Huertas Urbanas Orgánicas · Food & Agriculture

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Country: Costa Rica · San Ramón-Alajuela **Category:** Food & Agriculture **Impact Areas:** Nature-Based **Stage:** Launched **Team Size:** 3 **Website:** — **Founder:** Ana Cristina Ramirez Campos

Elevator Pitch

Grow your own health! With your own chemical-free garden!

Climate Problem

Increased rainfall and heat create conditions conducive to pests.

Solution

That is why I offer educational courses to the community on organic farming using soil rich in live microorganisms and greenhouse protection to promote more resilient agriculture.

Revenue Model

Offering urban gardening classes. Selling chemical-free vegetables to promote good health.

Target Market

Working professionals and retirees who are starting their own organic gardens, as well as people who are health-conscious.

Social Impact

Migrants, People Living in Extreme Poverty, Women

Demand Evidence

Since I’m already teaching classes and selling vegetables, people are now aware that chemicals are harmful to their health.

Competitors

People who offer courses. And conventional farmers.

Founder Expertise

Certified in hydroponics. Certified in protected-environment farming and organic farming. From the National Institute of Learning (INA); 14 years of experience.

External Support

I have received support from the National Institute of Learning (INA), where I graduated and am continuing my studies. They also provide me with social media advertising to reach more people.

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