Ecolandia · Food & Agriculture

Ecolandia

Country: El Salvador · San Salvador **Category:** Food & Agriculture **Impact Areas:** Circular Economy, Nature-Based **Stage:** Launched **Team Size:** 7 **Website:** — **Founder:** Ana Sofia hasbun

Elevator Pitch

a local platform for regenerative and value-added production designed to reduce agricultural waste, replace imported food, and deliver fresh, washed, and ready-to-use products to restaurants and urban households.

Climate Problem

The local fresh food supply chain leads to post-harvest losses, dependence on imported products, and low returns for producers. Ecolandia reduces waste through local production, composting, and adding value at the source.

Solution

Ecolandia grows, washes, dries, packages, and processes leaves, flowers, and microgreens at the source. This extends shelf life, reduces post-harvest waste, makes use of surplus produce, and provides fresh, local, ready-to-use food.

Revenue Model

We will generate revenue by selling washed greens, fresh mixes, microgreens, edible flowers, and products made from surplus produce to restaurants, chefs, health food stores, and households through weekly orders and subscriptions.

Target Market

Our target market includes restaurants, chefs, health food businesses, hotels, gourmet shops, and urban households looking for fresh, local, traceable, and ready-to-use food, with reliable weekly deliveries.

Social Impact

People Living in Extreme Poverty, Women

Demand Evidence

We already supply chefs, restaurants, and repeat customers who request fresh leaves, microgreens, and edible flowers. Demand is growing for local, ready-to-use products that are consistent in quality and have a longer shelf life.

Competitors

We compete with local vegetable growers, wholesale suppliers, supermarkets, and imported packaged products. In our area, we are not aware of any other model that integrates local farming, composting, post-harvest processing, and value-added production.

Founder Expertise

We bring real-world experience in agricultural production, orchard management, restaurant sales, brand development, composting, harvest logistics, and distribution, as well as the business acumen needed to scale the model.

External Support

We have received $10,000 from the Gloria de Kriete Foundation to strengthen Ecolandia. In addition, we are participating in a support process with Zamorano and the IDB, with the potential to secure funding for modernization and value-added initiatives.

Source: ClimateLaunchpad 2026 Application · App ID: 9309 Ingested: 2026-05-25

Founder

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Revisión #5
Creado 2026-05-25 17:45:22 UTC por Angelica Diaz

Actualizado 2026-09-18 19:12:10 UTC por Angelica Diaz