Siloe Garden · Eco Sanctuary · Food & Agriculture

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Country: Costa Rica **Category:** Food & Agriculture **Stage:** Launched **Team Size:** 3 **Founder:** Rosa Haydee Gavidia

Elevator Pitch

An organic nursery in La Cangreja (1,600 meters above sea level), run by a female head of household. We grow medicinal, ornamental, and fruit plants without agrochemicals and protect 1 hectare of cloud forest. We combine sustainable production with rural ecotourism.

Climate Problem

Deforestation of cloud forests in Costa Rica due to a lack of economic value. Without incentives, landowners destroy the forest. Siloe Garden demonstrates that conserving 1 hectare generates more income than clearing the forest.

Solution

Ecotourism center + organic nursery on 1 hectare of cloud forest in El Guarco, Cartago. Interpretive trails, pesticide-free plants grown in our own handmade potting mix, and home delivery. Conservation becomes a profitable business.

Revenue Model

Ecotourism tickets (?2,500 for adults / ?1,500 for seniors), sale of medicinal and ornamental plants, gazebo rentals, and home delivery in Cartago and the Greater Antioquia Metropolitan Area (GAM). Year 1 goal: ? 7,696,00

Target Market

Costa Rican families with gardens (income: ?350,000–?2.5 million/month) in Cartago and the Greater Antigua Metropolitan Area (GAM). 605,000 residents in the catchment area. Interested in affordable family ecotourism and organic medicinal plants.

Demand Evidence

Actual sales via Facebook and WhatsApp before the official opening. In-house survey (n=10): 100% interest, 80% have a garden, 9 out of 10 use Facebook to shop. Tourism in Cartago grew by 8% per year (2020–2024).

Competitors

No direct competitors offering an ecotourism + organic nursery model in El Guarco. Indirect competitors: Jardín Lankester (orchids, ?3,500, no nursery), Irazú Volcano (?1,000, no picnic area). Siloe is the only hybrid model.

Founder Expertise

Certified in Naturopathy, Hotel Management (Penn Foster, USA), TSU Data Center, and INA training in Agricultural Project Development and Rural Entrepreneurship. Active digital channel with actual plant sales.

External Support

I have received training from INA Costa Rica in the evaluation and development of agricultural projects and rural entrepreneurship, including both theoretical instruction and hands-on fieldwork, during which I visited established ecological models.

Team

Property developer: administration, nursery, trail guide, and digital sales. Family assistant (son): nursery and weekend deliveries. Temporary staff: cleaning and maintenance of the facility

Founder

Rosa Haydee Gavidia

Revisión #3
Creado 2026-05-29 00:58:04 UTC por Angelica Diaz
Actualizado 2026-09-18 19:12:00 UTC por Angelica Diaz