

Cute Solar campaign supported by new European organisation: A.R.E.F.L.H.

The Assembly of European Fruit, Vegetable and Horticultural Regions (AREFLH) joins the Spanish Fruit and Vegetable Producers' Organisation (APROA) and the Spanish Interprofessional Organisation for Greenhouse Fruit and Vegetables (HORTIESPAÑA) in the European promotion and information programme "Cultivating the taste of Europe in Solar Greenhouses", which is 80% funded by the European Union.

The efforts made in 2020 to promote and inform about the solar greenhouse production method in southern Europe, as well as its main products (tomato, pepper, cucumber, courgette, aubergine, melon and watermelon) continue to bear fruit. At the end of the second year of the campaign, the impact achieved in 2021 bodes well, with a forecast exceeding the 172 million impacts achieved the previous year.

This autumn, a new international organisation officially joined the consortium that runs this European promotion and information programme. It is a historic member of the European fruit and vegetable association movement, the Assembly of European Fruit, Vegetable and Horticultural Regions (AREFLH).

Created in 2000, it represents the voice of fruit and vegetable producing regions and their producer organisations in Europe. The AREFLH aims to represent and defend the economic and social interests of the regions and fruit and vegetable producers in the European institutions. It is a platform for the exchange of experiences and good practices, whose objective is to promote partnerships and joint actions between regions and professional organisations.

Numerous actions were carried out in 2021, including the Inversolar Congress on solar greenhouses, which in its second edition was followed by 5000 people over the two days with a total of 3.2 million impacts through the internet and social networks. The participation in the Fruit Attraction trade fair (Madrid) was also a key

activity of the campaign. We must also highlight the important digital dissemination of quality, useful and informative videos as well as the collaboration with influencers in Spain, Germany and Belgium.

About Cute Solar

Cute Solar, "Growing the Taste of Europe in Solar Greenhouses", is a programme that has been designed in 2019 with the aim of informing European consumers about the specificities of agricultural production methods in solar greenhouses, focusing on key aspects such as sustainability and respect for the environment, food safety, quality and traceability of fruit and vegetables.

The campaign is financed by APROA, AREFLH and HORTIESPAÑA with the help of the European Union, with a total budget of 1.95 million euros over three years (2020-2022) and is being carried out in Spain, Germany and Belgium.

What is a solar greenhouse?

A closed structure, covered in transparent plastic, that lets in the light that plants need for photosynthesis and to maintain the right temperature during the winter months. In doing so, the plants produce nutrients from the CO₂ they absorb from the air and release huge amounts of oxygen into the atmosphere. Solar greenhouses differ significantly from other greenhouses in that virtually no fossil energy is used in their production for heating and lighting systems.

For more information, please contact
Sam Jaspers
+32 499 28 34 00