Spain: 2015 campaign Huelva strawberry produces 288 660 t 20.7% increase in turnover

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Huelva strawberry sector, which accounts for 94% of national production, has closed the 2014-2015 season with a total production of 288 660 tonnes and an increase of 20.7% of turnover.

The Association of Producers and Exporters of the Strawberry of Huelva, Freshuelva, has released details of the campaign, in production, they are slightly higher than last year (up 3%), though the acres planted down in 9%. Turnover, meanwhile, totaled 355 million euros, representing an increase of 20.7% on the invoice in the previous season, which was ranked as the worst in recent years.

This increase in turnover was due to the 22% average seen in the price of strawberry compared to last season, according to statistics provided by partner companies.

Therefore, considering that last year a decrease of 20% in prices and 10.7% in turnover was experienced, it can be concluded that with the current season, returns to levels similar to those of the 2012 campaign -2013.

78.5% of the production is marketed fresh with a "wonderful" quality

The total harvested strawberries, around 78.5% was sold for fresh consumption, a total of 226 660 tonnes, and the remaining 21.5% for the industry, a total of 62,000 tons, reaching these two quantities at very similar levels to the previous year, which ended collection dates before because of poor prices.

The quality of the fruit during the first quarter of the year was "magnificent", since weather conditions have favored a rate of ripening of the fruit, which has led to precisely the behavior of strawberry in the markets and their contributions have been more favorable than in the same period last season.

However, at the end of March there was a peak of production, coinciding with Easter, which caused a considerable drop in prices, as has often occur in previous years.

The heat of the last days of it has precipitated the end of the harvest season in cool, since high temperatures affect fruit quality and consistency.

Source: Freshuelva