

Envirofit Launches Clean Cookstove Factory in Mexico To Fight Deadly Household Smoke From Cooking Fires

The simple act of cooking a meal kills more than 15,000 people in Mexico each year. These deaths are caused by Household Air Pollution (HAP), the smoke from traditional cooking fires which are used by 17 million people in Mexico every day. To combat this health epidemic, Envirofit International - a social enterprise that designs, develops and delivers the highest performing, lowest cost clean energy cookstoves - announced the opening of a modern, improved-cookstove factory in Mexico City, Mexico. The factory currently employs 160 people and produces the *Ecofogon Ahorrador*, an Envirofit clean energy *plancha* cookstove developed specifically for the Latin American market.

By expanding their presence in Mexico and the greater Latin American region, Envirofit hopes to create access to clean energy technology and educate people about the health hazards caused by cooking with traditional *plancha* stoves. *Planchas* are common throughout Latin America, and feature a large, flat metal stovetop that is used to cook tortillas and heat food. When used indoors, unimproved traditional *planchas* create smoke and other toxic emissions that are a primary cause of Household Air Pollution (HAP) in Latin America.

“The opening of a new factory represents an amazing opportunity for us to invest in the community, while helping to alleviate a serious health threat to families,” said Emilio Rivero, Country Director of Envirofit Mexico. “When families cook with an Envirofit *Ecofogon Ahorrador* they’ll see a difference right away – less smoke in the kitchen, and more money and time because they’re using less fuel while cooking faster.”

The *Ecofogon Ahorrador* is a high quality clean energy *plancha* cookstove customized to seamlessly integrate into kitchens where traditional *plancha* stoves are used. The product of over four years of collaborative development, the *Ecofogon Ahorrador* is the first portable, modern firewood *plancha* stove appliance that requires no bricks or mortar for quick installation in under 1 hour, features a built-in chimney for venting smoke outside the home, and uses Envirofit’s patented combustion technology to reduce the time to cook by 50%. The *Ecofogon Ahorrador* high-performance cooking efficiency will also improve livelihoods by reducing fuel consumption costs by up to 60%, and reducing harmful environmental pollutants by up to 80%. The factory in Mexico will be the fourth local assembly facility opened by Envirofit, following sites in Tegucigalpa, Honduras, Pune, India and Nairobi, Kenya.

About Envirofit

Envirofit is a social enterprise that produces the highest performing, lowest cost biomass cookstoves that are efficient, durable, desirable, and affordable for households and institutions in developing nations. Envirofit’s clean energy products empower individuals, transform lives, and ignite aspirations while stimulating prosperity across a global value chain. Pioneering the commercial market for clean cookstoves, Envirofit has reached more than 900,000 households and impacted over 3.7 million livelihoods across 45 countries. <http://www.envirofit.org/>