New nutrition labeling for berries of Huelva

Freshuelva and CaixaBank signed an agreement to promote a new nutrition labeling under new EU requirements in the field of berries. The project will be implemented by the Agricultural Industry Technology Center (Adesva).

President Freshuelva, Alberto Garrocho, and the regional director of Western Andalusia CaixaBank Rafael Herrador, have signed a collaboration agreement to carry out the project "Design Nutrition Labelling under new EU requirements in the field of Berries".

Thus, CaixaBank supports 7,000 euros this initiative to advance the promotion of nutritional and healthy values ??onubenses berries, by creating a new labeling the new requirements in this regard have been imposed from the Union European, which held a total budget Freshuelva about 20,000 euros.

The aim of this initiative is to characterize analytically and agree on Nutrition Labelling, according to the current regulations for the sector Berries (strawberries, raspberries, blueberries and blackberries). In the study all the parameters that are currently required, in order to serve as an

argument marketing to increase sales in the sector will be included.

The Technology Center for Agribusiness of the Province of Huelva, Adesva, will be in charge of project development of new labeling, which begins with the completion of a first analytical phase, in which the amounts of the various components will be determined after the which claim authorization request to the Spanish Agency for Food safety and Nutrition (AESAN) for approval will be sent. The project has a lead time of approximately six months.

This collaborative action between Freshuelva and CaixaBank is part of the collaboration that both companies have been developing for almost two years with the aim of developing projects that benefit the onubense red fruit sector.
Freshuelva president, Alberto Garrocho, expressed his "gratitude" to the financial institution "by supporting farmers represented in this association with projects that encourage the promotion of onubenses berries".

With the signing of this agreement for the implementation of the project "Design Nutrition Labelling under new EU requirements in the field of Berries" CaixaBank shows its support for the Huelva strawberry industry, one of the pillars of the economy of the province of Huelva and Andalusian agricultural sector.

Source: Freshuelva