



## THE INNOVATION JOURNEY

Santiago Sánchez Porcel's innovation extends to rural tourism with her initiative "La Ruta de Santiago". This business combines education about her ecological farm with the promotion of cultural and gastronomical local patrimony. She makes guided visits to her farmhouse located in Chirivel, Almería, Spain and shows visitors shepherds' way of living and the regional cultural and gastronomical patrimony of Los Vélez. In addition, her role as founder of "Ganaderas en Red" (women stock breeders' network) and "Pastores por el Monte Mediterráneo" (shepherds for the Mediterranean mountains) shows her advocate role to defend rural traditions and her commitment to women entrepreneurship in a sector dominated by men. Santiago was a pioneer in Spain when she started the sowing of ecological almond trees. Due to the high dependency of farmers to phytosanitary and chemicals, her objective is make her business ecological and to show that a traditional model can be changed.



## THE INNOVATION IMPACT

La Ruta de Santiago has clear educational objectives: to show and educate people about what farming is, and how it is to live in such a region (she does not just show the farm to visitors, but starts with a breakfast at her house where she prepares bread in a traditional oven), to prove that a more ecological system is possible and to show that women are as capable as men in a very masculinized sector. Her recognition as part of the business women association of Almería is a testimony of her impact at the local level, highlighting her contribution to female entrepreneurship and rural development in Almería. Additionally, obtaining the Ecological Geographical Protected Indication for her Segureña lamb makes the quality and authenticity of her production stand out, reassuring her commitment to sustainability and ecological agriculture excellence.

Santiago has managed to change the antique model of harvesting and farming in the region with a much more sustainable one, while showing the importance of networking.

## USEFUL LINKS

[https://www.facebook.com/EcoAgroTurismoVelez/?locale=es\\_ES](https://www.facebook.com/EcoAgroTurismoVelez/?locale=es_ES);

<http://www.ecoagroturismovelez.es/>