



“  
We reclaim  
the  
farmland to  
offer only  
Ibiza  
produce  
”

**Ibiza**

**Local production**

**Organic product**

**Waste prevention**

**Reuse**



**Ecofeixes S. Coop**

The aim of Ecofeixes is to be a tool for organic farmers in Ibiza to be able to market and give the consumer confidence that the product being sold is actually made on the island. Ecofeixes was created on May 22nd, 2013 and currently has 14 partners with a shared vision; to recover farmland and sell a variety of products 100% produced in Ibiza.

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Ecofeixes



ecofeixes



## Ecofeixes S.Coop

**Sonia Torres Boned**  
Director

### 1. What values do you start from?

Those of us who are part of the cooperative are young, the average age is thirty-six years. Almost all of us have studied abroad, we have university degrees, there are lawyers, economists, architects, biologists ... and we decided to recover our families' traditions, the abandoned fields. We skipped two generations, my parents weren't farmers and so we didn't know how to cultivate. We had to learn a profession that had been here all our lives and disappeared. This project is very important for all of us who are part of it. We did not want to be mere distributors, but to reclaim the farmland to produce. Therefore, the ecological footprint of our product is almost 0.

### 2. What actions have you taken to achieve these values?

From the beginning our objective was to recover farmland, but not in any way, it had to be organic. Therefore, all our actions are as sustainable as possible. Padding plastic is biodegradable, although it is more expensive. The packaging is returnable. When we serve small amounts, everything is paper. People pick up their weekly order with their own bags. We didn't start this for money, but to do things differently.

### 3. What does it mean to apply these actions, what is the return?

One of our limitations is that when people go to the market, they can get everything. We only offer seasonal produce. This is also where the awareness work comes in. Behind Ecofeixes there are many small awareness-raising actions, of introducing people to the agricultural sector, to the product ... and the administrations don't see this differentiating role.

Large producers grow 1-2 products on a large scale and end up being dependent on large supermarkets. We sell directly, we do not depend on large stores. We sell to restaurants, shops, always small establishments. In Ibiza, gourmet catering is going very well and this is part of our consolidation. With these values, people are beginning to truly trust that we have a wide variety of products all made in Ibiza. The coronavirus outbreak has made us realize that being small makes us very flexible. Restaurants have had to close down, but the number of customers who order weekly baskets has increased. This is thanks to the word of mouth. We actually suffered from not having enough product to serve. If could have sold double what we had, and the tendency has continued after lockdown.

### 4. How do you imagine the future?

The future for me is already here. We are moving to a bigger place. I would like to make the project more accessible, to reach more consumers. We also considered making processed product. We have a project requested on FOGAIBA to start testing, tasting, to ask people what they want ... We have to be flexible to adapt to the moment. Our vision for the future is for all Ibiza's agriculture to be organic.

Fundació prevenció  
residus i consum

**Rezero**

**Rezero** is a non-profit foundation that yearns for a society that values the resources provided by natural systems and integrates all materials into cyclical processes, without toxic materials, or products that are left unused. This campaign aims to make visible the Balearic initiatives and companies that carry out inspiring actions and references in the prevention of waste and responsible consumption, be it from ecodesign, local and ecological production, repair, reuse, recycling, management prevention of waste or any other activity that allows progress towards a circular economic model based on zero waste.

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