

Apicola chilin de argueta · Food & Agriculture

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Country: El Salvador · Metapan **Category:** Food & Agriculture **Impact Areas:** Mitigation, Adaptation, Circular Economy, Nature-Based **Stage:** Ideation **Team Size:** 2 **Website:** <https://www.facebook.com/share/1GPuT8s5W1/>

Elevator Pitch

We are an initiative that works with native bees in my region. We care for them because they pollinate my crops. Without them, there is no life. We work to raise environmental awareness. We work with students in my community.

Climate Problem

One of the problems is climate change and the excessive use of plastic.

Solution

One solution is to use glass jars for bottling, since those jars can be reused. Plastic bottles, on the other hand, are only used once. Planting trees and flowers native to my country to help the environment.

Revenue Model

Honey for sale Beeswax for sale Tours of the apiaries

Target Market

My target market is the people in my community. I sell online.

Social Impact

Migrants, Refugees - Asylum-seekers and Internally Displaced People, People Living in Extreme Poverty, Women, LGBTQI+ People

Demand Evidence

Because there is such high demand for my honey, I'm getting more and more orders every day.

Competitors

I have a lot of competitors, but I learn from them every day to improve my products.

Founder Expertise

My experience caring for bees: fighting for their conservation and reducing the use of chemicals.

External Support

The raw materials I used were my own; I did not receive any assistance from any institution.

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