PLAZA LOCAL

COMIDA SANA & JUSTA

Iniciativas Empresariales de Desarrollo Ltda.

VITAL
Who Are We?

Iniciativas Empresariales de Desarrollo Ltda.

VITAL
Corporación Medios de Vida y Microfinanzas
- Smallholder farmers – mainly SG members – register on the platform and provide basic information (name, location, productive capacity and products)

- Marketing of agricultural products through the virtual marketplace (Tienda Virtual)

- Individual and commercial clients place orders through the virtual marketplace (Tienda Virtual)

- Orders are delivered directly to clients or through a Plaza Local warehouse

- Payments are made by clients to Plaza Local; Plaza Local pays producers a fair price, in cash
Key Characteristics and Principles

- Local agricultural products, by smallholder farmers
- Environmentally responsible agricultural production, based on ancestral practices and local consumption
- Commercial partnerships, with fair terms and conditions.
- Quality assurance and sorting, based on industry standards
- Expanded marketing channels for smallholder farmers and producer associations
What is Plaza Local?

Plaza Local (www.plazalocal.co) is a digital platform to connect individual and commercial buyers with local agricultural producers – mainly Savings Group members.
Results

- 41 smallholder farmers registered on the platform, in two of the poorest regions in Colombia
- 46 products
- Annual sales of $238,000
- Average annual sales of over $5,800 per producer
- Average increase in smallholder profit margin of 35% due to fair prices and reduced marketing costs
- Plaza Local margin of 10-18%, depending on product and market conditions
How to work with us?

- Knowledge transfer through internships or exchange visits
- Technical assistance for replication
- Proposal development based on specific client needs
- Project management