

Solar greenhouses claim the quality and safety of their crops at the gates of the European Parliament

The Cute Solar campaign has carried out a promotional action in Brussels to inform about the reality of greenhouse cultivation methods in southeast Spain.

The action is supported by Frank Schwalba-Hoth, founder of the German Green Party and former German Green Party's first Member of the European Parliament, who praised the farmers' efforts and encouraged the consumption of greenhouse products.

The European campaign Cutesolar: growing the taste of Europe in solar greenhouses has carried out a promotional and informative action at the gates of the European Parliament in Brussels. The activity was meant to raise awareness of the quality and safety of fruit and vegetables grown in solar greenhouses in southern Europe and inform consumers about this sustainable model from an economic, social, and environmental point of view.

This is an action implemented by the Almerian journalist Lorenzo Rubio, who has been living in Belgium for four years and has become a defender of Almerian agriculture. During the event, Lorenzo offered politicians and Parliament officials, as well as passers-by, with a tasting of mini vegetables grown in the solar greenhouses.

The communicator also took the opportunity to explain to consumers the realities of protected agriculture and its production methods that respect people and the environment to raise awareness of the quality and safety of these products and the sustainability of this agricultural model.

Support from German environmentalists

The promotional action has been supported by **Frank Schwalba-Hoth**, founder of the German Green party and the first of its members to become an MEP. The Greens were the third most voted party in the last German elections. The politician acknowledged the efforts made by farmers to make agriculture an economically

sustainable and environmentally friendly model. The Green leader wanted to support this agricultural model by handing out products to passers-by and onlookers who gathered outside the Parliament and encouraged them to consume greenhouse products.

These statements are very much in line with those expressed by the chief scientist at the Food and Agriculture Organisation of the United Nations (FAO), **Ismahane Eluoafi**. During the II Inversolar Congress last November, Eluoafi defended that "thanks to greenhouses we are managing to mitigate the effects of climate change, they make efficient use of resources and have an important social impact, as they generate jobs maintaining the auxiliary industry of agriculture".

What is a solar greenhouse?

A solar greenhouse is a closed structure covered with a plastic film through which the sun's rays shine, giving the plants the light they need to maintain the right temperature for their development during the winter months so that they can carry out photosynthesis. In the process, the plants produce nutrients from the CO₂ they absorb from the air and release enormous amounts of oxygen into the atmosphere. Solar greenhouses are very different from the production methods used in other greenhouses, which use fossil fuel-based heating and lighting systems that consume up to 30% more energy and are therefore harmful to the environment.

About CuteSolar

CuteSolar is a promotion programme funded by the European Union (EU) and supported by a consortium of Andalusian fruit and vegetable growers' associations (APROA), the Spanish inter-branch fruit and vegetable association (HORTIESPAÑA) and the Assembly of European Fruit and Vegetable Growing Regions (AREFLH). The aim of the information and promotion campaign, which will run until 2022, is to inform consumers about the sustainable and environmentally friendly production and cultivation methods of EU fruit and vegetables, the high standards of greenhouse technology and the quality of fruit and vegetables from southern Spain. The programme, with a total investment of €1.95 million, is co-financed by the proposing organisations and the European Union, will run for three years (2020-2022) and will be implemented in Spain, Germany and Belgium.

Disclaimer

The content of this promotional campaign reflects the views only of the author and is the sole responsibility of the author. The European Commission and the European Research Executive Agency (REA) do not accept any responsibility for any re-use of the information contained therein.
