

MICRO2 BEST PRACTICE SPAIN

Sylvestris, Jaén
(Andalucía)



AT A GLANCE

Honey, beekeepers, mobile app

Sylvestris has developed an **online platform** that allows consumers to purchase organic honey directly from small-scale beekeepers in the province of the rural city of Jaén (Andalucía). The company also provide information about the beekeepers and the production process, allowing consumers to make informed decisions about the honey they purchase.

The company was founded in 2016 by a group of entrepreneurs with a shared passion for **sustainability and environmental preservation**.

In addition to their online platform, Sylvestris has also created a **mobile application** that provides beekeepers with real-time information about the weather, pollen production, and other factors that affect honey production. This data helps beekeepers optimize their production process and ensure the quality of their honey.

Sylvestris' innovative use of digital technology helps to promote sustainable and **ethical beekeeping** practices while also creating a market for small-scale beekeepers to sell their products. By leveraging digital platforms and tools, Sylvestris is able to connect consumers with local producers, while also creating value for beekeepers and promoting sustainable agriculture practices in the **rural areas of Andalucía**.

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Overall, Sylvestris is an innovative digital rural enterprise that is helping to promote sustainable and ethical beekeeping practices in Andalucía while creating a market for local beekeepers to sell their products. Through their online platform and educational initiatives, the company is helping to raise awareness about the importance of environmental preservation and sustainability in rural areas.

The **Sylvestris app** also provides information about pollen production, which is another important factor that affects honey production. The app provides **real-time data on pollen counts**, helping beekeepers to optimize their hives and ensure that their bees have access to the best possible food sources.

In addition to these features, the Sylvestris app also provides information about beekeeping techniques and best practices. **The app includes a library of educational resources, including videos and articles, that can help beekeepers improve their skills and knowledge.**

The mobile application is important because weather conditions can greatly affect honey production, and beekeepers need to be able to adapt their practices accordingly. The app provides real-time information about temperature, humidity, wind speed, and other weather factors, allowing beekeepers to make informed decisions about when to harvest their honey.

One of Sylvestris' key objectives is to promote sustainable beekeeping practices that help to protect the environment and ensure the long-term viability of honey production. To this end, **the company provides training and support to local beekeepers**, helping them to adopt sustainable farming practices and improve the quality of their honey.