

FPJ Leader

Michael Barker
Incident highlights need for harmony
Friday 15th Oct

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Category Quarter

- Retailers move to bag their share of new season fruit
- Optimism up as citrus sales overperform

Billions of Spanish insects deployed

Some 12 billion pest controlling insects greenhouses since the start of August greenhouse cultivation in the region.

A large proportion of Andalusian green favour of minuscule beneficial insects the pests.

The most frequently used predators in swirski, Orius laevigatus, Aphidius col proved effective against thrips, white

According to the Andalusian fresh pro current campaign, a total of 13.583 pest control, a landmark which distinguishes techniques used in other areas of Spa

All Andalusian peppers are cultivated 1 aubergines 40 per cent, cucumbers 26 tomatoes 25 per cent.

Life after Lola for new Hortyfruta campaign

Alex Lawson

Spanish association Hortyfruta, which promotes fresh produce from the southern region of Andalusia, has launched its first campaign following a legal ruling forcing the withdrawal of its Lola brand name.

The campaign, which coincides with the region's 2010-11 season, features a reworked logo that drops all mention of Lola, alongside the slogan 'For a product with name and identity - Andalusian Fruits and Vegetables'.

The full name was Lola & Páico: Andalusian Fresh Produce. It was officially launched by Hortyfruta in November 2008, but only made its debut on cartons of Unica-branded products a year later at Fruit Attraction 2009.

However, the organisation has been forced to withdraw the Lola name after Europe's brand registration office ruled that Italian fresh produce company Dal Bello had already registered the brand for its products, which are imported through its subsidiary SIFE.

Hortyfruta said it would focus on working with retailers to display the benefits of its produce and it also planned to research commercial export opportunities.

Maria José Pardo, md of Hortyfruta, told FPJ: "We continue to promote fruit and vegetables from Andalusia. Whether or not Lola appears as part of the logo is not so important. We continue to promote Andalusian fresh produce and eventually the plan is to use



A new image has been developed

the image of the flamenco dancer alongside the Andalusian Fresh Produce wording.

"We are currently putting together a plan of how our members can best maximise use of the logo in their marketing and promotional materials."

Madrid prepares to host fresh produce show

This year's Free Attractions exhibition in Madrid will feature a new section on fresh produce, including a new 'Fresh Produce' section. The exhibition will be held at the Gran Vía Convention Centre in Madrid from October 15-17. The exhibition will feature a range of fresh produce, including fruit, vegetables, and flowers. The exhibition will also feature a range of fresh produce, including fruit, vegetables, and flowers.

CATEGORY QUARTER

Hortyfruta hopeful for sea of better returns on salad



increase of the production costs that have not been reflected in increased selling prices," she explains. "The sales prices have been maintained and even dropped on some lines."

There are several reasons for this, she points out. On one hand, there is increasing competition with countries outside the European Union, which have lower production costs, making them more competitive on price. On the other hand, supply chain pressure in the shape of high quality produce being sold at low prices has added to the pressure that Spain and other European countries are already under from the economic crisis.

There is optimism though that the coming season will yield better returns. "The campaign began with a slight delay compared to previous seasons and prices received by growers have started higher, which gives more stability to producers in the region," says Pardo.

"At least there have been no significant issues from a production point of view, Pardo reports, with experts expected to be at least at similar volumes, if not slightly higher, than last year.

Like others, Spanish producers are also taking a close look at pack sizes and formats, though Pardo argues Spain is still some way behind other nations in this area. "The sales volume of prepared salads in Spain is lower than in other countries across northern Europe," she adds. "It is not a mature market but it is growing every year. Formats remain the focus on salads new ingredients are being introduced with the aim of making them more attractive to consumers."

Some new ingredients and packaging are being introduced with the aim of making them more attractive to consumers. "The sales volume of prepared salads in Spain is lower than in other countries across northern Europe," she adds. "It is not a mature market but it is growing every year. Formats remain the focus on salads new ingredients are being introduced with the aim of making them more attractive to consumers."

In recent years, crops, mainly tomatoes, have suffered from high production costs.

Andalusian Stuffed Tomatoes

You what special things you can do with Tomatoes with our Starter Recipes feature. It is amazing what you can do with the simplest of food to make your dish stand out to impress a loved one. In2town Lifestyle Magazine will show you how you can turn a Tomato into something special with our Free Recipes Ideas.

Description: These tomatoes not only look pretty but taste delicious and fresh

Ingredients: 6 large tomatoes, 100g fresh breadcrumbs, 3 tsp parsley, chopped salt and black pepper, 2 tsp butter, 1 onion, chopped, 50g Manchego cheese, grated, 1 tsp thyme, chopped

Preparation: Preheat the oven to 140°C / 275°F / gas Mark 2. Reserve the tomato seeds and juice and place in a small bowl. Add the reserved tomato juice and mix with salt and pepper. Heat the butter and thyme until soft. Add the breadcrumb mix and cook for a few minutes. Stir in the reserved tomato juice and mix with salt and pepper. Heat the butter and thyme until soft. Add the breadcrumb mix and cook for a few minutes. Stir in the reserved tomato juice and mix with salt and pepper. Heat the butter and thyme until soft. Add the breadcrumb mix and cook for a few minutes.

Andalusia

Hortyfruta confident better times lie ahead for Andalusia's producers

Despite losing its Lola brand in a legal ruling, Andalusian association Hortyfruta believes its promotional plans can help highlight the qualities of the region's products across Europe

The last 12 months have been somewhat mixed for fruit and vegetable producers in Andalusia and Hortyfruta, the Spanish association that represents the region's growers, has a mixed outlook for the coming season. "The sales volume of prepared salads in Spain is lower than in other countries across northern Europe," she adds. "It is not a mature market but it is growing every year. Formats remain the focus on salads new ingredients are being introduced with the aim of making them more attractive to consumers."

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Andalusian Stuffed Tomatoes

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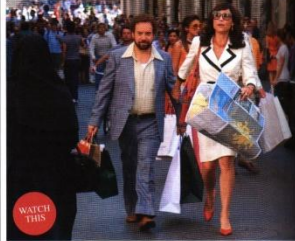


5 Here at **SHE** we're massive advocates of British seasonal produce, but our loyalists have waned (just for one day) since we heard about Eat Tapas Day. On 25 February, to coincide with Andalusian Day, all the region's farmers will be tucking into tasty tapas in a bid to increase awareness of Andalusian food in the UK. If you fancy cooking up a Spanish storm, visit andalusiainfreshproduce.co.uk for delicious recipes, such as bean and chorizo portage. Or book a table at one of the great Spanish restaurants in the UK, our favourites are Tapas Brindisa, Barrafina and Fino in London, Grado in Manchester, Lurya in Liverpool and El Puerto in Bristol. And while you're celebrating all things Spanish, treat yourself to some tickets to Sadler's Wells' Flamenco Festival (8-19 February), featuring some of the world's finest flamenco dancers and musicians (sadlerswells.com).

6 We know that being a working mum means juggling 10 things at once, which is why we're sponsoring the new Workingmums.co.uk LIVE event on 8 March at the Business Design Centre, London. It's a one-stop shop where you'll meet family friendly employers, find flexible job opportunities, get advice on being self-employed, starting a business or franchise, and retaining – and there are seminars on everything from party planning to tax credits. The event is free and crèche facilities are available. Register for your place today at workingmums.co.uk.

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7 It's cocktail time! Mix 50ml Absolut Limited Edition Vodka (£22.99, Selfridges and Harvey Nichols until the end of Jan), 15ml white vermouth, 15ml elderflower cordial, 25ml apple juice, 5ml sugar syrup and 6 mint leaves. Strain into Martini glasses and garnish with a mint leaf. Cheers!



WATCH THIS

8 With his bulging gut and balding hair, blundering television executive Barney Panofski (Paul Giamatti) is an unlikely romantic lead. Yet it's his mismatched love affair with the cerebral Miriam (Rosamund Pike) that helps Barney's Version hit just the right bittersweet note. Based on the novel of the same name, the story follows Panofski as he casts a subjective eye over the highs and lows of his life – from his mistakes (including three failed marriages) to the mysterious disappearance of a close friend. Dustin Hoffman is compelling as Barney's bawdy retired cop dad, while Minnie Driver provides comedy value as a spoiled Jewish princess. But it's Giamatti's nuanced performance that really resonates.

Friday, January 7, 2011

WOLFEFERNS.CO.UK 25

Food | drink

ON THE MENU

Sunshine suppers

Treat the family to simple Andalusian dishes, throw into a pot and served straight from the oven

SOL y tierra. Sounds good doesn't it? In English the words mean sun and soil – two simple words which explain exactly why fruit and vegetables grown in the Andalusian region of Spain are renowned as being among Europe's finest.

Andalusia is the country's most important agricultural region and one of the biggest exporters of produce to the UK.

Generations of farmers have perfected the art of growing fruit and vegetables, which look great and taste even better.

The region basks in an amazing 300 days of sunshine every single year and agriculture has been important to Andalusia ever since it was first settled.

Put those two facts together and it can be no surprise that the Andalusians know a thing or two about growing fruit and vegetables of the very highest quality.

So, while temperatures continue to plummet in Worcestershire and it's dark and freezing cold outside, get one of us to grow and your family to brighten up supper times with



RECIPE ANDALUSIAN CHICKEN STEW WITH PEPPERS

You'll find that this colourful dish is bursting with rich flavours from southern Spain. It will take 20 minutes to prepare and an hour to cook.

SERVES 4

Ingredients

- 2 red peppers
- 2 green peppers
- 2 yellow peppers
- 4 tbsp olive oil
- 4 garlic cloves, chopped
- 1 tsp sweet smoked paprika (pimentón)
- 4 chicken pieces
- 50g Serrano ham
- 250g tomatoes, chopped
- 250ml white wine
- Salt and pepper

Method

Preheat the grill to high. Toss the peppers and cook under the grill for 20 minutes. Place the peppers in a bowl, cover with cling film and leave to cool. When cooled, deseed and peel the peppers then cut into slices. Heat the oil in a large pan and cook the garlic gently for a minute. Remove and reserve.