

Good Practice of Smallholder Supply Chain Collaborations



Author information	
Country	SPAIN
City	ALBUFERA NATURAL PARK, SUECA
Organization	CÈRCOL COOPERATIVA 

Good practice general information	
Title of a Good practice	The local sale of rice, directly to the small consumer.
Country/region/city	Ribera Baixa
Short information	<p>Cèrcol was born as a protest against an agri-food model that forgets producers and the environment. As producers, being able to reach consumers directly without having to go through large monopoly companies helps them to adapt production to what they really need.</p>

Detailed information	It is a cooperative that gives greater presence to women and young people, because they face more challenges in the region when it comes to looking for employment. This cooperative has chosen a sustainable model, with minimal impact, prioritizing organic farming techniques. They deal directly with the consumer. They are funded through crowdfunding.
Evidence of success	Rice orders are prepared individually, with reusable containers, so that it is possible to calculate a family's need for rice consumption for a month and to have the product monthly, thus minimizing the distribution chain.
Potential for learning	It is a cooperative very committed to society: to producers and consumers. This company is very much identified with the Valencian culture.

