Cajamar delivers its distinction 'DNA Agro' to MAGRAMA, Garcia Azcarate and Ricard Camarena

Cajamar **has delivered its 'DNA recognition Agro' to the** Ministry of Agriculture, Food and Environment (MAGRAMA**), the agronomist Tomas Garcia Azcarate and cook Ricard Camarena, in** Fruit Attraction**. This fair has also been the scene of the signing of cooperation agreements with the** Business Association of Fruit of Catalonia (Afrucat)**,** Protected Geographical Indication Poma de Girona**, the** Association for the Promotion of oranges Guadalquivir Valley **and the** Professional Association citrícola Palmanaranja.

In the second edition of the awards 'DNA Agro', Cajamar has sought to highlight *the policy work of the Ministry of Agriculture, Food and Environment to encourage the promotion and modernization of the Spanish countryside, especially the fruit and vegetable sector and its promotional activities scientific and informative and their contribution to the development of internationalization.*

> Cajamar recognizes the work of Tomas Garcia Azcarate, currently director in charge of coordinating short-term economic analysis of agricultural markets of the European Union,

> for supporting for the Spanish horticulture, its work for the integration of the European agri-food sector and its role as a strategic agent of the Spanish economy

In the case of Ricard Camarena, chef of Valencia with a Michelin star, this bank distinguishes his work to value the fruit and vegetable as the basis of its cuisine, promoting the recovery of local product for the development of innovative cuisine.

The president of Cajamar Caja Rural, Eduardo Baamonde was in charge of delivering the recognition to the Minister of Agriculture, Food and Environment in functions, Isabel García Tejerina; Vice President Jose Luis Heredia, to Tomas Garcia Azcarate, and CEO, Francisco González, to Ricard Camarena, in Grupo Cooperativo Cajamar stand during the fair Fruit Attraction.

The event was attended by a large number of institutional and corporate charges, which included the Minister of Agriculture, Fisheries and Rural Development of the Government of Andalusia, Maria del Carmen Ortiz Rivas; Secretary General of Agriculture, Carlos Cabanas and business representatives and agri-cooperatives.

Agreements

Fair Fruit Attraction has also led to the signing of Cajamar collaboration agreements with the Business Association Fruita de Catalunya (Afrucat), which represents almost all of the Catalan fruit production and much of the country, especially the apple and pear; with Protected Geographical Indication Poma de Girona and the Association for the Promotion of Oranges Guadalquivir Valley and Professional Association Citrícola Palmanaranja.

These agreements include *special lines linked both to the investment in new assets or modernization of existing ones, and conditions advantageous to enable them to obtain liquidity for partners of those organizations to meet their payments in the short term and have the funding required to advance competitiveness, both domestically and internationally.*

> The Cajamar Group also has been developing its Fair booth business meetings to promote discussion and share the concerns, new trends and the future of fruit and vegetables with recognized professionals, broadcast live sector through streaming in social networks

Thus, to discuss brands and innovation in fruit and vegetable products, they have held meetings with Manel Simon, director of Afrucat; Juan Marin, president of Proexport; Henry Sicilia, president of Aproscan, and Enrique Colilles, CEO of SAT Trops. *The theme of internationalization and specialization dimension*, has been addressed with Joan Mir, CEO of Anecoop; Juan Bañez, CEO

of Cuna de Platero; Enrique de los Rios, CEO of Unica Group, and Antonio Chavero, president of Land Fruit and president of the stone fruit sector FEPEX.

Source: Cajamar