



# Andalucía: the quality market garden

Andalusia is Spain's most populous developed region, and the second-largest by size. Its climate and wealth of landscapes, history and heritage give rise to a wide variety of successful economic activities.

Andalusia produces a huge variety of fruit and vegetables. Fruit and vegetables account for the lion's share of Andalusian agriculture and are one of its main underpinnings for development. With annual output of 7.5 million tons of vegetables and 2 million tons of fruit, the





sector totals 49% of all Andalusian farming, and makes the region Spain's leading exporter, especially of tomatoes, peppers, strawberries and cucumbers.

Present knowledge about the importance of fruit and vegetables in our diet provides a powerful argument for the large investment in the sector, which has become a source of wealth creation for many rural areas of Andalusia. The high returns achieved encouraged settlement in the territory and enlarged the agricultural sector's assets.





Chirimoya de la Costa Tropical is a custard apple grown on the west coast of Granada province and the east coast of Malaga province. Its PDO has been in force since 2002. The chirimoya has a sweet taste and characteristic aroma. Its high fibre content aids digestion, and it is rich in vitamins B and C and minerals such as calcium, iron and phosphorus.

Vegetables are highly versatile and allow a wide range of uses. This broadens the possibilities for eating vegetables: nutrition experts recommend five portions a day. You can sample them in a salad dressed with Andalusian extra virgin olive oil and vinegar, in a typical gazpacho cold vegetable soup or salmorejo tomato and garlic cream, or in a traditional stew. Vegetables are a fundamental component of the so-called “Mediterranean diet”.

Each of Andalusia’s provinces grows its own distinctive produce:

Almería is a land of market gardens. It grows the finest tomatoes, peppers, cucumbers, runner beans, courgettes, aubergines, melons and watermelons. Its inland districts have a total area of over 180,000 hectares of almond orchard.

The lush vegas of Granada cultivate green asparagus, artichoke, onion, lettuce and cherry tomato. The Granada and Malaga coastal areas, however, are known for “sub-tropical” custard apple and avocado production. Malaga is also a preeminent producer of lemon and raisins.

Huelva offers us tangerines, chestnuts and its wonderful strawberries. This province is the world’s second-largest strawberry producer after California. Seville is the region’s main grower of citrus fruit, peaches and tomatoes for the processing industry.

The success of the fruit and vegetable sector in Andalusia springs from the exceptional quality of its





produce, recently reinforced by a range of certification systems based on technologies such as monitored growing, organic farming and integrated production.

Within its vast range of fruit and vegetables, the flagship products are those which, by dint of special ties to their place of origin or other distinctive features, qualify as “Foods of Differentiated Quality” under European law. This category includes: Protected Designation of Origin (PDO) Chirimoya de la Costa Tropical de Granada-Málaga, PDO Pasa de Málaga (raisins), Protected Geographical Indication (PGI) Espárrago de Huétor-Tiétar (asparagus) in Granada province, and the recently introduced PGI Tomate de La Cañada-Níjar (tomatoes) in Almería province.

Chirimoya de la Costa Tropical de Granada-Málaga is grown on the west coast of Granada province and the east coast of Malaga province. This area, thanks to its climate and the varieties used, is the only region in Europe where high-quality custard apple can be grown.

The cultivars used are derived from native varieties. The main one, Fino de Jete, is a local clonal selection of plants grown spontaneously from seeds in the Jete area. The variety accounts for 95% of the 3,000 hectares under cultivation, and was chosen by growers for its sweet flavour and smooth skin. The next variety in importance, Campas, is also the outcome of a local selection.

The PDO Chirimoya de la Costa Tropical de Granada-Málaga was recognised in 2002 by the regional department of agriculture and fisheries. The Consejo Regulador inspection body, based at Almuñécar, oversees compliance with quality requirements and strictly monitors product sourcing through a traceability system. 30% of total output comes under the PDO.

1996 saw the creation of the PDO Pasas de Málaga, which protects raisins produced by sun-

The first Spanish protected geographical indication (PGI) for a tomato was introduced in January 2008 for La Cañada-Níjar tomatoes, synonymous with assured origin and the highest quality. The label certifies that production processes follow strict controls and achieve the requisite unique flavour and quality.



1996 saw the introduction of the PDO Pasa de Málaga. These raisins retain the flavour of the Muscat grape variety, with a fine balance of the grape's natural acidity and the sugars that naturally concentrate in the drying process.

drying ripe *Vitis vinifera* grapes of the Muscat of Alexandria variety, harvested and dried in the Axarquía district or its sub-area of Manilva.

The traditional crafts of vine-growing and raisin production combine with a privileged climate and relief to create a typical product that lends expression to the region and its people.

Malaga raisins retain the flavour of the Muscat grape variety, with a fine balance of the grape's natural acidity and the sugars that naturally concentrate in the drying process.

Espárrago de Huétor-Tájar asparagus grows in the lush Vega de Granada, and is classed as a semi-wild ecotype selected using traditional methods from native asparagus species. It differs from white asparagus by dint of its delicately bitter taste, powerful aroma, green-to-purple hue and its sharp, spearhead tip.

The Denominación Específica (DE) Espárrago de Huétor-Tájar was recognised in 1996 by an Order of the regional department of agriculture and fisheries. The PGI achieved Community registration in 2000. The DE's inspection body identifies compliant products with a back label that certifies their origin and quality.



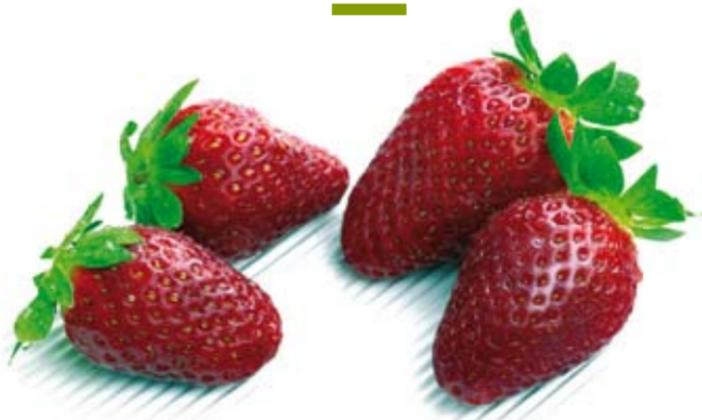


The area covered by the PGI Tomate La Cañada-Níjar lies in Almería province. It enjoys a 'sub-tropical' Mediterranean climate combined with saline soil and irrigation water with a high concentration of ions. All this gives the tomatoes a range of distinctive properties, such as firm flesh, excellent flavour due to high level of sugars and organic acids, and a high level of the anti-oxidant lycopene.

Tomatoes under this PGI must be of the following commercial varieties: Redondo Liso, Asurcado, Oblongo or alargado and cherry tomato.

The application for registration of the PGI Tomate de La Cañada-Níjar was accepted by the regional department of agriculture and fisheries in October 2007. By a new Order of 30 January 2008, the regional government approved the rules and regulations of the PGI and its inspection body, thus allowing the use of certification under the label and the placing on the market of certified products.

In addition, the department of agriculture and fisheries of the Junta de Andalucía awards the mark Calidad Certificada to products obtained to the utmost standards of quality and respect for the environment and offering distinctive properties. The label supports quality, offers consumers the endorsement of the Andalusian regional government, and gives producers a unique opportunity for promoting their products.



The Espárrago de Huétor-Tájar asparagus grows in the lush Vega de Granada, and is classed as a semi-wild ecotype selected using traditional methods from native asparagus species.



## Protected Designation of Origin (PDO) Chirimoya de la Costa Tropical de Granada-Málaga

On the coasts of Granada and Malaga, in the shelter of a sub-tropical microclimate and mild summer breezes, grows the chirimoya (*Annona cherimola*) or custard apple. Originating in South America, the fruit was introduced to Spain in the seventeenth century and began to be grown commercially in the early twentieth century. The highly prized chirimoya is consumed fresh.

This area of Andalusia, thanks to its climate and the varieties used, is the only region in Europe where high-quality chirimoya can be grown.

PDO Chirimoya de la Costa Tropical de Granada-Málaga, created in 2002, covers chirimoya crops grown on a 860 km<sup>2</sup> area on the west coast of Granada province and the east coast of Malaga province.

PDO-certified chirimoya has a delicious fragrance and its delicate sweet taste with a hint of acidity captivates anyone who tastes it. The pale green skin darkens on ripening, and the whitish pulp is fleshy, tender and juicy. The ideal consistency is when the pulp has a slight give when pressed.

Its health benefits include its high fibre content, and it is rich in vitamins B and C and minerals such as calcium, potassium, iron and phosphorus. Chirimoya is easily digested owing to its enzyme content.

The certified cultivars used are derived from native varieties. The main one, Fino de Jete, is a local clonal selection of plants grown spontaneously from seeds in the Jete area. It accounts for most of the area under cultivation and its special features set it apart from the rest of chirimoya varieties grown





around the world. Campas is another native variety that originated with a single tree owned by the eponymous grower, and accounts for only a small fraction of the cultivated area.

The Consejo Regulador inspection body, based at Almuñécar, oversees

compliance with the highest quality requirements and strictly monitors product sourcing through a traceability system, with a view to the utmost consumer satisfaction.



[www.crchirimoya.org](http://www.crchirimoya.org)

■ CHIRIMOYA COSTA TROPICAL  
DE GRANADA-MÁLAGA, D.O.P. .... 252

# Tomatoes of Flavour, Elegance and Distinction



## SUNSTREAM

- Tomato supplied on the vine or loose
- 40 to 45 g calibre
- Distinctive shape
- Delicious flavour



## SANTASIÁN

- Baby pear tomato
- 15 to 20 g calibre
- Delicious flavour



## VITTORINO

- Baby pear tomato for bulk sale
- Elongated pear shape
- Flavour and appealing format
- 15 to 20 g calibre



## CAMPARI

- A unique tomato for size and flavour
- 45 to 50 g calibre



[www.enzazaden.es](http://www.enzazaden.es)

**ENZA ZADEN ESPAÑA**  
**informacion@enzazaden.es**

■ **ENZA ZADEN ESPAÑA, S.L. .... 254**





ESTE TOMATE  
ES ESTUPENDO



ÉSTE,  
MARAVILLOSO



PERO ÉSTE  
ESTÁ DE LUJO



LA CALIDAD ANDALUZA  
**ESTÁ DE LUJO**

Elige CALIDAD CERTIFICADA,  
el sello que distingue nuestros  
alimentos de mayor calidad.



Andalucía  
*al máximo*



### IN UNION IS STRENGTH

In the lush Vega de Granada, on the lower banks of the river Genil, we find the fertile lands of the municipality of Huétor-Tájar. The name of the place, and historic buildings like the Torreón de Huétor and parts of the irrigation system, bear testimony to the area's Moorish past. This district is the cradle of the Huétor-Tájar green-purple asparagus, a variety that is genetically close to the wild species found in the undergrowth on the banks of the Genil, which has been cultivated and improved for almost a century by the local farmers.

In 1977, forty asparagus growers of Huétor-Tájar set up the Centro Sur, SCA cooperative partnership, seeking to join forces to promote and spread the reputation of their native asparagus breed.

Later the Espárrago de Huétor-Tájar variety was registered in 2000 under its own protected geographical indication. It is regarded as a semi-wild eco-type that differs from white asparagus by dint of its delicately bitter taste, powerful aroma, its sharp, tender and fleshy spearhead tip, bronze and purple stalks and the presence of prickles under the scales.

The cooperative partnership now has a membership of a thousand. Besides the Espárrago de Huétor-Tájar asparagus, they grow green asparagus and other vegetables.

The Centro Sur cooperative partnership markets its products under the brands Cesurca, Los Monteros, Rene and Taxara.

■ [www.cesurca.com](http://www.cesurca.com)

■ **CENTRO SUR, S.C.A.** ..... 253



### THE FINEST VEGETABLES OF THE LANDS OF ALMERÍA

We founded our business in the Almería landscape on the Mediterranean coast. Since 1996 our track record in the vegetable sector has enabled us to grow the best products to meet our customer's requirements.

We are respectful of the environment and devote a large arable area to introducing integrated pest control. Our facilities have been specially equipped for optimal handling and packaging of our products. We strive towards constant improvement in quality and service, with a view to reaching all domestic and international markets.

Our products – courgette, aubergine, California peppers, Lamuyo peppers, vine and common tomato, French and Spanish cucumber – are well-adapted to the growing area, so we can offer excellent quality in terms of product firmness, freshness and flavour.

Courgette is a low-calorie vegetable sought after for its dietary, therapeutic and tranquillising effects. It supports intestinal function, provides vitamins essential to eyesight, strengthens the immune system and helps protect against cardiovascular disease and cancer, especially colon and cervical cancer.

Courgette is great for a wide range of culinary uses – raw in salad, cooked, fried, roast or in sauces.



■ **FLORES DEL ANDARAX, S.L.** ..... 254





## **GALIA MELON**

S&G is still the leading name in Almería for Galia melon; its range includes varieties for all planting dates in the Almería production cycle, such as Siglo, the early-segment variety that enables growers to start the year with Almería's Galia melon quality yardstick across all markets, creating trust over the years throughout the entire business chain, from producer to end consumer.

Siglo has sustained the high quality of the Galia melon campaign in the producing and exporting powerhouse that is Almería.

"The earliest and the sweetest" is still Siglo, as recognised for years by all producers and buyers of Almería Galia melons: the variety is a guarantee of quality.

As part of its strategy of ongoing improvement, for the middle-to-late segments in Almería S&G completes its Galia range with three varieties that stand out for their flavour and long-lasting sweetness. Cani & Deneb&Merak provide the production chain with the utmost uniformity in the commercial calibres so highly in demand by buyers in the latest Almería Galia melon marketing years.



## **MYLA**

The time is approaching for deciding what to plant for the next spring short cycle. The decision is important, and needs to be safe. If your option is G calibre on-the-vine tomato, the choice is simple. With Myla, mid-campaign December plantations will bring you high quality and calibre by the spring while competitors will be left with low calibres and limited quality.

For local markets and for the export market especially, Myla offers a very attractive calibre for this cycle if you are looking for a pure G calibre on-the-vine tomato that keeps well after harvest.

Myla stands out for the herringbone arrangement of the fruits on the vine and for its uniformity of calibre. With an attractive and unbeatable appearance, Myla is the strongest option for growers looking for high quality at the right price.



**Passion for innovation**

**SYNGENTA SEEDS, S.A. .... 255**





### THE NATURAL TASTE

Murgiverde was founded in the autumn of 2005 on the west coast of Almería province, out of the merger of SAT Agromurgi and EjidoVerde SCA. Our aim was to improve both companies' efficiency and achieve the best possible products and services for our clients.

400 growers cultivate 850 hectares to produce 100,000 tons of fruit and vegetables a year, chiefly peppers, cucumber, courgette, aubergine, tomato, melon and watermelon. Today, we have two large production facilities equipped with state-of-the-art technology. We have implemented a quality system that covers all our products and processes.

We are moving forwards towards our goal of increasingly organic farming. Our growers are making a determined R&D effort to fight pests and weeds using wholly natural methods. All our peppers are grown using only natural predators to combat pests (Swirsky, Orius bugs). We want to achieve a sustainable agriculture that respects the environment and guarantees that both our business and our natural environment will continue, as demanded by consumers and society.

■ **Market:** France, United Kingdom, Denmark, Sweden, Norway, Italy, Switzerland, Austria, Germany, Poland, Russia, Finland, United States and Canada.

■ **Certification:** UNE 155001, EUREPGAP, NATURE CHOICE, BRC, and IFS.



■ MUGIVERDE, S.C.A..... 255



### EXPERIENCE, QUALITY AND ONGOING RESEARCH

Grupo Canalex, a company based at El Ejido with a track record of fifteen years in the fruit and vegetable sector, is applying its experience, quality and ongoing research towards the goal of integrated organic production.

We have over 400 hectares given over to the cultivation of peppers, cucumber, courgette, aubergine, Chinese cabbage, melon, watermelon, tomato and runner beans.

Chinese cabbage is similar to lettuce in appearance and originated in the Far East: hence its botanical name *Brassica pekinensis*. It began to be grown in Almería province in the 1980s.

The mild flavour of Chinese cabbage makes it a wonderful choice for salads and Oriental cuisine. It is easily digested and an effective antidote to cholesterol and hypertension. Research has shown that its brassinin content helps prevent breast cancer; in addition, its indoles and isothiocyanates further protect against breast cancer in women with low oestrogen levels.

■ **Market:** Domestic and internacional  
**Certification:** AENOR-UNE155.000, EUREPGAP, ISO 9.001, ISO 14.001, BRC, Calidad Certificada, GS, Producción Integrada and APPCC.



■ GRUPO CANALEX..... 253





## AGROCASTELL

The village of Castell de Ferro is on the shore of Granada province, nestling at the foot of a crag crowned by an old castle. Here, on the Costa Tropical and sheltered from the wind by the Lújar mountain range, we find the facilities of Agrocastell, a producer with a twenty-five-year history of growing fruit and vegetables on the coast.

With the privileged climate and the long tradition of fruit and vegetable growing in its environment, Agrocastell produces vegetables of outstanding quality, including runner beans, cherry tomatoes, vine tomatoes, Italian peppers and cucumber.

The company is now focusing on its cucumber output. Cucumber is eaten unripe. Its green skin varies in colour depending on the cultivar. IT is very rich in vitamin C. Agrocastell produces extra quality Dutch cucumber of over 25 cm in length, Spanish cucumber of less than 15 cm and French cucumber measuring 20 to 25 cm.

Since 2003, the company has made great progress in its output of Dutch cucumber, in terms of volume and especially in terms of improving quality. Agrocastell Dutch cucumber is today one of the most sought-after cucumbers on the various markets.



AGROCASTELL, S.A. .... 252



## SPECIALISATION AND CONTROL BEAR FRUIT

Quality is synonymous with Nature Choice. Every step of the way we strive to make sure the products under our brand are a benchmark for the world's most demanding markets. Working to the EurepGAP standard, our quality has no secrets: every fruit is subject to preset processes certified under ISO 9001:2000.

To achieve optimal results, Nature Choice specialises. We grow only four plant species on our properties: California peppers, cucumber, tomato and melon. As alternative-cycle products, we also grow sweet peppers, baby plum tomato and watermelon. We are based in a special microclimate that enables us to harvest fruit and vegetables all year round.

The company brings together the expertise of 14 fruit and vegetable growers from the southeast of Spain, the Netherlands and the UK, with a wide-ranging knowledge of the most demanding European markets. We have 450 hectares under cultivation and 18,000 sq m of facilities equipped with the latest technologies for sorting, calibration and packaging of our fruit and vegetable products.



**Market:** Europe and North America  
**Certification:** AENOR, Eurep Gap, BCR, IFS, UKAS, Calidad Certificada.



NATURE CHOICE, S.A.T. .... 255





## HORTOVENTAS

Between the Poniente area of Granada province and the Axarquía district of Malaga lies the local independent entity Ventas de Zafarraya, a division of the municipality of Alhama in Granada. The area's first settlers arrived in the Middle Palaeolithic period, inhabiting the caves at El Boquete, although the oldest archaeological remains found at the present site of Ventas de Zafarraya date back only to the sixth century AD.

Thanks to its location, the fertility of its soils and its climate – which allows for open-air cultivation of fruit and vegetables even out of season – the area has achieved considerable economic expansion. This is the strategic setting of Hortoventas' headquarters.

Hortoventas was established in 1983 by a group of local growers who sought to join forces so as to reinforce the production and distribution of their crops. Having expended its resources, increased its product volume and enhanced its management expertise, the company now has 170 members and the trust of 1,000 farmers, who have improved investment efficiency and avoided the business risks attendant on the smallholdings typical of the area.



Hortoventas handles, standardizes and distributes premium quality fruit and vegetables. Its tomatoes, cauliflower, artichoke, peppers, courgette, baby lettuce and green beans are grown in the open. This improves the flavour and colour, which are reminiscent of traditional family gardens.

The company's main product is tomato, of which 18 million kilograms are produced on 85 hectares, accounting for over 75% of the total volume sent to the market. The company also cultivates 85 hectares of cauliflower, harvesting 1,400,000 commercial quality units, 70 hectares of artichoke, harvesting 600,000 kg, 45 hectares of peppers, producing 940,000 kg, 30 hectares of courgette, making for 300,000 kg, 15 hectares of baby lettuce, for 2,456,000 units, and 15 hectares of green bean, achieving output of 745,000 kg.

The special quality of its products is set to be further enhanced by the implementation of integrated production practices and a traceability system, with a focus on waste control.

Hortoventas enriches its knowledge of its various markets by following consumer trends and new demand. Its most effective tool for attracting consumers is quality, and the secret of achieving quality is... open-air cultivation.

**HORTOVENTAS**





## AGROPONIENTE

Agroponiente is an Almería-based company that is taking great steps towards health-conscious production: of its 1,250 hectares under cultivation, 80% apply integrated pest control. We produce 150,000 tonnes annually, and our range of fruit and vegetables includes peppers, cucumber, tomato, courgette, aubergine, runner bean, melon, watermelon and pea.

Our aubergine has a mild flavour with a light hint of bitterness. Aubergine is a versatile ingredient for cooking - the best are the tender, firm ones - and can be eaten fried, sliced and fried in batter, roast, stuffed, seared or in a stew or casserole.

Aubergine has a firm, spongy flesh owing to its high fibre content. It is a very healthy, low-calorie, low-carb, easily digested vegetable. It has diuretic, laxative and relaxant properties and is rich in vitamins and minerals.

It is best to add a little salt or lemon juice before cooking to remove some of the moisture and take the edge off the bitterness.

■ **Available:**

All year

**Quality:**

Extra and I

**Packing type:**

5 kg boxes, with and without Flow Pack

**Market:**

Spain, Germany, United Kingdom, Italy, France, Netherlands, Belgium, Ireland, Switzerland, Portugal, Austria and Russia





**fashion** sandía<sup>®</sup>  
*sabor sin pepitas*

## FASHION brand seedless watermelon, AGF's unbeatable fruit

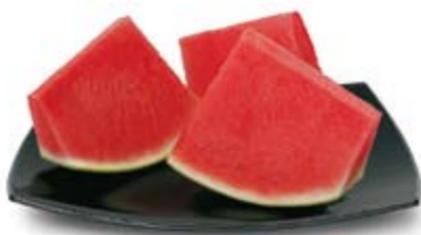
The Fashion brand watermelon is a strong, healthy, highly productive plant that offers round, visually attractive fruits of a weight ranging from 5 to 7 kg. It is a seedless watermelon offering great flavour that retains the appearance of the much-loved traditional watermelon. Its outstanding quality is visible in a deep red, crunchy pulp with a high sugar content that remains uniform from

rind to core and is the main determinant of taste (minimum 10° Brix under the quality protocol). This is a fresh, flavoursome and healthy product, ideal for family consumption and head and shoulders above the rest of the watermelon market in terms of quality. The Fashion brand watermelon is the first seedless black watermelon produced and marketed for the Spanish domestic market.

AGF (Asociación Grupo Fashion) is the producer association that owns the Fashion brand and presently includes growers in Almería, Granada, Murcia, Alicante, Valencia, Ciudad Real, Palma de Mallorca, Tarragona and Huesca.

AGF's main role is to standardize criteria so as to assure clients and consumers that, whatever the distribution channel, the Fashion watermelon attains a uniformly high standard and bears a distinctive label, making this a unique product in





Spain. AGF promotes and supports the Fashion brand watermelon based on a unique common brand, seamless coordination from production to marketing, and stringent standards funded by all the association's member companies.

The Fashion watermelon is AGF's response to the challenge of quality and trust, and is the only watermelon guaranteeing product computerized traceability through all stages, proprietary brand certification to AGF's own production quality standard – far stricter than CE 1093/07 – and production certification and management audited by an independent assessment body.

In 2008, the Fashion brand covered the production and marketing of over 40,000 tonnes of seedless black watermelon, making it the best-known seedless watermelon in Spain and Europe and AGF the largest consortium in the primary sector, with a wholly innovative management and coordination model. In 2009, output is expected to rise to 50,000 tonnes through entry to the association of new member enterprises and increased arable area given over to this product, both under greenhouse and in the open.

The Fashion brand watermelon has achieved success through well-managed, coordinated supply to the entire distribution chain, meticulous care for brand image to ensure the Fashion label stands out at point of sale in terms of quality, visual appeal and personality, and the support of a marketing and advertising campaign without precedent in the industry, with an emphasis on raising brand and product recognition by professionals and consumers.

In years to come, AGF will continue to undertake ongoing, stable investment in marketing and advertising, focusing its efforts on ensuring that professionals and consumers in Spain and across Europe recognise the Fashion watermelon as a fruit product of exceptional quality that inspires the utmost confidence.



**A.G.F.**  
ASOCIACIÓN GRUPO FASHION



### 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
- **Location:** 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, trimix, snack bags, etc.
- **Location:** Granada province



[www.lapalmacoop.com](http://www.lapalmacoop.com)

■ **CARCHUNA LA PALMA, S.C.A. .... 253**





## 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-Níjar 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.



HORTÍCOLA PIMAR C.B. .... 254



# Ready-to-eat vegetables and salads



## I Gamma products

Our cultivation model follows the integrated production method, combining all biological and preventive control techniques - such as genetic resistance, crop rotation, alternating varieties and hydroponic crops.

We are highly concerned with the environmental aspect, and have put in place an environmental development plan to support our property maintenance effort.

Our open-air hydroponic lettuce cultivation occupies the largest surface area of its kind in Europe. Primaflor implements the NGS system as a way to combat certain pathogens and give value added to our products.

- lower water consumption,
- reduce cultivation time,
- achieve cleaner environment and crop rotation.

Under this system, crops can be sent to destination with the root attached, keeping the lettuce alive until consumption or processing.

With this cultivation method, the consumer can appreciate what we call "long-life lettuce", with the following advantages:

- a more natural product,
- a fresher product on your shelves,
- a crunchier product,

Giving the consumer or processor a product with improved flavour and texture that lets them enjoy all the benefits of freshly picked lettuce.





### Minimally processed products

We maintain traceability for all products used in our processes, because we produce close to 100% of all our factory inputs ourselves; this gives us security as to the water supply, since we are supplied from two different river basins, thus lowering the risk of water shortage and drought, while proximity to our plant guarantees greater freshness in the end product.

Today, we have three clearly defined product lines, which, though still very young on the market, have developed at a rapid pace.

- Distribution line
  - Babyfresh
  - Our clients' own-label products
- Markets line, for wholesale markets
- HoReCa line, specialising in the needs and emerging trends in hotel, restaurant and catering establishments.





### STRAWBERRIES AND RASPBERRIES PACKED WITH FLAVOUR

Along the coastline of Huelva province, from the mouth of the river Guadalquivir to the Guadiana, spring is heralded by the ripening of the European season's first strawberries. Huelva strawberry, grown in a propitious setting of sandy acid soils, high quality water, mild winters and many hours of sunlight, has earned a worldwide reputation and the well-deserved epithet "red gold".

Ripe Huelva strawberry offers exquisite flavour and an intense fragrance. Picked by hand, the strawberries are sorted and packed with meticulous care. This fruit can be consumed in a wide variety of forms. Its appeal is rounded out by a rich contribution of antioxidants and minerals.

Strawberry cultivation forms part of the Huelva landscape, covering large areas with the distinctive tunnel greenhouses that aid early availability on the market.

Spain is the world's leading strawberry exporter and the second-largest producer, and 90% of its output is grown in Huelva. Eight local strawberry companies, with an in-depth knowledge of the markets, have now joined forces through the distribution platform Onubafruit, S.L., to bring together their strawberry and raspberry offering under the Starberry and FO brands. Onubafruit's key goals are product quality and effective service.



■ **ONUBAFRUIT, S.L.** ..... 255



### THE FINEST TOMATOES AND WATERMELONS IN ALMERÍA

At Agrícola Navarro de Haro, S.L. (NADEHA), our quality concept runs through production, packing and distribution of 10 million kilograms a year of long-life on-the-vine tomatoes. We also offer our customers Fashion watermelon, black watermelon, seedless striped watermelon, and baby watermelon. 50% are distributed in Spain and 50% are exported, mainly to Germany, France and Eastern Europe, under a variety of brands.

Long-life on-the-vine tomatoes offer enhanced freshness, aroma and flavour. Their versatility means they are great with cheese, eggs, meat dishes and a wide variety of foods and herbs. Its rich vitamin C content makes it an ideal ingredient for the summer diet. Our tomatoes are a wonderful partner for slimming programmes - 150 g provide just 33 calories.



■ **AGRÍCOLA  
NAVARRO DE HARO, S.L.** ..... 252



# CASI's Raf tomato, the genuine pata negra



## 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 Alquián and Campos de Níjar.

## CASI's Raf tomatoes available online

CASI sells its famous tomatoes over its website, [www.rafdecasi.com](http://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.





### '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 IFS, ISO 9001

■



### '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, IFS, ISO 9001, EUREPGAP

■





### '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, IFS, ISO 9001, EUREPGAP



### '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 IFS, ISO 9001

■



■ **EL GRUPO, S.C.A. .... 253**





### '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, IFS, ISO 9001, EUREPGAP



### DE RUITER SEEDS TOMATO SPECIALITIES

De Ruiter Seeds offers a wide range of tomato specialities. Our tomatoes include colours ranging from yellow through orange and pink, while our Zebrino tomato is deep burgundy-red, with golden stripes. By shape, our varieties range from round to pear-shaped, San Marzano type, Corazón de Buey, Marmande and very exclusive varieties like baby San Marzano. By size, our offering goes from cherry tomatoes to very large calibres, through cocktail and medium calibre fruits. If you want to stand out in the market with new products, De Ruiter can offer many different solutions.

■ **Marzanino®**

(HR:ToMV/Fol:0/Ma/Mi/Mj)

**Marzanino®** is De Ruiter's registered trademark for baby San Marzano tomatoes. This brand now covers the Caprese and Torpedino varieties. Highly demanding UK superstore retailers like Tesco are now selling Caprese tomatoes under our Marzanino® brand. Current producers of the variety are seeing attractive profits. Caprese is highly prized for its original shape and exceptional flavour and colour.

■ **Caprese.** A variety of baby San Marzano. 30 to 40 g fruits, with spectacular flavour. Its shape and deeply genuine flavour make it a unique product.

■ **Torpedino** is a newly developed variety under De Ruiter Seeds' Marzanino brand, with a very marked green neck. The tomato can be picked on the vine or loose.



# Cartaya... pine woods and beaches

Cartaya is a town in the south of Huelva province whose tourist attractions are its beaches and its pine woods, which stretch down to the sea. Its spotless white streets are the typical Andalusian townscape, with fine buildings such as the city hall in the Plaza Redonda, which opens out to the Renaissance church of San Pedor...

Our stunning natural setting is home to diverse landscapes and rich ecosystems of sea, pine wood and sand dune, some being geologically unique in the world.

## Vegetation

The local setting is one of the botanically richest and most diverse locations on the Andalusian Atlantic coast – rushes, brooms, pine wood and aromatic plants.

## Wildlife

The diversity of habitats, the proximity to the Doñana nature reserve and its status as a waypoint of the major bird migration routes from Europe to Africa give the area high value for wild birdlife.

## Economy

The economy has been traditionally based on agriculture and fisheries. Today, the economic mainstays are agriculture, tourism and fish farming. Major local crops include straw-

berry, fig, orange, nectarine, grape, watermelon and melon.

## Agricultural and trade fairs

Since 1967, the week before the first Sunday in October is given over to an agricultural and industrial fair, honouring Cartaya's ancestral tradition as a market town.

## 7th Expo-Citfresa Fair 2009

On 25, 26 and 27 February, the Huelva coast, the Condado district and part of the Andévalo district, as one of Spain's main strawberry and citrus fruit areas, are the engine of the province's economic growth. Hence there was founded the Cartaya strawberry and citrus fruit fair, a meeting point for all parties involved in these sectors.

## Cuisine

The most typical dishes are made using local produce, both grown from the land and fished from the sea. Sample our delicious cuisine by taking a tour of the coast and further inland, from the beaches to the heart of the village.

## Typical dishes

Cuttlefish cakes, bass in a marinera sauce, skate with pimentón, Huelva shrimp, peppered cotufa, clams in garlic and parsley sauce, and, as tapas in the villages typical zampuzos (taverns), try wine with lupin beans, olives or enzapatá broad beans, gazpacho cold vegetable soup, tomatoes dressed with salt and olive oil, and the wonderful fresh local fruit.

■ **AYUNTAMIENTO DE CARTAYA ..... 252**



[www.ayto-cartaya.es](http://www.ayto-cartaya.es)



# Tomates de la Cañada-Níjar: The first Mediterranean tomato with a PGI

Tomate de La Cañada-Níjar has a flavour that tomatoes from other regions can't match. Its place of origin, La Cañada-Níjar, lies in Almería a province in the southeast of the Iberian peninsula, set in a unique environment: the Cabo de Gata-Níjar marine and land natural park to the east, the Sierra Nevada national park to the west, the desert of Tabernas to the north and the Mediterranean to the south. The climate, soils and water of the en-

vironment lend the tomato a high content of well-balanced sugars and organic acids in concentrations exceeding those typical of other areas.

During its natural ripening on the vine, the tomato acquires its distinctive taste, smell, colour, visual appeal, firmness and high concentration of potassium, phosphorus, calcium, vitamin C and folic acid, again setting it apart from tomatoes grown elsewhere. Its high lycopene content gives it great health benefits, since the powerful antioxidant properties of this carotenoid helps reduce the risk of cancer and heart diseases, as shown by a wide range of research.

The growing area protected under the Tomates de La Cañada-Níjar specific designation comprises Almería, Huércal de Almería, Níjar, Pechina and Viator.

The growing and production methods used are aimed at environmental conservation, optimised water savings through drip irrigation and rainwater storage, natural cultivation techniques (bee pollination, biological pest control, etc), use of solar energy, implementation of traceability systems, food safety systems (APPCC) and strict quality controls throughout the entire process. These features bespeak the minute care that the local growers apply to achieve a product of the highest quality. The tomato production process has achieved certification to the UNE 155 1023 standard and to Regulation (EC) 2092/91 on organic farming and to the specific regulations on Integrated Production of protected fruit and vegetables. These certificates guarantee that production



processes follow strict protocols and controls. Labelling under the protected geographical indication is subject to successful compliance with all these standards and requirements.

The credentials and exceptional properties of Tomate de La Cañada-Níjar are borne out by the results of a research paper on the influence of the soil and irrigation water on its organoleptic characteristics. This is chiefly due to the physical-chemical features of the soil, the irrigation water used to grow Tomate La Cañada-Níjar, the temperature and hours of sunlight - this being the area of Europe with the most hours of sunlight - and the expertise of the local growers, who have cultivated these tomatoes by traditional handcraft methods for many years.

To set the local tomato apart from its market competitors, the government authorities obtained official recognition for the product in the form of the protected geographical indication (PGI) Tomate de La Cañada-Níjar, the first Mediterranean tomato with a quality mark of this standard, which will offer consumers a range of guarantees, since the product is certified and supervised by the PGI's inspection body: food safety based on traceability and APPCC, product certification, production and distribution within the geographical ambit, Extra and Primera quality categories, fixed production timetable, grower enterprises implementing quality management systems certified to ISO 9001:2000, cultivation of specific varieties, organoleptic assessment, physical-chemical properties tied to the geographical setting - climate, water, salt soils, high mineral content (potassium, phosphorus, calcium), and traditional local growing and handling techniques.

The four tomato varieties under the Tomate La Cañada-Níjar protected geographical indication 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.

There are many healthy reasons to eat Tomate La Cañada-Níjar tomatoes: maximum guarantees of source, quality, food safety and health properties; it is grown in the most natural possible way and with all guarantees; it is high in sugars and organic acids and provides a wide range of vitamins and minerals; it helps prevent cancer and lowers cholesterol; it is rich in vitamin A (essential for skin and eyesight health); over 90% water content, and low-fat; it is diuretic (recommended for dieters), has antioxidant properties and supports the immune system and growth. All the important factors for growing high-quality tomatoes are present in the La Cañada-Níjar district, and thus ensure a very fine flavour and food safety in response to consumers' increasing demand for exceptional standards.



*Un tomate con muchas ventajas*

**[www.elprimertomate.com](http://www.elprimertomate.com)**



UNION EUROPEA  
FEADER



**CASUR S.C.A.**  
**S.A.T. COSTA DE NÍJAR**  
**VEGACANA S.A.**  
**AGROPONIENTE NATURAL PRODUCE, S.A.**  
**AGRUPALMERÍA S.A.**  
**PARQUE NATURAL, S.C.A.**  
**COPROHNIJAR, S.C.A.**



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## Food quality and safety at 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 climate is stable and the air is rendered clear 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, employee labour (15%) and part-family, part-employee labour in another 44% of properties.

During this marketing year, the local government department of agriculture and environment focused on promoting good agricultural practice. The municipality's 7,900 growers have been given a "charter" of good agricultural practice to raise awareness of the need to implement good practice to manage their production of El Ejido fruit and vegetables. 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, which advises growers on cultivation techniques and plantation mana-

gement. The El Ejido local government is highly committed to encourage biological pest control, and has thus partnered with the University of Almería to research refuge plants for the natural enemies of plagues. The local government is promoting the replacement of pesticides with beneficent insects and mites to further enhance consumer confidence in our outstanding fruit and vegetables. The local government is presently implementing biological pest control, and this marketing year it is expected that the method will be applied to close to 7,000 hectares under cultivation. This accounts for almost half of the 14,100 hectares of greenhouse in El Ejido. This is one more among many initiatives reflecting the local government's sensitivity to food safety, which has become a byword for El Ejido's produce. Last year, furthermore, the municipality's producers created a common platform called Hortalizas de El Ejido, S.A. to distribute the local produce in Russia, with a view to further expansion.

**That's why in El Ejido our motto is "We Grow Quality Safely".**



# el Ejido.



Aubergine rolls  
Rollitos de Berenjenas

ALMERÍA



*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.es](http://www.elejido.es)

## Roquetas de Mar

### A great-tasting town

On the coast of Almería in Andalucía, set in a privileged natural spot, lies the municipality of Roquetas de Mar. Nestling at the foot of the Sierra de Gador on a stretch of salt flats and sand dunes, Roquetas has become the largest tourist destination in the province.

Tourism is its largest source of revenue, but this was not always the case. The locals' earliest activities were fishing and salt mining from sites such as San Rafael, formed by the rapid evaporation brought on by high temperatures and low rainfall.

Today, a large expanse of greenhouses bears witness to the development of a thriving fruit and vegetable economy. These growing activities co-exist respectfully with a splendid natural setting. Growing began in the eighteenth century, when the inhabitants of the nearby fishing villages settled here and ploughed the salt soil. By 1950 small communities had sprung up inhabited by growers from the impoverished villages of the Alpujarra district.

As the population grew over time, urban development spread to the municipal boundaries. Roquetas now consists of six settled cores, Aguadulce, Campillo del Moro, El Parador de las Hortichuelas, Cortijos de Marín, Las Marinas and El Solanillo.

In view of the rise of the tourist industry on the coasts of Malaga and Alicante, the inhabitants of Roquetas de



Mar successfully promoted the excellent local climate to start on the road to the prosperity the town now enjoys. These splendid, highly varied beaches with their clean, clear water and a mild temperature that makes for a long tourist season offer a diverse range of leisure options for all different tastes.

One of the highlights of the natural landscape, located between Roquetas de Mar and El Ejido, is the Paraje Natural de Punta Entinas-Sabinar, comprising a nature reserve. It is a system of dunes and ponds near the Mediterranean littoral that provides a favourable habitat for a large number of plant and animal species.

The name of the place, Sabinar, is Spanish for "juniper grove", and refers to the locally predominant Phoenician juniper, *Juniperus phoeniciae*. The sea floor is home to underwater prairies of *Posidonia oceanica*, which supports a wealth of biodiversity in the depths of the Mediterranean. There is a very special charm in scuba diving among the *Posidonia* off nearby Cerrillos beach. The area is rich in birdlife, with sightings of flamingo being common.

Roquetas de Mar local council operates a management system for the public use of beaches, offering excellent services and ensuring conservation of the natural environment through protection of biodiversity and care for seawater quality.

Roquetas de Mar is a colourful place that preserves the charm of its past as a small fishing village, with the traditional fish auctions, and some of its old streets and houses bear the imprint of the Moorish period. Visitors have a wide range of leisure and cultural activities available.

The Arab-influenced cuisine is supplied by the outstanding local sources of fruit, vegetables, fish and seafood, and achieves a high standard of quality and freshness. The food in Roquetas de Mar caters for the most demanding of palates.

Historic landmarks include Santa Ana castle, rebuilt in 2001, formerly known as Las Roquetas castle. It was originally erected during the Arab Nasrid dynasty; the fortifications of the medieval town also include the tower of Espartos and the Cerrillos watchtower.

Roquetas de Mar boasts a year-round programme of events, exhibitions and concerts in a range of venues, including the exhibition and congress hall, the auditorium and the castle of Santa Ana itself.

Winter barely touches Roquetas de Mar. Our doors are always open to all visitors. The Mediterranean and the sun take care of everything else.



[www.aytoroquetas.org](http://www.aytoroquetas.org)





### STRAWBERRY: FLAVOURSOME - CANDONGA®

The Candonga strawberry grown by Planasa is a precocious variety adapted to the Mediterranean climate. To taste Candonga is to rediscover the flavour of strawberry and feel the delicious surprise of its aroma, sweetness and ripeness even in mid-February.

The Candonga strawberry is an attractive conical fruit, vivid red in colour, medium to large in size, and retaining uniform features throughout the harvest. Its elastic skin keeps the fruit firm. The pulp is red and flavoursome, with high sugar content and a firm consistency that holds up well during storage.

Candonga is more rustic, more attractive and offers higher commercial quality than its predecessors, hence meeting the needs of the whole production and distribution chain. It is a vigorous, compact plant that admits cultivation from October onwards.

It develops a strong root system that resists certain soil pathogens.

Candonga is resistant to *Botrytis* and especially to *Oidium* and *Phytophthora*. It is the present quality benchmark for Spanish strawberries. Candonga's fine flavour, colour and long post-harvest life allow for its being distributed fresh to highly demanding markets even if remote from the site of production.



PLANASA  
PLANTAS DE NAVARRA, S.A. .... 255



### AT EJIDOLUZ WE KNOW WHAT WE'RE DOING...

In the southeast of Spain, a land of sunshine and beautiful beaches, the EJIDOLUZ, SCA agricultural cooperative partnership was founded on 23 June 1993, with the aim of engaging in the production, packaging and placing on the market of high-quality agricultural products. Wishing to ensure that our products reach consumers in optimum condition, we have created an organisation in line with our customers' needs.

Over an area of 300 hectares the partners of Ejidoluz grow a wide variety of fruit and vegetables, achieving quality harvests through the use of clean, natural cultivation methods. Our system of quality control tracks the product from the cultivation unit of origin to handling and packaging at our partnership's facilities.

It is a great challenge to meet the expectations generated by our partners' and customers' trust and loyalty. We have distribution and service channels that meet consumers' demand for safety and high product quality.

#### ■ Packed products:

Red, green, orange, yellow and tri-colour peppers; Almería and French cucumber; aubergine; tomato

#### ■ Certification:

AENOR, EUREP, NATURES CHOICE

■



www.ejidoluz.com

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## ENTER A WORLD OF HEALTH

Blessed by nature and by the flavour of the Mediterranean, Hortofrutícola Costa de Almería, S.L. was founded in 1996 by ten entrepreneurs specialising in vegetables sold at source.

With 1,500 ha under cultivation, growing campaigns are planned to optimise production and diversify our offering of products: peppers, cucumber, vine tomato, aubergine, courgette, melon and watermelon. Our fruit and vegetables are grown under many hours of sunlight and an exceptional climate that lets us harvest the year round.

From the outset we closely monitor the process of disinfecting soils and cleaning greenhouse facilities and their environs to prevent pests. Depending on the crop, we use natural or assisted pollination, and we are working towards integrated production and environment-friendly techniques. Joining forces with our partner farmers, we are in a position to achieve the highest quality in our crops.

Today, Hortofrutícola Costa de Almería, S.L. operates 200,000 sq m of facilities equipped with modern technology and able to handle and pack over 45,000 tonnes a year.

Our products undergo strict quality controls, enabling us to offer optimum freshness, quality and ripeness across our wide range of fruit and vegetables. Our product traceability ensures market trust by guaranteeing computer-assisted tracking of goods from the point of origin onwards.

We are present in the main Spanish markets and in the most demanding venues in Europe, the United States and Canada, and consumers recognise our brands as synonymous with safety and quality.

[www.hcostadealmeria.es](http://www.hcostadealmeria.es)

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H O R T O F R U T I C O L A

*Entra en un Mundo Saludable...  
Enter into a Healthy World...*



*... Con Garantía de Calidad  
... With Quality Guarantee*

**Mando**

**Iasal**

**Iasal**

**Fresh Coast**

H O R T O F R U T I C O L A



## Trops, the customer's trust



On the coast of Granada and Malaga provinces, a place blessed by nature with an exceptional climate, in 1979 there was established Trops, a producer organisation that grows and exports tropical fruit. Over 700 growers coordinated by a team of experts devote their efforts to producing high-quality sub-tropical fruit managed effectively up to delivery to the customer with 100% traceability, thus assuring the utmost food safety.

This area is the only one on the Spanish mainland where tropical fruit can be grown, thanks to its humid sub-tropical climate, with mild winters, moderate summer temperatures, suitable atmospheric humidity and plentiful light.

Trops has its facilities in Vélez-Málaga, a town in Malaga province, Andalucía.

The organization now oversees the production and distribution of a total of 16,000 tonnes of sub-tropical fruits, including avocado, mango, lychee, chirimoya, kumquat and star fruit.

Immediately after picking, the fruit reaches the facilities, where it is selected under criteria of professional rigour, being sorted into varieties and calibres according to product traceability requirements. The fruit is then distributed as promptly as possible under optimal transport conditions.

Trops' speciality is the avocado. This is a fleshy fruit originating in Central America that can be used both as a fruit and as a vegetable, blending felicitously with other ingredients in starters, desserts and main courses.

Guacamole is an avocado sauce that pairs wonderfully with Mexican tacos, tostadas and burritos and is an ideal dip or hors d'oeuvre and goes well with salads, grilled meat and poultry dishes and fried fish. Frumaco manufactures a Mediterranean guacamole recipe that includes garlic, olive oil and herbs, a slightly hot recipe, and an organic recipe.

It's also an exquisite delicacy in its own right, just spread like butter or dressed with oil and lemon. Avocado contains up to 30% fat, mostly unsaturated, so it supports health by balancing blood cholesterol levels. It is a very well-rounded and easily digested food.

There are a great many varieties, among which Trops has chosen to pro-





ches with a soft red skin, which on ripening turns scaly and hard. The clear, sweet and juicy pulp is very fragrant. The fruit can be eaten fresh, sliced in half, stoned and peeled, or as an ingredient of delicious recipes combined with meat and fish. The best season for fresh lychee is September and October. The rest of the year it is available in dried and tinned forms. Since 1996, Trops has grown lychee by organic methods in Malaga.

duce the Bacon, Hass, Pinkerton, Fuerte and Reed varieties. Bacon is the earliest, ripening in October, while Hass is the latest, being harvested up to July.

Another fruit of the Malaga sub-tropical coast is the mango. Of Asian origin, it is the tropical fruit par excellence. It has a delicious exotic flavour, and the pulp is juicy, yellow and fairly tightly adhered to the stone. The shape is irregular, and the colour ranges from green to red, red being preferred to other varieties. The peel is inedible. Mango helps strengthen the immune system, and its fibre content gives it laxative properties. Trops produces mango from August to December.

The lychee is a small and unusual sub-tropical fruit that originated in southern China and is now also grown on the Malaga coast. It grows in large bun-

The organization's production of cherimoya – or custard apple – star fruit and kumquat upholds the quality and transparency the characterise all its output.

Trops offers its clients service excellence through its quality management system, thus assuring that its farms are viable.

The customer's trust is the grower's peace of mind...



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### 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® 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 pavía, 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: gold seal



White pulp: silver seal





## 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.



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## 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.

There are many auxiliary businesses linked to the fruit and vegetable sector in Vícar. 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 V́icar'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 V́icar stretches from the uppermost part of the Poniente area of Almeŕa province down to the coast. The fruit and vegetables grown in V́icar's greenhouses have the benefit of a very mild climate.

V́icar is committed to environment-friendly integrated pest control in all its produce, and its growers are highly aware of this undertaking.

