

Spain: Great potential for blackberry production and exports

The territorial delegate of Agriculture, Fisheries and Rural Development, Pedro Pascual Hernández, has praised the company Agrícola El Bosque, a "pioneer" in the production and export of blackberries, which is a crop with "plenty of potential." He highlighted this during his visit to the facilities of the company, based in the municipality of Lucena del Puerto, and which is a member of the Fruit and Vegetable Producers' Organization (OPFH) Plus Berries.

"Cooperation, diversification, innovation and constant presence in the markets with a differentiated product in terms of quality are the ways to go, and our group can boast of each of these elements, being also able to market the full range of berries directly from field to the customer," he stressed.

Agrícola El Bosque has its own R&D+i and has been specialised since 1995 in the production and marketing of a healthy fruit that stands out for its high content of vitamins C and E and antioxidants. It is the only company that produces berries off season at domestic level and the only one which does so in the months of January, February and March in Europe.

Based on a farm known as La Canastita, in Lucena del Puerto, and with about 75 hectares for intensive cultivation, with plantations also in Palos de la Frontera, Moguer, Cartaya, Lepe and Rociana del Condado, they market around 900 tonnes of berries per year (with Germany, the UK, Belgium and Italy as the main destinations).

The products stand out not only for their nutritional qualities, but also for their excellence and flavour, as is also the case with the strawberries and stonefruit (peaches, nectarines or apricots) of Agromartín, the blueberries of Frutas Hermanos Pulido or the raspberries of Frutas Remolino, other members of Plus Berries.

This result is, as stated by the head of Agriculture, Fisheries and Rural Development in Huelva, "a direct consequence" of the entrepreneurial spirit of young growers who "believed in the effectiveness of the concentration of supply, research, the introduction of modern and sustainable irrigation techniques and the added value of finding a balance between agriculture and the environment, as well as the constant search for new varieties and international expansion."

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