Huertos y talleres para empresas · Food & Agriculture

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Country: El Salvador · San Salvador **Category:** Food & Agriculture **Impact Areas:** Nature-Based **Stage:** Ideation **Team Size:** 3 **Website:** https://arboldefuego.com

Elevator Pitch

We have a community garden at our business, and we've seen the benefits it brings to the planet, to people's well-being, to the community, and to our bottom line. That's why we want to expand it

Climate Problem

Food production is a problem in El Salvador, as most of our fruits and vegetables are imported from Guatemala. Due to violence, people have learned to withdraw into themselves and to neither share nor appreciate nature.

Solution

A community garden for companies to set up in their buildings, where all employees can benefit mentally and financially by growing their own food.

Revenue Model

By setting up the gardens, giving talks, monitoring the gardens, and providing the supplies needed to keep the gardens running smoothly.

Target Market

Companies that can afford to provide a garden for their employees

Social Impact

Women

Demand Evidence

As part of their corporate social responsibility, companies are obligated to work for the good of the planet and their communities

Competitors

Landscaping companies, but they don't specialize in creating vegetable gardens for businesses

Founder Expertise

We have a 25-year track record of being recognized as the most sustainable hotel in the country. We've learned through hands-on experience with our vegetable garden and receive guidance from an agricultural engineer.

External Support

We rely solely on the support of the community that comes to help us plant, and together we harvest. We've already had a video on TV that has brought us some publicity.

Source: ClimateLaunchpad 2026 Application · App ID: 9272 Ingested: 2026-05-25

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