



Comunidad Valenciana:

the Mediterranean and its flavours

From its famous citrus fruit to the traditional crops of dry farms inland, the variety and quality of Valencia fruit and vegetables is virtually inexhaustible.

The exceptional soils and climate of the Region of Valencia make for a rich diversity of crops grown in its fertile lands.

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), Nisperos de Callosa d'En Sarríá (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.







Citrus growing is a whole way of life for thousands of farmers in Valencia, Alicante and Castellón.

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.

The power of citrus

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).

Great quality

But the Region of Valencia is known for a lot more than citrus fruit. 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. 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.

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.





The landscape of the Region of Valencia is gorgeously green and orange along the coast; and its inland areas have terracing, hillside greenswards and steep slopes.

Table grapes have their home in Vinalopó, which produces fruit of a quality that has been recognised by the designation of origin Uva de Mesa Embolsada del Vinalopó. Grown on a surface area of 11,000 hectares, annual production is around 170,000 tonnes, of which a quarter come under the PDO.

Vegetables too

The main vegetables include artichoke, grown on 4,600 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.





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. Another major crop is watermelon, mostly from Valencia province.

The importance of nuts

The landscape of the Region of Valencia is gorgeously green and orange along the coast; 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.





Bouquet watermelon family

The Bouquet seedless watermelon family comprises four products: the red and yellow watermelons, the baby watermelon and the black-rind watermelon. The earliest, Reina de Corazones (“Queen of Hearts”), was created in 1991. With its deep red flesh and stripy rind, it wowed consumers with its sweet taste and was hailed as one of the greatest achievements of Spanish watermelon variety development.

The yellow watermelon emerged in 1999. Similar to the red

watermelon in flavour and seedlessness, its distinctive feature was its yellow flesh, and the slightly lighter green of its rind. 2003 saw the creation of the baby watermelon. 2 to 3 kg in weight and 20 cm in diameter, it is the ideal solution for one- and two-person households. The latest addition to the family is the black-rind watermelon, launched in 2007. Today, Bouquet the leading international brand in the seedless watermelon category, with over 200 million units sold.





Inspection body of the Designation of Origin Níspero Callosa d'En Sarrià

In the lands watered by the rivers Algar and Guadalest, running between the imposing mountains of the Aitana, Bernia and Aixortà ranges, nestles Callosa d'En Sarrià, a town of the Valencia region in the north of Alicante province, in the coastal district of Marina Baixa. In origin, it was a Muslim alquería -estate- which after the Christian Reconquest, in the thirteenth century, was acquired by Bernardo de Sarrià, its first feudal lord. The town of Callosa preserves some of its medieval street plan, bounded by fourteenth-century city walls, with one of the original medieval gates: el Portal.

The local crop is the persimmon, *Eriobotria japonica*, which originated in China and Japan but, in the favourable climate and hard-working farmers of Callosa, found an ideal place to take root, and its excellence is now the pride of the area and its people.

Originating in southeast China, where over a thousand years ago it was used as an ornamental plant, the persimmon was introduced to Spain through the port of Sagunto by a merchant seaman, Captain Roig, and from there spread to the Levante and southeastern regions of the Iberian Peninsula.

Since a Callosa farmer introduced the first persimmon plant a century ago, the locals have worked as a partnership on improving its characteristics, amassing knowledge and becoming the experts on this species.

As a result of their persistent collective effort, on 14 January 1992 Callosa d'En Sarrià persimmons earned the Designation of Origin Nísperos Callosa d'En Sarrià. From a commercial standpoint, the DO label is a quality guarantee of the uniformity of the local persimmon's distinctive properties. Designations of Origin, like Denominaciones Específicas and Denominaciones de Calidad, protect the prestige of a geographical placename used as an identifier and badge of quality for an agricultural product.

The DO Nísperos Callosa d'En Sarrià is governed by an inspection body, whose role is to ensure that the high quality that originally merited the distinction is preserved into the future. The inspection body is composed of the Callosa d'En Sarrià and Altea farming cooperatives and the Bernia Agrícola, S.A. company.

Persimmon cultivation stretches from the gently rolling hills of Callosa d'En Sarrià itself to the Guadalest valley and, along the coast, from Altea to Villajoyosa. In this area, the temperature never drops below freezing. The processes for growing the local persimmons are traditional to the area, and are designed to ensure optimal product quality and yield. The main variety grown is *Algerie*. Persimmons are harvested by hand, from mid-March to mid-June.





The ripe persimmon is a herald of spring. It is the earliest to ripen among stone fruits. It is very flavoursome and consumed fresh. Its thick orange or yellowish skin is easily peeled. The taste is sweet or slightly acidic, while the pulp is yellowish or whitish.

Persimmon is high in calcium, phosphorus and potassium, and low in sodium and calories, which makes it ideal for a wide range of diets. It is diuretic and anti-diarrheic, and is thus a nutraceutical food.

Manually picked persimmons are carefully selected and sorted by colour and size to ensure that each package is strictly uniform in terms of source, variety, quality and calibre. The quality-labelled commercial categories are Extra and Primera. Their packages bear a back label issued by the inspection body on completion of the quality control process, intended to ensure proper presentation on the market and prevent forgeries and imitations.

The collective, patient and highly organised efforts of the local growers over the past hundred years has achieved the outstanding outcome we see today. The persimmon is now the main product of the local economy, and Callosa d'En Sarrià is Spain's leading persimmon growing region.





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, Alfafara, Almudaina, Benejama, Beniarrés, Benillup, Benimarfull, Biar, Castalla, Cocentaina, Confrides, Cuatretondeta, Gayanes, Gorga, Ibi, Jijona, Lorcha, Millena, Monovar, Muro de Alcoy, Penaguila, Pinoso, Planes, Tollós, Vall d'Alcalá, Vall d'Ebo, Vall de Gallinera, Vall de Laguard 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.

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■ **CERAZAS DE LA MONTAÑA DE ALICANTE, I.G.P. 254**



Mountains of **taste** Mountains of **health**



Alicante Mountain Cherries

For over 150 years, the Alicante Mountain Cherries have been growing in traditional way, hand-selected, one by one, like our grandparents did.

Thus we get a **delicious product 100% natural** with a flavor, color and texture that reach to your kitchen from the top of our mountain.

And now we invite you to taste and enjoy them for check yourself that you are in front a fruit that is much more than a dessert.

Both your palate and health will thank you.

PGI 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.



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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.



CV Tomata de penjar d'Alcalà de Xivert

Tomata de Penjar emerged in the municipality of Alcalá de Xivert, Castellón province. The climate and soil and the experience of the local farmers are essential to offering the end-consumer a traditional craft product of outstanding quality.

Tomata de Penjar is a traditional tomato variety. The seed has been preserved over the generations for almost a century thanks to the careful efforts of selection of the local growers.

The main properties of Tomata de Penjar are its flavour, its long life and the wholly traditional method of handling and presentation.

The tomatoes are strung on a twine to form a wonderful pom, which is the format in which the tomatoes reach the market.

To advocate, revalorise and open up new markets for this traditional product, the local growers formed an association of producers and distributors of Tomata de Penjar of Alcalà de Xivert. The association brings together a group of people with the enthusiasm and drive needed to raise the profile of a wonderful craft product called Tomata de Penjar.

Their combined efforts have earned the granting of a quality mark, CV Tomata de Penjar d'Alcalà de Xivert. This is a great step forward in offering the end-consumer a product of certified quality and to convey the authentic values that underlie Tomata de Penjar. The strict quality controls ensure that only the finest tomatoes reach your table.





tomata de penjar, un producte artesanal

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Commercial Brands:

- Tomata de penjar **HERRERA**
- Tomata de penjar **EUMA**
- Tomata de penjar **ANGELES AGUT**
- Tomata de penjar **SANS**
- Tomata de penjar **CAL PITARCH**
- Tomata de penjar **CALDUCH**





GENUINE SWEET ONIONS

Agriset distributes genuine sweet onions under its Casanova Sweets brand. Certified to be genuinely sweet by the hi-tech GPS testing process, our onions beat all competitors for sweetness.

We plant our onions in selected soils and tend them with loving care. After the harvest, the onions are tested for their content in sugar and other substances playing a role in the extent to which onions sting.

Sweet onion doesn't sting, is high in water and sugar content, doesn't cause flatulence and, thanks to its wonderful flavour and texture, can be eaten raw in all kinds of salads, from the simplest to gourmet extravaganzas. A real delicacy for lovers of good food. Sweet and healthy as an apple, low-calorie, no fat, no cholesterol and rich in potassium and antioxidants, with their powerful health benefits.

Peeling a sweet onion won't make your eyes water. As a counter-seasonal product, sweet onion is available all through autumn and winter.

Our sweet onions offer all the virtues of conventional onions but without the sting... Now everyone likes onion!

- **Available:** Autumn and winter
- **Quality:** Premium
- **Certification type:** GMP, Nutriclean, "Certified Sweet®"
- **Packing type:** 10 kg box
- **Location:** Valencia



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 nabilcol (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.

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www.agricolavillena.es





TOMATA DE PENJAR

Alcalà de Xivert, a privileged area of the Mediterranean littoral, is the cradle of Herrera's tomatà de penjar, or "hanging tomato". Thanks to a combination of a specific climate, chalky soils and salt water, the villages of Alcossebre and Cap i Corp grow a tomato that is set apart from the rest by its size, flavour, skin and colour. It is offered to the consumer in a hand-crafted format - a string of tomatoes sewn together with thread - and in half-kilogram jars.

Harvested from July to September in open-air cultivation and, nowadays, also from May onwards in greenhouse cultivation, the tomato keeps perfectly well for four to six months in a cool, dry place, retaining its wonderful flavour to the full.

To produce tomatà de penjar throughout the Spanish winter and make it available the year round, Herrera has sought out distant lands with features similar to those of Alcalà de Xivert.

Now the most discriminating of palates can delight in typical delicacies like pa amb tomata – bread topped with tomato pulp, olive oil and salt - or baked or fried tomato, or tomato taken raw in a salad. The finest tomatà de penjar comes from the Valencia coast, where it is grown, picked and packaged by Herrera.



VILMORIN TOMATO: THE FLAVOUR REVOLUTION

In response to rising demand in central and northern Europe for traditional intensely flavoured tomato varieties with a classical look, Vilmorin has developed the new VT-3831 Rebelión. The French firm has always undertaken research in this market segment. It has successfully introduced traditional and innovative varieties in Marmande, France, and Almería, Spain (VS3, Cuarentena, etc).

Of the Marmande type, Rebelión is a unique tomato combining features that mark it out as the "tomato of the future". The variety blends tradition with innovation. Traditional tomatoes have excellent flavour and the post-harvest characteristics of any tomato destined for export or local consumption. The average post-harvest lifetime of the product is over 15 days. In the 2008-09 campaign, the leading tomato distribution companies in Almería and Costa de Granada opened up a new line of business: export Marmande with flavour and brix values in the region of 10° and colour of 8 to 10 (classic colour table).

With the new Rebelión tomato, Vilmorin will set a new trend in the tomato market over the coming years.



Cabbages: a traditional food that's important today

Despite their different appearance, cabbage, cauliflower and broccoli all belong to the same species, *Brassica oleracea*. Chinese cabbage, however, belongs to a different species – *Brassica rapa pekinensis*. Cauliflower and broccoli are the flowers of the plant, while cabbages are the leaves. Cabbage heads vary in size and shape, and some varieties grow as open bunches.

A broad spectrum of different cabbage varieties are grown over the year, for all tastes and uses. Cabbage can be eaten raw in salad, or boiled in a variety of dishes. Cooking reduces their nutritional content through the loss of heat-sensitive nutrients.

Cabbage has been known since ancient times as a food offering all sorts of health benefits. The different varieties have similar nutritional properties, providing vitamins, minerals and plant chemicals of high value in preventing certain kinds of cancer.

The sulphur content of cabbage gives it a distinctive strong smell when cooked – this effect can be mitigated by adding to the cooking water a piece of bread soaked in vinegar. A cabbage keeps for up to two or three weeks if refrigerated in a bag with ventilation holes.

Commercially produced cabbages differ in appearance and intended uses. Milan or Savoy cabbage, for instance, has rough leaves, and is ideal for cooking winter stews. Smooth white cabbage is eaten raw as well as cooked, and is a good diet food thanks to its low calorie load and high fibre content.

Sweetheart or pointed cabbage, with its excellent flavour, is good for salads: its compact head tapers to a point. Chinese cabbage is easily sliced and much sought-after. It prevents constipation and is helps reduce high blood pressure.

Red cabbage has a slightly sweet taste; its leaves are purple, lending dishes an attractive look. Leafy cabbages are used to make soups. Brussels sprouts form tight, almost perfectly round cabbage hearts, and are appreciated for their distinctive flavour.

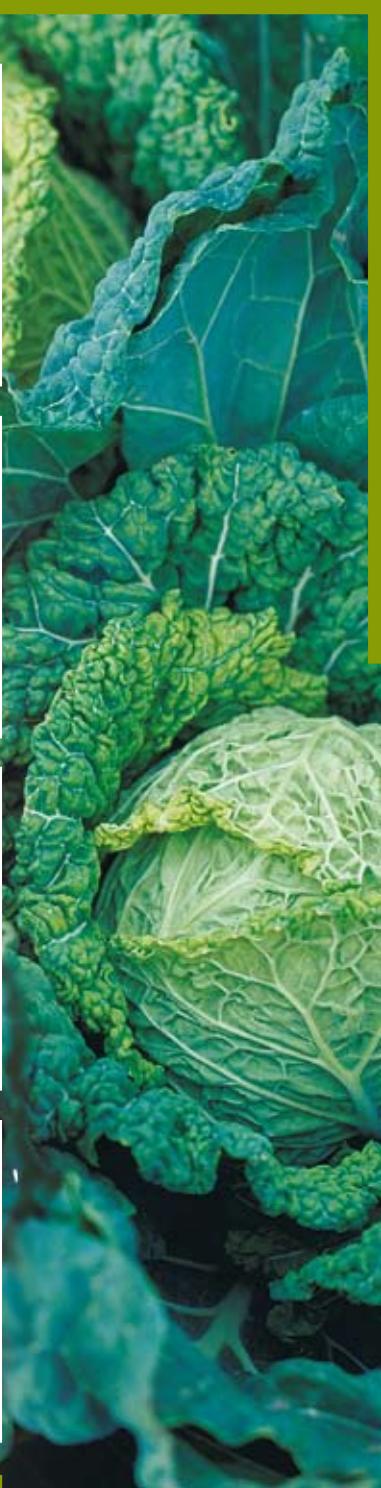
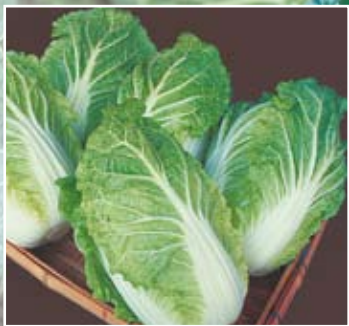
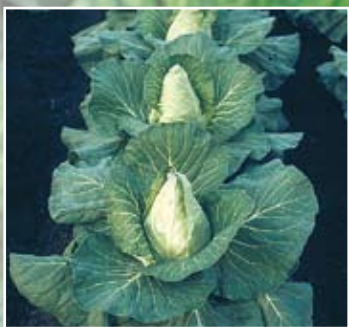
The SAKATA seed company has pioneered the breeding and development of varieties of broccoli, cauliflower and cabbages around the world. Looking to consumer demand, Sakata works with growers and provides consultancy on its cultivars so as to achieve the highest product quality and customer satisfaction.

SAKATA...
a passion por for quality...



■ **SAKATA SEEDS IBERICA, S.L. 255**





Broccoli, a natural health boost



The reputation of broccoli as a health food is growing day by day. Knowledge of its beneficial properties has increased consumption, and it is increasingly a feature of household and commercial cooking. It belongs to the Brassicaceae genus, which includes a wide range of species around the world. It is of the Brassica oleracea species, which comprises a huge range of different varieties, including cabbage, cauliflower and kohlrabi.

The Sakata Seed Corporation, a leading seed producer founded in Japan in 1913, has devoted special attention to broccoli and amassed a wealth of expertise.

Development of this crop was crucially aided by technological advances, the breeding of longer-keeping varieties, and, especially, the recognition of its nutraceutical properties, including its direct and proven role in disease prevention.

Sakata added broccoli to its range of varieties in line with consumer preference - for fresh consumption - for compact, bright green, dome-shaped florets. For frozen use, its cultivars have large heads with bright green florets 2 to 4 cm in diameter.

Then Sakata aimed to extend the growing calendar with high-quality cultivars. It achieved its goal

with the launch of its Achilles, Spiridon and Naxos varieties in 2007, and, recently, Chromos, in May 2008.

Sakata's strategic focus on broccoli seeks to improve the breed and promote increasing consumption.

Broccoli has outstanding nutritional properties. It is high in fibre, low in calories and rich in essential dietary components like vitamins and minerals. Its pleasant flavour encourage consumption and it does not give off a sulphurous smell on cooking.

Broccoli in the diet aids cardiovascular function, strengthens the immune system, helps build healthy bones and joints and decreases the likelihood of osteoporosis and joint disorders like rheumatoid arthritis. It is useful against stress, ulcers, cataracts and congenital defects.

Broccoli is regarded as the healthiest of vegetables, which explains why producers seek out high-quality broccoli with a passion...

Sakata's interactive relationship with its clients enables it to respond to their changing needs promptly. The company's wide range of broccoli varieties accommodates the different production seasons and areas; this enables greengrocers and supermarkets to have broccoli available all year round.

Broccoli is available fresh, minimally processed, ready cooked and frozen. It is usually boiled or steamed, but





other preparations are becoming popular that widen the possibilities, such as raw tender shoots eaten with a dip.

Gentle heating preserves the colour of the vegetable and prevents sulphurous smell. Broccoli is prepared in small florets cooked in salted water until al dente. They are then chilled in iced water to halt the cooking process and preserve the bright green colour and an optimal texture.

Broccoli is a versatile cooking ingredient, good for a wide gamut of recipes and presentations, such as these special suggestions from Sakata...

Ravioli with liquefied broccoli and diced seafood. The ingredients are: broccoli, ravioli, olive oil, shrimp, shelled mussels. The preparation is as follows:

Cook the broccoli, then liquidise with olive and some of the cooking water until obtaining a smooth blend. Chop the shelled shrimp and mussels. Sauté and add to the liquidised broccoli. Cook the ravioli. When ready, serve in a bowl, dressed with the liquidised broccoli and chopped seafood. Enjoy...

And...

Broccoli on a cream of courgette with a julienne of cooked ham and parmesan cheese. Ingredients: broccoli, courgette, cooked ham, parmesan cheese, butter, vegetable stock. Preparation:

Cook the broccoli. Peel the courgette and set aside the skin. Gently fry the courgette pulp in butter. Cover with vegetable stock and boil. Once the courgette pulp is tender, add the washed skin, reduce, then put through a blender. Chop the cooked ham into thin strips and grate the parmesan cheese. Serve in a bowl: spoon some cream on the bottom, then place the broccoli florets on top with the ham, sprinkle over the parmesan cheese.

The magic of simplicity...

Sautéed broccoli with cured ham, raisins and pine nuts. Ingredients: broccoli, Serrano ham, raisins, pine nuts and olive oil. Cut the ham into fine strips and sauté in oil. Add the raisins and pine nuts and cook till golden. Then add the broccoli and sauté gently.

SAKATA brings the broccoli, you bring the imagination...





SERIFRUIT: ORANGES, 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.

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