

Green regeneration · Food & Agriculture

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Country: Costa Rica · Pérez zeledón **Category:** Food & Agriculture **Impact Areas:** Mitigation, Adaptation, Circular Economy, Nature-Based **Stage:** Ideation **Team Size:** 1 **Website:** —

Elevator Pitch

We seek to regenerate desert areas.

Climate Problem

My project is focused on mitigating and combating the impact of desertification. It's important because climate change affects us all; it impacts health, development, and the economy in general.

Solution

Argan tree cultivation (*Argania spinosa*) is a powerful tool for halting desertification and revitalizing rural economies. As an extremely drought-resistant species capable of stabilizing degraded soils, it acts as a natural barrier against Desertification

Revenue Model

The comprehensive use of Argan in an agro-silvo-pastoral system (agriculture, trees and livestock), and the growing demand for its oil has transformed communities through the creation of cooperatives that generate income and local employment.

Target Market

The most important market for argan oil, from the perspective of consumption and revenue generation, is North America, a region that holds approximately 33.2% to 37.6% of the global market share.

Social Impact

Indigenous Peoples, Persons Belonging to National or Ethnic - Religious and Linguistic Minorities, Migrants, People Living in Extreme Poverty, Women

Demand Evidence

The cosmetics sector is the main driver of the market, representing about 59% of global demand, followed by culinary use and applications in the pharmaceutical industry. Current production does not meet global demand.

Competitors

There are no competitors in my country, nor in all of Latin America.

Founder Expertise

I have training and experience in ecotourism, agroecology, organic farming, forestry, and environmental management. In addition, I will contribute my worldview, ideas, talent, and effort.

External Support

Nothing, none, negative. Zero.

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