

## Healthy food

Since a few years ago, there has been an increase in the demand for healthy food by a large sector of society. Words like healthy, super food, high nutritional value and others of the same order have appeared on our menu.

One of these foods is Kale, it is a type of cabbage (kale) that is also known as Portuguese cabbage (*Brassica oleracea*). It can reach 40cm in height and is characterized by curly leaves.

It is typical of North America, but is widely cultivated in Northern Europe. The cultivation is very simple, and a cold climate is required. The culture density can be about 7 plants per square meter, and it has a cultivation time of about 100 days. It is usually consumed in December or January. In some cases it is also used as an ornamental plant.

It is considered a super food, because it contains a lot of vitamin C (100 mg / 100g), it is high in vitamin A, calcium and beta carotene. It is also high in fiber.

## Business

Our proposal is to bring the Kale to the largest sector of society that we can. For this we will investigate:

- the best place to place a plantation: taking into account adequate climatology for its growth, roads to transport the product from the plantation to the consumer.
- The best place to create a product marketing (and distribution) office: we will take into account nearby locations (restaurants and food stores), and the population density of the neighborhood.
- Nearby restaurants to offer the product: we will have direct contact with restaurants obtaining lists of all possible customers.

