# Apples Val Venosta already scores three advertising prizes for its initiative "Graffitis of Nature

**The** Association of Horticultural Producers of Val Venosta, VI.P-Apples Val Venosta**, already adds three advertising prizes for its initiative '**Graffitis of nature**', after being recognized on November 23th with bronze in the** XV edition of the Awards JCDecaux to Outdoor Creativity**, in the Street Marketing category. An award that is added to the Sun obtained in the** International Festival of Advertising Communication **and the** Food Marketing Best Awards**.**

With the action, 'Graffiti of nature', VI.P-Apples Val Venosta seeks to alleviate the problem of graffiti and vandalism suffered by fruit store closures. This action started last February as a gesture of support to the fruit sales sector and more than 1,200 greengrocers signed up for it. A collective of urban artists intervened free of charge the closures of establishments that had received graffiti on their blinds, changing them by murals in which the nature of the Sübtirol was reproduced, from which the Val Venosta Apple is originated.

Linking all blinds and closures intervened in fruit shops throughout Spain, was composed a panoramic view of this enclave, making a tribute to nature and remembering that it is precisely where the products come from that the fruit growers offer each morning in their establishments .

"For us it is an opportunity to help professionals who are essential in the passage of our apples from the tree to the pantries of thousands of Spaniards. And to share with them where they are born, an environment that we strive to protect with numerous policies of environmental respect that we apply to our crops, both in the integrated production line of Apples Val Venosta, and in the ecological of BIO Val Venosta", remember Benjamin Laimer, referring to Marketing VI.P.

"We are comforted to know that this action has only been very well received among the fruit growers who have wanted to participate with us, also among the advertising sector, as a strategy to promote the sector and call the conscience of respect for nature with which we we feel fully identified", concludes Laimer.

> The result of these interventions could be seen in the photographic exhibition installed at the Mercado de la Cebada in Madrid last February and can be seen through the following microsite

The support to the sector of the sale of fruit by Apples Val Venosta also shows in performances that have been developing for years, as the celebration of the 'Day of the Frutero', with which highlights the value of these professionals and the hard work necessary so that each morning customers can enjoy the best fresh products.

**Source: Val Venosta Apples**

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