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**CERTIFICA MINAS: PROGRAM FOR PROMOTING AGRICULTURAL
PRODUCTS FROM MINAS GERAIS**

Paula Braga Batista (paulabragabatista@gmail.com)

The Certifica Minas Program, established by State Law in 2018, is a public policy of Minas Gerais to enhance the quality, sustainability, and competitiveness of agricultural and livestock products produced in the state. It certifies the origin of production and the adoption of sustainable practices in producing specific products, covering good agricultural practices, traceability, and compliance with standards.

Coffee, the leading crop in Minas Gerais, was the first to be certified under Certifica Minas Café, created in 2008 and integrated into the program in 2018. Its success has strengthened the program's credibility. After Certifica Minas was formalized as state public policy, other traditional and mass-produced products in the state were added to the certification program, such as milk, fruit, eggs, and cachaça.

The target audience is farmers in Minas Gerais interested in obtaining certification for their products. With an affordable cost - and free for family farmers - the program stands out for its attractive and inclusive nature. The government's intention in subsidizing this program is to increase the number of certified products in the state, enabling access to different markets that recognize and value products with assessed compliance and proven origin.

This study presents the structure and regulatory framework of the program and discusses its impacts and results in the context of local development and territorial enhancement through agricultural certification in Minas Gerais. The methodology includes the analysis of primary data and semi-structured interviews.

With significant results in terms of the number of properties audited and the number of certificates issued, the Program has established itself as a benchmark in Brazil for public policies on agricultural product certification and recognition of local products.

Palavras-chave: local development; public policies; certification program; sustainability; traceability.