

Fair Trade

and

LOCAL COMMERCE

Vila Nova de Poiares – Portugal

Fair trade is one of the pillars of economic and ecological **sustainability**. It seeks to establish **fair prices**, as well as balanced social and **environmental** standards.

In Vila Nova de Poiares, Portugal, there is no shop with fair trade products. But there are **agricultural products** produced in the region and marketed in supermarkets in the **region**.

Strawberry is a local agriculture product and can be purchased at the local supermarket or directly from the producer.

The strawberry is cultivated in greenhouses, or in hydroponics, with or without substrate. The substrate **hydroponics** system is known as semi-hydroponic (where the incidence of pests and diseases of the aerial part of the plant is reduced)

This alternative is of great importance for producers, as it ensures the profitability of the activity, reducing the application of **pesticides** in the crop.

