

# Spain

## Mercado de San Cristóbal de La Laguna

**Market type** Food (small proportion of organic products), Flowers, Bar restaurants and delicatessen.

**Frequency** Daily



### Key Stakeholders

The key stakeholders can be categorized into Public Administration, Commercial Entities, and Civil Society,.

- La Laguna Zona Comercial (LLZC): The main business association for the historic center.
- Mercado Municipal de La Laguna (The Municipal Market)
- FAUCA (Federation of Urban Areas of the Canary Islands)
- Big Box Retailers (Peripheral Zone)

### Main products and users

- Main Products: Fresh Fish; Flowers, 'Local' Cheeses & Meats: High focus on goat cheese (queso de cabra) from local producers, and meats that are often sourced from the island's northern farms; Spices & Grains: Traditional stalls selling gofio (toasted grain flour) and mojos (typical sauce).
- Main Users: The "Recovero/a" Client: Older local residents who have shopped at the same stall for decades. They prioritize personal relationships with the vendor over price. Restaurant Chefs; Weekend "Foodies" and tourists.

### Main production / farming system(s)

Zone	Primary System	Main Product	Technology Level
Coast (Valle de Guerra)	Greenhouses & Monoculture	Flowers, Bananas	High (Automated)
Midlands (Guamasa)	Rain-fed (Secano)	Potatoes, Grains	Med/Low (Traditional)
Slopes (Anaga/Geneto)	Terraced Viticulture	Wine (D.O.)	Med (Labor Intensive)
Non-local products		Fruit & Veg, grains, salted fish and meats.	

### Value chain involved (sourcing)

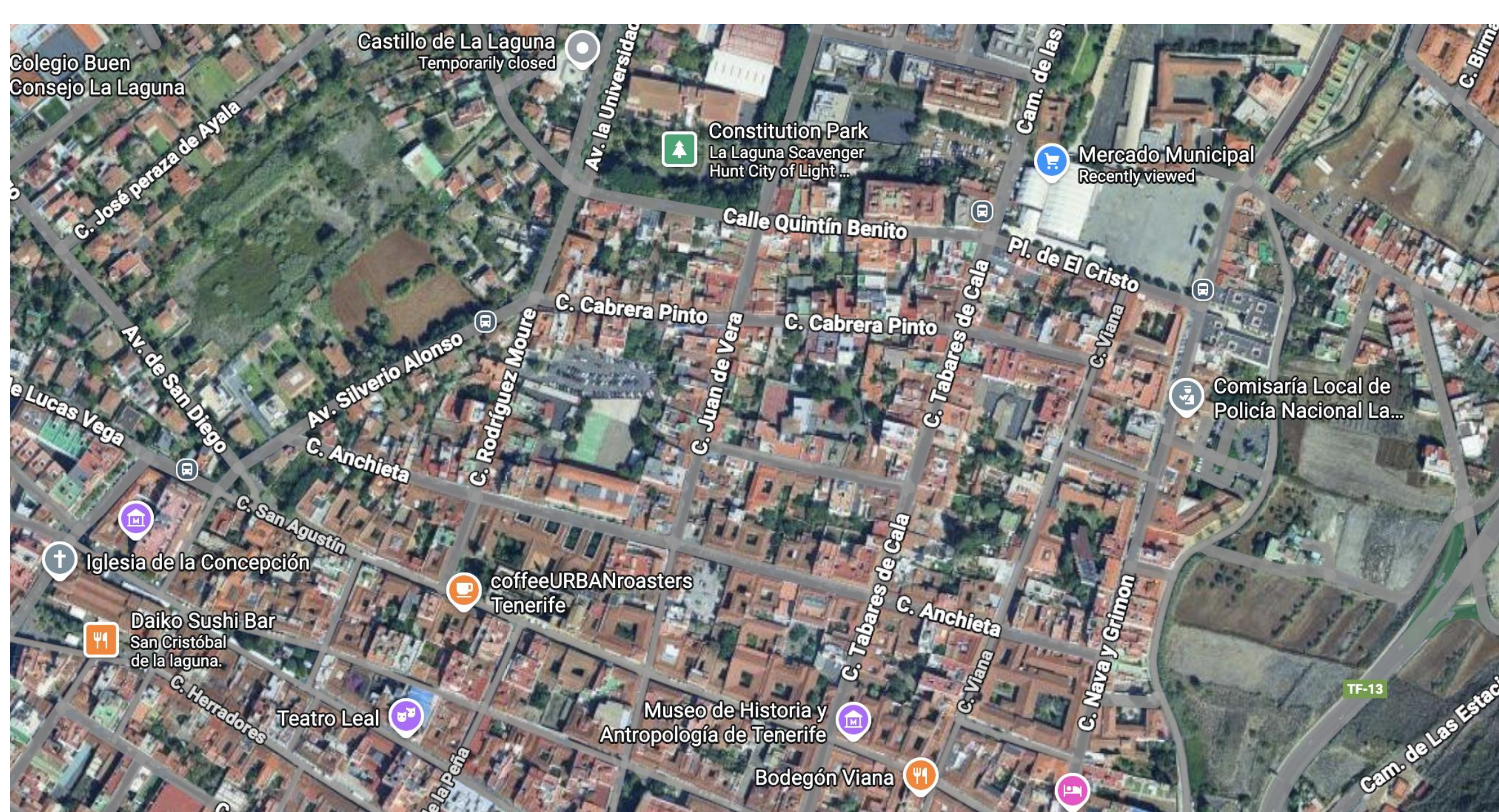
It is a "dual-system": it operates simultaneously as a short supply chain (direct from local farmers) and a long supply chain (global imports via logistics hubs).

- The Short Chain: Local Sourcing (Km 0): minimal intermediaries, high freshness, and price fluctuations based on local weather. (a) Vegetables & Flowers : Many stall owners in the "Farmers' Area" are the producers themselves. (b) Meat (The Slaughterhouse Hub): Cattle and goats raised locally. Processing: The Matadero Insular de Tenerife is physically located in La Laguna (near the airport). (c) Fish (The Cofradía Connection): Small artisanal boats fish near the Anaga coast.
2. The Long Chain: Global Sourcing & Resellers: Mercatenerife (major wholesale market (located just outside the city limits). Sourcing Origin: Sea Freight & Air Freight.

### Institutions / Governance setting up market

- Ayuntamiento de San Cristóbal de La Laguna (City Council): The primary regulator. Through: Area de Comercio: Manages licenses, local & Gerencia de Urbanismo: Crucial for any physical alteration to shops or buildings, relevant since the city center is protected
- Cabildo de Tenerife: The island government. They fund "Open Commercial Zones"
- UNESCO (World Heritage Centre): While not a direct commercial regulator, their guidelines strictly limit urban modification.

### Location



### Challenges

- The "intermediary" debate: Consumers often cannot tell if a stall is a "Producer" (Farmer) or a "Reseller."
- Restrictive renovation laws vs. Business modernization needs
- Competition from peripheral malls
- Public space occupation
- Touristification

### ICT-Potential

- Functional website/WhatsApp ordering for specific stalls
- A unified "Marketplace" app

### Practice Partners

- University of La Laguna
- International Centre for Heritage Conservation (CICOP)