



“  
Our  
customers  
are grateful  
that we help  
them reduce  
waste  
”

**Mallorca**  
**Local production**  
**Distribution and sale**  
**Reusable packaging**



## Agromart Balear

A decade ago, two farming families decided to shorten the distribution chain and sell directly from the field to the consumer. Thus, Agromart Balear was born, the first store in Porreres designed to sell their own farm's production. Today there are 18 Agromart stores throughout Mallorca and the initiative employs about 200 people in the summer season.

**Address:**  
Ctra Porreres-Montuiri Km 0,8, 07260  
Porreres (Mallorca)

**Phone:**  
+34 971 647456

**Web:**  
[www.agromart.es](http://www.agromart.es)

  
@agromartbalear

  
@agromartbalear

  
@Agromartbalear



## Agromart Balear

**Maria Llabrés**  
Store manager

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

Recovering production and the environment. The initial idea was to eliminate intermediaries in the sale of our product. We used to find that the law of supply and demand set the prices and that made it difficult to maintain the products' value. Sometimes we couldn't even cover the farmer's cost. With our own stores we are more autonomous and we can also decide what actions we take.

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

We were pioneers in Mallorca in replacing plastic bags with paper ones. Some customers did not understand at first but we are gradually adding more actions. Since we sell our product directly, we have started with reusable jars for pulses, dried fruits, tomato sauce ... which once returned can be cleaned in the Porreres warehouse.

Gradually we are also starting to remove porexpan trays and using cardboard instead. We also introduced bulk selling and want to become 100% plastic-free. By encouraging reuse and recycling we manage to eliminate a lot of waste.

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

In ten years, we have gone from a shop in Porreres to 18 establishments all over Mallorca. It is clear that the result has been very good. Most customers who buy at Agromart are very grateful that we adopt these measures, although being a pioneer is always more complicated because you are paving the way. It was also tricky to find the right materials.

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

We want to be 100% plastic-free, so we are taking small steps, new machinery, etc. I think all this will go further, even with organic products that are still difficult in Mallorca today, but this is the way.

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.

[rezero.cat](http://rezero.cat) / [info@rezero.cat](mailto:info@rezero.cat) / [@rezerocat](https://www.instagram.com/rezerocat)