Planasa opens a new strawberry and raspberry plant nursery in Mexico

Planasa has recently inaugurated the farm 'El Esfuerzo' in Dolores Hidalgo, Mexico, a new strawberry and raspberry plant nursery that will create 800 direct jobs in this area. With these new facilities and more than 1,500 hectares worldwide, Planasa consolidates its leading position as one of the largest berry plant nurseries in the world.

With the opening of this new nursery the company expects to produce around 60M strawberry plants and 12M raspberry plants in 2019, that is double the production reached the year before in this area.

Dolores Hidalgo mayor, Miguel Angel Rayas, together with his wife and the council secretary Jennifer Rodriguez took part in the opening event with the Americas Managing director, Ivan Salazar, and the president of Planasa, Alexandre Darbonne,who assured that it was “a special day for the consolidation of our project since Dolores Hidalgo lands **are very productive and with the new technologies we will make them efficient and sustainable”.**

Planasa will implement cutting-edge technology in the whole production process within this new plant nursery in Dolores Hidalgo, in order to achieve a saving of 60% of the water commonly used in such a large agricultural production. For Darbonne, Planasa’s aim is to “keep on being a partner for growers, ensuring on-time delivery of high-quality plants and at the same time seeking to improve the development of the agri-food sector by implementing new technologies”.

Planasa is an international company, leading the farming sector and specialized in the development of new berry plant varieties. With approximately 1,500 hectares of land, it is one of the world's largest nurseries and the world's leading producer of fresh endive.