More than seven million kilos of fruit and vegetables to charitable organizations

On July 28th, the Association of Organisations of Producers of Fruit and Vegetables of Andalusia (APROA) **held its General Assembly, in which was reported on the actions about Prevention and Crisis Management, made during 2016, to all representatives of the OPFHs. These include the delivery of more than seven kilos of fruit and vegetables to charitable organizations throughout Spain, via the withdrawal system.**

Thanks to this action within the Partial Operational Programme of APROA have been served 400.000 people in need of Spain. In addition, APROA has developed seminars and courses within the Training Plan on Prevention and Crisis Management, included in the Operational Partial Program, aimed at presidents, managers and farmers associated OPFHs, whose aim has been to design strategies to prevent and deal with market crises.

Another issue discussed at the Assembly of the Association, which has as its primary objective the defense and promotion of the interests of its members and the promotion of agricultural associations, are the data referring to the last campaign, which is registered a turnover of 1,278 million euros, with a volume of 1,756,153 tons production, an area of 30,470 hectares of cultivation and more than 11,000 member farmers (among its 60 OPFHs spread between the provinces of

Almeria, Cadiz, Granada, Huelva Malaga and Seville), employing 52,000 people.

Among the actions also was highlighted the Promotion Program for Fruits and Vegetables, Coexplay. Some 1,205 children have participated in this initiative that has already become a classic in Almeria schools and helps students learn to eat healthy and to lead a healthy lifestyle, practicing physical exercise. The OPFHs who have participated in this 2016 have been Citrus Andarax, Nature Choice, Casur, Cabasc, Vicasol, Parque Natural, Duniagro, Murgiverde, Ferva, Cohorsan, the Hortichuelas, San Isidro Labrador and Biosabor.

This school year 2015/2016, Coexplay has launched Coexplay News. This initiative has helped bring fruits and vegetables to children, parents, through their web and social networks: Facebook, Twitter and Blog. Periodically coinciding with the festivities of the school calendar, Coexplay News disseminates advice and information related to healthy eating.

Source: APROA