

Press Release

An initiative against the effects of COVID-19

The “Huerta Próxima” platform has been set up to help small farmers to market their products

- This project is part of the Intervegas federal platform and has the support of Red Eléctrica. Its objective is to contribute to mitigate the impact that the coronavirus crisis is having on local commerce.
- It is a technological solution that will help more than 300 producers throughout Spain to sell their products online and directly to consumers.

Madrid, 27th April 2020

The Intervegas federal platform, with the support of the Red Eléctrica Group, has launched the “Huerta Próxima” (Nearby Farm) platform to mitigate the impact that the coronavirus pandemic is already having on local commerce. This is a technological solution that will connect 25 groups of fruit, vegetable, dairy, egg and meat producers and allow them to market their food online.

The main objective of “Huerta Próxima” is to solve a problem that has emerged in this crisis caused by the COVID-19: many small producers can no longer get their food to final consumers, either because of a lack of resources or because they are not integrated into marketing networks.

The platform connects producers and consumers directly and allows fresh, high quality local products to continue to reach people's kitchens. Specifically, “Huerta Próxima” brings together more than 300 farmers from 25 groups in Andalusia, Aragon, Castile-La Mancha, Castile and Leon, the Valencian Community, Extremadura, Galicia, the Balearic Islands, Madrid and the Basque Country.

On the other hand, the project also contributes to reducing the carbon footprint caused by transport, since it stimulates activity in the surrounding areas.

"With 'Huerta Próxima', we are supporting local agricultural activity and enabling these products, of exceptional value, to reach every home in Spain. We are committed to collaborating to ensure that the rural world continues to have a future", says Antonio Calvo Roy, Manager of Sustainability Area at Red Eléctrica.

"This initiative responds to the concept of connected self-sufficiency, which promotes the viability of a model of regional self-supply that respects the environment", adds Juan Requejo, representative of Intervegas.

The project is implemented through a technological platform that will operate in each region. In this way, it will connect each of the 25 participating groups with the consumers in their closest environment. In addition, 'Huerta Próxima' has been designed to offer consumers an intuitive interface so that they can place their orders in a complete and simple way. VallaEcolid is already up and running (<https://vallaecolid.huertaproxima.es>), and this week 10 more regional groups will start operating.



“Huerta Próxima”, which has received an agile response and has been supported by many stakeholders, follows in the wake of similar platforms that have been set up in Spain and other countries and that are committed to the local market and healthy eating.