Spain: The frozen vegetable exports leading the food industry

Demand for exports of these products grew by 18.2% last year, mainly in Europe. ASEVEC integrates nationwide leading manufacturer of frozen vegetables, eleven national implementation companies accounting for 90% of national production. The association provides consumer information platform on the Internet and social networks.

Spain is one of the major European powers as a manufacturer of frozen vegetables. Domestic production of frozen vegetables reached 670,000 MT in 2015, where production ASEVEC concentrated around 634,000 MT, Navarra (28.31%), Murcia (20.71%) and Andalucía (12.3%) main regions where vegetables used in industry are grown. This represents an increase of 11% over 2014.

According to the data handled by the Spanish Association of Manufacturers of Frozen Vegetables (ASEVEC), producing frozen vegetables continues to grow, showing its strength in recent years of economic crisis and position itself as a new power of the national food industry in the markets.

But in addition to production, exports are essential to maintaining current levels of Spanish

manufacturing sector frozen vegetables factor. Over the past year, domestic exports of these products ASEVEC members grew by 18.2% in volume, reaching up to 370,302 tons.

The countries of the European Union appear to be the main destination markets for Spanish vegetables frozen, with France, Britain and Germany in the lead, and Africa, the Middle East and USA as potential new markets.

According to data from the Institute for Foreign Trade (ICEX), the autonomous regions that concentrate the largest export volumes are: Navarra (217,389 tons), Murcia (96,095 tonnes), followed by Andalusia (45,928 tons) and Valencia (24,724 tons). The main item exported is broccoli, followed by peppers, peas, spinach, zucchini and onions. The Spanish Association of Manufacturers of Frozen Vegetables exports around 60% of its production worldwide.

As for the figures for domestic consumption, quick-frozen vegetables represent a consumption of 3 kilos per capita in Spanish homes. In terms of spending, frozen fruits and vegetables reached a percentage of 20.3% and a total of 5.6 euros per person per year.

On the consumer profile, as well as families with children, the consultancy Kantar Worldpanel identifies a turnaround between households consist of independent young people, who have increased consumption of frozen vegetables.

ASEVEC and social commitment

With the main objective of raising public awareness about the need to incorporate vegetables in the daily diet and healthy living habits, the Spanish Association of Manufacturers of Frozen Vegetables launches a web space to establish a communication channel that allows to know with depth and rigor the manufacturing process of the frozen vegetables.

Vegetables are fundamental and essential food in a healthy and balanced diet. The variety of frozen vegetables also represents an ideal place for a diet rich in essential for the proper functioning of our body essential nutrients option.

ASEVEC work in spreading the benefits of frozen vegetables and nutritional to raise public awareness of the importance of the consumption of these products properties.
In this sense, understanding the importance of communication and taking another step in its communication strategy, the partnership fits your message to the digital model through a new platform to disseminate the advantages and benefits of frozen vegetables.

A meeting between ASEVEC, partners and consumers that brings all the necessary information for understanding the sector.

The Web, a balanced space, fresh and dynamic

The new page with balanced, fresh and dynamic visual environment, consistent with the image of ASEVEC, to reach the consumer and allows you to easily access information of interest.

The website articulates a dynamic and interactive speech and graphics resources collected from presenting their products and features, up to a section of practical recipes. In this sense, ASEVEC reminds consumers that frozen vegetables are easy and quick to prepare and retain all the properties of the vegetables with the advantage of having the vegetables fresh longer life, the power enjoyed at any time of year regardless of the season.

Along with this site, ASEVEC also debuts new profiles in RR.SS., Facebook and Twitter to reinforce their goals and interact with consumers through promotions and contests.

Source: ASEVEC