VIVEROS HERNANDORENA expands its portfolio with bare root bone plants

This will be its first year with a significant commercial volume of bare root stone fruit plants, more than 50,000, in a sales format that allows it to put plants on the market competitively without reducing quality.

The year 2024 begins for Viveros Hernandorena in the middle of the stone fruit sales campaign, with forecasts to reach 200,000 plants this year, of which 25% will be bare root plants, a new commercial format for this nursery that allows them to offer the same quality and **varietal reliability** at more competitive prices.

This is nothing new, but it is a novelty for Viveros Hernandorena, which until now has specialized in potted stone fruit. "With this line of production and sales, we try to offer a better service to those growers who start large production projects and need economical plants, without lowering their quality. We achieve this with the bare root plant, where production and logistics costs are lower, and we can pass these savings on to the customer," explains the sales manager Rosa Hernandorena.

Likewise, this bare-root plant format allows the company to achieve large production volumes in nurseries and to undertake large export projects, such as the one it is currently finalizing, destined for Armenia.

Advantages of the bare root plant

Based on the fact that the origin is the mother plant and that they are governed by the same production and plant health protocols as the potted plant, the bare root offers a somewhat more robust and developed plant, one more size we could say, along with a more robust root system.

Although the ideal transplanting period extends from December to February, the time of dormancy and therefore, without stress for the plant, Viveros Hernandorena has cold storage rooms which allows them to adapt to the needs of producers if, due to weather conditions, they must delay planting.

Coexistence of the two formats

For this year, Viveros Hernandorena will put some 50,000 bare root plants on the market, and the forecast for next year is around 100,000 plants in this sales format, which will coexist with the pot, since this allows them to meet the demands of growers throughout the year, as the pot facilitates transplanting at any time.

Market opening

It has been precisely the opening of the market to the area of Catalonia, Aragon and southern of France, which has motivated Viveros Hernandorena to start this line of work. These are production areas, with large projects, where the demand for bare root is the norm. "We have already been working in the south of France for four or five years, increasing sales every year, and it is there, as well as in Catalonia and Aragon, that we are currently focusing our attention", adds the commercial director of Viveros Hernandorena.

Back to FIMA

To get closer to these markets, Viveros Hernandorena repeats presence in FIMA (from February 13 to 17, Zaragoza), an event very focused on this target today of this nursery, where the presence of the end customer is the most prominent. **We will be able to find them in Hall 1 - Stand E/28-32.**