

SAVÉOL'S development plans in France

Savéol, a national leader of tomato production, anticipates doubling its growth rate to 8% in 2014. Turnover should reach €176 m this year. To carry out these targets, Savéol has added 17 ha to their 270 ha of greenhouses in the Guipavas region.

Until recently, their offer was limited to the tomato sector; they released 2 or 3 new varieties annually on to the market and today boast a total of 24.

The Breton company aims to explore new export markets (with 18% of turnover). They currently send almost all of their exports to Germany, but also have their eyes on Austria, Poland, Russia, Dubai and Asia.

Savéol is the only agricultural company in Europe to have developed an insect farm that destroys aphids by eating their eggs. According to Savéol's President, Philippe Dare, this allows them to "almost completely" avoid using insecticides.

Water consumption has also been halved over the last 10 years due to farmers closely monitoring sunlight to "precisely regulate watering". They are celebrating the 300th anniversary of the Plougastel strawberry (from Chili) and are researching a new type of strawberry to add to its offer (which is mainly Gariguettes).

.Source : www.freshplaza.com/ 05/03/2014