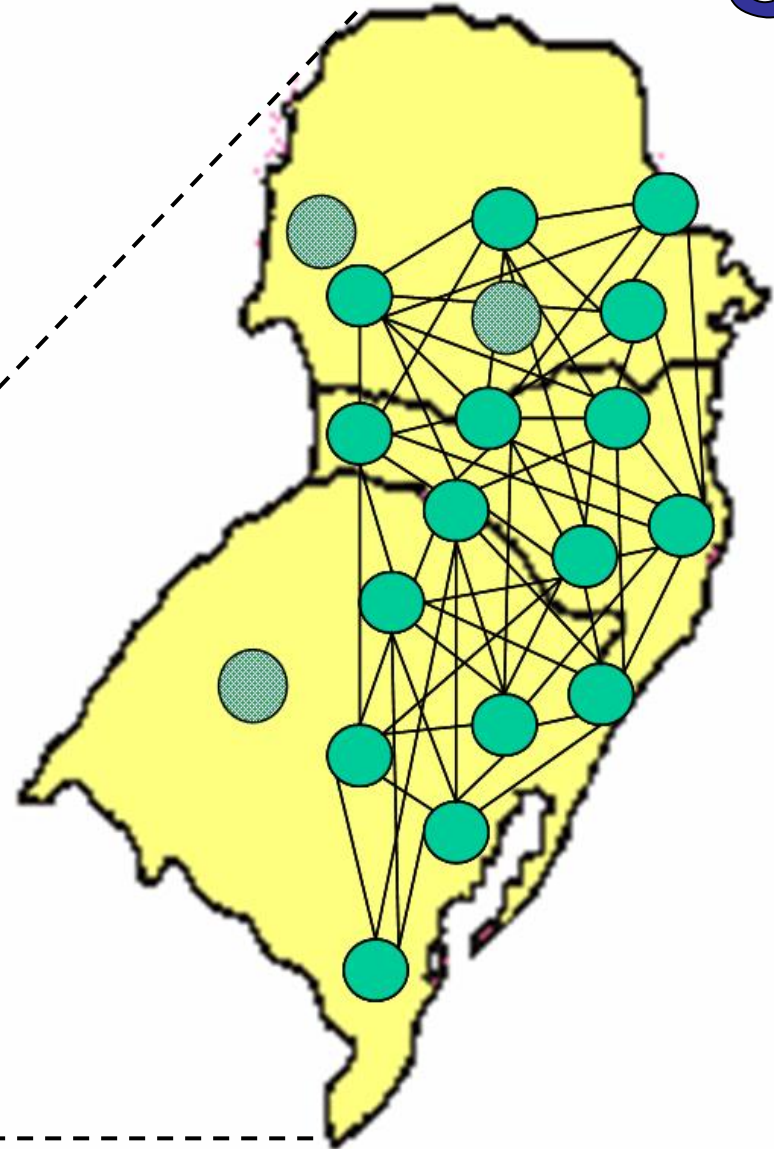


REDE ECOVIDA DE AGROECOLOGIA

✓ South
Region



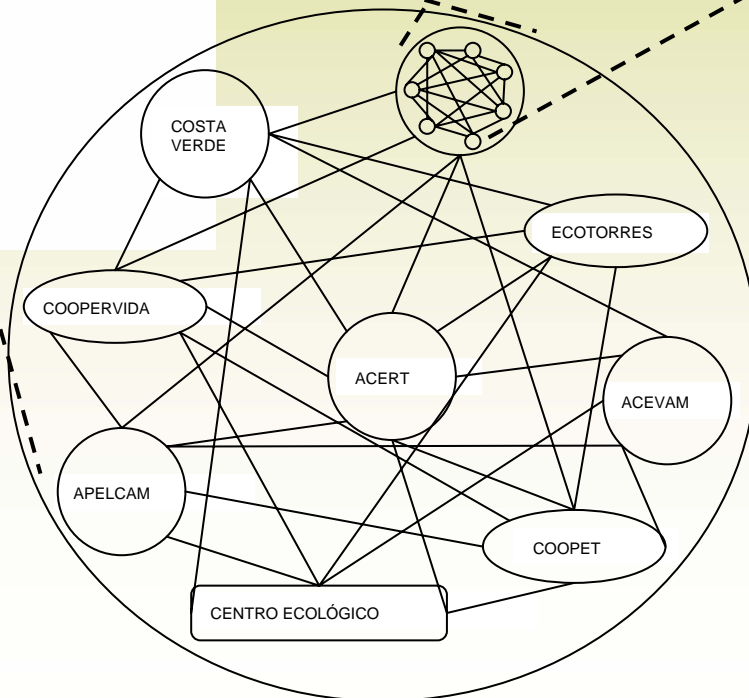
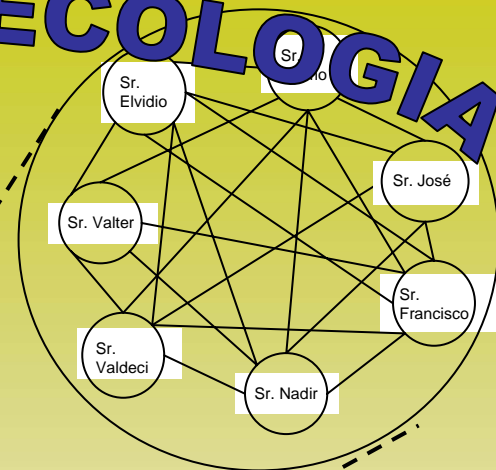
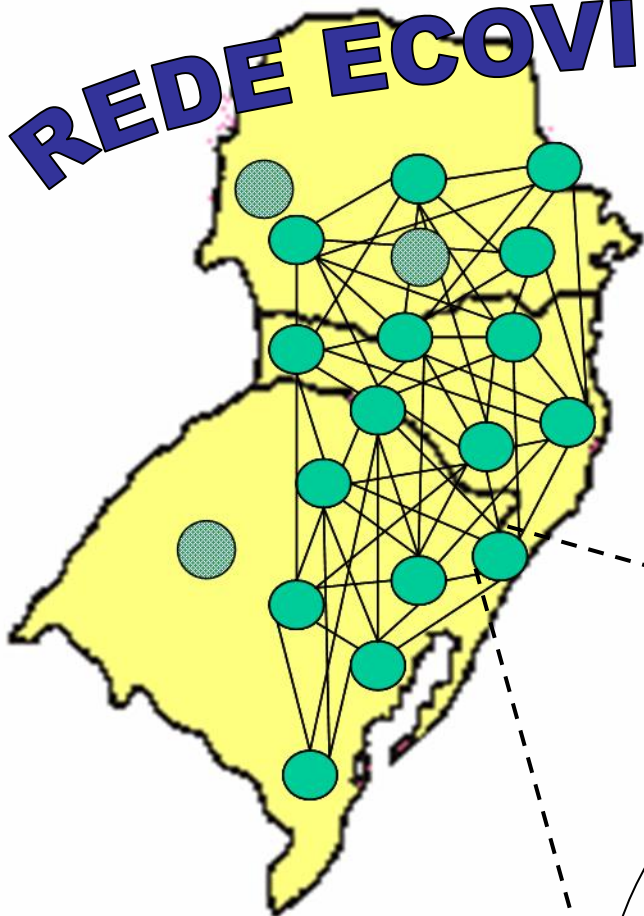
- Região Norte
- Região Nordeste
- Região Centro-Oeste
- Região Sudeste
- Região Sul



REDE ECOVIDA DE AGROECOLOGIA

APEMSUL

24 Regional Nucleus



CREDIBILITY CONSTRUCTION OF ECOLOGICAL PRODUCT IN REDE ECOVIDA



In the case of Rede Ecovida de Agroecologia the Participatory Certification in Network is about the organic product and service. The credibility is constructed

from the seriousness given to the word of the family farmer and is legitimated socially, on an accumulative form, in the different organizational that this family integrates (group).

GENERATION OF CREDIBILITY OF ECOLOGICAL PRODUCT IN ECOVIDA NETWORK

