

The Half Marathon of El Burgo de Osma returns with Livinda Apples



Jesús Alonso Romero, Mayor of the Municipality of El Burgo de Osma, and Ignasi Argilés, director of production and commerce of Grupo Nufri, have signed a collaboration agreement to promote and promote the 19th edition of the Half Marathon of El Burgo de Osma, which will be held on July 14, as well as for the creation of the Livinda Apples Race, which will take place simultaneously with the previous one.

The Livinda Apples Race was born to the shelter of the Half Marathon to involve all those who love running but prefer a shorter test. With a distance of 14 kilometers, the route will consist of two laps to a circuit with flat and shaded routes. The departure will take place at 19:30 in the Plaza Mayor with arrival in the same place.

The Livinda Manzanas Race hopes to consolidate and also attract runners, runners and sports fans in general, in the wake of the Half Marathon that currently has an influx of some 400 people from across the Spanish state.

Livinda apples aims to join efforts with the organization in order to increase the visibility of the event and to offer more activities to participants, such as the new playground.

According to Ignasi Argilés "after a decade of implantation in the area, we are particularly excited that the race that complements the Half Marathon bears the name of our apple Livinda. An apple that is grown in El Burgo and that was born as a project with a clear vocation of proximity and quality. Livinda is the apple here, ours. An apple with a business path but also with undeniable values ??and a desire for integration and collaboration with the territory. An apple of proximity, attached to healthy living, sports and everything that requires effort, but for what it is worth fighting."

The #EllasSonDeAqui platform

The apple brand Livinda of the Nufri Group has already demonstrated two years ago, with its project to support women's sports #ellassondeaqui, its commitment to social values ??that go beyond the merely economic objectives of any company.

The La Rasa farm

In the year 2008 Grupo Nufri, chose Rasa as the optimal place to implement its production lines. La Rasa, is a farm located in the municipality of El Burgo de Osma-Ciudad de Osma. It has an extension of 1,045ha and is located at 870m altitude, and certified with the Land of Taste guarantee seal.

The farm of La Rasa will produce more than 40 million kilos of apples. Among these apples, only those that meet the exacting standards of the Livinda brand will be labeled as such.

At present, 175 permanent employees work on the La Rasa farm and at peak times, as is the harvesting, more than 500 workers are reached.

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