Abstract
The objective of this work is to expose the opinions that consumers give about the quality of organic food and local food, so that we can know if this opinions are in the same line as the quality notions of the normative organic food or if independent values would take part in the act of choosing food. A questionnaire was made to 50 of the regular consumers of network Comida Sana y Cercana in San Cristóbal de Las Casas, Chiapas, also the information was obtained from two workshops. The results indicate the fact that defined quality. The fact was nutritional, organoleptic, environment and social justice aspects. Also, those consumers show interest for the participative certification, which makes of to consider that confidence in this food is associated mostly with the proximity between producer and consumer.

Keywords
Harmless, participative certification, agroecology.