



São Paulo - Brazil - May - 20<sup>th</sup> to 22<sup>nd</sup> - 2015

# Report

## INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“CLEANER PRODUCTION TOWARDS A SUSTAINABLE TRANSITION”

### **The Organic Agriculture and New Conscious Consumption Patterns**

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#### **Abstract**

The aim of this work is analyze the influence of consumers in food sustainable production. Hence, this research explores the relationship of food organic production and consumer behavior, with the development of a “quilombola” community in Dourados, Mato Grosso do Sul, Brazil. Therefore, a qualitative approach was conducted using literature review and a case study method. The data were collected using semi-structured questionnaires. The results showed that the organic production has potential to leverage the rural production due to factors like human health and consumer awareness about environmental issues and sustainable development. Furthermore, the organic production has represented an important way of generating income for families that living in rural areas of Brazil.

**Keywords:** *consumer behavior; organic products; quilombola community.*

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