

Mecológico: local agriculture and fair trade to promote responsible food consumption

LOCATION: Brenes (Sevilla)

DURATION: 1'41"

SUMMARY: Taking logic to food consumption, that's the task developed by Montse Castro in Brenes (Seville). She is an environmental educator who, after losing her job, has wanted to spread her consumption philosophy among society through the Mecológico Project, an organic and local market. Montse acts as an intermediary between organic local producers and costumers of the area applying the zero-mile philosophy and fair trade principles.

VTR

Freshly harvested organic oranges that in just a few hours will get to final costumers, and they will do it using green energy.

MONTSE CASTRO **Promoter of Mecológico**

"We have very good things which are very close to us. It isn't necessary to waste energy or resources to bring things from far away."

It is the logic of consumption which this environmental educator wants to spread through Mecológico, an initiative started in the Sevillian town of Brenes as a way out from unemployment.

MONTSE CASTRO **Promoter of Mecológico**

"What is logical is that we eat products without chemicals, that they come from the closest place possible, that a fair price is paid to producers."

And under these three premises: organic, zero-mile and fair trade, Montse connects local organic farmers to costumers; using email to offer the products that local fields are producing during the season.

MONTSE CASTRO **Promoter of Mecológico**

"When you eat something which is freshly harvested and that was in the fields an hour or two ago it is very different from something that has travelled, millions of kilometres sometimes."

LETICIA FERNÁNDEZ **Costumer**

"As they are weekly orders you only consume for the week, there's no waste."

DAVID VILLA **Costumer**

"We look for closer products and want to pay a fair price for the products of people who are in the same town when possible."

Because fair trade isn't just a matter of solidarity with foreign countries.

ANTONIO VALLE **Organic farmer**

"This is a way to help small producers maintain themselves."

MONTSE CASTRO **Promoter of Mecológico**

"When you don't question the price and pay them, and in addition people are grateful to them, costumers, there's a change of attitude, dignifying the role they are playing."

And that's the goal of Montse, changing the way we understand consumption.

For more information or support please call +34662 369 820 or email info@andalusianstories.com