

by
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The Wellness Column

Walk through almost any village market in Mallorca today and you'll notice something that would have been far less common a decade ago.

Alongside the colourful displays of local fruit and vegetables, artisan cheeses and freshly baked bread, you'll increasingly find signs proudly declaring *ecológico*, refill stations replacing single-use packaging, and shoppers carrying reusable bags filled with organic produce.

A quiet revolution is taking place across the island.

As awareness grows around the impact our purchasing choices have on both personal health and the environment, Mallorca is embracing a more conscious way of living. From organic supermarkets and zero-waste stores to ecological farms and farmers' markets, it has never been easier to shop sustainably on the island.

For many people, the **journey begins with food.**

After all, what we choose to put into our bodies has a direct impact on our wellbeing. Increasingly, consumers are seeking produce grown with fewer chemicals, food that travels shorter distances, and products that support local farmers and businesses.

Fortunately, **Mallorca's agricultural heritage** makes it uniquely placed to meet this demand.

The island has long been a land of growers, producers and artisans. Today, a new generation is building on those traditions while embracing modern approaches to sustainability and environmental responsibility.

One of the most visible examples can be found in the **growing number of organic supermarkets** appearing across Mallorca. Chains such as **Veritas**, with stores in Palma, Son Rapinya, Puerto Andratx and Campos, and **Herbolario Navarro** in Palma, have expanded significantly in recent years, offering everything from organic fruit and vegetables to natural beauty products, eco-friendly household goods and specialist dietary foods.

Smaller independent stores such as **Biodespensa**, in Carrer Andrea Doria and the organic health food shop **Lura**, situated on Carrer de Carles in Palma, offering fruits and vegetables from its own farm alongside a range of vegan and organic products, continue to serve a loyal customer base seeking healthier, more environmentally conscious alternatives to mainstream shopping.

For shoppers looking to reduce waste as well as improve the quality of what they buy, stores such as **NU Market** in Santa Ponsa are helping to popularise the refill movement. Here, customers can purchase grains, nuts, cleaning products and other household essentials without the excessive packaging that has become commonplace in modern retail.

It's a small change, perhaps, but one that re-



THE RISE OF CONSCIOUS LIVING: Discovering Mallorca's Organic and Eco-Friendly Side

flects a wider shift in thinking.

Many of us are **beginning to question** whether convenience should always come at the expense of the environment.

Of course, some of the most rewarding sustainable shopping experiences in Mallorca can still be found in its traditional markets.

The Mercat de l'Olivar in Palma remains a treasure trove for fresh food lovers, while specialist traders such as **Va de Bio** provide an impressive selection of certified organic produce, loose grains, seeds and locally made products. From artisan yoghurts and cheeses to seasonal fruit and vegetables, it offers shoppers the opportunity to support both organic farming and local producers.

Meanwhile, Santa Catalina Market continues to attract those seeking quality ingredients and artisan foods. **Ecoilla Organic Butchery** offers ecological meats raised with animal welfare and sustainability in mind, while **Son Jover Organic Shop** sells organic vegetables, fresh bread, cheeses, yoghurts and dry goods.

There's also what many consider to be one of the finest rotisserie chicken stands on the island - **Mr Poulet**, where Laurent serves delicious Provençal and lemon-roasted chickens, where you can pre-order an organic chicken, or arrive just after 10, as they often sell out quickly.

One of the city's finest organic fresh produce markets, **Mercat Ecològic de Palma**, takes place Tuesdays and Saturdays at Plaza Patines, just off La Rambla. Here you'll find local growers selling seasonal vegetables, fruit, honey, breads and artisan products directly to the public. While you're there, take a stroll along La Rambla itself and pick up a bouquet from one of the flower stalls to brighten your home for the week.

Beyond the capital, village markets continue

to play an important role in connecting consumers directly with local producers. Markets such as **Alaró on Saturdays** and **Santa Maria del Camí on Sundays**, **Binissalem on Fridays** and **Villafranca on Wednesdays**, offer a few organic stands selling locally grown vegetables, imported goods and organic artisanal breads and produce. You can also support other small growers and reduce the environmental footprint associated with buying from other farmer's stands with local seasonal produce.

What makes these markets particularly special is the **human connection**.

In an age when so much shopping takes place online or in anonymous supermarkets, there is something deeply satisfying about buying your vegetables from the person who grew them. It is a reminder of where our food comes from and the care, patience and effort involved in producing it.

The movement towards conscious consumption extends beyond food alone.

Many Mallorcans are now choosing natural cosmetics, environmentally friendly cleaning products and ethically produced household items. Sustainability is increasingly being viewed not as a niche lifestyle choice but as a practical and accessible way of living.

Even **larger retailers have taken notice**. Supermarkets such as Carrefour, Aldi, Lidl and El Corte Inglés have expanded their ranges of organic products in response to growing consumer demand, making eco-conscious choices available to a wider audience.

Yet perhaps one of the most encouraging developments is the growing support for local agriculture itself.

Behind every organic tomato, olive, almond or orange lies a farmer committed to nurturing the land. Across Mallorca, a growing number of

farms are embracing ecological and regenerative practices that place soil health, biodiversity and sustainability at the heart of production.

Projects such as **Eco Sa Teulera** are demonstrating how food can be cultivated in harmony with nature while respecting the island's delicate ecosystems. **Finca Can Piol** has also become recognised for its commitment to environmentally responsible farming methods and sustainable land stewardship. **S'Hort d'en Gulem** is just outside Santa Maria, selling their organic vegetables in a barn next to their small field.

These farms may not have the visibility of a supermarket chain, but they form an essential part of the ecosystem that supports conscious living on the island.

More recently associations are being formed for direct delivery of vegetable and fruit boxes direct to the consumer from the eco farm - **UTÒPIK SINEU Grup** de consum is one of these.

Another great leap forward is the **association APAEMA** which is now giving farmers courses in ecological farming in Mallorquin, which is a big move since the old generation have been stuck in their mono culture farming utilising chemical fertilisers.

Businesses such as **Agromart** also deserve recognition for helping to strengthen the relationship between growers and consumers. Working closely with Mallorcan producers, Agromart promotes what is known as integrated production - a farming approach that seeks to balance productivity with environmental responsibility. While not fully organic, it represents an important step towards more sustainable food systems and demonstrates that positive change often happens through gradual progress rather than overnight transformation.

At its heart, the rise of conscious living in Mallorca is about more than shopping.

It is about reconnecting - with nature, with local communities and with the choices we make every day.

Small decisions, repeated consistently, can have a surprisingly powerful impact.

Choosing locally grown tomatoes instead of imported ones. Taking a reusable bag to the market. Supporting a family-run producer rather than a multinational corporation. Refilling a container instead of buying another plastic bottle.

Individually, they may seem insignificant. Collectively, they help shape the future of the island.

As Mallorca continues to attract visitors seeking wellness, sustainability and a slower pace of life, its growing network of organic shops, ecological farms and conscious businesses offers a glimpse into what that future might look like.

A future where quality is valued over convenience, where local producers are celebrated, and where living well goes hand in hand with caring for the environment.

One shopping basket at a time.

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