The Minister of Agriculture meets with Fruits to know the workforce of the association

The Minister of Agriculture of the Generalitat, Teresa Jordà, met with a representative of the Board of Afrucat to learn first hand the work of the association in terms of market monitoring, promotion and internationalization.

Afrucat has also transferred to the Minister the situation of the main fruit species in Catalonia, the development of the current fruit season and the main challenges facing the sector. Teresa Jordà has expressed to the association the support of the Department of Agriculture towards the work of Afrucat and has committed to work to strengthen the fruit sector through the development of the economic district.

The president of Afrucat, Francesc Torres, has highlighted the need to implement a short-term

strategy that includes varietal reconversion plans in pear and apple, to adapt production to consumer demands, and a restructuring plan in stone fruit that promote the startups of less competitive varieties. Torres has also insisted on the need to work together in the opening of new markets for export.

The meeting was also attended by: Mr. Carmel Mòdol, general director of Food, Quality and Agrifood Industries; Mr. Ferran de Noguera, director of the SSTT of the DARP in Lleida; and Mr. Jordi Aranda, Chief of Staff.

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