

# PARC DE LES OLORS

Creating and developing sustainable rural projects



# PARC DE LES OLORS



Company was founded in 2007, with 1.5 ha garden of medicinal plants, where some schools could come to visit and learn.

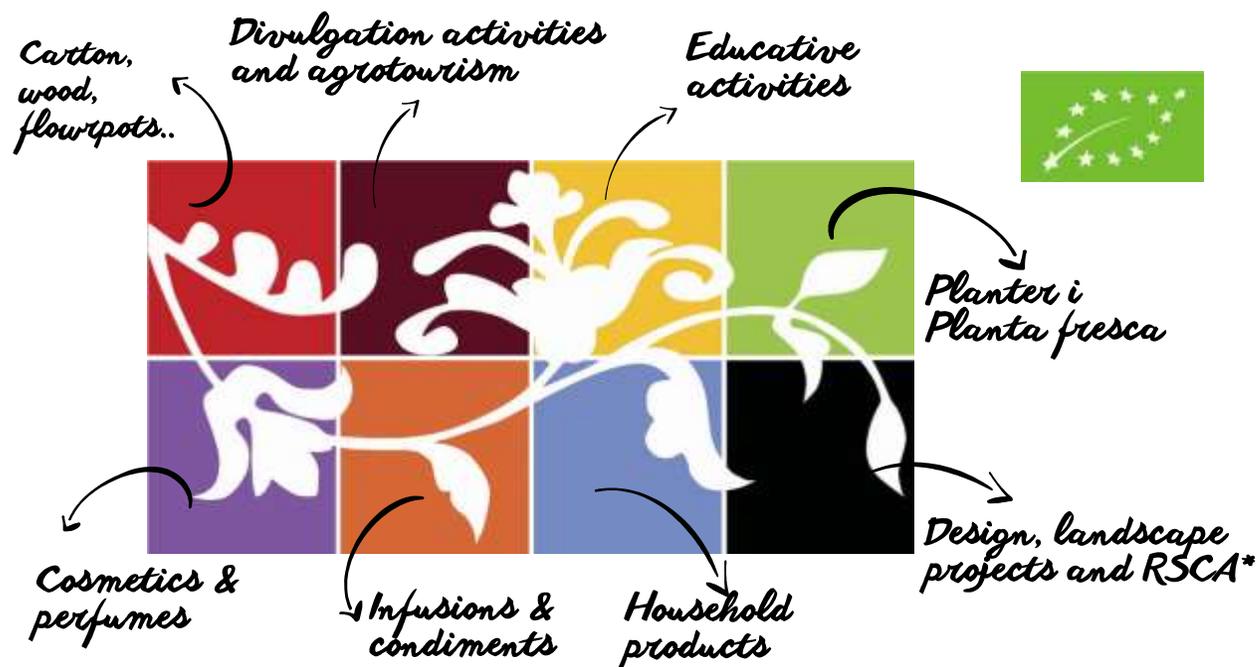
From 2009 until now the business idea has been progressing and maturing, being nowadays a referent of innovation on sustainable rural development, based on production, manufactured byproducts, dissemination and commercialisation of Aromatic and Medicinal Plants.

In 2015 the company bought 12 ha and built Parc de les Olors headquarters, with an investment of 500.000 €. Apart from growing on the main business line, the company is always looking for new business opportunities and absorbing them.

The idea of Parc de les Olors (PO) is extending, adapting and growing rapidly through a **collaboration network** between producers, industry and consumers. Nowadays, there are more than 20 PO all over Catalunya and some more in Andalusia, Balears, Brasil.

# BUSINESS MODEL AT PARC DE LES OLORS

## PARC DE LES OLORS NETWORK



A COLLABORATION NETWORK between producers, industry and consumers, all around organic farming of Aromatic and Medicinal Plants (EcoPAM).

RECOUP THE MEDITERRANEAN ESSENCE with guided visits, workshops and other dissemination activities, where our senses facilitate knowledge.

A WHOLE WORLD OF PRODUCTS: infusions, fresh herbs for cooking, plants and manufactured byproducts as cosmetic, perfums, liquors...

*Come & discover us!!*



We do activities and sustainability



Lavender, a plant that inspires inspiration, festivity, summer and entrancing aromas

*therapeutic cushions oixi terapèutic aromàtic amb 30% de flor de lavanda*

*Lavender & citrics air freshener*

*Lavender essential oil*

*Moisturising cream with Rosmary hidrolate and Lavender essential oil.*

A Parc de les Olors is a productive garden where the growing plants are varieties with aromatic, culinary and/or medicinal applications with whom we make products, workshops, thematic events such as Lavender party.

Parc de les Olors del Serrat (Headquarters) is receiving around 100 schools (ca. 5000 students) and 3000 adult visitors (both during weekend and labour days).

**Divulagation and educative activities mean around 50% of the direct income in a Parc de les Olors' business model.**

# We do RSCA\* Projects

\*Corporate Social & Ambiental Responsibility



*Facial Base Cream  
Ideal for adding the active  
principles and essential oils,  
preparing a customised cosme-  
tics by oneself.*



*Calendula Oil.  
Macerating Calendula  
Officinalis flower and sweet  
almonds' oil.*



*Salvia Sclarea Extract  
Grown at Parc de les Olors  
del Serrat and developed by  
PROVITAL*

We produce several varieties for PROVITAL laboratories, making possible the innovation and fair incomes for farmers.

Programmed crops are made in collaboration with chemical and cosmetic industry, between others. This collaboration can be agreed as a Corporate Social and Environmental Responsibility (CSER) projects. This guarantees for the producer the commercialisation of the plants at a fair price.. At the same time, it fosters the innovation and collaboration in creating new products with Parc de les Olors brand.

**Industry finds in Parc de les Olors Network a way to face CSER projects easily.**

We do valorization projects of autochthonous species



We value Farigola Blanca (*Thymus mastichina*), an endemic variety from península Ibèrica, making products such as...

Mediterranean medicinal flora is not yet valorised, such as *Thymus Mastichina*. In this case, We have introduced this variety for production for the first time in Catalunya, and allowing us to create 6 final products using a single plant.

**The study and valorisation of autochthonous varieties opens a wide range of opportunities, enhancing biodiversity and a sustainable development.**



We have the best chamomile in Pla d'Urgell, and TEGUST the company that enhance it.

Chamomile of Linyola  
Parc de les Olors of Linyola works for recovering chamomile and find new applications....



Chamomile is a very appreciated medicinal plant, but its farming is not always profitable. In Pla d'Urgell they have achieved this goal reinventing its cultivation and commercialisation.

**Chamomile of Linyola is a high valued plant in the market, but it is necessary to work on it to make a sustainable cultivation as well as make it economically feasible.**

# Rosmary, the largely forgotten plant full of antioxidants



Parc de les Olors del Serrat (Santa Eulàlia de Ronçana) recovers Rosmary (*Rosmarinus officinalis*) of Vall del Tenes region.

A Parc de les Olors combines productive processes together with the opportunity to give value to the varieties of our surrounding, contributing to biodiversity, applying a sustainable model of rural development that has been already demonstrated in terms of economic feasibility, social and sustainable viability.

**The market of natural products where the origin is known is growing rapidly, and Parc de les Olors is trying to be established on the front.**



Poniol (*Micromedia fruticosa*) and Sajolida (*Satureja montana*) are medicinal plants as valuable as forgotten.

# Recovering forgotten species: Winter savory, white-leaved savory...



Parc de les Olors is an original business initiative because it comprises the entire value chain of a product. From the selection of vegetal material to processing and the creation of products as well as their commercialisation.

**The production begins with the selection of our own vegetal material, a proper drying and processing, together with a commercialisation system as direct as possible.**

# Parc de les Olors Network in Catalunya

PO del Serrat. Santa Eulàlia de Ronçana (el Vallès Oriental)  
PO de Cal Romà. Les Piles (la Conca de Barberà)  
PO de Mas de Caret. Montblanc (la Conca de Barberà)  
PO de Can Gessé. Almacelles (el Segrià)  
PO de Cal Forner. Viver i Serrateix (el Berguedà)  
PO del Moli del Casó. Bagà (el Berguedà)  
PO de Claverol. Claverol (el Pallars Jussà)  
PO de les Basselles. L'Albi (les Garrigues)  
PO de Linyola. Linyola (el Pla d'Urgell)  
PO de Cal Vilanova (Castellet i La Gornal) (l'Alt Penedès)  
PO Secret del Bosc. Arenys de Munt (el Maresme)

PO d'Ivars. Ivars de Noguera (la Noguera)  
PO Prat de sala. Vilaller (l'Alta Ribagorça)  
PO de Sant Joan les Fonts. Sant Joan les Fonts (la Garrrotxa)  
PO de Can Gruart. Vidreres (la Selva)  
PO el Surolí. Palamós (el Baix Empordà)  
PO d'Escala-Empúries. L'Escala (l'Alt Empordà)  
PO de Celrà. Celrà (Gironès)  
PO Cal Monés. Prat del Llobregat (el Baix Llobregat)  
PO de Claret. Claret (la Segarra)  
PO de Taradell. Taradell (l'Osona)

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