

COMPANY NAME Lenteura		
	SECTOR Food	

Lenteura is an association of agro-ecological food growers located in Galicia, Spain. The main goal of the association is to provide its customers with horticultural products, obtained through organic practices and marketed in proximity. In other words, the business model is based on growing natural food, free of synthetic chemicals, which is sold through proximity schemes that minimise the number of kilometres covered by the food products.

CHALLENGES

Although the conventional food sector remains highly competitive, there is a growing demand for a natural, organic and locally grown food. The challenge for a small initiative such as Lenteura is to satisfy their customers while complying with the stringent national and regional legislation regarding hygiene requirements and production limitations.

INNOVATIONS

Lenteura's innovation relies in implementing a local, short food supply chain, which is based on a relationship of trust between organic food producers and consumers located in close proximity. This business model represents a break with the dominant, conventional model in the agrifood system, which is characterized by large-scale production and mass distribution of products.

“We want to create a natural, sustainable and healthy local food system.”

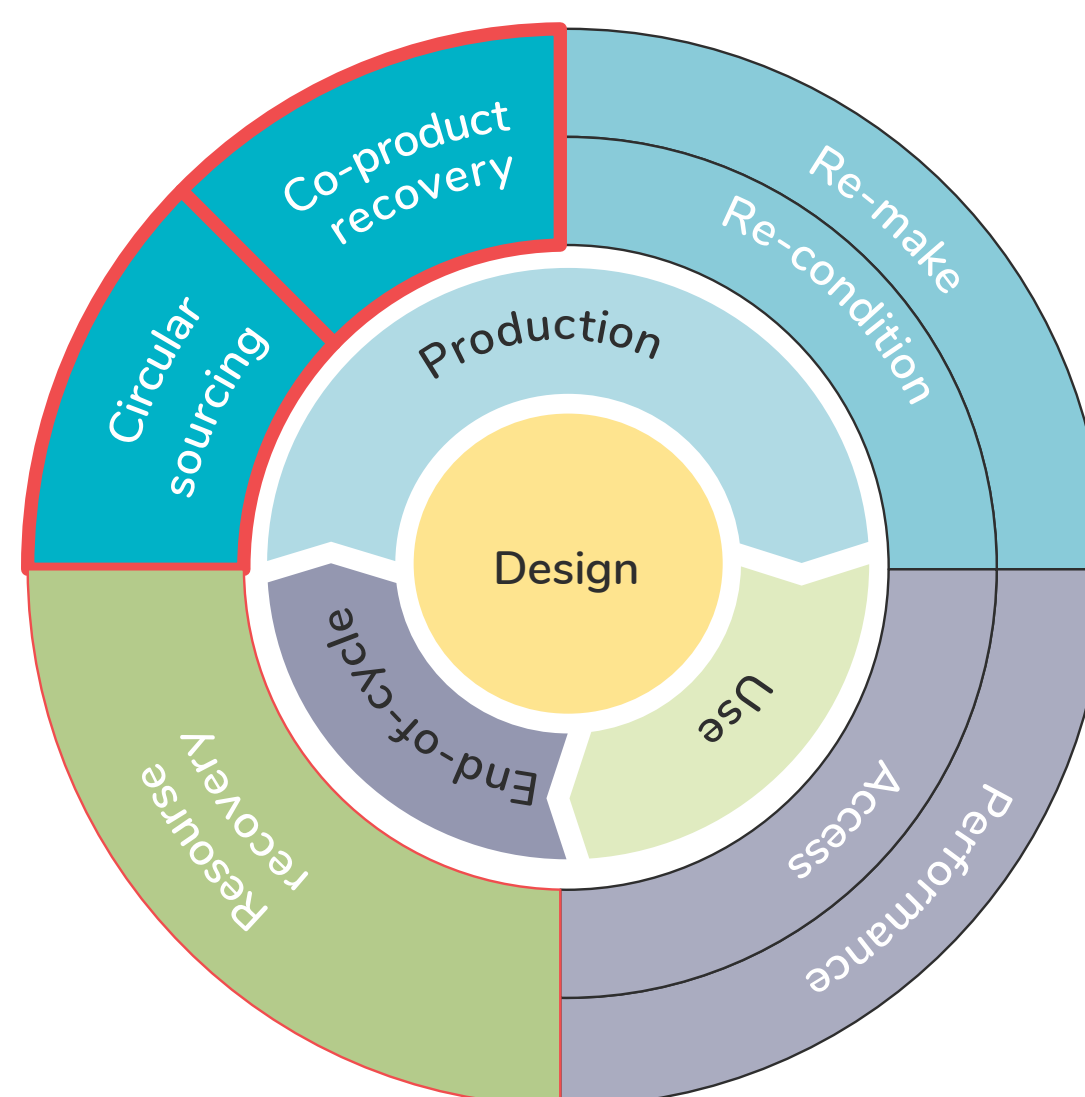
KEY ENABLERS

Lenteura's Business model is possible due to the strong commitment and shared vision among farmers and food consumers. Aside from that, other factors which support the business model are:

- Increased awareness among a growing part of the population on issues such as sustainability, healthy eating and local and equitable development.
- Local government and Provincial Council support, such as initial training projects, and access to infrastructure.

“We aim at creating a food space where people have the opportunity to implement the values of proximity and sustainability, networking and learning with us in different ways.”

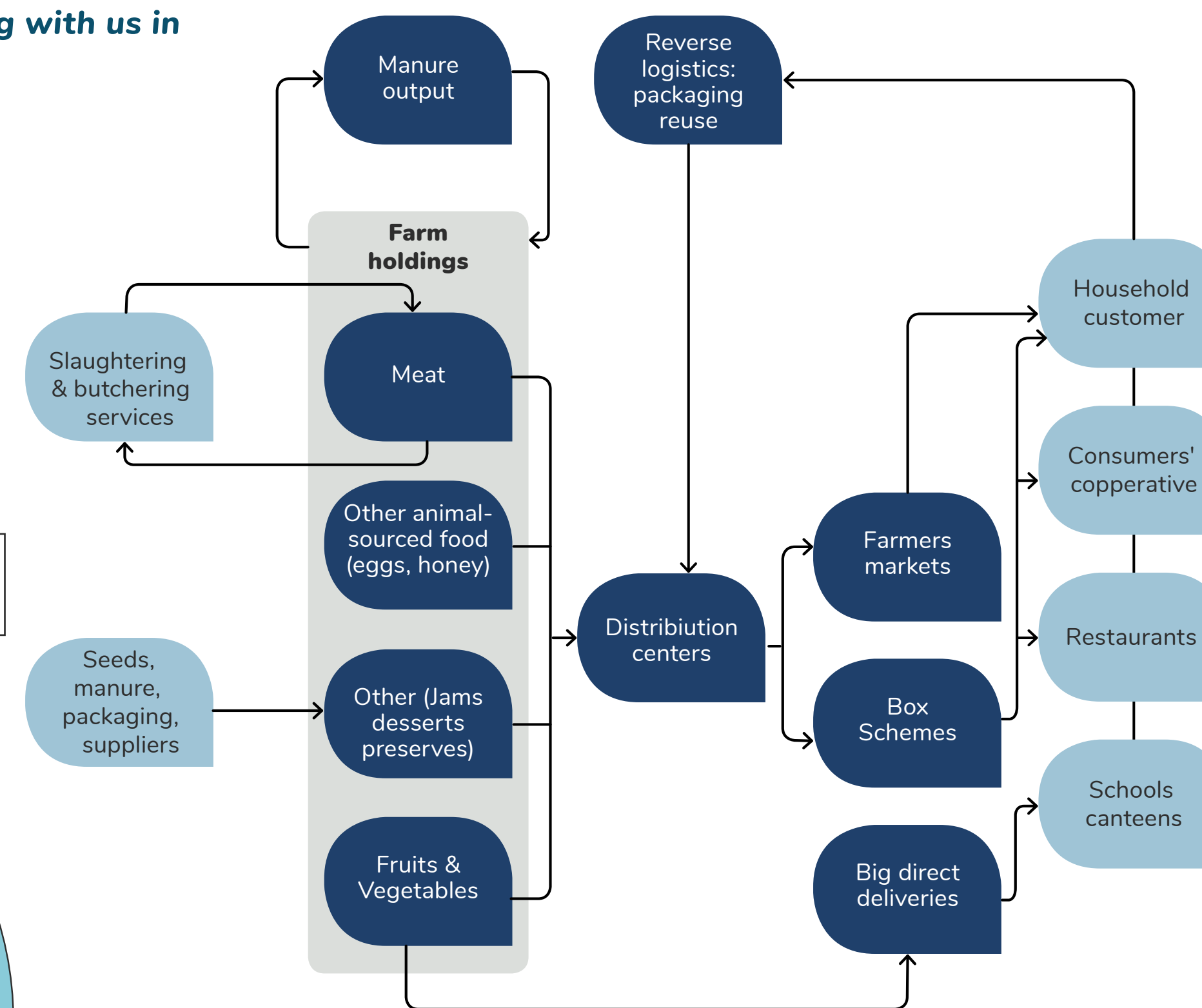
CIRCULAR ECONOMY BUSINESS MODELS



KEY OUTCOMES

Lenteura farmers receive a fairer payment for the food they produce and save costs by reusing packages and using organic waste as input. Consumers pay a fair price for receiving organic products. Trust and proximity relationships between farmers and consumers allows for greater empowerment around the food issue. Low transport emissions, due to short travel distances, the reuse of packaging, and the use of organic waste on farms bring important environmental benefits.

MATERIAL FLOWS



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