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Characterization of Organic Coffee in Mexico

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Abstract

Organic agriculture, considered by many researchers as sustainable by their production processes and their environmental advantages, as being opposed to using technological packages of the Green Revolution - use of transgenic seeds, high use of Agrochemicals, loans with high interest rates, peasants exclusion of markets and their traditional knowledge of crop management -. In rising from organic agriculture, either it creates new specialized marketing channels, by direct purchase of the property or by retailers and processor networks; however expectations of participating in the international market were slim to none. In this sense, certifying bodies create conditions to include the products of small producers in international market and create trust with consumers. The Mexican organic coffee is a good example of the organic production incentive policies and as organizations working on certifications, as is the case of Unión Ejidos de la Selva. However, it is necessary to generate information on current standards of certification and specialized public policies in organic production. The objective of this paper is to present certification of organic product models and how the Mexican organic coffee is within the international market. For the preparation of this work, were performed bibliographic research on the organic handling procedures, certifications, certifying bodies and the Mexican public policy specialized in organic production. Some data were obtained by the authors in 2013 at the professional residence in the Unión Ejidos de la Selva organization

Keywords: *Unión Ejidos de la Selva, Production Clean, Ley organic products, Organic Agriculture*
