

Two Business Models of Success in Rural Development

To understand rural development in Granada, we will analyze two different but complementary models: large-scale cooperative olive oil production with Conde de Benalúa, and private tourism and educational diversification with Granja Escuela in Píñar.



By JMMR



TWO BUSINESS MODELS FOR RURAL DEVELOPMENT

The Cooperative Model

- **Company:** S.C.A. Conde de Benalúa.
- **Sector:** Primary (Agriculture & Industry).
- **Focus:** Industrial circular economy and zero waste.
- **Core Action:** Maximizing olive by-products into biomass.
- **Key Value:** Large-scale impact through farmer collaboration.

The Private Model

- **Company:** Granja Escuela El Castillo de Piñar
- **Sector:** Tertiary (Services, Education & Tourism).
- **Focus:** Green tourism and environmental education.
- **Core Action:** Wildlife rescue and Cueva de las Ventanas management.
- **Key Value:** Rural economic diversification via family business.



S.C.A. CONDE DE BENALÚA

Conde de Benalúa is an olive oil cooperative.

Its sustainability model makes it one of the leading olive oil cooperatives based in Granada, Spain.

Founded in 1954, it brings together more than 2,000 local farmers around a shared vision: a comprehensive sustainability plan aimed at achieving zero waste.

CIRCULAR ECONOMY

Their core philosophy is simple: 'from tree to table'. Rather than treating milling waste as rubbish, they see it as a resource.

This rigorous circular economy strategy enables them to reuse every single by-product, drastically reducing their industrial carbon footprint.



OLIVE PITS AND OTHER BY-PRODUCTS

The key component of this system is the olive stone. During the extraction process, the stones are separated cleanly.

They are then used directly on site as a highly efficient biomass fuel. This generates enough clean heat to power the entire mill, completely eliminating the need for fossil fuels.



But that's not all. Other waste products, such as olive pomace, are converted into biofuel for large boilers.

Wastewater and olive leaves are recycled to produce high-quality organic fertiliser, which is returned directly to the fields to nourish the soil naturally and optimise water use.





EL CASTILLO DE PÍÑAR FARM SCHOOL

As for the private rural sector, the El Castillo de Píñar Educational Farm is a prime example of sustainable management.

This family-run business promotes the local economy through the sustainable management and upkeep of the Cueva de las Ventanas, a natural monument renowned for being fully accessible.

They also run a sanctuary dedicated to the care and rehabilitation of animals.

“CUEVA DE LAS VENTANAS”

They are responsible for the management and maintenance of the 'Cueva de las Ventanas', a prehistoric site of great importance.

It is the only fully accessible cave in the province.

We were able to reach the cave thanks to a small train that has become a tourist attraction for the company.

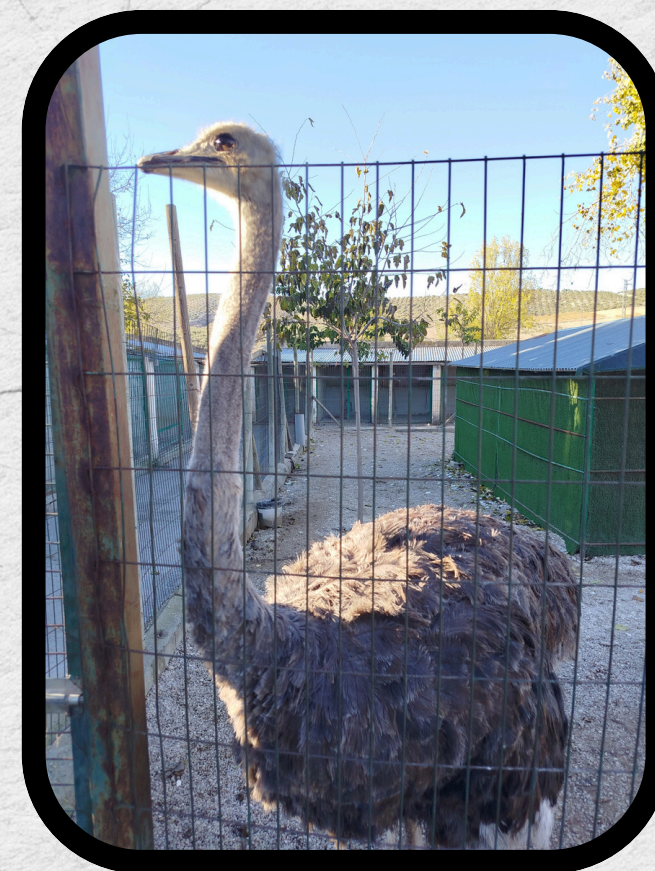


ANIMAL CARE & BIRDS



**They also rescue animals and
organise interactive workshops on
birds of prey.**

**In this way, hundreds of
schoolchildren are made aware
every day of the importance of
protecting native wildlife.**





**AFTER A LONG DAY OF
WORK AND FUN, WE
RETURN WITH OUR
BACKPACKS FULL OF
KNOWLEDGE ABOUT
THE ENTREPRENEUR
SPIRIT.**

OUR STUDENTS INTERVIEW
CARMINA TITOS,

THE OWNER OF
A FARM
SCHOOL IN
PIÑAR



INTERVIEW TO A WOMAN ENTREPRENEUR IN RURAL AREAS, CARMINA TITOS

[Link to project TwinSpace](#)

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