CASI doubles the area of ??organic production

The Cooperativa referent in tomato consolidates its bet in BIO and duplicates the surface with a total of 115 hectares approximately. In the Eco range, the products that are marketed are: Zucchini, Branch Tomato, Rebellion, Dutch Cucumber, Pear Tomato, Cherry branch and loose, Cherry Pear, California Pepper and Watermelon mini., Leads this range of specialty tomato branch, Zucchini and the cherry.

CASI plans to continue increasing its activity in organic production, under the "*Organic by CASI*" brand. In these moments, the production in the reconversion phase has around 30% more than would happen in a year to ecological, which would suppose a definitive positioning on the part of CASI in this segment.

In the words of Ángel Gutierrez, responsible for the marketing of organic production in CASI, "t*aking stock of the last campaign, CASI closes with a total volume of approximately 7,000 t of marketed organic product, a notable increase compared to the previous season and with better answers from our buyers* ", and adds" our commitment is to continue to grow in a targeted manner and maintain the satisfaction of our customers and our farmers, so that as in the conventional CASI is a benchmark for organic production. "

The Cooperative started the Ecological production project in 2015 and from the beginning has an important human team specialized in this BIO production segment: in the field with technicians with extensive experience, farmers specialized in this production, a center in Níjar dedicated to the made and handled only by Organic and a commercial team with specific lines of the "Organic by CASI" line. A set of ingredients so that "Organic by CASI" continues to grow and consolidate within the benchmarks of the sector.

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