



Red COMAL

Red de Comercialización
Comunitaria Alternativa



Col. 3 de Septiembre,
Siguatepeque, Comayagua.
Km 5 Carretera hacia
La Esperanza, Intibucá, Honduras.

A Brief History of the COMAL Network

The Alternative Community Marketing Network (Red COMAL) was founded in 1993 as an initiative by organizations of small-scale producers to strengthen the rural and indigenous economy, create a space for dialogue, exchange, and training, and establish market channels offering fair prices for both producers and consumers. Red COMAL obtained legal status in 2000, becoming a legally recognized association with union-like characteristics, registered with the Honduran Ministry of the Interior and Justice under number 0612000.

Red COMAL is a self-governing organization led by rural and indigenous leaders. Every two years, a national assembly is held to appoint the organization's political leadership. The National Board of Directors is composed of 4 women and 4 men from eight regions of the country. In each region, there is a Regional Committee for regional decision-making. Leaders at the national level are elected in regional assemblies.

The foundation of the COMAL Network is its Community Social Enterprises. A Community Social Enterprise is an organization of producers, growers, and/or consumers who come together for production, consumption, product development, credit management, and/or marketing. COMAL Social Enterprises fulfill their objectives of generating employment, developing high-quality products, and ensuring, at all times, care for the environment and the dignified fulfillment of human beings.

The organization has a technical team to support long-term strategic processes and provide technical assistance in organization, agricultural and artisanal production, and market development.

Currently, the COMAL Network comprises 85 Community Social Enterprises located in eight regions of the country: Choluteca, La Paz, Intibucá, Lempira, Santa Bárbara, the Yojoa Lake Basin, Yoro, and Atlántida.

To achieve financial self-management, the COMAL Network founded three social enterprises to support the rural economy: The School of Solidarity Economy (ECOSOL), the Alternative Community Marketing Enterprise (ECOMAS), and the Collective Marketing Fund.

The School of Solidarity Economy, ECOSOL, offers training services in solidarity economy, provides lodging and meals, and hosts institutional events.

The company ECOMAS offers high-quality processed products to the domestic and international markets. These products include granulated panela, honey, vegetables, avocados, zabila products, fruit wines, staple grains, and more.


The Collective Marketing Fund provides financing to Red COMAL members for their productive and/or commercial ventures. This fund is generated through voluntary contributions to the Collective Marketing Fund by the members.

The emergence of Red COMAL stems from the need to find fair market channels for producers and consumers, but it also responds to the aspiration to strengthen an economy grounded in ethics, respectful of human rights, and protective of nature. In this regard, the founding members established the following principles:




Principles of the COMAL Network


- 1) 1) Together, we strengthen our transformative faith.
- 2) 2) We value people's work and participation more than capital.
- 3) 3) We respect life and nature.
- 4) 4) We produce and sell our goods with quality and care, at fair prices and weights.
- 5) 5) We practice solidarity and justice.
- 6) 6) We practice equitable relationships between men and women.
- 7) 7) We respect every person, recognizing equal rights.
- 8) 8) We practice integrity and honesty, and we are committed to maintaining transparency and accountability.
- 9) 9) We respect the diversity of the social and popular movement


 Over the course of more than 33 years, the COMAL Network has developed important practices and policies to ensure that the management of production, logistics, and marketing activities does not harm people or the natural environment.


These policies include:


 Organizational Policies and Practices


 In order to maintain safe, ethical, and transparent institutional spaces, the organization has implemented the following policies over the years:


 Policy on Gender Equity and Justice. It recognizes that our cultural and educational system perpetuates male domination and violence against women. The Policy on Gender Equity and Justice is based on the recognition of women's rights as human beings.

 Policy Against Sexual Abuse and Harassment. It addresses the reality of sexual abuse against children and sexual abuse against women, striving to ensure safe working environments within institutional spaces.

 Anti-Fraud and Anti-Corruption Policy. It guarantees transparency in the management of resources.

 Policy on Avoiding Conflicts of Interest. Prevents abuses of power.

 Administrative and Human Resources Procedures Manual. Provides accounting and administrative standards and procedures.

 Procurement and Purchasing Manual. This manual is closely linked to the administrative manual and regulates and defines the responsibilities of decision-makers in the procurement of new tangible assets, equipment, and machinery.