



RNP STUDIO

ORDEN & SÍNTESIS



MERCADO DE RAÍZ

From the producer's hands to yours

WHAT IS IT?

Mercado de la Raíz is a producers' cooperative that directly connects the countryside with the city.

We organize production, orders, and food delivery through short supply chains, transparent pricing, and real traceability.

Consumers can select and order their **Box of the Root** through an app and receive it weekly at home.

No unnecessary intermediaries. No opaque supply chains.

THE PROBLEM

Local producers often produce more while earning less, with limited control over how their products reach consumers.

At the same time, people living in cities pay for their food without really knowing **who produced it, where it came from, or how much value reached the producer.**

There is production.
There is demand.

What is missing is a direct connection between the two.

HOW DOES IT WORK?

1. PRODUCERS

Producers from the same territory organize their supply and plan production according to demand.

2. BOX OF THE ROOT

Consumers place their orders through the app and receive a weekly selection of local products.

3. TRANSPARENT PRICING

The price is calculated as:

$$(\text{Producer Cost} + \text{Logistics}) \times 1.20$$

The model is designed so that most of the value generated remains in the hands of those who produce.

4. RETURNABLE BOXES

Deliveries use **returnable boxes made from recycled materials**, reducing waste and avoiding the continuous use of disposable packaging.

5. TRACEABILITY

Each box allows consumers to discover where their products came from and which producers are part of the network.

6. A STORY IN EVERY BOX

Each box includes a **QR code** connecting the consumer to a short video featuring one of the producers or one of the products they received.

A face.

A voice.

A story.

Because bringing the countryside closer to the city is not only about delivering food. It is also about bringing closer the people who produce it.

MORE THAN A BOX

Mercado de Raíz seeks to restore a relationship that has gradually been lost:

who produces → what they produce → where they produce it → who consumes it.

Technology organizes the connection.

The cooperative organizes the system.

And people return to the center.

A MODEL THAT CAN BE REPLICATED

Mercado de Raíz starts in one territory and can expand to other territories with local productive capacity and urban demand.

Each new community can develop its own network of producers and consumers while maintaining the core principles of the model:

Local Production · Direct Distribution · Transparent Pricing · Traceability · Return · Community

MERCADO DE RAÍZ

Land · Producer · City

From the producer's hands to yours.

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