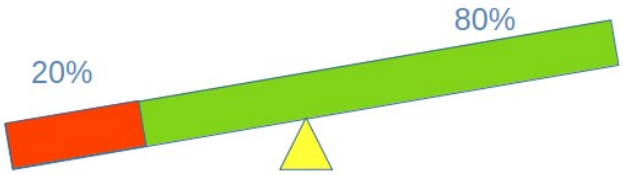
Balears Verd: 80/20

The Italian economist Vilfredo Pareto discovered in 1896 the principle that bears his name. It states that, in many situations or environments, about 80% of the effects or results are caused by 20% of the causes or factors.



This principle is widely applied in economics, business administration, quality management, time or resource management. For example, it is well known that 80% of a company's profits usually come from 20% of its customers. Or that 80% of its problems are caused by 20% of its clients?

The Balears Verd proposal incorporates the Pareto Principle, both in the planning and planting of edible forests, and in the phase of adding value to the products generated, be they food, seedlings or biofertilisers.

Let's look at an example: Carob is a local product in the Balearic Islands, which, despite its high nutritional content, is rarely used in food. We have therefore decided to create added-value products, the first of which is molasses. However, in the market, not everything is as it seems:

2. In Spain, food legislation is so lax that it allows a bottle of oil to be labelled with the phrase ‘virgin and refined olive oil’. Checking the small print on the back, one can find that it contains between 5% and 45% virgin olive oil, which means that between 55% and 95% is refined oil. There are also carob creams that indicate, in small print, that they only contain 25% carob, leaving the remaining 75% unmentioned in the promotion.

3. The concept of ‘local’ is played with, as carob is abundantly produced in Spain, but the label does not specify its origin.

4. The term ‘healthy’ is also used, indicating that the product is ‘gluten-free’, although it has never had gluten.

5. Finally, the small print mentions that the product is sweetened with coconut sugar or sugar, implying that it is not all locally produced.

Sugars added to a local product:

Carob pulp contains around 45% sugar, specifically low glycaemic index sugars. These sugars are slowly absorbed and release energy gradually, avoiding blood sugar spikes thanks to their high fibre and protein content, making them suitable for diabetics. However, the incongruity of adding sugar to a product that already contains almost half of its weight in sugar poses a nutritional problem, as it mixes high glycaemic index sugars (such as cane, beet or corn sugars) with a low glycaemic index product, confusing those seeking healthier foods.

So if the concepts of "main ingredient," "local," "imported," or "low glycemic index" remain vague or simply go unmentioned.

In France, for example, a product cannot be labeled if it does not contain at least 50% of the ingredient with which it is promoted. At Balears Verd, we go a step further: we use the Pareto principle as our fundamental production rule. The Balears Verd label guarantees that the final product is composed of a **minimum of 80%** regenerative local product and a **maximum of 20%** imported product. Additionally, the products used are never refined or genetically modified. In this way, the term "local" is clearly defined, and a simple measure is provided to compare our proposals.

Easy to say, but... when making a healthy jam, for example, it turns out that 50% is refined sugar, meaning we shouldn't use cane or beet sugar, much less refined sugar (pure sucrose), since the minerals and antioxidants were discarded in the "refining" process. A curious choice of word, by the way, the correct term would be "stripped" of a good part of its nutrients.
To deliver our first product, "Melassa de Garrova," i.e., Carob Molasses, it took a year of trial and error in our Son Puigdorfila kitchen, in an R&D process using appropriate technology.
The long and complex development ended up producing two products instead of one:

-100% Melassa de Garrova, made exclusively with local carob and water.

-80% Melassa de Garrova, made with local carob, water, and up to 20% brown sugar.
Regarding the glycemic index (GI), carob has a 15, beet sugar a 30, coconut sugar a 35, and refined sugar a 50. Therefore, weighing health, nutritional, and price considerations, *we opted to use brown or whole sugar*, with a glycemic index of 30 to 40. Let's see how this high glycemic index contribution affects the 80/20 mix:

By adding up to 20% brown sugar (GI 30-40) to the 80% carob (GI 15), the GI only increases slightly from 15 to 19, so it remains a low-glycemic product, well below the 30-50 of beets, sugarcane, or corn.

The commitment to Pareto is not limited to production but extends to the tools and machinery needed for grinding, processing, and packaging.

- The carob beans, water, and labor are all local, from Mallorca. - The pots, kitchen utensils, and appliances are secondhand, buying only the essentials and repairing everything we can in our workshop. - We have built our own stone flour mill, our own biochar stove, and our sieves. We have also creatively adapted secondhand utensils and machinery, using precise but low-cost measuring systems and appropriate technology that requires local labor.

We strive to align each new product with the philosophy of the **circular bio-economy**, that is, eliminating the concept of "waste." For example, we make carob molasses from our hand-picked carob beans, which are therefore 100% regeneratively produced. With the "leftover" paste, we create a biofertilizer or add it to compost, from where it returns to the fields in the form of nutrients. We also use it in our nitrogen fertilizer "factories" (our chickens), which in turn not only produce a concentrated fertilizer but also provide us with a high-nutritional protein food (fresh, local eggs).

Thus, by purchasing a Balears Verd product, you are not only acquiring **a product of high nutritional value**, but we also guarantee the reinvestment of this income in a **circular bioeconomy** that respects the land, water, and plant and animal biodiversity. It also opens a narrow window of opportunity to create rural employment in the **primary and secondary sectors** of our islands.

Right now, we are working on bitter orange jam, prickly pear jelly, carob flour, carob coffee, dehydrated foods, energy bars, biofertilizers, biochar, fungal compost, slurry, and so on. And, of course, all of them comply with the 80/20 standard. With this, we aim to showcase local products that are difficult to market, reducing our dependence on imports and generating a zero-mile economy.

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Balears Verd is a proposal for the regeneration of the terrestrial and marine ecosystems of the Balearic Islands. Its main objective is the planting of one million fruit trees and shrubs in an Edible Forest (Food Forest Garden) regime, the restoration of the water cycle, the carbon cycle, the return of biodiversity, and the reactivation of the primary and secondary sectors. Indirectly, it aims to restore Posidonia by progressively eliminating agricultural waste and reducing runoff, erosion, and salinization of our soils. We firmly believe that the objective of agricultural and livestock production must be reoriented towards the production of foods with high nutritional content that heal the planet and its inhabitants. Artifexbalear is the first entity registered in the Balearic Government's Balearic Registry of Compensation Projects (File 001/2024) and also the first in Spain certified by a public administration to issue Regenerative Carbon Credits, i.e., Carbon Credits generated by the application of Regenerative Agriculture techniques, recovery of the water cycle, and return of plant and animal biodiversity.

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