

Spain: Broccoli consumption more than doubles

The 5th General Assembly of Broccoli, held in Lorca, Spain's main broccoli production area, has assessed the positive development of this vegetable's consumption through campaigns and initiatives undertaken in recent years, which have brought a lot of information about broccoli to Spanish homes.

"Broccoli becomes more and more popular every day, and the per capita consumption per year currently stands at around 900 grams, compared to the 200 grams registered four years ago, when we started our promotional campaigns," stressed the president of +Broccoli, Simón Conesa Albadalejo.

With the presence of companies and institutions connected to the broccoli business in Spain, participants at the +Broccoli event made a positive assessment of the campaigns and initiatives undertaken over the past year, and are confident to be able to use their initiatives with other markets in the coming years. "Whoever tastes it comes back." The president of +Broccoli emphasised the product's importance. "We have the best ingredient for good nutrition. Broccoli should be present more than three times a week in our diets, and we must remain focused on promoting the culinary secrets of broccoli."

According to Simon Conesa, "the hardest thing was to deny false stereotypes and show consumers that health is not at odds with taste and gastronomic pleasure. Many people are reluctant to taste broccoli, but once they have tried it, they want more." The key to each of the tastings organised by +Broccoli lies in "using easy recipes, but also very creative, because broccoli consumption today is something really cool."

In recent years, +Broccoli has carried out campaigns all over Spain to promote a fact backed by reputable researchers and prestigious chefs: broccoli is a delicious, healthy food item. Three years ago, tastings were organised in markets of Madrid, Barcelona, Valencia and Murcia. Additionally, more than 10,000 outlets of the major supermarket chains in Spain took part in the distribution of one million pieces of broccoli labelled by +Broccoli partners with recipes and tips for consumption. This year, through social media, professional communicators such as Julia Otero, Susanna Griso, Karlos Arguiñano, Mikel Iturriaga, Manuel Marlasca, Maxim Huerta or José Ribagorda have shown their preference for broccoli.

Source: www.freshplaza.com/ 17/06/2014