Results of our comparative study of prices reflects the broad commitment to the farmer. Antonio Román

The 2015-2016 campaign is seen as very important for the sector in general and in particular Agroponiente. There have been movements in the market at home and little by little companies like this, we have spent many years investing in service, quality, innovation and proximity to farmers and customers, we will gradually consolidating our positions. This is a reality, but a reality that has to help us to realize that there is much to go and that it is essential to spend all day watching what they demand national and international operators and our farmers. Something we are getting thanks to our staff and their high degree of commitment.

Reward work regularly with Agroponiente

The main conclusion of comparative analysis of prices in September, released Agroponiente, is

that during the last campaign 2014-2015, Agroponiente liquidated their farmers better prices than the industry average in absolutely all products with the That works. It is a reality that shows that the fundamental value is the commitment to regularly work with a solvent and reliable company that focuses on farmers, as is the case Agroponiente. In the field, small on price fluctuations are in our daily lives. But our study has shown that farmers who are committed to our seriousness of nearly three decades in the end get their reward. And that is a reality to be reckoned with producers, because in this price there are many truths and many selfishly manipulated data. Our study comes to compare our data with the official sector averages offered by the Government of Andalusia. For us it is very important to know.

Innovation

We have spent many years investing in innovation, and their profound knowledge of the markets, for service to the farmer and the answer to what we ask our European and US customers. We are primarily a service company and that translates into results for our farmers. There have been many years of a solid model and proven results. A model that we never stop perfecting and improving, but it takes a long time to bear fruit and, above all, generating confidence in both origin and destination. Investment in Technology and Logistics
This summer, in Agroponiente we have once again made a significant investment in logistics and technology, creating a logistics center for organic produce at our facilities in Berja, investing in new machinery calibration and preparation both cucumber and pepper and introducing the company's robotic technology for sorting and palletizing. Agroponiente is a teaching that reflects innovation and research and that will always be glued to our DNA. In addition, we have invested heavily in logistical improvements during the summer, both in our facilities in El Ejido, in the industrial area La Redonda and Old Guard, as in Berja and Campohermoso (Nijar). A line will continue in the coming seasons.

Solvency

Agroponiente farmers know very well the ease and confidence of working with our company, in a country plagued with insecurities and threats environment. The security in these almost three decades, has always offered and still offers Agroponiente when the collection is synonymous to be quiet in the greenhouse, to take investment and keep holding back knowing who supports you is a solid company and dutiful. For us, having that image in the field is possibly the most valuable of our company.

Antonio Román, director of Procurement in Agroponiente