

LA GARBANCITA ECOLÓGICA



Concerned SDG(s): 12

Company name: La Garbancita Ecológica

Industry: Agro-food and education

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Challenges addressed



La Garbancita Ecológica is a non-profit, self-managed, eco-feminist and shared responsibility farmers-consumers cooperative. They promote social economy from education, innovation and autonomy. The main challenge addressed by them is the promotion of responsible agro-ecological consumption in Madrid region. Connected with this, the cooperative is aimed at creating a network of producers to facilitate channels for the distribution of this production, as well as to generate a market of responsible consumers.

Goals and ambitions

The main goal of la Garbancita Ecológica is the promotion of responsible agro-ecological consumption.

The specific objectives of this cooperative include:

- the growth of agro-ecology and responsible consumption at the expense of the decrease of industrial agriculture and consumerism
- the promotion of local organic food markets and short distribution circuits
- fostering respect and cooperation between all the links of the agro-ecological food chain
- disseminate a culture around food, nutrition, peasant, ecology and feminism by means of training of trainers and research in action/participation
- carry out interventions at the school as a privileged space to promote responsible consumption and good eating habits
- Build alliances in a pluralistic environment based on a commitment to Health, Safety and Food Sovereignty in the context of the Sustainable Development Goals (SDG), the fight against climate change and childhood obesity, the Circular Economy and the Zero Waste Strategy

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Required resources

- ✓ Cost and resources for the production and management
- ✓ Management of the distribution channels (store, transport, online distribution)
- ✓ Personnel involved in the educational and research programmes

Obstacles

- High price of the agro-ecological products compared with standard non-ecological products.
- Reluctance and a lack of culture of responsible consumption among consumers.
- Unified purchasing management model requires investing in warehouses, transport and qualified work with full dedication.

Benefits and contributions

- Promoting habits and consumption patterns based on Circular Economy and a Zero Waste Strategy.
- Fostering healthy eating habits and fighting against childhood obesity
- Foster a social movement defending food security on the basis of involving producers and consumers in the supply chain.
- The growth of the projects in the medium term will result in lower prices by increasing the purchase volume and providing much more products to their consumers.

Implementation and approaches

La Garbancita Ecológica offers an online store with more than one thousand references and logistics to serve families, consumer groups, schools and collective consumers. They also have a store-warehouse in Madrid opening from Tuesday to Saturday. They collect and distribute products from 70 suppliers, although only five of them are members of the cooperative. They have organized a network of self-managed consumer groups based on cooperative relationships.

20% of their consumers carry out activities in self-managed consumption, management control (administration, accounting, taxation and labour relations), as well as innovation, entrepreneurship and cooperativism.

References

1. <http://lagarbancitaecologica.org/quienes-somos>
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