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recovering
flavours and places

tornaterra.cat



TORNA TERRA: A FRESH NEW PROJECT GROWN BY ITS OWN BRAND

Torna Terra's project is a collective venture driven by farmer Arnau Vilaseca Puigpelat (from Cal Palà de Prades), MengemBages (from the cooperatives Frescoop) and L'Arada (via the Esporus project from l'Era association).

The project Torna Terra aims to grow local **agro-food products with a high social awareness.**

l'era espai de recursos agroecològics

esporus centre de conservació de la biodiversitat cultivada

mengemBages productes locals i ecològics

L'ARADA®
CREATIVITAT
SOCIAL



RECOVERING, PRESERVING AND COMERCIALIZING THROUGH A COOPERATIVE NETWORK

Arnau Vilaseca Puigpelat is responsible for finding and resettling abandoned vegetable patches to make them productive again.

In addition, **Esporus** gives Arnau technical advice on the appropriate seeding and the garden's latitude, climate and soil characteristics.

Finally, **MengemBages** distributes the products through neighbourhoods and online shops. They are an important agent for the project since Torna Terra is seeking to plan their production based on their potential consumers. Hence, they will be able to lower their excess stock.

L'Arada SCCL guides Torna Terra on the activities of landscape restoration and promotion. They are also well connected with the local and supra-local business sectors.

The first vegetable patch to have been restored is commonly known as **L'hort de la bassa del coll**, located in a small village in central Catalonia called **Prades de la Molsosa**.

This year they have planted two types of onions, two types of lettuce and three types of tomatos. All of them are **certified organic** products.





RESPECTING THE NATURAL CYCLES

The founders of this project would like you to remember that **“we are willing to work hard to get the necessary efforts to accomplish our consolidated objectives”**.

Not to mention their absolute respect for the natural cycles of the earth and the climate variation of each season.

CREATING A BRAND

All the products and activities done with the project Torna Terra have **their own brand labels**.

Torna Terra is not only a seed multiplier and restorer but also a **landscape sculptor and modeller**. At the same time, it brings back **local consumption** with vegetables from the land to strengthen local economy.

The main suppliers of the project are local and socially responsible companies and cooperatives whose staff are at risk of social exclusion.





OUR PRINCIPLES

1.

Our products will allow us to re-establish abandoned vegetable patches so that we can build a **Torna Terra garden network**.

2.

To grow **local seed varieties** so we can generate stock to produce them with our project.

3.

We want a local food chain based on **proximity and confidence**.

4.

To produce **certified organic** products.

5.

We aim to foster **cooperation and network creativity**.

6.

We are willing to collaborate with **organizations that care about people's needs**.



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