The environmental needs of society by environmentally certified production satisfaction process has been studied. Ecological wants of society in the physical and social spheres list has been defined. The ecological consumers wants meet matrix has been designed. The existential and axiological environmental needs of society have been highlighted. Modern trends in the use of ecologically certified products in meet the needs of society has been studied. With the help of a sociological survey, the information about the level of consumer awareness of environmentally certified products, and willingness to pay more for her have been obtained. Environmentally certified products Zhytomyr consumers state demand has been estimated. The possibility of both producers and society, ecological needs by environmentally certified goods satisfaction was grounded.

**Key words:** ecological certification, ecological needs, ecological needs, production certification, society needs.