The PDO Peras de Rincón de Soto is presented to thirty wholesalers of Mercavalencia

The Protected Designation of Origin Peras de Rincón de Soto **has visited** Mercavalencia **to make known to the wholesalers and buyers of the eastern zone the peculiarities of its product, recognized with the seal of the PDO by the** EU **since 2004**.

> This visit responds to the objective of expansion of the PDO, who foresees that this campaign will achieve certification in 70% of its production

"We are subject to rigorous controls by the Ministry of Agriculture of the Government of La Rioja, from flowering to harvest, to ensure both the quality of the final product and the application of production methods that respect the environment", said Eduardo Pérez Malo, President of the Denomination of Origin.

> This year the DOP has exceeded for the first time the thousand hectares of protected area, achieving a harvest of 23,500 tons

Embarked in an ambitious expansion plan, the PDO Peras de Rincón de Soto - which is already marketed in Mercavalencia - have reached out to attendees to facilitate its sale in the market. "We want to help you so that you sell our product better. More than customers, we look for partners", Sixto Cabezón, Denomination of Origin Technician, confessed. Therefore, the PDO focuses its efforts on promotion. *Knowing that its strong point is flavor and that the central axis of the campaign seeks to achieve consumer complicity, they wanted to value the healthy benefits provided by the Rincón de Soto pears.*

> Under the motto "This pear recovers", communicate the benefits that the product brings after the completion of a physical or intellectual activity

"We promote healthy habits among school children through school sports, with events such as cross, athletics, basketball, indoor football or rugby fields. The sponsorships have been carried out mainly in Madrid and Barcelona but we have also started to carry out actions of this kind in Valencia; and we come to stay", explained Sixto Cabezón.

> With a presence in France and Italy, 92% of the production is marketed in Spain being the north of the peninsula and the area of Catalonia its main markets

"We are still at a point where our pear is very popular but in Europe they do not recognize it as a conference. That is why it is very important to work on tastings", Cabezón added.

At European level, the PDO Peras de Rincón de Soto is immersed in several R & D projects with the aim of improving the conservation of its product, improving its production systems - through sexual confusion the use of natural predators against traditional pests - and , since recently, with a project aimed at analyzing each moment of production to know exactly the nutritional needs of the product in each of the phases, in order to reduce the use of subscribers and extend their useful life.

Source: PDO Peras de Rincón de Soto