Ciudad Real, home of First Agrifood Fair of Castilla la Mancha

Ciudad Real will host this weekend First Agrifood Fair that celebrates the autonomous community of Castilla la Mancha, taking advantage of this year's Day of the Region held in the capital. During the presentation of this event, the Minister of Agriculture, Environment and Rural Development, Francisco Martínez Arroyo, and the mayor of Ciudad Real, Pilar Zamora, have referred to this new initiative as "a showcase of quality figures of Castilla -La Mancha, designations of origin and protected geographical indications".

This I Regional Agrifood Show, promoted by the regional government, has been created with the aim of acquiring an itinerant character and always match the days leading up to May 31, in the town where the main event of the Day of the Region to develop.

The mayor of Ciudad Real, Pilar Zamora has thanked the regional government for the choice of city for the celebration of Day of Castilla-La Mancha and, by extension, the First Fair Agrifood. She also expressed her pride that Ciudad Real has been designated to host "a showcase, it will be worth

remembering", saying it is "an honor" and "not afraid to be the first time."

For his part, Martinez Arroyo praised the quality and excellence of food of Castilla-La Mancha participating in this exhibition, whose primary purpose is to show citizens "all the good that brings the food industry through products such as wine, oil, lamb, bread cross, melon, eggplant Almagro, or purple garlic Pedroñeras, among others. " All of them, "very significant food" to be able to taste in this First Regional Agri-Food Show and to learn about its origin, through tastings and lectures organized by the own Protected Designation of Origin" , he explained.

This new Agrifood Fair is part of a global project of the Ministry of Agriculture of Castilla-La Mancha to boost the promotion of quality figures in national and international food fairs, "where our region has something to say" in words of counsel. In this regard, he referred to the implementation of the stand of the Awards Great Selection and the space for the Association of Wines of Castilla-La Mancha, which can accommodate nine denominations of origin in the region.

Other exhibitors at the fair will be the IGP purple garlic from Las Pedroñeras, the DO Valdepeñas, the Foundation of the Regulatory Council of Manchego cheese, the IGP Berenjena de Almagro, DO Olive Oil Field Montiel, DO Olive Oil Field Calatrava and the Mark of Quality Oil Valle de Alcudia, the IGP Melon de La Mancha, the IGP Pan de Cruz, the IGP Cordero Manchego DO Olive Oil Montes de Toledo, DO La Mancha, the Mark of Quality Wines cave and Traditional Speciality Guaranteed (TSG) Serrano ham. In this exhibition collaborate financial institutions Globalcaja and Bankia and has the support of the Interprofessional Olive Oil from Spain.

The owner of Agriculture has used to refer to the announcement by the President of Castilla-La Mancha, Emiliano García-Page in Food (Barcelona), around the new brand that it is working to represent all foods quality of the region covered by a DO, PGI, or products from organic farming, a project that already has precedents in other autonomous communities. "Indeed, in the coming weeks, it will present that brand differentiation of our food, which will enable consumers to recognize the quality that represent the products of the region, which can be proud," he said.

Francisco Martínez Arroyo explained that this shows Agrifood Regional "is part of a program that includes traveling Crafts Fair (FARCAMA) and the official celebration of Castilla-La Mancha," which this year will be held in Ciudad Real.

First Agrifood Show of Castilla la Mancha will open this Friday, May 20, at 12 pm in the Plaza Mayor and will last the whole weekend.

(Photo: Alvaro Ruiz // JCCM)