The turnover of Granada la Palma increases by 10%, with more than € 153M

The cooperative Granada la Palma, leader in Europe in the production of cherry tomatoes, has experienced during the previous campaign a growth of 10.21% in its global turnover, exceeding 153 million. These data were made known during the course of its annual Assembly, in which farmers were informed of the productive and economic activity of the company during the last campaign 2016/17, with a balance of very positive results, reaching a production record of 75,000 tons of fruits and vegetables of high quality, diversity and differentiated taste.

This trend of growth has been continuous in previous campaigns, with a sustainable evolution that encourages the cooperative to continue undertaking projects and meet new market challenges, linked to the launch of varieties such as Tomato Adora and packaging solutions.

> This cooperative hortofrutícola advances in the market with his range of vegetables that offer to the consumer an authentic sensory experience with high standards of quality, flavor and aroma

The Governing Board of Granada La Palma, headed by its president, Pedro Ruiz, together with the Economic Financial Director, Antonio Martín, presented these business figures to its 668 farmers at its headquarters in Carchuna-Motril. The cherry tomato represents the main fruit and vegetable production of the cooperative, along with the cucumber, specialty tomato and pepper, as well as subtropical fruits. Conventional products and snack of all shapes, colors and flavors, that offer the consumer an experience for their senses.

> The good evolution of the crops, along with a planning oriented to the diversification, quality and attention to the demands of international clients, allowed to reach the record figure of 75,000 tons, with an area of ??854 hectares of crops

Granada La Palma markets 85% of its fruits and vegetables in Europe, although, as a novelty, *it stands out an increase in sales in the domestic market, linked to the products of its Premium range*. Along with agricultural production, other activities such as the sale of supplies, packaging and packaging, as well as the provision of services to the farmer, complete the cooperative's business figures.

> Granada La Palma, which celebrates its 45th anniversary this year, is consolidated as the first European producer of cherry tomatoes and specialty tomatoes. Its production area encompasses the coast and north of the province of Granada

The climatic characteristics of the area, together with the professionalism of the farmers and the innovative capacity of the cooperative, make their products a reference in flavor for their customers and among European consumers.

President re-elected

In the course of its last General Assembly, the cooperative Granada La Palma renewed the

positions of its Governing Council, Pedro Ruiz being re-elected as its president. He will be accompanied in the governing body by Manolo Blanque, as vice president; Juan Martín, secretary; José Antonio Fernández and Manuel Moral, as members, and Fulgencio Spa and Francisco Javier Molina as substitutes.

During his speech at the Assembly, Pedro Ruiz highlighted the main actions developed in the last four years. In this period, the cooperative has continued to improve the services to its farmers, giving a greater response to the needs in farms and commercial.

> The correct management of the OPFH with aid aimed at improving productivity and quality has represented a real boost for the competitiveness of the farmers of the cooperative that has invested 50 million euros in the last four years

In the Granada La Palma Cooperative, strategic planning has continued towards diversification, supported by the research of new varieties and cultivation techniques that are more efficient, productive and environmentally sustainable. In this sense, Pedro Ruiz highlighted the farmers' commitment to the changes demanded by the market, as well as the work done in the two research centers of the Cooperative, where more than 500 varieties have been developed in recent years, with the collaboration of seed companies. Thanks to this common effort, La Palma maintains its European leadership as a producer of cherry tomato and tomato specialties, being pioneers in the launch of new products to the market.

In these four years, Granada La Palma has expanded its infrastructure with experimental farms in Puntalón and a collection center in Castell de Ferro and Puntalón, facilities that are added to those existing in Carchuna, Vélez de Benaudalla, Albuñol, Zújar and Comarca de los Ríos.

This commitment to give a better response to farmers has led the cooperative to continue providing its facilities with the manipulation and production of the latest technology in automation and robotization.

In the commercial field, these last years have been very fruitful. The commercial relations with the main European distribution chains have continued to be strengthened, which has made it possible to consolidate exports to Central European countries and access new markets.

The constant innovation in the development of products based on comfort and taste, together with the availability of personalized packaging and adapted to consumer preferences, have been fundamental for the proper functioning with customers.

Promoting cooperativism and strengthening the role of farmers have been the strategic axes of Granada La Palma and its Governing Council and will continue to be in this new period of four years. In this way, the multiple social activities organized by the Social Committee (courses,

sporting events, didactic ...) encourage coexistence, participation and training, with special emphasis on social responsibility and the incorporation of young people into a model of professional agriculture.

Source: Granada La Palma