* We have an innovative idea not done in Spain before (concept only implemented in USA)
* Easy access to farms

“Spain has the second largest proportion of land devoted to agricultural purposes, only behind France”

<https://www.ine.es/censoagrario/censoag_folleto.pdf>

* In-line with UN Sustainable Development Goal: supporting local farmers

<https://www.un.org/sustainabledevelopment/hunger/>

* Low carbon footprint: only works with local farmers