

Cuna de Platero receives in Fruit Attraction the Prize of Internet to the Best Blog, granted by FruitToday



Cuna de Platero has consolidated in the last edition of **Fruit Attraction** its commitment to the dissemination of healthy habits and the consumption of red fruits, a trajectory that has been recognized with the **Star Prize of Internet** that has given him in this fair the specialized magazine **FruitToday** . Thus, this company has renewed within the framework of Fruit Attraction its agreement to join the **Food and Health Program** of the **Spanish Heart Foundation** and has become a professional partner of the **Association "5 a day"** in Spain.

"We wanted Fruit Attraction to be the place where we continued the strategy of Cuna de Platero to promote a balanced diet, practice of exercise and care for the environment, and, in addition, we launched new initiatives that strengthen this pillar as outstanding of our cooperative", explained the general director of Cuna de Platero, Juan Báñez.

On the occasion of the signature of the renewal of its adhesion to the Food and Health Program of the Spanish Heart Foundation (PASFEC), *Cuna de Platero has announced that its berries will bear*

their hallmark in packaging, which will help the consumer can identify them as cardiosaludable foods, a recognition that arrived in 2016 after successfully surpassing the requirements established by the expert committee of the FEC.

In addition, through its alliance with "5 a day", this company will reinforce the informative activity that is being carried out on the nutritive and beneficial properties for the health of the red fruits and the diffusion of healthy habits in schools, for athletes and the sick cardiac, among others.

In the words of Bañez, the Internet Star prize *"validates and recognizes our commitment to transparency and communication and encourages us to continue working in this line"*, adding that *"in Cuna de Platero we have opted not only for the production of the best fresh fruit, quality, healthy and respectful to the environment but also to tell how and for what we do"*.

This strategy led Cuna de Platero to have a team of communication professionals and to "bet on the disclosure, in our blog, and the rest of social networks and media. We believe that the information makes us have consumers more aware of the healthy life and consumption of fruits and vegetables".

Fruit Attraction has attended the main areas of work of Cuna de Platero, as well as a prominent representation of its farmers, protagonists of the communication strategy for this campaign: "From our fields to you" you")

The commercial area has made a very positive balance of this professional meeting, in which they have been able to maintain direct contact with customers, suppliers and collaborators, as well as to know first hand the novelties present at the fair, which will serve to improve the work processes journal of the cooperative, incorporating the technologies and R + D + I that stand out in the sector. "We always aim to be at the forefront," explained Báñez, who aims to "continue a business model that consolidates the pillars of Cuna de Platero, which are related to the care of the environment, through recycling, resources such as water or energy, the continuous training of our team or the creation of shared social value, among others".

Source: Cuna de Platero

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