

PRESS RELEASE

Cute Solar demonstrates the importance of solar greenhouses at the Fruit Attraction Fair in Madrid

- **The Fruit Attraction Fair in Madrid is one of the most important trade fairs for fruit and vegetable producers where the latest products, varieties and brands are announced, as well as new innovations within the sector.**
- **The Cute Solar consortium highlighted the benefits and production of solar greenhouses. And also demonstrated the role solar greenhouses play in the circular economy, this through a fashion show featuring clothing made from recycled materials from solar greenhouses.**
- **The panel of professionals who will participate in the 3rd Inversolar Congress, the European Congress on Solar Greenhouses to be held in Almeria on 3 and 4 November, was also announced.**

Madrid, 7 October 2022 - The European consortium Cute Solar, created to promote fruit and vegetables grown in solar greenhouses, participated in the 14th edition of the Fruit Attraction Fair held in Madrid from 4 to 6 October. During this fair, thanks to their interactive and dynamic stand, they were able to inform and convince professionals in the field about the benefits of solar greenhouses and the efforts they make in terms of sustainability.

The highlight of the fair was the fashion show held by Cute Solar. To highlight the importance of solar greenhouses in the fight for sustainability and a better circular economy, Spanish designer Elena Fumes let her creativity run wild and made garments from recycled materials from solar greenhouses including plastic, mosquito nets, raffia threads, hat netting, etc. In her collection she also dares to think about what the agriculture of the future looks like. All the garments were made by hand and are inspired by the transformations the countryside in Almeria, Spain, has undergone in recent decades to grow into the modern and dynamic fruit and vegetable sector it has become today.

Preview of the 3rd Inversolar Congress

During the fair, Cute Solar also announced the slogan and panel of speakers who will participate in the 3rd Inversolar Congress, the European congress on solar greenhouses. With "The future is here" as the slogan, they will inform visitors during Inversolar how solar greenhouses are positioning themselves as a sustainable and efficient alternative to feed the world.

Consequently, due to demographic growth and increasing scarcity of agricultural land, more and more countries are opting for growing fruits and vegetables under shelter.

Following speakers at the Inversolar congress will look at how to obtain more and better food for the population, how to make the best use of existing resources and how to minimise environmental impact: Dr Gary Stutte, a researcher who worked with NASA on several experiments to develop techniques for growing plants in space; Sámar Fayad, a marine science graduate and expert in the quality control of inland waters; Antonio Jesús Meléndez, professor and researcher who will dedicate his talk to the question of how solar serres have become a carotenoid factory; Mar Grande mathematician and Marcos Reguera gastronomic consultant.

The congress on European solar sera will take place on 3 and 4 November in Almeria and will be available via streaming on Youtube.

Institutional support

The Cute Solar programme also received the support of numerous institutional representatives who came to the stand to hear about the contribution of solar serres to ensure Europe's food self-sufficiency.

It also received the support of Almerian journalist Lorenzo Rubio, who currently lives in Belgium and promotes the benefits and use of solar greenhouses.

Cute Solar therefore looks back with satisfaction at the Fruit Attraction Fair in Madrid where they had the opportunity to inform thousands of professional visitors from 130 countries about the importance of solar greenhouses for European food supplies and their sustainability. Solar greenhouses can provide 500 million people with healthy food and at acceptable prices, without making fruit and vegetables a luxury good.

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.

What is NOT a solar greenhouse?

A greenhouse with solar panels that convert light energy into electrical energy that can then be used to artificially heat or illuminate crops.

About Cute Solar

Cute Solar 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 is to inform consumers about the sustainable and environmentally friendly production methods, the high standards of greenhouse technology and the quality of European fruit and vegetables.

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

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