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Monjarama - fresh local strawberries and pumpkins in the mountains of Madrid

Introduction

Monjarama, established in 1971 as a nursery, has diversified into organic fruit production and agrotourism. Located in the Vega del Río Jarama, 19 km from Madrid, it offers visitors the opportunity to harvest their own berries and enjoy various activities, including rural accommodation, workshops, and tastings.

- Name of the farm/agritourism: Monjarama
- Legal status: company
- Year of establishment: 1971
- Location: Camino Viejo de Barajas, 4, 28701 San Sebastián de los Reyes, Madrid, Spain
- Links: <https://monjarama.com/>
- Other relevant information: Monjarama began offering agrotourism services in 2017, capitalizing on consumer demand, economic opportunities, and educational aspects. Their diverse offerings include rural accommodation, workshops, a store, and a tasting area featuring their organic products.

Offered services and management

Monjarama offers a comprehensive array of services to its visitors, aiming to provide a holistic agritourism experience. In addition to providing rural accommodation and catering services, they organize educational workshops where visitors can learn about organic farming practices and participate in hands-on activities such as fruit harvesting. The tasting area allows guests to sample a variety of locally produced goods, fostering a deeper appreciation for the region's culinary heritage. The farm is managed by a combination of permanent and discontinuous staff, ensuring smooth operations and excellent customer service. This diversified approach not only enhances the visitor experience but also contributes to the farm's economic sustainability and community engagement.



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Personal business experience in agritourism: advantages and disadvantages

Monjarama's journey in agritourism has been characterized by both advantages and challenges. Despite occasional difficulties with opportunistic individuals, the direct interaction with visitors has been incredibly rewarding, leading to the generation of innovative ideas and the continuous improvement of their offerings. The economic stability provided by diversification into agritourism has been a significant advantage, ensuring steady revenue streams and enhanced product sales. However, navigating the regulatory landscape and obtaining necessary permits has posed challenges, highlighting the need for greater support and streamlined processes for small-scale agritourism businesses.

Innovation, diversification, and multifunctionality

Monjarama's commitment to innovation, diversification, and multifunctionality has been instrumental in its success in the agritourism sector. By capitalizing on consumer demand for authentic and educational experiences, they have created a unique value proposition that sets them apart from conventional tourist destinations. The integration of social agriculture activities not only provides visitors with hands-on learning opportunities but also fosters a sense of community and connection to the land. Furthermore, their focus on promoting local products and short supply chains contributes to the sustainability of the local economy and environmental conservation efforts.

Knowledge and experience transfer – tips for other farmers

Monjarama offers valuable insights and advice for farmers looking to venture into agritourism. They emphasize the importance of meticulous planning and seeking guidance from experts in various fields to ensure the success of the project. Furthermore, they underscore the need for a strong understanding of business fundamentals and the ability to adapt to changing market conditions. By sharing their experiences and lessons learned, Monjarama aims to support and inspire other farmers in their journey towards establishing successful agritourism ventures.



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