

Balears:

a traditional vegetable garden for tourists



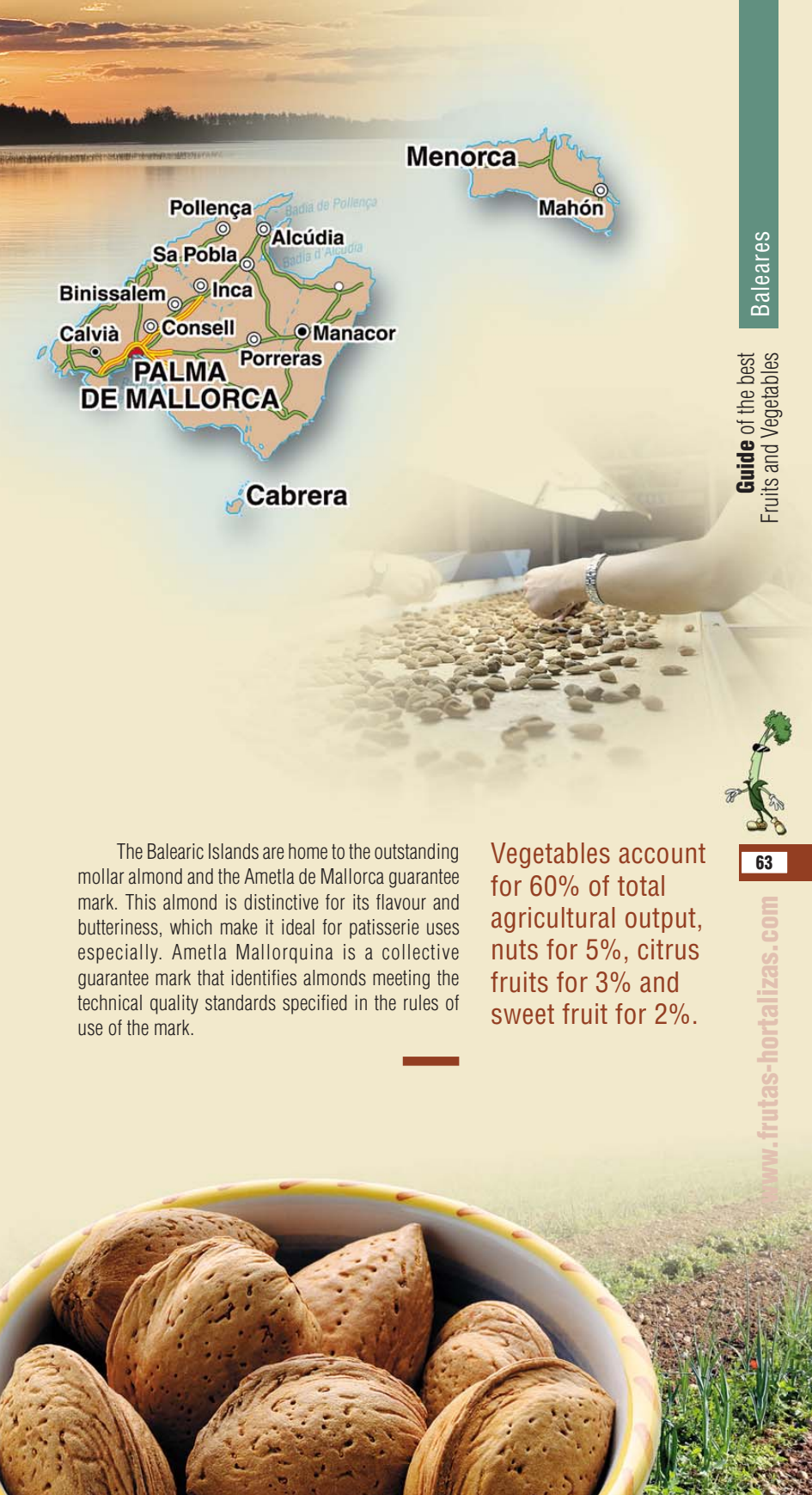
Photo: Marian Miro



The staple vegetable crops of the Balearic Islands are cabbage, lettuce, escarole lettuce, tomato and onion. Its typical fruits are apricot, almond, carob and citrus fruits. Leaf and stem vegetable growing cycles mean the market is supplied all the year round. Also important are potatoes for export and for domestic consumption, and late potatoes: they are harvested, respectively, in mid-March, mid-May and from 15 November to 15 January. Further major crops in the islands are peppers, aubergine, cauliflower, strawberry, melon and watermelon.

The rise in output over the past few years reflects both good harvests of certain crops and the long-term growth of winemaking and of part of the vegetable sector.

Vegetables account for 60% of total agricultural output, nuts for 5%, citrus fruits for 3% and sweet fruit for 2%.



The Balearic Islands are home to the outstanding mollar almond and the Ametla de Mallorca guarantee mark. This almond is distinctive for its flavour and butteriness, which make it ideal for patisserie uses especially. Ametla Mallorquina is a collective guarantee mark that identifies almonds meeting the technical quality standards specified in the rules of use of the mark.

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MINI SANDY WATERMELON

The Sandy watermelon has several features that make it a specially attractive product for the whole food production chain, from the grower through logistics and distribution to the end consumer.

The novelties of the Sandy seedless mini-watermelon include its small size, its powerful flavour (sweetness over 12 degrees Brix), its crunchy seedless flesh, and its avoiding waste (it's eaten in one go).

In addition, the Sandy is a healthy, low-calorie food with high water content and high in beneficial substances, particularly lycopene, an important natural antioxidant. It's very refreshing, and can be eaten just as is, or in fruit salads and milkshakes. Keep and eat Sandy at 5 to 6 °C.

Each Sandy watermelon comes in its own individual, easy-to-carry pack with nutritional facts and serving suggestions. Supporting information is provided on the pack and over the Internet, and promotional aids at point of sale. Sandy watermelons are an ideal 'gamma IV' product (fresh fruit that's washed, segmented and packed pre-retail).

On the product website - **www.sandymania.com**- you can find recipes, kids' games, links, producers' details, nutritional facts and more.

■ **Quality:**

ISO 9001:2000

■ **Certification type:**

UNE-155000/2005 (in progress)

EUREP-GAP (in progress)

■ **Packing type:**

Individual paperboard packs.



■ **AGROILLA, SAT 218**





RED DELICIOUS

Red Delicious is the world's number one apple variety. In South Tyrol, Red Delicious is the second most widely grown apple after Golden Delicious. Crisp, juicy and very sweet, Red Delicious has a very special fragrance. In outward appearance, it has an attractive dark red colour, and is medium to large in size. Red Delicious apples start to mature around mid-September, and are in the shops until May.



FUJI

Fuji is a large, very sweet apple. This variety is very crisp, juicy and extremely fragrant. It is finely sugared in flavour, and low in acidity. Fuji apples are pale pink and subtly striated on a yellowish-green background. The fruit matures in late autumn. Fuji apples are available from October to May. Fujis are wonderful eaten fresh, or blended into salads, desserts, strudels and tarts.



GOLDEN DELICIOUS

Golden Delicious apples are very juicy, sweet and slightly acidic, with a pleasant and mild aroma. Golden Delicious is the leading variety grown in South Tyrol. Its golden yellow skin is decorated with lenticels. The apples are medium to large, and a little longer than other varieties. Golden Delicious apples are available from mid-September to July.



ROYAL GALA

Royal Gala apples are smaller and rounder than average, slightly conical, and easily recognised for their streaked red pattern. Their yellow pulp is firm, crisp, very juicy, fragrant and sweet. The skin is fine and mild-flavoured. Royal Galas are sold from mid-August to mid-March. In just a few years Royal Gala has become a market leader and is now one of the major varieties in South Tyrol.

