

Spain

Market Coop. Las Nieves

Market type
Frequency

Food, organic
Daily



Key Stakeholders

Manager of the Cooperativa Las Nieves
Producer (vegetables and vegetable preserves) and Member of the Board of Directors of the Las Nieves Cooperative, owner of the market.
Councillor for Agriculture. Municipal Government.

Main products and users

Products:

- Fruit and vegetables: tomatoes, peppers, aubergines, courgettes, watermelon, melon, etc.
- Virgin olive oil and olives.
- Various types of wine and vinegar.
- The range is complemented by local and regional artisanal products

Users: Local middle-income consumers. Primarily middle-aged individuals seeking a wide choice of high-quality fresh produce.

From farmer to shopping trolley

The market also supplies small-scale traders and restaurants.

Main production / farming system(s)

Main production: tomatoes, peppers, olive oil and wine
Farming systems: Conventional and, to a lesser extent, organic.

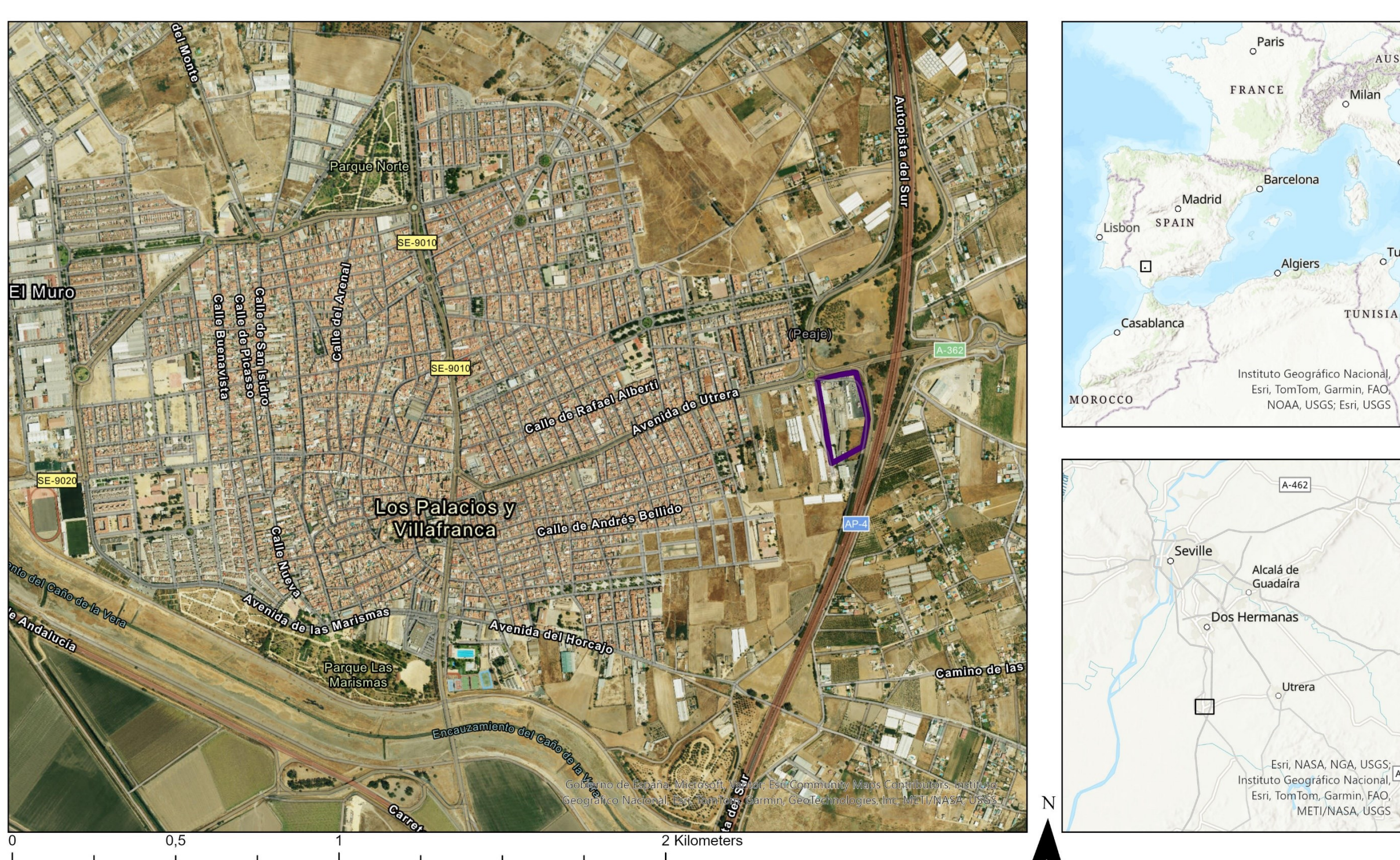
Value chain involved (sourcing)

A direct sales market between producers from the Las Nieves Cooperative and consumers. It offers high-quality local produce at lower prices than supermarkets.

Institutions / Governance setting up market

Market owned by the Las Nieves Farmers' Cooperative. The authorities are solely responsible for monitoring compliance with health and trade regulations.

Location



Challenges

- To attract a younger customer base.
- To increase sales through non-in-person channels.

ICT-Potential

- Intelligence Services. Value chain level. Production
- Farm Management Solutions. Value chain level. Production
- Virtual Trade Platforms. Value chain level: Commercialization

Practice Partners

- Manager of the Cooperativa Las Nieves
- Producer and Member of the Board of Directors of the Las Nieves Cooperative