



European solar greenhouse fruit and vegetables producers launch CuTE-SOLAR to inform about its innovative production methods and promote the characteristics of their products

-- The campaign CuTE-SOLAR (Cultivating the taste of Europe in Solar Greenhouses) will highlight how quality, traceability, safety and economic, social and environmental sustainability are at the core of fruit and vegetables production in the Union --

-- CuTE-SOLAR brings together a consortium made up of the Association of Producer Organizations of Fruit and Vegetables of Andalusia (APROA-Spain), the Spanish Fruit and Vegetables Interbranch Association (HORTIESPAÑA) and FruitVegetablesEUROPE (EUCOFEL) --

Munich, Germany (17.09.2020) – The European solar greenhouse fruit and vegetables producers announced today the launch of the European promotion program CuTE-SOLAR (Cultivating the Taste of Europe in Solar Greenhouses). The campaign, financed with the support of the European Union, seeks to increase awareness in the EU internal market of the specific features of Solar Greenhouse production methods in the Union, particularly in terms of food safety, sustainability, quality (taste and freshness), traceability, health benefits and respect for the environment and the people.

The multiyear (2020-2022), transnational campaign is an initiative of a consortium formed by the Association of Producer Organizations of Fruit and Vegetables of Andalusia ([APROA-Spain](#)), the Spanish Fruit and Vegetables Interbranch Association ([HORTIESPAÑA](#)) and FruitVegetablesEUROPE ([EUCOFEL](#)). With an overall budget of over 1.5 million euros, the program will be implemented across Germany, Spain and Belgium.

The campaign puts the light on today's reality of solar greenhouse fruit and vegetable production in southern Europe and will disseminate content through a variety of channels, including a newly created web site, social networks, digital advertising, an on-line congress, promotional video productions and a public relations campaign addressed to the media and other opinion leaders.

“The support of the EU in this project allows us to engage this campaign and be able to let European consumers know about the innovative solutions that the industry has developed to deliver the highest quality and guarantee a sustainable future. Our agricultural production methods, applied mainly in solar greenhouses in the south of Spain, have undergone great advance during the past decade and we believe that the European Union consumers and the society in general will appreciate learning more

about how the healthiest part of their diet is produced”, concluded Mr. Juan Colomina, representative of APROA-Spain.

“Continuous innovation and our commitment with the highest standards of quality and sustainability allow us today to be proud to inform Europe’s internal market about the various environmental benefits of solar greenhouse cultivation in terms of water consumption, land use, efficient production, increased productivity, biological control methods, sun’s energy utilization, biological control of pest, weeds and diseases, etc.” added Francisco Góngora, president at HORTIESPAÑA.

Europe’s Pantry

Spain’s position as one of the main providers of fruit and vegetables in the European Union is largely due to the contribution of the Andalusian horticultural industry, which is concentrated in the coast of Almería and Granada. Throughout the year, including the winter months, the intensive greenhouse production model yields 4,5 million tons of fruit and vegetables, including tomatoes, peppers, cucumber, aubergine, zucchini, melon and watermelon. 75% of the region’s production is exported to the EU, with Germany (28%), France (16%), United Kingdom (15%) and the Netherlands (10%) as main destinations.

Thanks to the sustainable and environmentally conscious production methods of solar greenhouse fruit and vegetables producers in Almería and Granada, 500 million Europeans benefit from the year-round availability of healthy food. As a result, the producers supporting the CuTE SOLAR program greatly contribute to Europe’s healthy food autonomy in a global context of demographic growth and of increasing scarcity of cultivation land.

About CuTE SOLAR:

The EU financed CuTE-SOLAR is a promotion program that brings together a consortium made up of the Association of Producer Organizations of Fruit and Vegetables of Andalusia (APROA-Spain), the Spanish Fruit and Vegetables Interbranch Association (HORTIESPAÑA) and FruitVegetablesEUROPE (EUCOFEL). The campaign seeks to increase awareness of the specific features of EU fruit and vegetables agricultural production methods (solar greenhouse) and the characteristics of EU fruit and vegetables (varieties, quality, taste) in the EU internal market. Actions will be conducted in three EU countries (Belgium, Germany and Spain) from 2020 to 2022.

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