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**MEDIATIONS AND RATIONALITIES IN DISPUTE: THE RURAL
ENVIRONMENTAL REGISTRY AND SOCIO-TECHNICAL NETWORKS IN THE
SÃO PAULO RURAL AREA**

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This article analyzes the Rural Environmental Registry (CAR) as a complex sociotechnical assemblage, moving beyond its institutional definition as a mere administrative tool for environmental monitoring in Brazil. Grounded in Science and Technology Studies (STS)—specifically Actor-Network Theory—the study investigates how the CAR mobilizes disparate rationalities and knowledge systems within family farming in São Paulo. The research explores the tension between the State’s technoscientific expertise—expressed through satellite imagery, metrification devices, and digital interfaces—and the situated territorial logic of rural producers.

The analysis reveals that the digitization of environmental regulation acts as a device of power that often renders local practices invisible, subordinating traditional knowledge to technical inscriptions. This process constitutes an "asymmetric translation" where the materialities of the software and georeferenced data create barriers for smallholders, potentially intensifying historical social and digital inequalities. Furthermore, the study highlights the role of human mediators, such as technical advisors and unions, who perform the critical work of translating between institutional requirements and local realities. The article concludes that the CAR is a controversial arena of symbolic and epistemic dispute. While it imposes simplified state legibility on complex landscapes, it also functions as a space for agency and reinterpretation. Ultimately, the study emphasizes the necessity of incorporating farmers' situated knowledge into the design of digital public policies to challenge the "purely technical" paradigms of contemporary agri-food governance.

Palavras-chave: rural environmental registry (car); sociotechnical assemblages; technoscientific expertise; territorial rationalities; metrification.