

variegated climate and relief, which in turn give rise to a wide variety in farming patterns, and particularly in fruit and vegetable growing. The three main categories of growing (citrus fruit, non-citrus fruit and vegetables) are well represented in Andalusia's several horticulturas. These growing sub-categories include the coastal greenhouse, strawberry, citrus, peach and nectarine, asparagus, cut flowers, sub-tropical fruits and 'valley' growing.

The 'coastal greenhouse' embraces the area from Bajo Almanzora to Níjar and Adra. Fruit and vegetable greenhouse growing is also found in Granada province from Albuñol to Motril, and in Malaga province from Torrox to Rincón de la Victoria. Smaller areas are under greenhouse in Cadiz and Huelva. The key crops under plastic are tomatoes, peppers, runner beans, melons and

There are several horticultures in Andalusia. Coastal horticulture, strawberry cropping, citrus fruit, peach and nectarine growing, asparagus, cut flowers, sub-tropical fruit and «valley» horticulture.





watermelons. The Motril producers export the world's finest cherry tomatoes throughout Europe.

Huelva is regarded as the world's leading strawberry region (the number one exporter and second-largest producer after California). This is a relatively recent development which began as an experiment forty years ago. The most widely grown variety today is Camarosa, a Californian import. Other varieties, like Calgiant, Chiflón, Candonga, Ventana and Camino Real, were developed by the University of California and are grown by specialist market gardens like Viveros California, Planasa, Viveros Huelva, and others.

Early ripening, quality, flavour and cost are the decisive features of commercial strawberry production.

With 65,000 ha given over to citrus growing and output of 1,285,000 tonnes, Andalusia is the second-largest citrus region after Valencia. Lemon is grown in Malaga, while orange is grown in Seville, Malaga and Huelva. Huelva properties are very high-tech, in line with their larger size and their owners' entrepreneurial spirit. Citrus croppers use a range of suitably bred varieties and integrated growing methods. Producers are now looking at the possibility of applying for a Cítricos de Huelva protected quality mark.

Another leading regional crop is almond, grown on 172,000 ha. Almería and Granada are the leading producers.

Andalusia is also noted for its peaches and nectarines, white and green asparagus, sub-tropical fruits, olives, vineyards and other outdoor crops grown in the irrigated land on the banks of the river Guadalquivir, like carrot, onion and potato.

The Junta of Andalusia presently recognises Andalusian products with assured quality in

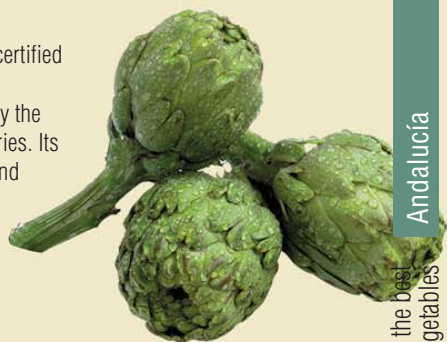
production, preparation and environmental performance under its Calidad Certificada ('certified quality') label.

Calidad Certificada is a mark granted by the regional department of agriculture and fisheries. Its purpose is to promote Andalusian farming and fishery products with certified distinctive quality through an ambitious profile-raising project which will help consumers identify the relevant labels. The scheme covers 906 products and 237 enterprises, and fruit and vegetable producers are well represented.

The Calidad Certificada label encompasses products under designations of origin, protected geographical indications, organic farming certificates, traditional speciality guaranteed and integrated production, and products certified to the EN-45011 standard based on specifications authorised by the regional department of agriculture and fisheries. Thus the Calidad Certificada mark lets consumers identify products of superior quality endorsed by the regional government.

The protected names in the Autonomous Community of Andalusia include the protected designation of origin (PDO) Chirimoya de la Costa Tropical Granada-Málaga (custard apple) and the PDO Pasas de Málaga (raisins). Marks in the vegetable category include the specific designation Espárrago de Huetor-Tájar (asparagus), soon to be joined by the specific designation Tomate de la Cañada-Níjar in Almería province.

A group of Almería producers have created their own quality mark in response to growing consumer demand. The Guarantee Securitam label certifies fresh fruit and vegetables from these producers and certifies that they have been grown and handled to very strict standards of hygiene and food safety.



Huelva is regarded as the world's leading strawberry region. Early ripening, quality, flavour and cost are the decisive features of commercial strawberry production.



CASI's Raf tomato continues to please the most demanding palates

The Pata Negra tomato

As consumers become increasingly discriminating in their tastes, certain special products gain a reputation and win a place on the most select tables. This has been the case of the pata negra tomatoes of Almería, also known as Raf or 'furrowed' tomatoes. Raf harvests have been on the rise in the past few years.

The Raf tomato is one of the oldest and most traditional products of the Vega de Almería agricultural district. Its distinctive features are an outstanding flavour and a sweetness that's impossible to find in other tomato varieties. The experts say that a good Raf tomato can bring out all sorts of responses, but it will never leave you indifferent.

The Raf tomato is an 'old-style' tomato. It isn't the roundest, or the biggest, or the shapeliest, or the most productive, or the reddest, or the longest-lasting. Raf tomatoes are generally small, deeply furrowed, of irregular shape and an intense

green. All these traits would normally be reason enough not to put it on the market. But the Raf's 'powers' are on the inside, because it has a flavour and 'sweetness' that are virtually impossible to find in any other tomato variety.

As against what one might assume, the Raf isn't a new generation tomato; in fact, it's the most traditional in Almería province, and has been grown there for as long as can be remembered.

Only a few farmers grow Raf tomatoes, and most are clustered in the levante almeriense area - La Cañada and Níjar - where the water has always had a high salt content.

The CASI cooperative has its plantations in the areas of La Cañada, El Alquíán and Campos de Níjar.



CASI's Raf tomatoes available online

From December onward, CASI will be selling its famous tomatoes over its website, www.rafdecasi.com. The website provides all the information about the product and lets you buy tomatoes direct from the harvest; they will reach you just 48 hours after picking, and won't go through any middlemen. Online sales of CASI Raf tomatoes will only be available in the production season, from late November to mid-May.





You've never tried a tomato as sweet
as CASI's Raf tomato.

The Authentic *pata negra*

Grown exclusively in La Cañada,
El Alquíán and Campos de Níjar in the
east coast province of Almería.

A sweet tomato that can be eaten just as
it is, with a little salt and oil or in a salad.
Its unique flavour and incomparable
sweetness will be greatly appreciated.

Visit www.decasiacasa.com and fill in
a simple order form to get the very best
of CASI's Raf tomatoes straight from
the field to your table in 48 hours.
Guaranteed.

www.rafdecasi.com

EL **RAF**
de
CASI

Carretera de Níjar - Los Partidores
04120 La Cañada - Almería - ESPAÑA
Telf.: 950 62 60 07 - Fax: 950 29 08 63
www.casi.es

CASI
*Especialistas en tomate.
Expertos en calidad.*



RAF TOMATO... NOW ORGANIC

The Raf tomato is one of the oldest and most traditional products of the Vega de Almería agricultural district. Most Raf tomatoes are grown in the fields of Níjar. It's a very high-quality product: its distinctive features are an outstanding flavour and a sweetness that's impossible to find in other tomato varieties.

Hortícola Pimar c.b. is a company based in Níjar, Spain's second-largest local district, which borders on Cabo de Gata Natural Park and specialises in growing Raf tomatoes.

Raf is a tomato variety whose unprepossessing outward appearance is sometimes deceptive and belies its delicious, unbeatable flavour. Rather small - only slightly larger than vine tomato - it's deeply grooved, bright green on top and red on the bottom.

Tomatoes are a healthy food that provide a wealth of vitamins and minerals. Some research studies have shown that Raf tomatoes are far higher in vitamin C than orange juice.

In addition, tomatoes have exceptional antioxidant properties. They contain lycopene, which, together with other compounds, reduces cancer risk, among other benefits.

When tomato is paired with salty food, the distinctive tomato flavour and sweetness is brought out strongly. Thin slices of tomato, with origins in the Americas, explode with savour in the mouth, giving a powerful dose of the freshness of the Andalusian orchard.

That's why some slices of Raf tomato on a plate with fine virgin olive oil and a sprinkle of salt are an exquisite delicacy in their own right.



These tomatoes - also known as pata negra - are planted in September. The first tomatoes of the season are picked in late December, and the last in late May. The last tomatoes taken from the plant - small but especially flavoursome - are wonderful for salad. Carefully selected Raf tomatoes are picked green, because they are already a ripe red when cut open.

From now on, Hortícola Pimar also markets organic Raf tomatoes of outstanding quality. Pimar is one of the pioneering firms in the organic tomato field, now increasingly valued by consumers.

Pimar also makes its own virgin olive oil. Virgin olive oil is the only vegetable oil that can be eaten raw, without need of refining or modification, and so keeps all its vitamins, essential fatty acids and other dietary benefits. Virgin olive oil is the ideal ingredient to bring out the flavour of the delicious Raf tomato.





The Spanish Avocado Leader's Facts.

...In Frutas Montosa always speak about fact,
never about affirmation....

...With a production increase of 91'31% in last five years,
we achieved 20.000TM in 05/06 season.

...a fact...

We assured maximum quality: We work under certifications: ISO 9001:2000, EurepGap,
Tesco Nature's Choice, Ecological Certificate y HAPPC

...a fact...

Annual Availability: We focused and manage long term relationships pleased
to our capacity to deliver avocados 12 months per year.

...another fact...

Traceability: We controlled all the suplí Caín from the tree to
the retailer adding value in each step of the process.

...more facts...

Ripening: No-One like the specialist can know the life cycles of the fruit.
We know it and our clients also do it. Peripened, triggered or ready-to-eat.

THE FACT.

Leadership is demonstrated with facts.
This is ours.

5 al día 


Enjoy Fresh
Fruits & Vegetables


**Frutas
Montosa**

Fruit recovers for a healthy body

www.frutasmontosa.com

Montosa fruit: Healthy fruit for a healthy body

MONTOSA is the past, the present and the future in the production and worldwide export of avocados.

Since 2001, Montosa has increased its output by 93.31% to 20,000 tonnes last year, and is now the undisputed leader in its sector.

Its leadership in the avocado market enables Montosa to promote awareness of the avocado and its surrounding nutrition culture, implement innovative growth strategies like its present minimal processing projects, and encourage consumption within this product category.

Montosa contributes added value to the fruit from the tree to the table. They meticulously pamper their avocados at the growing stage, through to careful picking, exhaustive cleaning and professional packing with their own distinctive style. All this gives the product added value that sets it apart from the competition.

Montosa's control of the value chain throughout the whole distribution channel makes for full traceability from the field to the table. The supplied product offers the highest nutritional standards, and comes from plantations cultivated by certified best agricultural practices.

Montosa fruit: a shot of vitamins for your body

Avocados are rich in vitamin E (an antioxidant) and help reduce cholesterol thanks to their oleic acid.

The oleic acid in avocado is good for your blood vessels and heart; it raises so-called 'good cholesterol' (HDL-C) and helps reduce the risk of heart disease.





Vitamin value

Benefits of the vitamins in avocado

| | | |
|-------------------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| VITAMIN A | 85 mg per 100 gr | Vitamin A is a powerful antagonist of harmful free radicals, and is necessary to maintaining healthy eyes, skin and mucous membranes; it also boosts the immune system. |
| VITAMIN D | 10 mg per 100 gr | Vitamin D aids calcium and phosphorus absorption in the intestine and thus helps the formation of bones and teeth. |
| VITAMIN E | 3 mg per 100 gr | Vitamin E is a powerful antioxidant and an essential nutrient for the human body. It delays the signs of aging, prevents arteries from becoming obstructed, and helps prevent heart disease. |
| VITAMIN K | 8 mg per 100 gr | Aids blood clotting. Helps bone metabolism. |
| VITAMIN B1 | 0.11 mg per 100 gr | Essential to the nervous and musculoskeletal systems. |
| VITAMIN B2 | 0.20 mg per 100 gr | Provides energy to the inside of cells. Maintains healthy skin, nails and hair. |
| VITAMIN B6 | 0.45 mg per 100 gr | Helps you produce antibodies to support the immune system. |
| VITAMIN B3 | 1.60 mg per 100 gr | Essential to obtaining energy. Necessary to brain function. |
| PANTOTHENIC ACID | 1 mg per 100 gr | Necessary to assimilate the carbohydrates, protein and fats needed for cell life. |
| BIOTIN | 10 mg per 100 gr | Important to carbohydrate, protein and fat metabolism. Catalyses carbon dioxide fixing. |
| FOLIC ACID | 32 mg per 100 gr | A B-complex vitamin that prevents birth defects in the brain and spinal cord. |
| VITAMIN C | 14 mg per 100 gr | A powerful protection against viruses. Vitamin C supports the immune system. |



Tips on eating avocados

To peel an avocado with ease, roll it around in your hands for a few seconds and the peel will come off the pulp more readily.

Storage

Sprinkle some drops of lemon juice on the pulp after cutting to stop it from darkening.

Certification type

Eurepgap, Tesco Nature's choice, UNE-EN-ISO 9001:2000, APPLUS, BRC (in progress), IFS (in progress)

Packing type

Flow-Pack, nets, bulk boxes (4, 8, 10 and 12 kg) and honeycomb packs

Available

All year



Frutas Montosa:
The avocado market
leaders





CUSTARD APPLE

«Deliciousness itself» was how Mark Twain described the exotic chirimoya, or custard apple, grown in the coastal valleys south of the Sierra Nevada.

The flavour of the custard apple is completely its own and quite unlike any other fruit. Because the custard apple needs such a specific sub-tropical climate, it is only grown in the Motril-Almuñecar area and, with barely 2,500 hectares of the fruit under cultivation, Spain is the world's leading chirimoya grower.

The difficulty of growing custard apples also explains the wide differences in quality you can find on the market.

A sweet flavour with just a hint of acidic sharpness, a small number of stones, a green skin and proper ripeness are achieved only through careful growing, well-judged picking and meticulous handling.

So, more than any other fruit, the custard apple needs dedication, know-how and delicate care. Our chirimoyas under the La Palma label are the outcome of those three factors.

Custard apples are a really special treat if you like sweet, delicate, flavoursome, exotic, cheerful fruit. What's more, they're good for you.

■ **Available:**

October to May

■ **Certification type:**

ISO 9001/ BRC/EUREP GAP

■ **Packing type:**

4 to 12 fruits to a 4 kg box

■ **Source:**

Motril/Vélez Benaudalla

■



CHERRY TOMATO

The present varieties of cherry tomatoes are directly descended from the original tomato plants found by the conquistadors in the Americas.

The province of Granada is the world's leading cherry tomato producer; it's here that an innovation has become a tradition in the space of just twenty years.

The La Palma cooperative pioneered the cherry tomato, and is the world's largest producer. Its success rests on selecting and developing the best and most flavoursome varieties at the La Palma research facility.

Today, besides its traditional cherry tomatoes, La Palma grows the deliciously sweet cherry teardrop tomato, the aromatic cherry vine tomato, the tasty yellow cherry tomato and the strikingly new strawberry cherry tomato.

■ **Available:**

All year

■ **Certification type:**

ISO 9001/ BRC/EUREP GAP

■ **Packing type:**

250 g and 500 g jars, snack bags, etc.

■ **Source:**

Granada province

■



www.lapalmacoop.com

Discover a tropical treasure



GOLD MANGO

PICKED BY HAND ~ ALWAYS PERFECT PULP ~ INTENSE FLAVOUR



ADDED VALUE

Special recipes demonstrating how to use this wonderful tropical fruit, which we change regularly.

Fruit sent in a ripe-and-ready condition, with the aim of optimising its colour and flavour.

All preparation of the mangoes is done by hand so as not to damage their fragile skin and pulp.

SPANISH-PRODUCED VARIETIES: Osteen, Keitt, Sensation, Tommy Atkins

IMPORTED VARIETIES: Kent, Keitt

SIZES: 6 to 12

PACKAGING SPECIFICATIONS: 30x40 or 40x50

PALLETS: 144 or 180

sublime
GOLD

Finca El Molino, s/n ~ 29792Valle-Niza ~ Málaga (Spain)

sublimegold@sublimegold.com

clientes@frutasmontosa.com

Customer Service

Tel. (+34) 952 51 51 92



READY-TO-EAT VEGETABLES AND SALADS

The Primaflor Group comprises three fruit and vegetable producers, a packing plant and a ready-made salad facility. The Group has produced fruit and vegetables under the Prima and Sol de Pulpí labels for 40 years.

Primaflor vegetables are available in shops under 45 different product references, and come from 95 properties in Murcia and Almería provinces. Primaflor is one of the leading suppliers to modern hotel, restaurant and catering establishments. Greengrocers' shops have Rincón de Prima cold storage units containing peeled garlic, both whole and sliced, lettuce hearts and baby lettuces, Batavia lettuces, escarole lettuces, rocket, green and red lollo and oak-leaf lettuces, frisée escaroles, lamb's lettuce, salad radishes, celery, wonderful cherry tomatoes on the vine, and more.

The company also offers special products like kai choi and pak choi, and bags of ready-washed and cut salads of spinach leaves, chard, lettuce and Batavia lettuce.

Prima and Babyfresh brand salads include specialties like Baby Leaf bags, containing a mix of deliciously tender vegetable shoots.

Primaflor is the Spanish market leader in many of its product ranges.





There's green pak choi and white pak choi.
This is the green kind.

**It isn't cabbage and it isn't chard.
Just tender and mild.**

Making life easy...

Slice it any way you like, boil it lightly and it's ready for a delicious sauté. Use your favourite fry-up ingredients or just add ham, bacon, or peeled shrimp.

Or throw it in with some tasty vegetables.

For some adventurous cooking, try pak choi, which originated in China.

You're bound to like it.

The Primaflor Group offers many other specialties, too.

 *Grupo*
Primaflor
COSECHEROS POR EXCELENCIA



Send your star recipes to
guiafh@horticom.com



AVOCADO

Trops, a leading producer and distributor of avocados and other subtropical fruits, brings the tastiest varieties to your greengrocer's with guaranteed quality the year round.

This exotic, mild-flavoured, pulpy fruit, which originated in Central America, has great health properties in the form of mono-unsaturated fats, minerals like potassium, iron and phosphorus, and antioxidants.

Avocado has many culinary uses and goes well with all kinds of dishes. Avocado is used to make guacamole, salsas, baticate (an avocado shake), tacos and wonderful salads. It's also an exquisite delicacy in its own right, just spread with butter or dressed with oil and lemon.

Avocados are easy to eat: just cut the fruit lengthwise till the knife hits the stone, turn the fruit so the blade slices all round the stone, and then open the fruit into two halves.

The oleic acid in avocados is good for your health and brings down blood cholesterol. Avocado is a very wholesome and easily digested food, and is recommended for growing children, convalescents and people with stomach trouble.

Available:

All year



MANGO

Flavoursome, fleshy and refreshing... Mango, originally an Asian fruit, is extremely sweet and aromatic and very easy to eat.

Mango helps prevent disease by strengthening your immune system.

It's very rich in carbohydrates, minerals like magnesium and vitamins A and E. Its high antioxidant content also makes it a healthy option for all ages. Vitamins A and C help combat heart disease and even cancer. The high fibre content of mango gives it laxative and detoxifying properties.

You can enjoy mango just as it is, or use it to give your dishes a tasty and colourful touch: it goes very well with fish, ham, meat and more. Mango is also a great choice of ingredient for salads, fruit salads and other desserts.

When buying a mango, choose one with a good, well-rounded smell. Trops works hard to bring you the most delicious and aromatic mangoes on the market.



Available:

September to November





EXÓTICOS MADE IN MÁLAGA



Apdo. correos nº 84 29700 Vélez · Málaga

tel.: +34 952 500 700 · Fax: +34 952 500 462 · info@trops.es · www.trops.es





LYCHEE

Lychee is a small, unusual fruit of Asian origin. Its white pulp is very sweet and juicy and has a surprising texture.

Lychee brings you a wealth of vitamins (mainly vitamin C) and minerals and supports your metabolism. Lychees are generally eaten raw as fresh fruit, although they are also used in cooking as an ingredient in enticing meat and fish courses.

September to October is the best season for buying fresh lychees in the shops, though you can also find it as dried or tinned fruit the year round. Trops is the leading Spanish producer of lychees, and has both a conventional and an organic farming line. Trops's service quality strategy is based on added value for both customers and growers.

To eat a lychee, just split it in half and remove the stone. It's very easy to peel, and is a great choice of fruit for all ages.

Available:

September-October



Trops, the leading producer and distributor of quality sub-tropical fruit www.trops.es

TROPS 221



MULTI-LEAF LETTUCES

Multi Leaf lettuces have many tender young leaves to make deliciously fresh salads. These ready-to-eat lettuces have great colour, texture, volume and flavour. All they need is a dressing, and they become a wonderful salad you can serve straight away.

Far fewer leaves go to waste and we save a lot of time.

One of the major difficulties with processed lettuce is that sliced leaves soon go brown through oxidation. Seed companies have therefore selected oxidation-resistant varieties to minimise the problem. These varieties are longer-life and can undergo washing and slicing, thus saving time for households, caterers, restaurants and the food industry.

All these new lettuce varieties are smaller and have more leaves than conventional lettuce, and are especially easy to prepare.

Rijk Zwaan produces these varieties under the Salanova® brand, which guarantees freshness and flavour. Salanova® lettuces have a highly attractive appearance and stay firm and fresh if stored correctly.

RIJK ZWAAN IBÉRICA, SA 221

Salanova®

Winner of:
FRUIT LOGISTICA
Innovation Award
2006

...one cut, ready!



New types!

www.salanova.com

SALANOVA is a registered trademark of Rijk Zwaan Zaadteelt en Zaadhandel B.V.



'CASTIL' ITALIAN PEPPERS

Castell de Ferro is a village on the coast of Granada province. The warm climate and modern technology make it an ideal site for growing all kinds of fruit and vegetables all year round.

Thanks to its meticulous selection processes and comprehensive service, the growers' cooperative El Grupo SCA is a market leader that provides the highest standard of quality in all its products, at the best price.

One of its key products is the Italian pepper, which is grown in the Castell de Ferro area from January to July.

These Italian peppers are long and pointed, and green in colour. Their sweet flesh is ideal for frying, but they can also be eaten raw, stewed or roast, and they make an excellent garnish for a wide range of dishes.

Peppers are high in fibre and packed with vitamin C. 100 g of peppers provides about 100% of the recommended daily intake of 60 mg of vitamin C. Vitamin C is a powerful antioxidant which protects against cancer and viruses.

■ **Available:**

January to July

■ **Certification type:**

UNE-EN ISO 2000, BRC



'CASTIL' CHERRY TOMATO

El Grupo SCA harvests, packs and distributes its cherry tomatoes to the utmost standard of care and hygiene to make sure they reach consumers with all their properties intact.

Cherry tomato is a select variety that plays a key role in the daily diet and is available the year round. Cherry tomatoes are a versatile product for a wide variety of culinary uses.

This small red fruit has a mild, sweet and very pleasant taste. Its seeds are edible and the pulp is very juicy.

The excellent nutritional profile of tomatoes is a balanced blend of antioxidants (vitamin C, carotenoids and flavonoids), minerals and fibre. They are high in folic acid and low in fats. In particular, tomatoes are the most important dietary source of lycopene, which acts as a powerful antioxidant.

Tomatoes are a healthy natural product whose excellent properties meet the needs and tastes of any consumer.

■ **Available:**

All year

■ **Certification type:**

UNE-EN ISO 2000, BRC,
UNE 155.000

■



'CASTIL' DUTCH CUCUMBER

Cucumbers probably originated in India and North Africa, but are now grown all across the Mediterranean basin, the Canary Islands and the Netherlands.

The cucumbers sold by El Grupo SCA under the 'Castil' brand are of the 'Dutch' or 'Almería' variety, one of the most delicious on the market. These long and straight cucumbers have a smooth green skin and a firm flesh of extraordinarily pleasant flavour.

Cucumbers contain no fats or cholesterol and are low in calories. Cucumbers contain cancer-fighting phytochemicals called phytosterols and terpenes.

Cucumbers also contain some vitamin C. 100 g of cucumber provides about 10% of the recommended daily intake of 60 mg of vitamin C. Vitamin C may protect against various kinds of cancer and strengthens the immune system.

Cucumber is eaten raw in salads and sandwiches and is available the year round.

■ **Available:**

October to June

■ **Certification type:**

UNE-EN ISO 2000, BRC,
UNE 155.000



'XAENA' RUNNER BEAN

Runner beans are a legume that originated in Central and South America; they were introduced to Europe in the sixteenth century.

This crop is now available the year round. Runner beans are sold fresh and put to a wide variety of culinary uses.

Runner beans contain no fats, cholesterol or sodium and are low in calories. They are a good source of carotenoids, provitamin A, vitamin C, fibre, potassium, folate and certain phytochemicals.

Runner beans are digestive, diuretic and detoxifying.

The special climate of Castell de Ferro means that the runner beans grown in the area are of the highest quality.

The 'Xaena' brand is a guarantee of quality.

■ **Available:**

October to June

■ **Certification type:**

UNE-EN ISO 2000, BRC





'CASTIL' WATERMELON

El Grupo SCA grows its produce in Granada province, whose sub-tropical climate is unique in Europe.

All the fruit and vegetables sold by El Grupo SCA are free of residues and pass strict quality controls to guarantee freshness and outstanding.

Through its 'Castil' and 'Xaena' brands - recognised in Spain and abroad for their quality and prestige - El Grupo SCA distributes Dutch cucumbers, cherry tomatoes, Italian peppers, runner beans and watermelons.

The distinctive features of 'Castil' watermelons are its wonderful flavour and colour, and the use of natural pollination in the cultivation process.

Watermelon is a highly refreshing and diuretic fruit, because it is 92% water - recommended for people on weight-loss diets.

Watermelon contains vitamins A, C, B1 and B2, and the minerals potassium, sodium, magnesium, iron, phosphorus, sulphur and chlorine. Watermelon seeds are high in zinc, and their antiprostatic effect can be released by chewing them.

'Castil' watermelons have a very thick, hard shell of smooth green skin. The red pulp is porous and very juicy in texture, with an extremely sweet taste.

Available:

May to July

Certification type:

UNE-EN ISO 2000, BRC,

UNE 155.000



NEW KUMATO® TOMATO

Kumato® tomato is the new tomato variety marketed by Syngenta Seeds. Kumato(r) has a unique appearance and exquisite taste. It is a wholly natural product and surprisingly juicy.

You will discover something special when you try this unforgettable fruit. It is a unique, innovative, attractive tomato that brings imagination and creativity to your table. A very juicy, sweet, intensely flavoured fruit, Kumato® has an attractive and distinctive colour that makes it immediately recognisable in the market.

Kumato® is ideal for gourmets and highly appreciated by children for its intense flavour in original salads. It is available in specialist gourmet shops and the major Spanish and European supermarkets.

Tomato is one of the world's most widely used food products. It serves as the basis for delicious and refreshing cuisine and is highly versatile for combining with a wide range of foods.



kumato®

Kumato® Tomato, unique flavour and color

Kumato® is a registered trade mark of the Syngenta Group



Tomates de la Cañada-Níjar: health-packed tomatoes

Tomates de La Cañada-Níjar tomatoes have a flavour, aroma, colour and appearance that sets them apart from tomatoes grown in other regions.

Their balanced and exceptional flavour is owed to a higher organic sugar and acid content than that found in other tomatoes. They are high in potassium, phosphorus and calcium and a good source of vitamin C and folic acid. Their rich lycopene content makes them extremely healthy.

The Tomates de La Cañada-Níjar specific designation was created by the producer organisation Asociación del Tomate La Cañada-Níjar to set the tomatoes grown in the area apart from crops from elsewhere. The growing area protected under the Tomates de La Cañada-Níjar specific designation comprises Almería, Huercal de Almería, Níjar, Pechina and Viator.

Several studies conducted by the Coexphal laboratory show that these tomatoes offer outstanding organoleptic properties. This is chiefly due to the physical-chemical features of the soil, the temperature and the hours of sunlight in the Cabo de Gata-Níjar Natural Park, the irrigation water used to grow Tomate La Cañada-Níjar, and the expertise of the local growers, who have cultivated these tomatoes by traditional handcraft methods for many years.



The four tomato varieties under the Tomate La Cañada-Níjar specific designation are 'furrowed', cherry, 'oblong' and 'smooth round', and all four achieve higher concentrations of flavour-related compounds - both sweet and acidic - which make them distinct from tomatoes from elsewhere.

All the important factors for growing high-quality tomatoes are present in the La Cañada-Níjar district, and thus ensure a very fine flavour in response to consumers' increasing demand for exceptional standards.



A tomato with an edge

CASUR S.C.A.
S.A.T. COSTA DE NÍJAR
VEGACañADA S.A.
AGROPONIENTE-NÍJAR S.A.
AGRUPALMERÍA S.A.

D.E. TOMATE LA CAÑADA-NÍJAR.....218





Vícar, greenhouses and trade

Intensive agriculture under plastic is the leading source of wealth in Vícar and the mainstay of its economy.

About 1,878 hectares in Vícar's municipal district are 'greenhoused', and produce a variety of fruit and vegetables, including tomatoes, peppers, cucumbers, courgettes, aubergines, runner beans, watermelons and melons.





www.vicar.es

There are many auxiliary businesses linked to the fruit and vegetable sector in Vúcar. The town showcases the different ways fruit and vegetables are placed on the market: the traditional alhóndiga markets, on one hand, and cooperatives, limited companies and other forms of corporation on the other. All these models make it possible for Vúcar's produce to supply Spanish and international markets.

Farms are constantly improved, modernised and invested in, and the distribution firms strive to keep the produce at optimum standards of quality and in tune with consumer taste.

The municipality of Vúcar stretches from the uppermost part of the Poniente area of Almería province down to the coast. The fruit and vegetables grown in Vúcar's greenhouses have the benefit of a very mild climate.



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www.frutas-hortalizas.com



Ayuntamiento de Vúcar

saborea Vúcar

PDO Chirimoya de la Costa Tropical de Granada- Málaga

Custard apples (cherimoyas) under the protected designation of origin Chirimoya de la Costa Tropical Granada-Málaga have a pulpy, creamy, juicy and sugary flesh, a whitish colour, a very delicately acidic flavour, and are highly digestive. Custard apple is a specially aromatic and sweet fruit.

The skin is at first pale green and darkens slightly when ripe. Another sign of ripeness is that it has a slight give under the gentle pressure of a finger - this indicates the right time for eating it. The outer surface is a network of very slight depressions.

This exotic fruit is grown on the «Costa Tropical» of Granada and Malaga provinces, sheltered between the foothills of the Cordillera Penibética and the Mediterranean Sea in a subtropical microclimate that is unique in Europe.

The local districts that grow custard apples under the protected designation of origin are, in Granada, Motril, Vélez de Benaudalla, Los Guájares, Molvizar, Ítrabo, Salobreña, Otívar, Lentejé, Jete and Almuñécar, and, in Malaga, Nerja, Frigiliana, Torrox, Algarrobo and Vélez Málaga.

In nutritional terms, custard apple is very healthy as well as delicious.

Its powerful enzymes mean it is easily digested.

Custard apples are flavoursome, fleshy, energy-packed and nutritious, and high in organic sugars and minerals. They are fibre-rich, help calcify bones and teeth





and combat anxiety; they are ideal for growing children.

Custard apples don't need anything added to them to make a scrumptious pudding - you can eat them fresh, just as they are. They make an excellent snack between meals, and a wonderful breakfast or tea.

Custard apples are also great for cooking. Why not try a custard apple tart? You need 2 custard apples, 2 eggs, 1 cup of cream, 1 cup of sugar and sponge cake. Scoop the flesh out of the custard apples and remove the stones. Squeeze over some lemon. Beat the eggs together with the sugar and half the cream.

Then lay down the layers of the cake: first the sponge cake, soaked in a little syrup

and rum, then the custard apple pulp, then the flavoured cream. Then top the cake with sugar. Bake the cake in the oven at a medium heat until it sets. Enjoy!

As Mark Twain said, custard apple is «deliciousness itself».



www.crchirimoya.org

Roquetas de Mar, a holiday heaven with a fertile fruit and vegetable garden

Know-how and flavour are the essence of Roquetas de Mar. Its fruit and vegetable farming is a benchmark for advanced agriculture which grows the natural way and looks after the environment. And its tourist attractions - including the finest beaches on the Costa de Almería - are an added bonus to its high-quality gastronomy.

Roquetas de Mar is one of Spain's emerging towns, whose strong rise is driven by tourism and agriculture, and by the hard work of the people who live there, who have earned a well-deserved and longstanding reputation for effort and perseverance.

With 3,000 hectares of crops under plastic, intensive agriculture has changed life in Roquetas de Mar. By creating these veritable microclimates of year-round warm temperatures, Roquetas has become one of Spain's leading agricultural producers and exporters. Its key products are tomatoes, peppers, cucumbers, watermelons, melons and marrows, all of which are sold on the most demanding markets worldwide.



Everyone is aware of the great effort put in by the local government's agriculture department for the benefit of the area's growers. The local council works tirelessly to boost farming, one of the district's main sources of wealth, because they know the sector needs support, particularly in uncertain times like the present.

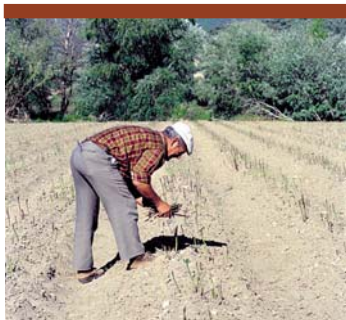
All these factors have made a near-deserted stretch of coastline into a green heaven of productivity and quality.



www.aytoroquetas.org



The wild origins of Huétor-Tájar asparagus



The native asparagus of Huétor-Tájar, commonly known in the area as 'green-purple' asparagus, is a member of the green asparagus group, and closely related to some wild species of the *Asparagus* genus, including *Asparagus maritimus*, *Asparagus albus*, *Asparagus acutifolius*, *Asparagus aphyllus*, and others. These species are simply part of the wild flora of Mediterranean regions like Andalusia, and are not cultivated as crops. Wild green asparagus differs from cultivated green and white asparagus in that they are slimmer, have barbs or spurs under their scales, the stems are darker (bronze and purple), their taste is more bitter, they smell stronger and the stem is flexible and fleshy. Even in classical times, Cato remarked on how some epicureans preferred wild species of asparagus for their slight bitterness.

The Huétor-Tájar asparagus was originally a wild species that grew in the riverside woodland on the river Genil where it ran through Huétor-Tájar. The seeds were collected in the early twentieth century for cultivation in the fertile fields of the Vega Baja of





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www.frutas-hortalizas.com

the Genil river in Granada province. The asparagus was grown in small family gardens of the area, for the households' own consumption or for sale locally.

The research conducted in recent years by the Consejo Regulador (inspection body) of the protected geographical indication Espárrago de Huétor-Tájar, in partnership with the University of Cordoba, has shown that the Huétor-Tájar asparagus is a cross between *Asparagus officinalis* and *Asparagus maritimus*, which makes it similar to various wild green asparagus species typical of the Mediterranean region.

Distinctive features of Huétor-Tájar asparagus

The distinctive features of the Huétor-Tájar native as against other green asparagus species include its chemical composition, which make it a medicinal vegetable. It contains saponins, a glucosteroid credited with the diuretic properties of the plant, the bittersweet taste, and, according to recent research in the United States, anti-tumoural action. The concentration of saponins in Huétor-Tájar asparagus is three times higher than in other asparagus species. Other standout compounds include polyphenol antioxidants, of which the most significant is rutin or vitamin P. Again, Huétor-Tájar has three times more rutin than other green asparaguses, hence its purple colour. Finally, Huétor-Tájar

asparagus is slimmer than other green asparagus species, making for fleshier and more tender spears.

Protection of the Espárrago de Huétor-Tájar designation

Huétor-Tájar asparagus has been protected by a specific quality designation since 22 October 1996, when the agriculture and fisheries department of the Junta of Andalusia introduced the regulations and created the inspection body for the protected name. The Spanish Ministry of Agriculture, Fisheries and Food ratified the protected name on 18 April 1997. On 15 March 2000, the European Commission, under Regulation (EC) No 547/2000 of 14 March 2000, registered Huétor-Tájar asparagus as a protected geographical indication throughout the entire European Union.





WHAT'S A PLUOT? IT LOOKS LIKE A PLUM, BUT...

This fruit could be mistaken for a plum, but it's a lot more than that.

A pluot is a cross between a plum and an apricot, so it has features of both. The pluot is bred as a natural hybrid, and is not genetically modified.

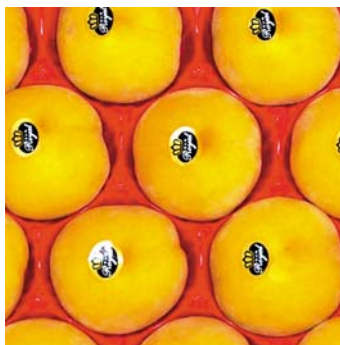
It is easily recognised by its ROYAL pluot label, which is a guarantee of quality. Royal is one of the few European countries to grow pluots.

The outside of a pluot is very similar to a plum's: round, with a smooth, shiny skin. But its sweet taste, juicy, crisp pulp, fine skin and mixture of colours makes it distinctive and unlike other fruit.

Pluots are also very nutritious, being rich in vitamins A and C, potassium and fibre.

The Brontosaurus Egg(r) variety is a yellowish-purple pluot with green stipples reminiscent of a dinosaur egg. Royal has aimed this variety at children. Pluots are available from late July to September.

Whenever you see the name 'pluot' on a label or crate of fruit you'll know they're not just plums, they're a lot more than that!



DELICIOUS YELLOW PEACHES

The yellow peach, also known in Spain as the pavia, is one of the most widely consumed peaches on the Spanish market. It is the first to be harvested - from 15 to 20 May - and is therefore the only peach available at that time. Royal has developed a new variety of yellow peach and started to market it in 2005, with a volume of 200 tonnes. The peach proved highly popular, so Royal plans to increase production in upcoming years.

This (already famous) peach variety - which seems to imitate an ordinary yellow peach - is exclusive for its bright yellow colour, the consistency of its skin and its wonderful flavour, and also because it's one of the earliest peaches on the market.

Don't miss it - whenever you see a yellow peach with a Royal label, you'll know it's a good buy.

Yellow pulp: Golden stamp



White pulp: Silver stamp





WONDERFUL NECTARINES

Royal offers you the widest range of white- and yellow-pulp nectarines, with extra sweet flavours. Royal launches new varieties every year, thanks to its research and development programmes. The company's constant innovation brings you new, improved flavours and qualities.

Nectarines are completely smooth, have a reddish skin and very sweet, tender flesh. Nutritionally, they are very similar to peach, but richer in vitamin A.

Nectarine is one of the pulpy fruits with the highest vitamin B3 content. Vitamin B3 supports nutrient metabolism and aids the breakdown of cholesterol, thus helping reduce blood cholesterol.

White-flesh nectarines are increasingly sought-after in the Spanish market: they are juicy and very sugary and aromatic. Nectarines are an ideal fruit for spring and summer.

An easy way to tell white-flesh nectarines from yellow-flesh nectarines is to look at the quality label.





Agrupaejido, a lot more than a company group

The history of Agrupaejido has run parallel to the history of intensive agriculture in Almería province. In 1979, when Almería was rapidly developing its agriculture, a group of horticulture entrepreneurs joined forces to create Agrupaejido, S.A. From then on, the company has grown unstoppably. By 1982, Agrupaejido operated fruit and vegetable auction centres and started exporting to offer its growers a more comprehensive service.

A solid reality

Today, Agrupaejido is a large business group with 46,000 sq m of facilities for fruit and vegetable sales, spread over 8 centres in Almería. The group also holds interests in a wide range of companies - some of them are wholly owned or under the group's control, while others are held as joint ventures in which Agrupaejido plays an active management role. The



group produces and sells vegetables in Mexico (Almerimex), and is also involved in fertilisers, seawater desalination, winemaking, television and radio, property, and other sectors.

Natural leaders

Agrupaejido is a leading company in its field; it is the largest group of its kind in Andalusia, and one of the six-largest fruit and vegetable businesses in Spain. It is also Spain's largest marketer of peppers. Headed by a young but expert and highly effective team, Agrupaejido beats its own records every year.

Total quality

Agrupaejido is a leading company by sales volume, but its management's priority is quality. That's why the group has more than 1,000 hectares under Eurepgap controls, and has passed every single audit so far. In addition,

Agrupaejido runs regular training courses for its 3,500 grower partners and 1,500 employees, and has a team of 15 to 20 specialists who advise our producers. Agrupaejido's product labels - Almerly, Cehorpa, Fashion, Frual, K5, Leal and Pandal - are therefore a byword for «total quality», which is the main concern of everyone working at Agrupaejido.



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The natural and multi-coloured agriculture of El Ejido



The crop fields of El Ejido are in the south of Almería province, Spain, on the plains that stretch to the Mediterranean Sea from the southern face of the Sierra de Gádor range. The local countryside has a stable climate, with an annual average diurnal temperature of 27°C in the summer and 15°C in the winter, an average 3,060 hours of sunlight a year, and an atmosphere blown crisp and clean by frequent gentle breezes.

In El Ejido, over 50% of the working population is directly involved in agriculture (50.5%), which takes up 14,000 ha of top-quality fruit and vegetable greenhouse, where the climate is usually wholly natural, unheated or using only anti-frost heating.

Every year, El Ejido growers produce over 1,200,000 tons of quality fruit and vegetables. The greenhouses support 21,000 direct jobs, comprising family labour in 44% of properties, and part-family, part-employee labour in another 44% of properties.

The local government's concern to reinforce El Ejido's agriculture has led it to sustain and advocate the quality of the produce as a strategy to buttress its crops against the competition of emerging economies enjoying special treaties with the European Union. One example of this concern was the creation - in partnership

with the University of Almería - of CUAM, the university municipal analysis centre, in 1993. The CUAM laboratory has been accredited to the highest standards by ENAC since 1998. It provides growers, the food chain and consumers with strict guarantees of quality and safety. In addition, 100% of the local growers are advised by highly qualified university experts on all aspects of crop growing and farm management. We can therefore say that in El Ejido «We Grow Quality Safely». El Ejido's fruit and vegetables are consumed in the most demanding markets of Europe and North America, and are sought after for their wonderful flavour, due to the splendid sunlight our land enjoys all the year round.

El Ejido crop farming is not a stereotypical primary sector activity, therefore, but a sophisticated system that draws on the best of nature and traditional craft to produce top quality fruit and vegetables aimed at the world's most demanding markets, all thanks to the day-to-day work of over 31,000 people from over 100 countries from around the planet. That's why, in addition to our sunny climate and the beautiful colour and high quality of our fruit and vegetables, ornamental plants and cut flowers, at El Ejido we are proud to say we are «multi-coloured».



El Ejido.

ALMERÍA



*Aubergine rolls
Rollitos de Berenjenas*



*We Cultivate
Quality Safely*

Horticulture in El Ejido meet the needs and demands of the European consumers. Nowadays, the quality of and the care for the fruits is priority for our growers.

*Cultivamos la Calidad
con Seguridad.*

La agricultura en El Ejido ha sabido adaptarse a las necesidades y exigencias de los consumidores europeos.

Hoy, la calidad y el cuidado de los frutos es una prioridad para nuestros agricultores.



Ayuntamiento de

El Ejido.

Area de Agricultura y Medio Ambiente

www.elejido.org



AVOCADOS FROM VÉLEZ MÁLAGA

Avocado is a fruit that improves quality of life, according to the 2nd Mexican and Latin American Avocado Congress held in 2005 at Michoacán. Avocado contains most of the elements of a healthy diet:

- Ten vitamins, particularly vitamin E, which helps prevent prostate cancer.
- Fatty acids - both mono- and polyunsaturated - such as Omega 9, 7, 6 and 3. Beta sitosterol prevents cholesterol build-up and favours heart health.
- The essential aminoacids in avocado help protein synthesis and cell metabolism.
- Minerals: calcium, copper, phosphorus, iron, magnesium, manganese, potassium, selenium, sodium and zinc
- Other healthy compounds: carotenes, lutein (responsible for the fruit's green and yellow colour) and carbohydrates, which are good for the stomach and protect the liver.

Avocado is delicious and contains a wealth of nutritious, healthy elements: glucides, protides, lipids, vitamins and mineral salts. Cooks use avocado to make exquisite dishes and sauces, the best-known being the popular Mexican guacamole.

The Reyes Gutiérrez company, based in Vélez Málaga, sells its own avocados most of the year round, and distributes fruit grown in Mexico and Central America. Reyes Gutiérrez distributes the



Bacon, Hass, Pinkerton, Fuerte and Read varieties. Its own labels - Casado, Avofruit, Mesara and Kadoo - are highly regarded internationally, and are a tried and tested quality guarantee in European supermarkets and wholesale markets.



www.reyesgutierrez.com



Naturally
Healthy

INNOVATION

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