Spain: Afrucat communicates quality domestic pear and apple

The Business Association of Fruit of Catalonia (Afrucat) has launched a communication campaign that aims to inform the consumer the different characteristics of the apples and pears which includes the association as well as the natural and flavor of the product so activating consumption.

Afrucat held a meeting with a group of media in which participated the General Director of Productions and Agricultural Markets Ministry of Agriculture, Food and Environment, Fernando Miranda, to discuss the future of the apple and pear level national.

As relevant data, note that in the coming days a market study, driven by these producers, which reflect an analysis of the current situation of domestic apples and pears against those of other

countries in our linear and will serve to be published the design of future promotion and communication rush association.

The President Afrucat, Vicente Yepes, attaches great importance to this meeting with the media in order to know their opinion on what issues are the most remarkable to consider communicating to the final consumer in order to take them into account in planning future of these actions.

For his part, Fernando Miranda, stressed during the meeting that "it is of great importance that a united industry mobilize to claim the quality of our productions and bring them even closer to the consumer."

Afrucat is the Business Association of Fruit of Catalonia and accounts for 57% of the Spanish production of pear, apple 65% and 35% of stone fruit. The association includes about 100 manufacturing companies with 10,000 workers, 45,000 hectares spread over several CCAA, mainly Catalonia and Aragon, and 1,000 million kilograms of fruit, including peach, nectarine, pear, apple, cherry, plum, apricot include and Paraguay.

Source: Afrucat