The butia is a native fruit of South America found in regions of Parana, Santa Catarina and Rio Grande do Sul, without many alternative uses. This fruit without the appropriate post harvest processing have time of life short, so there is waste. Aiming to valorize native fruits end expand the production capacity of agroindustry family was formulated and characterized jelly butia, which is a product of great commercial appeal. This study used the species Butia capitata, planted in Pelotas – Rio Grande do Sul. For the butia jelly processing were performed the following steps: selection of butia; washing; sanitation; removal of core; removal of peel and fibers (depulper); addition of sugar, water, citrus pectin and citric acid; heating; potting and heat treatment. To characterize the jelly were performed determinations for total acidity, pH, total sugars, reducing sugars, non reducing sugars, Brix, ash and moisture. The results were as follows: a total acidity of 7.24 %, pH of 3.67, 60.92 % of total sugar, 55.87 % of reducing sugars, 5.04 % of non reducing sugars, 70° Brix, 0.22 % of ash and 17.02 % of moisture. From the results it is observed that is possible to produce jelly butia being an alternative for agroindustry family add value to the fruit and avoid losses and waste