

Examples of Good Practices in Aromatic plant cultures and transformation

There are two similar enterprises from the aromatic plants' sector, they are producers and transformers of PAM products:

- Taüll organics: www.taullorganics.com
- Parc de les olors: www.parcdelesolors.com

Both enterprises are based on the culture of high quality of aromatic plants and health products. The first one, Taüll organics is based on the Pyrenees, on the parc territory. They produce aromatic plants as a culture and tradition. And their objective is the natural arnica gel they commercialize. Take a look at her [website](#) in English. This enterprise is ecological certified and follows the CCPAE standards for producing aromatic plants. Also, for their products certified as well for pharmacy certification. The main idea was making a [high-quality product](#) made of aromatic plants and they grow and take care of the crops in an ecological point of view.

The second one: "Parc de les olors" started as a little enterprise and now has become a big network of aromatic plants producers and health products around Catalonia, see the explanatory video from Youtube video Parc de les olors.

In Vilaller, near the parc territory, Prat de Sala is certified as an Ecological aromatic plant producer. Even though, they are not satisfied with this system. Communication between client is more efficient for them than the ecological certification. They are achieving their own client's satisfaction and this is a good point in their company.

This company strategy diversifies its products final products made of aromatic plants, commercializing spices, infusions or liquors and aromatic air fresheners. Also helps the territory with visits and formation for schools and different agroecological courses that can help people stick to the territory, showing them how to start an aromatic plant business of their network.

Both enterprises have good websites that promote km 0 commerce, their products have been tested and have a good reputation. Clients communication (mouth to ear) is a strong point of the business strategy. Good and fast shopping is the strong arm of these companies to stand and stay in and for the territory.