

The Region of Valencia is well known for the rich diversity of the crops grown in its fertile lands, largely thanks to its excellent soil and climate.

Variety and quality are virtually inexhaustible in the citrus fruit, sweet fruit and vegetables grown on the irrigated lands along the coastline and in the traditional crops of dry arable areas further inland - vineyard, olive grove and almond orchard particularly.

The outstanding quality of the fruit and vegetables of the Region of Valencia are exemplified by the eight protected designations of origin and protected geographical indications for fresh fruit, such as Uva de Mesa Embolsada del Vinalopó (bagged table grapes), Nísperos de Callosa d'En Sarriá (persimmons), Kaki de la Ribera del Xúquer (kakis), Cerezas de la Montaña de Alicante (cherries) and Cítricos Valencianos (citrus fruit); and for vegetables like Alcachofa de Benicarló (artichoke), Chufa ('earth almond' or 'chufa nutsedge', a nut-flavoured tuber used to make a drink called horchata) and Arròs de Valencia (rice). This makes Valencia the Spanish region with the most quality marks for fruit and vegetables.

Thanks to their rich vitamin, fibre and nutrient content, all these products have great health benefits and are recommended by specialists. That's why the Generalitat (the regional government) wants to encourage people to eat more fruit and vegetables and the rest of ingredients of the widely appreciated Mediterranean diet, internationally regarded as the healthiest nutritional model.



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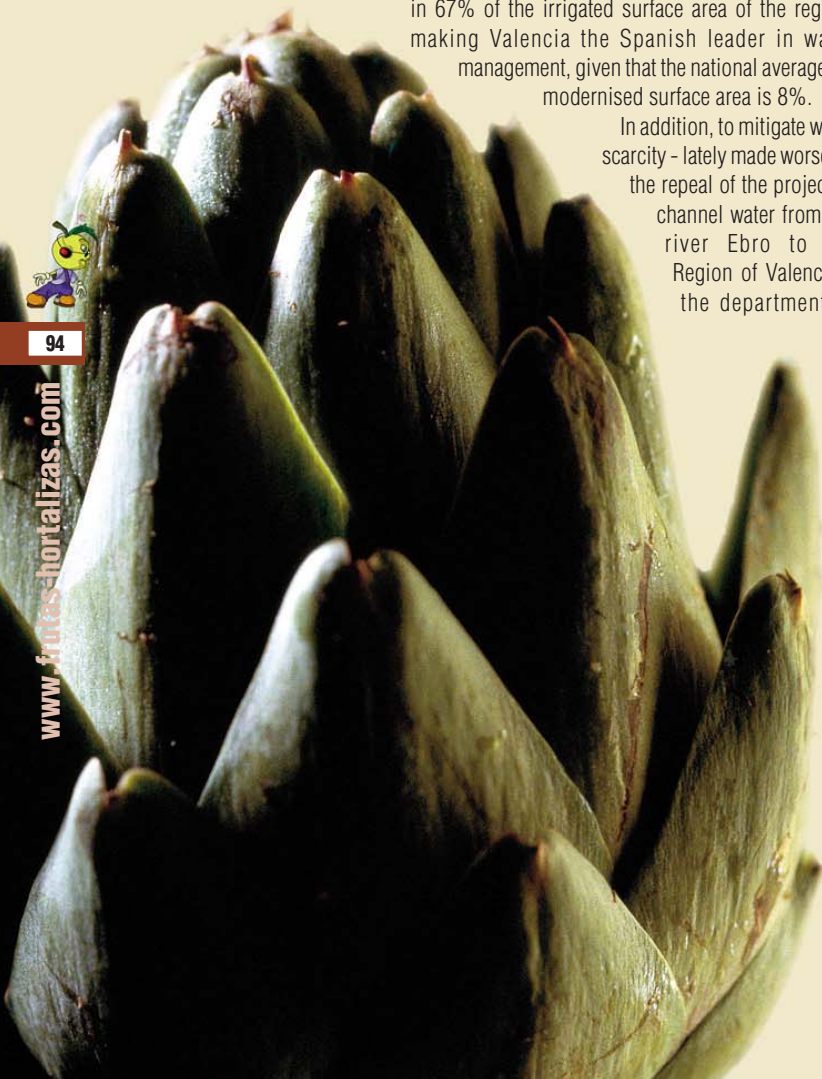
Alcachofa de Benicarló artichokes are distinctive for their oval shape, their compact leaves and their inner hollow, all of which display the quality conferred by the excellent climate.

The regional department of agriculture, fisheries and food has designed a promotion campaign under the tagline Sabor Mediterráneo ('Mediterranean flavour') to raise the domestic and international profile of the excellent food quality achieved by food producers in the Region of Valencia.

The economic, technical and human effort being made to widen the market for Valencian products is supplemented by the determined and constant work of the Valencian government to save water and procure the water resources needed to assure the future of the rural environment.

As part of its commitment to provide Valencian growers with sufficient water of the required quality, the Generalitat has spent over 1.11 billion euros on modernising the network of hydraulic systems. Localised irrigation equipment has now been installed in 67% of the irrigated surface area of the region, making Valencia the Spanish leader in water management, given that the national average for modernised surface area is 8%.

In addition, to mitigate water scarcity - lately made worse by the repeal of the project to channel water from the river Ebro to the Region of Valencia - the department of



agriculture has set in motion further initiatives to improve water facilities, in the framework of the ambitious Millorar Gota a Gota plan.

High-quality horticulture

Oranges, tangerines, lemons, grapefruit, apples, pears, persimmons, apricots, peaches, cherries, plums, pomegranates, kakis, table grapes, almonds, lettuce, cauliflower, tomatoes, onion, peppers, artichokes, melons, watermelons and runner beans are just some of the main fruit and vegetables grown in the fertile fields of Valencia. The region produces a total output of 4.2 million tonnes, worth in excess of 1.3 billion euros - this accounts for 75.8% of the region's agricultural income. These data show that the Valencian horticulture sector generates 61.9% of the region's plant production and 49.4% of its total agricultural production.

The production surface area is 342,000 hectares, i.e., 42.6% of the arable land and 14.8% of the total area of the Region of Valencia.

Citrus fruits are the traditional mainstay of Valencia's agriculture. Citrus plantations are spread over 184,000 hectares and generate about 3,800,000 tonnes per campaign, almost 80% of total Spanish output. Besides the major economic significance of citrus crops - over a billion euros a year - citrus growing is a way of life for thousands of farmers in Valencia, Alicante and Castellón.

Valencian citrus growing leads the domestic and international markets and is in a constant process of upgrading and optimising through the research conducted at the Instituto Valenciano de Investigaciones Agrarias (IVIA, the Valencian Institute of Agricultural Research), a world-class research centre for citrus farming. IVIA's projects include breeding new late-harvest varieties to keep the market supplied practically all year round. Eight new late-harvest citrus varieties have been registered so far with the Oficina Española de Variedades Vegetales (the Spanish plant variety registry).

In the fresh fruit sub-sector, the standout crops are peach, whose output reaches 44,000 tonnes a year, pomegranate (28,000 tonnes) and persimmon (25,000 tonnes), of which 92% comes under the protected designation of origin Nísperos de Callosa d'En Sarriá. Also significant, particularly inland, like in the district of Vinalopó in Alicante province, are table grapes: their outstanding quality has been recognised under the PDO Uva de Mesa Embolsada del Vinalopó. About 170,000 tonnes are produced a



Valencia is the Spanish region with the most quality marks for fruit and vegetables.





year, grown on a surface area of 11,000 hectares, of which a quarter come under the PDO.

The main vegetables include artichoke, grown on 4,668 hectares spread across the three provinces of the region. The artichokes of the Baix Maestrat district are of a particularly fine quality, recognised under the PDO Alcachofa de Benicarló. 74,000 tonnes of artichokes are produced a year, of which 5,000 tonnes are extra and primera quality of the Blanca de Tudela variety and thus come under the protected name. These artichokes are distinctive for their oval shape, their compact leaves and their inner hollow, all of which display the quality conferred by the excellent climate and the expert farming of the north of Castellón province.

Another major crop is watermelon. Output in 2004 totalled 150,000 tonnes, mostly from Valencia province. By volume, tomatoes are also important, particularly in Alicante and Castellón provinces, with 137,000 tonnes, and onion and lettuce, with 80,000 and 70,000 tonnes respectively.

The landscape of the Region of Valencia is gorgeously green and orange; and its inland areas



have terracing, hillside greenswards and steep slopes where, despite the difficulty of keeping up competitive farming operations, over 80,000 families grow nut trees.

The Region of Valencia is one of Europe's leading nut producers, particularly for almond, with 50,000 tonnes a year, and carob bean, with 30,000 tonnes. Over 111,000 hectares are under almond cultivation in the region, and close to 33,000 hectares are given over to carob trees, of which 60% are in Castellón province.

A privileged climate, the finest crop varieties, impeccably accurate growing techniques after many years of experience, excellent distribution professionals and, above all, outstanding growers, who have proved their ability to innovate and adapt - these are the essential ingredients of the Sabor Mediterráneo recipe.

Citrus fruit is the region's leading crop, occupying an arable surface of 184,000 ha.





PARSNIP

Before the potato was introduced to Europe, the staple food was parsnip.

Parsnip is a thick, greyish-white root. The flesh is yellow or light brown, and the flavour is similar to celery.

Parsnip is eaten as a vegetable in its own right and in soups and purées. It is a source of fibre and potassium. It also contains a small amount of vitamin C, which is usually lost in cooking.



CARROT

Carrots are a good source of carotenes, which the body turns into vitamin A.

Unlike most vegetables, carrot is more nutritious when cooked.

It provides large amounts of vitamins A, B and C.

Carrot is low-calorie and high in fibre.



CELERY

Celery was used in Eastern medicine to treat high blood pressure. It contains an anti-inflammatory agent and helps relieve the painful symptoms of gout.

Celery is said to help bring down cholesterol levels and blood pressure and relieve joint pains.

People seeking to lose weight eat plenty of celery because it is a very low-calorie food.



LEEK

Leeks are a traditional cure for a range of ailments, from sore throat to gout and kidney stones.

Leek is used in many haute cuisine dishes, particularly as a condiment.





Sabor Mediterráneo



GENERALITAT VALENCIANA
CONSELLERIA D'AGRICULTURA, PESCA I ALIMENTACIÓ

I.G.P. Cítricos Valencianos: you know it'll be good

Its Protected Geographic Indication label gives Valencia citrus fruit an added value that makes it stand out from the rest - a guarantee of quality. The PGI label is proof of very stringent standards. That's why it inspires consumers' trust, because they know that oranges, tangerines and lemons under the PGI Cítricos Valencianos mark won't disappoint in their flavour, colour and freshness. They know the fruit will be good.



The Consejo Regulador (inspection body) of the Protected Geographic Indication Cítricos Valencianos is a non-profit body created in 1999 to protect, promote and ensure the excellence of the fruit it covers. Over its six years of existence so far, the inspection body has provided a comprehensive certification service based on strict monitoring of all stages of the production process, from growing the fruit in the orchard through picking and handling to point of sale.

At every link in the chain, the Consejo Regulador checks all the fruit





meticulously to make sure that requirements are met. Only the fruit that passes all checks at every step of the way is given the PGI label.

This certification work, coupled with a major promotional effort, has made the intense fragrance, the tangy freshness, the wonderful flavour and vivid colour of Cítricos Valencianos gain a worldwide reputation. These features are recognised by an increasingly wide spectrum of consumers as the distinctive traits of the citrus fruit under this label.

As a result, PGI Cítricos Valencianos has become an international benchmark for quality. And it's a real guarantee for consumers that oranges, tangerines and lemons bearing the label meet a standard of excellence. The mark creates trust, shows awareness of consumer concerns and assures safety. As a guarantee of outstanding flavour, the label helps you make a confident buying decision.

Health tips

Nutrition experts recommend we eat at least 3 to 5 portions of fruit and vegetables a day. If two of those portions are citrus fruit, you will almost certainly have covered your daily vitamin C needs. Oranges and tangerines provide vitamins and minerals and are typical of the Mediterranean diet. They also provide other biologically active compounds like carotenoids and flavonoids, which may help decrease the risk of certain chronic and degenerative disorders, like some types of cancer and heart disease.





NAVELATE ORANGES

Navelate oranges belong to the Navel variety; their distinctive features are high sugar content and their being seedless. The oranges marketed by Exportaciones Aranda under the Filósofo label are large and regular, of outstanding flavour and quality, and available on the market from mid-January to late April.

This delicious orange is hugely popular with the public and provides a wealth of vitamins, minerals, fibre and other bio-active compounds that help keep you in optimum health. Oranges are low-calorie, help prevent a wide range of disorders, and are rich in vitamin C, which protects the respiratory system and strengthens the body's defences by working as an antioxidant.

The Navelate orange is native to Spain and widely regarded as the very best for eating on its own: its delicate, juicy pulp, intense orange colour and sweet and pleasant flavour make it a wonderfully healthy option for dessert or at any time of day. Oranges also have a great many culinary uses in making scrumptious gourmet dishes.

If you're going to eat your oranges fairly soon, you can leave them out at room temperature, but if you want to keep them for more than a week, keeping them in the refrigerator will mean they will stay just as fresh and flavoursome as on their first day.



ORONULES TANGERINES

The Oronules variety of tangerine belongs to the 'clementine' group and is a little smaller than an orange. It's easy to peel by hand, which makes it a favourite for kids.

Oronules tangerines under the Filósofo label are among the earliest to ripen, and are available on the Spanish market from early October to late November.

Oronules tangerines are seedless and of a vivid colour. Like oranges, fresh tangerines are low-calorie and a good source of fibre, potassium and vitamin C. The antioxidant properties of vitamin C may protect against various kinds of cancer and strengthen the immune system.

Its rich supply of vitamin C, potassium, carotenoids and other nutrients makes the Oronules tangerine a great choice for sportspeople to replace minerals and liquids and boost their defences.

Besides being eaten fresh, tangerine segments are wonderful as decoration for cakes and tarts. Tangerines also go very well in fresh salad, mixed with vegetables.



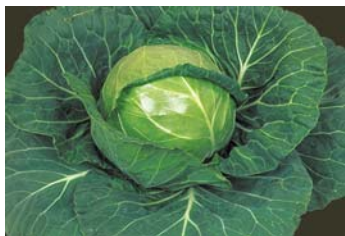


FILOSOFO

EXPORTACIONES ARANDA, S.L.

PILES - VALENCIA-SPAIN



**WHITE CABBAGE*****BRASSICA OLERACEA VAR. CAPITATA ALBA***

White cabbage has long been highly appreciated in the traditional cookery of many countries, and is credited with curative properties. White cabbage can be cooked, eaten in salad, or used in any number of ways. It is rich in fibre and low in calories, which makes it a good weight-loss food. White cabbage provides 24 calories per 100 g.

**SAVOY CABBAGE*****BRASSICA OLERACEA VAR. SABAUDA***

The leaves of Savoy cabbage are light to dark green, have a rough, crinkled surface and are covered by a waxy film. This cabbage variety is particularly high in vitamins (a) and minerals (potassium). It is an ideal winter vegetable and protects the body against flu. It is a typical Christmas ingredient in Spain. Savoy cabbage provides 24 calories per 100 g.

**BRUSSELS SPROUT*****BRASSICA OLERACEA VAR. GEMMIFERA***

Brussels sprouts are overgrown leaf buds picked from the stalk of the plant. They are highly prized for their culinary properties and pronounced, distinctive flavour. Brussels sprouts are eaten boiled, and can be presented in many different dishes. They form tight, almost perfectly round cabbage hearts, and are easy to clean. Brussels sprouts are an excellent source of vitamins (A, B1, B6, C and E) and minerals (iron and calcium). The sprouts regulate the intestine and help eliminate liquid, and so are a good dieting food. Brussels sprouts provide 40 calories per 100 g.

**CHINESE CABBAGE*****BRASSICA PEKINENSIS***

Chinese cabbage is widespread and popular in Asia. It can be eaten in many different ways, both cooked and fresh. Chinese cabbage contains considerable amounts of vitamins A and C and potassium. Chinese cabbage is highly digestive, prevents constipation and helps prevent high blood pressure. It is easy to slice, which explains its growing popularity. Chinese cabbage provides 16 calories per 100 g.





RED CABBAGE

BRASSICA OLERACEA VAR. CAPITATA RUBRA

Red cabbage has a slightly sweet taste; its leaves are purple. Used fresh, red cabbage gives an attractive touch to salads. Red cabbage, which is grown all throughout Europe, is available the year round. Red cabbage is very high in selenium, which reduces blood pressure, provides muscle tissue with oxygen, produces antibodies, detoxifies heavy metals, prevents sterility and activates the thyroid gland. Red cabbage provides 31 calories per 100 g.



SWEETHEART OR POINTED CABBAGE

BRASSICA OLERACEA VAR. CAPITATA

Sweetheart cabbage is a flat leaf cabbage of high quality and great flavour. It is particularly good for salads. Its compact head tapers to a point and has an excellent texture. Known as Pascua (Easter) cabbage in Catalonia. Sweetheart cabbage is specially widespread in Portugal and northern Europe.



LEAF CABBAGES

Leaf cabbages embrace a broad group of varieties which have been grown in almost the whole of Europe for centuries, chiefly for use in soups and stocks. They were also formerly used to feed farm animals to improve their meat.



CABBAGES

Cabbages (except Chinese cabbage, *Brassica pekinensis*) are the same species as cauliflower and broccoli - *Brassica oleracea* - but it is the leaves rather than the flowers that are eaten.

Cabbages are biannual plants. The edible leaves form when the bud at the end of the stalk hypertrophies into a compact heart of variable appearance, colour, shape and size. Some leaf cabbages, like kale, Portuguese cabbage and marrow-stem kale, do not close into a cabbage heart. What is eaten are the separate leaves developing openly along the stem.





Cabbages have been grown for millennia and were credited with medicinal properties by many civilisations and cultures. Today, cabbage is available all the year round, for all kinds of markets and forms of consumption (both fresh, for eating raw, sliced very finely in salad - like red cabbage - or boiled in different kinds of stews and casseroles). Cabbage is one of the world's most traditional foods.

All cabbages have similar nutritional properties and health benefits. They are anti-anaemic, anti-diarrhoeic and diuretic. Cabbages are high in vitamin C, folate, fibre, minerals and phytochemicals that help prevent various kinds of cancer. Cabbage can be eaten raw or cooked, though cooking destroys a large proportion of their vitamins; it is therefore best to keep cooking to a minimum.

Vitamin C is involved in collagen formation and increases iron absorption. Its powerful antioxidant properties protect blood cells. Folate contributes to healthy pregnancy and normal development of red blood cells, and protects against some cancers and cardiovascular disorders. The soluble fibre in cabbage helps keep down sugar and cholesterol levels, while the insoluble fibre helps regulate intestinal function.

Cabbage is mostly water, which makes it a low-calorie food suitable for weight-loss diets. Its sulphur content gives it a distinctive strong smell when cooked. A piece of bread soaked in vinegar added to the cooking water helps counteract the smell.



Cabbage keeps well in a refrigerator for 2 to 3 weeks, provided it is kept dry in a holed bag.

The seed company Sakata, a worldwide pioneer in cabbage variety improvement and development, advises hundreds of growers on how to offer the market the finest quality.

As a plant variety improvement business, Sakata continues to select cultivars that meet the emerging needs of producers and consumers.

www.sakata-eu.com





BROCCOLI... A REAL BOOST TO HEALTH

Broccoli forms part of the cabbage family of vegetables. It is becoming increasingly popular because it is extremely healthy and can be eaten in many different ways. Broccoli has been grown as food and as a medicinal plant since ancient times.

The growing demand for healthy produce sped up its introduction in the second half of the twentieth century in the United States, Japan and northern Europe, which are now the major consumers of broccoli. Its development in the rest of the world has only just started. In the United States - the leading broccoli producer - this vegetable is regarded as one of the healthiest foods; tender broccoli shoots are even eaten as a snack, accompanied by a dip.

Broccoli has a pleasant flavour, is rich in vitamins and minerals and low in



calories. Broccoli may also help reduce stress. It is a good source of iron for women during menstruation and pregnancy, and prevents congenital diseases. Broccoli also helps lower blood pressure - thus looking after our heart - and helps prevent cancer. This vegetable helps prevent cataracts and strengthens bones by fighting osteoporosis and rheumatoid arthritis. Broccoli protects against ulcers and is a great boost to the immune system.

Vegetables in general, and cruciferous vegetables especially (cabbages and broccoli) provide the human diet with high fibre, vitamins and minerals. Broccoli in particular provides a high level of specific compounds that are very desirable for the human diet, such as glucosinolates. Some of these compounds, like sulphorophane, are present in high concentrations in broccoli and seem significantly to reduce the risk of some kinds of cancer.

The Sakata seed company, after almost a century of experience with broccoli, provides the whole production and distribution chain - from producers to end consumers - with the utmost





customer satisfaction. This commitment to customer satisfaction is of a piece with the company's working closely with its customers to get to know their needs and react to changes in the market.

Sakata offers a full range of varieties adapted to the different production seasons and areas; this enables greengrocers and supermarkets to have broccoli available all year round.

Sakata ensures that your present and future needs will be met through innovation: a prime example is the new Inspiration broccoli variety. This broccoli has a long stem that ends in a plume of separate tender floret buttons. Its major advantage is its higher antioxidant and vitamin content than conventional broccoli. It is regarded as a powerful protection against many types of cancer. It has the same culinary uses as normal broccoli, and even more, thanks to its flavour, shape, uniform colour and versatility.

■ **SAKATA:**
Passion for the Broccoli...
Passion for the 'Quality'!

■ **SAKATA SEEDS IBERICA, SL 221**



CARROT

Carrot is available on the Spanish market all the year round. Agrícola Villena sells carrots in several combinations with other vegetables for stews and soups, packed on their own by the kilogram, or by the unit.

Carrots can be boiled or roasted, or eaten raw in a wide range of colourful salads, snacks and hors d'oeuvres. It's better to scrub carrots rather than peel them, because most of the vitamins are in the skin.

Besides carrot, Villena sells celery: it's a delicious salad ingredient and adds savour to stocks and stews. Celery is high in fibre and is highly diuretic and detoxifying.

Villena also carries parsnip, a vegetable of outstanding flavour, texture and aroma. Parsnip is ideal for stews and casseroles and adds vitamins and carbohydrates to your diet.

Other products marketed by Agrícola Villena include turnip and nabicol (leaf rape), both of which are widely used in soups and rice dishes. Their low calorie content makes them suitable for slimming diets.

Villena's tender leeks - with a mild onion-like taste - are a wonderful flavouring for gourmet cooking.

■ **AGRÍCOLA VILLENA, COOP.V 218**



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SERIFRUIT TANGERINES AND MELONS

The Plana, a plain which stretches from Castellón to Sagunto towards Valencia, enjoys an exceptionally good climate for growing oranges and tangerines.

The exquisite tangerines grown there are exported worldwide, including to New York, and the quality achieved in the area's orchards is the envy of other citrus-growing regions.

This highly popular fruit has a smooth, shiny orange-coloured peel and a pulp made up of several juicy and refreshingly sweet segments. Tangerines are great on their own, or in fruit salad, cakes and so on. Tangerine is a major source of vitamin C and fibre. Tangerines are indicated for treating ulcers, vesicle disorders, fever, anorexia, coughs and inebriation.

Melon is one of Spain's most popular fruits. It's great for a quick bite at any time of day, and one of the best dessert fruits the year round. Melon also features in starter dishes and salads.

Piel de Sapo variety melons of the Serifruit brand have a green skin with some roughness and marks. The melon flesh is white, sweet and crunchy. Spring melons - known as Rochet melons - are sometimes greener in colour and have a stronger aroma. In autumn melon skins are darker and rougher and have a very crunchy flesh: they are commonly known as Tendral melons.

Serifruit is very strict and demanding about the flavour of melons, and the key moment is when the fruit is picked from the property. When a Serifruit melon reaches homes and restaurants, it's best to keep it refrigerated at 4 to 5 °C.

Seri melons and citrus fruit contain plenty of vitamins, minerals and sugars.





CEREZAS DE LA MONTAÑA DE ALICANTE (ALICANTE HIGHLAND CHERRY)

When something is natural you can tell at a glance, as with the Montaña cherries of Alicante. Natural, fresh, healthy, nutritious and mouthwateringly good.

Cherries are a distinctive fruit, with great flavour and quality; they are a low-calorie food with high vitamin A and C content, carbohydrates, calcium, potassium and magnesium. They help prevent heart disease and cancer, and their fibre acts as a natural laxative and detoxifier.

Attractively crimson to bright red in colour, the cherries are very slightly pointed at the base, have a juicy, pink pulp and an extraordinary sweet taste. Montaña cherries will delight even the most demanding of palates.

Cherry trees have been grown in the Montaña (highland) area of Alicante and certain points of Valencia province since time immemorial. Older stocks have been gradually replaced by newer, higher-quality varieties able to compete on the increasingly competitive and selective market. The varieties presently covered by the Cerezas de la Montaña de Alicante PGI are: Burlat, Tilagua, Planera, Nadal, Picota, Stark Hardy Geand, Bing and Van.

The growing area comprises the villages of Agres, Alcocer de Planes, Alcoy, Alfara, Almudaina, Benejama, Biarriars, Benillup, Benimarfull, Biar,

Castalla, Cocentaina, Confrides, Cuatretondeta, Gayanes, Gorga, Ibi, Jijona, Lorcha, Millena, Monovar, Muro de Alcoy, Penaguila, Pinoso, Planes, Tollos, Vall d'Alcalá, Vall d'Ebo, Vall de Gallinera, Vall de Laguart and Villena in Alicante province and Bocairente and Onteniente in Valencia province.

Montaña cherries reach the consumer as picked, with no preservative treatment. They are distributed to the domestic market on the same day they are picked, and are in the shops the following morning. They also reach international markets very promptly so that the consumer gets them in optimum conditions of freshness and quality.

Montaña cherries are picked using natural methods and with extreme care. Then the growers themselves sort and pack the fruit.

Growers are aware of how important it is to make a meticulous selection of the fruit by quality. Then they take their cherries to their cooperative, where the PGI Consejo Regulador inspection body conducts quality control checks and labels the cherries to certify and guarantee their distinctive properties and uniquely high quality.





100%
Natural

Cerezas de la Montaña de Alicante

When something is natural you can tell at a glance.
As with the Montaña cherries of Alicante.
Natural, fresh, healthy, nutritious and mouthwateringly good.

We have been growing them, picking them and selecting them
in the Montaña area of Alicante in the most traditional way for over 150
years.

Because if something works well, why change?

Try them and you'll be convinced.





«Persimon» kaki... The healthiest choice of dessert



Until only a few years ago, kaki was a rare crop grown exclusively for a niche market which appreciated this bright red fruit and its soft, sweet flesh. It was mostly grown on isolated plants in country estates or among other fruit trees for the grower's own household, especially in the Mediterranean, where the fruit is best known. The botanical name of kaki is *Diospyros* kaki*. *Diospyros* is Greek for 'wheat of Zeus', so it could be said to mean something like 'delicacy* of the gods': this gives us an idea of how highly kaki was regarded by the creator of the botanical classification system, the Swedish naturalist Carl von Linnæus.*

The Rojo Brillante variety is the only cultivar under the protected designation of origin Kaki Ribera del Xúquer. The variety is native to the Ribera Alta area, where it grows to a high standard of quality and size.





Kaki is a very delicate fruit, and the difficulties surrounding its transport and distribution had limited its availability until very recently. The Rojo Brillante variety is classified as astringent: this means the pulp is astringent up until it reaches ripeness, at which point the fruit becomes gelatinous and takes on a deep red colour - this is the right time to eat it.

The centuries of experience in the Japanese tradition of kaki cultivation developed a method to eliminate the astringency so that the fruit can be eaten when still firm and orange in colour, like mango or peach. With the astringency removed, even when not wholly ripe the kaki has an unbeatable flavour and sweetness. So the cooperative farms of the Xúquer area see that there is enormous potential for kaki once the astringency is eliminated. Kaki is grown chiefly in districts like L'Alcúdia, Carlet, Alginet and Guadassuar, and in 1997 came under the protected designation of origin Kaki Ribera del Xúquer.

Kakis that are ripe for consumption when their flesh is still orange and firm are known commercially as 'Persimon'. Once this variety was developed, cultivation rocketed from 1,000 tonnes to over 70,000 tonnes in less than eight years.

'Persimon' kakis are eaten in the autumn, while the pulp is still firm and not wholly ripe but nonetheless delicious.

Discover kaki and you will find it is ideal for the whole family for its sweet taste, its being seedless and stoneless, and its being easy to peel and slice.

Kaki is also very good for your health, because it is rich in fibre, vitamin A and lycopene, an antioxidant that helps prevent degenerative processes. Kaki also contains a large amount of phosphorus, an indispensable mineral.

Look out for our logo and the 'Persimon' label and you will be sure to have found a top-quality product.

