



Región de Murcia:

the fruit and vegetable garden of Europe





The Region of Murcia is a paradise for fruit and vegetable growing. Crops are cultivated in a semi-arid Mediterranean climate. Water – the most valuable asset owing to its scarcity – is used with the utmost efficiency.

The Region of Murcia's agricultural policy focuses on promoting product quality by using certification to guarantee crop origin, safety and environmentally friendly growing techniques. The region's key crops include citrus fruits like lemon and grapefruit, stone fruits like peach, nectarine, apricot and plum, and table grapes, watermelons and pears (under the PDO Pera de Jumilla). The PGI Melón de Torre Pacheco and the PDO Uvas de Espuña (grapes) are in the process of being registered.

The high quality of the fruit and vegetables grown in the Region of Murcia have earned it the name 'the crop garden of Europe' in agricultural circles. Major products include lettuce, peppers, broccoli, artichoke, cabbage, tomato, marrow and celery. These crops have been exported for decades and give meaning to the healthy Mediterranean diet, known for its wealth of vitamins, fibre, antioxidants and low fat.

Tasting the fruit and vegetables of Murcia and its traditional recipes is not only a gastronomic pleasure but also an excellent way to look after one's health.

Murcia exports 70% of its vegetable output and 34% of its fruit output, accounting for 25% and 12% respectively of the national aggregate.



The high quality of the fruit and vegetables grown in the Region of Murcia have earned it the name 'the crop garden of Europe' in agricultural circles.

The quality, early ripening and variety of fruit from the Region of Murcia are recognised in all markets. Increasingly demanding consumers seek out the attractive fruit grown in Murcia – natural, freshly picked products that are fully guaranteed for quality, food safety and freshness.

The growing techniques used in the region assure food quality and safety parameters, help prevent desertification and preserve the natural environment. Organic farming and integrated production techniques are a way to guarantee quality in response to consumers' increasing demand for healthy products.

The Region of Murcia has a longstanding tradition in organic farming, which it pioneered in Spain in growing its fruit, vegetables and rice. The region's organic output has increased steadily, and today it is one of the Autonomous Communities that operates the most environment-friendly agriculture. Organic fruit and vegetables are grown chiefly in the districts of Vega del Segura, Campo de Cartagena and Valle de Guadalestín. Organic fruit trees and citrus fruit are also of key importance in Río Mula, Altiplano, the northwest and Vega del Segura

Farms using integrated production – a standard of agriculture that uses carefully selected biological, chemical and other methods – grow a wide range of fruit and vegetables, with lettuce and citrus fruit being the standout crops.

Producers in the Region of Murcia are highly specialised in the cultivation, handling and distribution of their products. This means they acquire and apply very advanced techniques and equipment so as to gain an edge over other regions in terms of research, experimentation and technology.

Murcia is Spain's fourth-largest almond-growing region, and many companies offer a wide range of almonds and almond by-products. The main varieties grown in Murcia are Marcona – generally





shelled, peeled and fried – and Largueta, which is shelled and then roast with the skin on, or eaten raw or in bakery and patisserie products.

Many of Murcia's crops are processed and used in the canning and preserves industry – like tinned peaches and pears, artichokes in brine, jams and marmalades, fruit juices, tomato sauces and a wide range of pickles, particularly gherkins and capers.

Minimal processing ('IV gamma') is one of the main objectives of the Murcia fruit and vegetable sector. Murcia pioneered minimal processing, and now has a whole range of companies that market their products by these systems. Murcia enterprises in this sector have very promising prospects, owing to their positioning in international markets.

Murcia fruit and vegetables are exceptionally good ingredients for a balanced, healthy and nutritious cuisine full of variety and nuances. Preserving the environment that makes all this possible is everyone's responsibility.





The pears under the PDO Pera de Jumilla have a juicy white pulp which is very sweet and sugary, has a light aroma and an excellent flavour.

Pera de Jumilla

The protected designation of origin Pera de Jumilla is a mark of quality and value-added that helps Jumilla pears compete in the market. The number of registered producers and hectares has doubled within a year. The protected designation of origin now encompasses 80 registered producers and 420 hectares, though over 800 hectares are eligible for protection.

The pears under this PDO have a juicy white pulp which is very sweet and sugary, has a light aroma and an excellent flavour. They are yellow on a green background, reddish on the sunlit side, and distinct from the varieties grown in other regions. These features are due to the many hours of intense sunlight.

The pears are higher in sugar, firmer and larger than average. They are picked early – the process starts on 24 June on some properties, and these early pears gain the highest prices on the market.





Protected Geographical Indication Melón de Torre Pacheco

The recently granted PGI Melón de Torre Pacheco now enables growers to market their produce under this European Community-approved quality mark. Torre Pacheco melon is of great economic and social importance for the towns and villages it covers, all throughout the Campo de Cartagena district.

The varieties covered by the PGI are Piel de Sapo, Amarillo, Galia and Cantaloupe, grown on a surface area of 2,131 hectares, 34% of the area dedicated to melon cultivation in the Region of Murcia and 64% of the arable land in the district under the PGI. This area produces 75,000 tonnes of melon a year. Of the melons under the PGI, 31% will be sold domestically, 66% will go to other EU countries and 3% will be exported outside the EU.

The great reputation of these four melon varieties grown in the proposed PGI is the result of the physical setting, which gives them a deeper sweetness, juiciness and flavour, and makes them larger and heavier than average. These features are the outcome of using groundwater with a high salt content in combination with water transferred from the Tagus river to the Segura basin, and of the traditional growing practices of the local farmers, which enable them to produce a high-quality fruit that keeps well.

The PGI covers 99 producers and 12 distributors, six of which are partnerships. Their total handling capacity is estimated to be above 123,000 tonnes a year.



The grape keeps its physical features and taste properties up to late December when hanging on the vine.

Protected Designation of Origin Uvas de España

A protected designation of origin is in the process of being approved for the name Uvas de España (now under consideration in Brussels, and enjoying provisional national protection) for grapes of the Dominga variety – also known as Gloria, Murciana Blanca and Uva Verde de Alhama – a seeded, late-harvest white grape.

The proposed protected designation of origin is supported by 278 producers on a combined surface area 453 ha, who make an estimated average output of 15,860 tonnes, and five distributors with a total handling capacity of 7,400 tonnes.

Each bunch of Dominga grapes usually grows from the first three buds of the vine. Bunches are large to very large (ranging from 0.5 to 3 kg, and often as much as 5 kg), and semi-scattered or compact, cylindrical-conical in shape, asymmetric and frequently long.

The berries themselves are very thick (6 to 8 g), uniform, ovoid or ellipsoidal in shape, and either greenish yellow or reddish yellow.

The pulp is of moderate consistency and sweetness, crisp and fresh. The degrees Brix of the mature grape range from 13 to 17, while total acidity (g per l assuming all acid is tartaric) is 5.47. Each berry contains 2 to 3, and sometimes 4, very hard seeds.

The grape keeps its physical features and taste properties up to late December when hanging on the vine and is highly resistant to handling, transport and refrigeration.



Región de Murcia

*Alimenta
tus Sentidos*

Frutas y Hortalizas



INSTITUCIÓN COLABORADORA

Campana impulsada por la Consejería de Agricultura y Agua

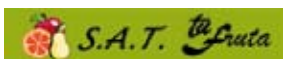
Marketing companies under the Pera de Jumilla Protected Designation of Origin (PDO)



COOPERATIVA HORTOFRUTICOLA "CAMPOS DE JUMILLA" SCL

Ctra. del Castillo S/N
30.520 JUMILLA
E-mail: info@camposdejumilla.com
Web : www.camposdejumilla.com
Tel.: 968 780 114; Fax.: 968 780 162

Brands: Campos de Jumilla, Castillo Don Porrón, La Cingla



S.A.T. TUFRUTA Nº 9.937 R.L.; O.P.F.H 707

Avda. Serra, 39
46130 Massamagrell - Valencia (España)
Tel.: 902 100 572
Fax: 961 450 390; 961 450 040
Email: tufruta@tufruta.com
Web: http://www.tufruta.com

Brands: Tufruta, Sibarita



FRUTAS DEL ALTIPLANO, S.C.L.

FRUTAS DEL ALTIPLANO, S.C.L.

O.P.F.H. nº 822
C/ Fueros, 3; 30520 Jumilla (Murcia)
Tel.: 968 783 371; Fax: 968 756 954

Brand: Frutas del Altiplano



ENCEFRUIT, S.C.L.

Avda. Levante, s/n
30520 Jumilla (Murcia)
Tel.: 968 780 368

Brand: Encefruit



FRUTAS SOPALMO

J. Tomás Fdez, S.L.
Plaza Jose Mª Abreu, 4 - Bajo
30520 Jumilla (Murcia)
Tel.: 968 783 465 - 619 212 777
Fax: 968 782 450

E-mail: info@sopalmo.com
Web: www.sopalmo.com

Brand: Sopalmo



JUAN GARCÍA VARGAS

Pol. Cerro del Castillo, s/n.
Apdo. 362 - 30520 Jumilla (Murcia)
Tel. y Fax: 968 784 184

E-mail: frutasvargas@telefonica.net

Brands: Vargas, Belén, Fontestad



FRUTAS CAMPANA, S.L.

Avda. Primero de Mayo, 2
46980 Paterna (Valencia)
Tel.: 961 340 496; Fax: 961 340 232

Brand: Frutas Campana



MICÓ VIVEROS Y FRUTAS, C.B.

C/ Marques de los Castillejos, 14
30520 Jumilla (Murcia)
Tel.: 676 495 343; Fax: 968 781 587

Brand: Micó





Denominación de Origen Pera de Jumilla



D.O. PERA DE JUMILLA

C.I.F. G-73345126

C/ América, 1 - Bajo; Apdo. 350

Tel.: 968 716 267 ; Fax : 968 716 278

30520 Jumilla (Murcia)

www.peradejumilla.com



*La mejor Ercalini
del mundo*



KERNEL EXPORT, S.L.

Kernel Export, S.L. acquired its first organic farming property in 1997. For its late autumn, winter and spring crops, its output comes from its Cortijo del Fraile property, in a valley at the heart of the Cabo de Gata-Níjar natural park. The 724 hectares of the estate are ideal for organic farming. The company's summer and early autumn crops come from a 60-hectare property at higher altitude and cooler temperatures in Caudete, Alicante province.

In 2008, Kernel acquired the Kernelbio trademark to give a distinctive identity to its over 300 hectares of land under organic farming. Kernelbio covers a wide range of organic products, including lettuce, cauliflower, broccoli, celery, spinach, parsely, tender shoots and melons.

Kernel is an organic producer and processor approved by the organic farming committee of the Region of Murcia and BRC-Eurepgap, audited by CMI.

Kernel's production outfit, Agrícola la Misión, is certified by the Andalusian committee of organic farming, Ecocert Sohisert in Castile-La Mancha, Eurepgap, audited by CMI and accredited by Bio Suisse.



CAJA NATURE

Cajanature.com is an online organic fruit and vegetable sales portal making deliveries all across mainland Spain. Our objective is to bring organic products to every consumer's home and raise awareness of the world of organic food and farming.

On our portal you can choose among a range of organic boxes - vegetables, market garden products, fruit, and mixed boxes - with a dynamic content that lets you enjoy organic fruit and vegetables at home, direct from the farm.

You can also order a whole box of a single organic product. Our mono-product range covers a wide spectrum of fruit and vegetables. We have also designed a box for parents wishing to feed their babies and young children with organic food: the basic baby box offers a standard content that rotates every half year.

All producers are certified by the European Commission's Organic Farming unit and the organic farming board of the respective devolved region.



www.cajanature.com



Torre Pacheco melon

The town of Torre Pacheco is located in the natural district of the Mar Menor in Murcia province. Here, among watermills and windmills on arid plains, grows the area's main crop, the melon of Torre Pacheco.

The first plantations were set up in the early twentieth century on small plots to supply the farmers themselves. The climate, soil, and use of freshwater irrigation from the Tagus-Segura transfer combined with saline groundwater, together with traditional practices updated by modern techniques, have produced a melon whose special features are associated with this production area.

The melon of Torre Pacheco is larger than standard, has a deeper sweetness and juiciness and an outstanding flavour, and a firmer pulp that enables it to keep for longer. IT has recently been awarded a protected geographical indication (PGI), Melón de Torre Pacheco, which assures its quality parameters and lends the product added value and profitability.

The label presently covers cultivation of the Piel de Sapo, Gallia, Amarillo and Cantaloupe varieties in the PGI zone, which comprises 54% of the region's melon area and 21% of national output. Only 31% of the PGI-protected output is sold domestically. 66% is exported to European Union countries and the remaining 3% to other destinations.

The PGI production area extends to the district of Cartagena and adjacent administrative divisions such as Avileses, Baños y Mendigo, Corvera, Gea y Truyols, Lobosillo, Los Martínez del Puerto, and Valladolides y Sucina.

Melon is one of the area's most typical crops. Its local importance gave rise in 1969 to the Fiesta del Melón festival, celebrated every July in Torre Pacheco at the time of the melon harvest. The festival culminates with the Melón de Oro award ceremony.

The inspection body of the PGI has set itself the goal of making Melón de Torre Pacheco a veritable ambassador for the Murcia region.

■ **I.G.P. MELÓN DE TORREPACHECO... 254**

