Murcia paprika "A touch of color with lots of flavor"

The Ministry and the Regulatory Council of the Protected Designation of Origin Paprika of Murcia deliver 24,000 free samples Iberia flights. "A touch of color with great taste" is the motto with which the May 26 Murcia paprika is promoted in all national and international flights Iberia from Airport Madrid-Barajas Adolfo Suarez.

The Minister of Water, Agriculture and Environment, Adela Martinez-Cacho, explained in the presentation of the campaign total 24,000 free samples of organic paprika produced is distributed and produced in the Region of Murcia "with the aim of raising awareness of the which is the essential seasoning in the preparation of many dishes. "

"We have the healthiest agriculture, higher quality and more varied, and objective of the regional government collaborate in all those actions that contribute to promote the products of the Region of Murcia," said the minister.

The Minister of Water, Agriculture and Environment said that "Murcia is recognized as one of the areas where most of the sweet paprika consumed in the Spanish and European market place, and with this campaign we want to contribute that such recognition is maintained and open to other markets."

"A touch of color with lots of flavor" is the first action that is intended to consolidate the use of paprika produced and developed in the Region of Murcia at the national level, since it is the main recipient of the product, but also in order to open up new international markets.

The content of each of the free samples is 4 grams, which will be delivered to passengers by staff of Iberia. The envelopes also the motto that the Autonomous Community recovered last year 'Murcia, Huerta Europe' appears.

24 murcianos producers are part of the Regulatory Council of the Protected Designation of Origin Paprika of Murcia and eight are developers of paprika. In total it has about 70 hectares of pepper production.

Pepper production in 2015 for the production of paprika Protected Designation of Origin was around 300,000 kilos. The pepper production areas for the production of paprika are Alhama de Murcia, Beniel, Fuente Alamo, Lorca, Molina de Segura, Cartagena, Fortuna, Librilla, Murcia, Puerto Lumbreras, San Javier, Santomera Torre Pacheco and Totana.

The presentation of the campaign was also attended by the CEO of Productions and Agrifood Markets, Fulgencio Pérez, the secretary of the Regulatory Council of the Protected Designation of Origin Paprika of Murcia, José Luis Hernández Costa, the president of honor of the Academy of Gastronomy Murcia, Tomás Zamora and Vice President of the Academy, Alberto Requena.

Murcia paprika is obtained through traditional methods such as manual harvesting, drying in the sun and manual desrabado. Also it stands out for its coloring power, fatty and tasty attached to their organoleptic properties. Milling and processing of paprika is made in modern facilities, which companies adhering to the PDO have a wide range of product adapted to the characteristics of the market.

Source: Region of Murcia