Francisco Mtz. Arroyo: "We focuse on promotion Figures quality designations of origin and organic farming"

Castilla-La Mancha for the highest priority is the food industry, since it is the largest exporter of the Spanish region with a large expanse of vineyards. So heterogeneous wineries sell their wine to almost everyone. The new regional government is working with the wine industry to plan its development in future years, with a promotion aimed at third countries. Moreover, Francisco Martínez Arroyo, Minister of Agriculture, Environment and Rural Development of Castilla-La Mancha explains that promotion policies are focused on the figures of quality of food products along with the work of IPEX for companies in the sector are present in major international fairs.

eComercio Agrario. What are the main lines of action from the food point of the Ministry of Agriculture of Castilla-La Mancha?

Francisco Martinez Arroyo. We focus on quality figures not only direct promotion but also for the daily work with them in the specifications, in the requirements to benefiting from them and in convincing farmers and ranchers, and food processing industries that participate in quality figures.

Also highlight the necessary trade integration requires the agro-industrial sector of Castilla-La Mancha and fundamentally, cooperatives, and particularly the wine sector, to make the region a leader nationally. Therefore, we are laying the twigs of the wine sector planning along with the companies that compose it.

ECA. What is your policy to promote food products of Castilla-La Mancha?

FMA. Again, from the regional government, mainly we want to bet on the promotion by the figures of quality designations of origin, geographical indications and organic farming. For this there is a specific line in the Rural Development Program of Castilla-La Mancha and is a line that is better equipped financially and good use of the funds is made, we will promote the modification of the program that will take place in 2016.

Regardless, in the field of wine available online within the Support Program for the Spanish wine sector in order to the promotion in third countries. Unfortunately, Castilla-La Mancha has made little use of their funds in recent years. This is due to many circumstances, including excessive bureaucracy of this line. Let's review what is the responsibility of Castilla-La Mancha and we will do together with the wine sector in this region for measures as possible meet the interests of the wineries, so they can to promote necessary to sell the Castilian-La Mancha wines quality.

ECA. In third countries, what are the markets where it will focus efforts to promote the wine you are talking are?

FMA. The wineries of Castilla-La Mancha are marketing came to almost everyone, since we have a great advantage when competing as is the wide variety of companies selling wine, with great wineries, cooperative wineries, private cellars midsize small wineries author, etc. We hoard entire spectrum of the global wine sector.

It is also good to note that Castilla-La Mancha is the Spanish Autonomous Community that not only sells more wine in bulk, but also more bottled wine. With this product range we went mainly to the United States as a priority market in recent years, the European Union (EU) long, and Southeast Asia.

ECA. Countries like Mexico right now pointing to a demand for Spanish wine. Is Latin America a priority continent for the wines of Castilla-La Mancha?

FMA. Within the promotion measure to third countries, there are many wineries in the region that are doing business in Mexico. Unfortunately, as the use of this line has been low in recent years, it has stopped making investments in countries such as Mexico. But we want to regain markets like this, which has 200 million people more easily to recognize the Spanish wine, and Castilla-La Mancha, in particular.

ECA. In the case of olive oil, do you have another line of promotion to this emblematic product of the Mediterranean diet?

FMA. The promotion is oriented as in other food products to the figures of quality. In Castilla-La Mancha, there are significant designations of origin and also a huge production of olive oil in organic farming that we will promote through that line provided within the Rural Development

Programme.

ECA. How to collaborate with IPEX in promoting overseas food companies in the region?

FMA. In this matter, we will support the entire food industry in Castilla-La Mancha in the regional, national and international fairs. In the latter, the work will be done, obviously, with the help of the Institute of Foreign Promotion of Castilla-La Mancha (IPEX). In fact, we are already finalizing with them to develop programming for 2016. In the world of wine, a sector that has developed over the participation in fairs in recent years, the wineries of the region are present in all the main events the world.
In relation to the national fairs, I would like to quote FENAVIN, why will a firm commitment from the regional government. In others, such as the Food and Gourmet Show, we are working to facilitate the attendance of the Castilian-La Mancha companies through hiring the exhibition space or stand.