Cuna de Platero prioritizes the sustainability of its productions

Cuna de Platero cooperative **bases its current business management in model lines of strategic action that revolve around the R & D and production of increasingly sustainable fruit. Another of their bets is a global offering of berries, and actions that affect add value to the environment, with initiatives of Corporate Social Responsibility (CSR), among others.**

The latest edition of Fruit Attraction was the venue chosen by the company to publicize its main lines of works to its customers, suppliers, specialized media and other professionals. "We are very pleased all meetings and contacts made in both commercial and social matters and innovation that will keep us at the forefront of the sector," sources from this company have said.

Among those initiatives that seek to differentiate its products, emphasizes adherence to the Food and Health of the Spanish Heart Foundation (PASFEC) Program, "we opened a production pathway increasingly healthy berries, which respond to the demands of today's consumer, conscious with their health and lifestyle with a balanced diet and exercise", said the CEO of Cuna de Platero, Juan Báñez. The collaboration with the Spanish Heart Foundation (FEC) implies that *an expert committee has evaluated the health properties of berries for the body and cardiovascular health.*

> Red fruits of Cuna de Platero carry the label of the FEC that identifies them as "product that meets the healthy lifestyles" and is recognized by the Spanish Heart Foundation

Cuna de Platero is the first company red fruit in collaborating with this non-profit entity. Its strawberries, raspberries, blueberries and blackberries meet the criteria of the Spanish Heart

Foundation, which identifies them as healthy products to prevent cardiovascular disease, *a recognition which is a strong argument of purchase for the conscious consumer.*

> "The seal of the Spanish Heart Foundation for Cuna de Platero is a differential value and a guarantee of the quality of our fruit," has stressed Báñez

On the other hand, Cuna de Platero *has shown its commitment to further develop initiatives Corporate Social Responsibility (CSR) that have positive social, environmental and economic impact on their environment.*

Parallel activities in which participated the cooperative, as the days of Alimarket and Internationalization Forum Cajamar, have served to strengthen the dissemination of a business model that adapts to the changes and demands of consumers and society and with that the cooperative intends to continue to maintain its leadership in a dynamic and constantly evolving industry.

Source: Cuna de Platero