Anecoop knows where "the ideas are cooked" by his partner Huercasa

In line with prioritizing everything related to innovation and R & D, the Governing Board of the second-grade fruit and vegetable cooperative Anecoop visited the pilot plant of its partner Huercasa, known as the "Ideas Kitchen", in which the company focuses on the research and design of new products to remain a reference throughout Europe within the sector of vegetables of the 5th Range.

The objective of this visit, shortly before the first anniversary of the incorporation to Anecoop of the Segovian company Huercasa, is to know its innovation program. The governing body of Anecoop has also taken advantage of to know the factory and new logistics center of this firm and celebrate the next day its monthly meeting in the city of Segovia.

Located in the Segovian town of Valsain, the "Ideas Kitchen" is the best example of Huercasa's commitment to innovation, both in the technological aspect and in the management of equipment and projects.

> The main lines of action of this "Ideas Kitchen" are the generation of new products focused on the 5th range and the development of specific products for some of the most important food chains in Europe

The plant has a qualified team of professionals: technologists, cooks and nutritionists, among others. In the same vein, Anecoop has two similar centers, one in Museros (Valencia), the Masia del Doctor, and another in Almeria, the University of Almería-Anecoop Foundation, where it develops both new and improved products, as well as Culture systems.

After visiting the innovation center, the Council moved to Sanchonuño in the afternoon to visit the facilities of the Huercasa factory and its new logistics center, currently under construction.

It should be noted that *Huercasa's reference catalog includes an extensive range of vegetable products that are easy to prepare and consume, long shelf life and high quality and food safety. It is one of the largest European producers of sweet corn on the cob and beet of 5th range and a leading producer of legumes and fresh edible.*

> Through its plants in Spain, Huercasa processes 90,000 mt. Of raw materials to which we must add another 10,000 t. Countries, in collaboration with their European

In addition to a clear commitment in the area of R + D + i, Huercasa and Anecoop share philosophy and values. In this sense, Anecoop president Alejandro Monzón highlighted the harmony between the two companies: "After several years of collaborating together, at the end of the first half of 2016 we decided to take another step with the integration of Huercasa as a partner in Anecoop. In this period of time, the balance can not be more satisfactory, since we share the same roadmap and the same way of seeing and understanding this sector. "

For his part, the president of Huercasa, Félix Moracho, thanked the Board of Directors of Anecoop for its facilities and its innovation center, as "both companies know that our future goes through work well done and bet on Research and innovation in products, production processes and management. With our Ideas Kitchen, we want to continue being a reference throughout Europe in the segment of the 5th range ".

About Anecoop

Since its founding in 1975, Anecoop has become one of the largest international distribution companies for citrus, vegetables, non-citrus fruits and wines.

> Anecoop is the first horticultural company in the Mediterranean, the Spanish leader in the commercialization of fruits and vegetables, the first exporter and second citrus trader in the

world and the first operator of watermelons and kakis in Europe

Integrated by 68 cooperatives and horticultural and wine companies, the raw materials (fresh fruits and vegetables and wine) marketed by Anecoop come mainly from the Valencian Community, Andalusia, Murcia, Castilla y León, Extremadura, Catalonia, Navarre and Aragon. It integrates companies whose activity ranges from research for varietal improvement, to the delivery of the product at the point of sale. It consists of a commercial structure composed of nine international companies and five delegations in the Spanish territory (Valencia, Almería, Murcia, Seville and Ebro Valley).

Its commercial network is located in strategic points of the international market of fresh fruit and vegetables: Spain, France, United Kingdom, Holland, Czech Republic, Slovakia, Poland, Russia and China, the latter oriented to the commercialization of wines

Source: Anecoop

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