More than 80 countries produce cassava (*Manihot utilissima*), but Brazil is responsible for 15% of worldwide production. Easy to adapt, cassava is grown in all Brazilian states, and it is among the first nine agricultural products in terms of acreage and the sixth in output value. The Brazilian state Para is the largest producer, using it *in natura* or in the production of typical foods and flour, however, it is economically undervalued. Therefore, this study objective was to strengthen Para's agriculture by promoting increased production of cassava in the Para state, with added value through bread production, with jobs and income generation in rural areas.

Four formulations were developed for burger breads, being a standard-0% (P0) without the addition of boiled cassava and replacing a part of the wheat flour with 10% (PM10), 20% (PM20) and 30% (PM30) boiled cassava mass. The ingredients were mixed, kneaded, molded, fermented, and the bread baked in an electric oven. The products were characterized by physical-chemical and sensory analyzes, with 30 untrained judges, the acceptance and purchase intention test using the hedonic scale. The bread with 30% replacing achieved the highest acceptance with 92.6% and highest purchase intent rate with 95.5%. For samples Standard-0% and 30%, with the better acceptance, were obtained physic-chemical analysis results, for moisture content to values obtained were 23% and 28%, respectively. The rate of acceptance of the product indicates that the use of cassava is feasible, because the replacement products added a top sensory value to bread.

Keywords: Cassava, boiled cassava, wheat flour.