VIVEROS HERNANDORENA reinforces its presence as a reference in stone fruit plants

Varieties that stand out for their quality and production, diversity in sales formats, safety and plant health, these are some of the values that differentiate Viveros Hernandorena and make it a reference in the production and marketing of stone fruit plants.

According to their forecasts, Viveros Hernandorena will close 2023 with a total sales volume of more than 150,000 stone fruit plants, and all this thanks to the high level of specialisation they have been acquiring in recent years, closely linked to the professionalisation that this fruit tree sector is experiencing. "There is a clear change of trend in stone fruit trees. Today those who are there are professionals who know the varieties and market demands", explains Rosa Hernandorena, Sales Director.

And in parallel to this professionalisation of the sector, Viveros Hernandorena has updated all the areas within the nursery to reaffirm its position as a benchmark nursery in the production and marketing of stone fruit plants.

The best varieties

Viveros Hernandorena is now the licensee of the best stone fruit variety breeders, such as PSB, leader in top quality nectarines and which is now finalising the launch of a new range of platerinas that will revolutionise the market in terms of flavour, quality, size and production; **IPS Plant**; Geoplant with excellent varieties of nectarines such as Gea and Febe; **Cot Internacional**, with an interesting range of apricots; and **Provedo**, a licence that has just been recently obtained.

The availability of these proven materials, which meet market demands, places Viveros Hernandorena at the forefront in stone fruit tree varieties, which it complements with some of the best rootstocks, such as **Agromillora's Rootpac 40** and **Vitroplant's Mirared**, a very polyvalent rootstock with an excellent affinity with different special varieties.

Marketing formats

Viveros Hernandorena has also reformulated its plant marketing formats, offering a wide range that not only saves costs but also allows it to adapt to the needs of its customers. Thus, there is the 1 litre pot, the 7x7 format, which is a slightly smaller plant, very focused on large farms and hedge formations, where the planting frame is very high, or the bare root.

Another innovative system marketed by this nursery is the pre-formed plant, with the cross already made, which means that they are bringing the process forward to the farmer on the production farm, with the cost savings that this entails.

And another added value: the potted plants are provided with **a slow-release fertiliser**, which is a guarantee against stress for the plant at the time of transplanting.

Plant health and safety

Over the last few years, Viveros Hernandorena has also implemented important advances in plant health and safety protocols, increasing the number of varieties in the mother plant field, which guarantees the phytosanitary control of the plant material they work with. All of this is endorsed by its **Varietal Reliability** seal.

Once again at Fruit Attraction

And to show this repositioning of the brand as a benchmark nursery for stone fruit trees, Viveros Hernandorena is once again attending **Fruit Attraction (Hall 3 Stand 3E09),** with the focus on the domestic market and southern European countries, where exports are consolidating. "Countries such as Portugal, France, Italy, Greece and even Croatia are very interesting markets for us, where logistics and bureaucracy are less than in other destinations outside the EU", adds Sales Director Rosa Hernandorena.

And within the national market, she highlights the important sales work they are carrying out in the Lleida area, where they are participating in numerous technical meetings and professional fairs, with the aim of presenting Viveros Hernandorena's high degree of specialisation in stone fruit to growers.