

NEWS IN BRIEF

Andalusian aware

Hortyfruta, the trade organisation for Andalusian fruit and veg growers, has launched a consumer-facing website to increase awareness of the region's produce.

Laughing Cow break

Bel UK is launching a new on-pack promotion across all its Laughing Cow triangle packs. Shoppers will have the chance to win a luxury farm break.

New LEAF online tool

LEAF has developed a new online water management tool that will allow farmers to evaluate their on-farm water usage. It will enable farmers to increase efficiency and cut costs.

Launchpad

FRESH CONVENIENCE MAGAZINE

*Deputy editor Carl Collen
discusses the upcoming issue*

What is featured in the winter 2011 issue of the magazine?

The fourth issue of Fresh Convenience Magazine includes a number of features covering some of the industry's pressing topics, such as food safety in the aftermath of the European E coli outbreak, fast food, new product development and a focus on the European out-of-home market.

Are there any 'must attend' events coming up?

Freshconex, Europe's only business and information platform for fresh produce convenience, takes place in Berlin alongside Fruit Logistica on 8-10 February next year. We will have an event preview in the upcoming issue of Fresh Convenience Magazine.

What are the major stories coming out of the industry?

Florette is to launch a major marketing drive in the UK next year, while Proexport and Hortyfruta in Spain are planning a joint campaign to help restore consumer confidence in fresh produce following the E coli scare.

Call for Murcia fresh produce brand

[Steven Maxwell](#) | 31 October 2011 | [Print](#) | [Download](#) | [Comment](#) | [Share](#)

Spanish association says brand highlighting Murcian identity would help restore competitiveness among region's exporters

Spanish regional fresh produce association Asaja Murcia has called for the creation of a unique brand identity for Murcia's fruit and vegetable exports as a means of improving its image both inside Spain and at an international level following June's E.coli-related crisis.

Following the creation by Hortyfruta of a brand for Andalusian fresh produce, Asaja Murcia's Alfonso Gálvez Caravaca has stressed "the need, especially in these times of economic crisis, for an identity that enables us to reinforce the great quality and food safety of our horticultural products".

In a statement, Gálvez said: "The food sector in our region, and particularly fresh produce, should focus on the promotion and communication of our indigenous identity, which would enable us to highlight the magnificent qualities of our products."

Asaja Murcia's general secretary called for the support of the Spanish government in implementing such a project, with the aim of "restoring the competitiveness and dynamism" of Murcia's fresh produce sector following the E.coli crisis.



Andalusian aware

Hortyfruta, the trade organisation for Andalusian fruit and veg growers, has launched a consumer-facing website to increase awareness of the region's produce.

Laughing Cow break

Bel UK is launching a new on-pack promotion across all its Laughing Cow triangle packs. Shoppers will have the chance to win a luxury farm break.

New LEAF online tool

LEAF has developed a new online water management tool that will allow farmers to evaluate their on-farm water usage. It will enable farmers to increase efficiency and cut costs.

Murcia seeks own identity

Murcia growers' association Asaja Murcia is calling for products from the south-eastern region of Spain to have their own regional identity despite recent efforts by other grower organisations to work more closely together with producers in Andalusia on generic promotion.

Alfonso Gálvez Caravaca, secretary general of the organisation said: "It is necessary, particularly in these times of economic crisis to establish an identity which helps us reinforce the great quality and safety of our fresh produce as well as our wines, oils and cheeses."

Gálvez's call comes a week after The European Commission chose to back the We Care, You Enjoy promotional campaign devised by Spanish growers associations Proexport and Hortyfruta representing producers in Murcia and Andalusia respectively to try and increase consumption in the UK, Germany and the Netherlands.

GREENMED JOURNAL

THE MEDITERRANEAN FRESH PRODUCE MAGAZINE

"WE CARE, WE ENJOY": SPAIN AGAINST THE E.COLI CRISIS

The Southern Spanish associations PROEXPORT and HORTYFRUTA have come together for this campaign backed by the European Union to regain consumer confidence in Spanish fruits and vegetables.



08/11/2011 11:47

The "We Care, You Enjoy" campaign will run over the next three years and it will develop information and promotional activities addressing at supermarket consumers in three main Spanish markets: Germany, Austria and UK.

The total budget is around 3 mln euros, 20% of which will be provided by the associations PROEXPORT and HORTYFRUTA, 30% by the Spanish Agricultura Ministry and 50% by the European Commission.

"I think the best answer to this period of crisis is to bet on initiatives that support European consumers' confidence in our fruits and vegetables", Proexport president Juan Marin stated. " Hence our motto "We care, you enjoy", which emphasizes the care we have in our fruit and vegetable production that allow consumers to widely enjoy in taste and quality".

HORTYFRUTA president Fulgencio Torres also expressed his satisfaction on the EU's backing of the campaign, as "it shows the Spanish fresh produce sector's values and it will reinforce the reputation of our fruit and vegetables".



Andalusian Courgette Tortilla

A tasty alternative to the traditional Spanish omelette, this is a quick and easy lunch for dinner for tired mums during the fes period

Method

1. Preheat the oven to 200°C / 400°F
2. Heat 3 tablespoons of oil in a pan add the courgettes and fry till brown. Season with salt and pepper. Heat another tablespoon of oil and saute the spring onions. Keep one tablespoon of chopped sprir onions back for garnish.
3. Place the tomatoes on the vine in an ovenproof dish. Drizzle with o tablespoon of oil and bake it for 10-12 minutes until they start to burst. Season with salt and pepper.

Ingredients

600 g courgettes, sliced
6 tbsp olive oil
Salt and pepper
3 spring onions, chopped
350 g cherry tomatoes (on the vine)
6 eggs



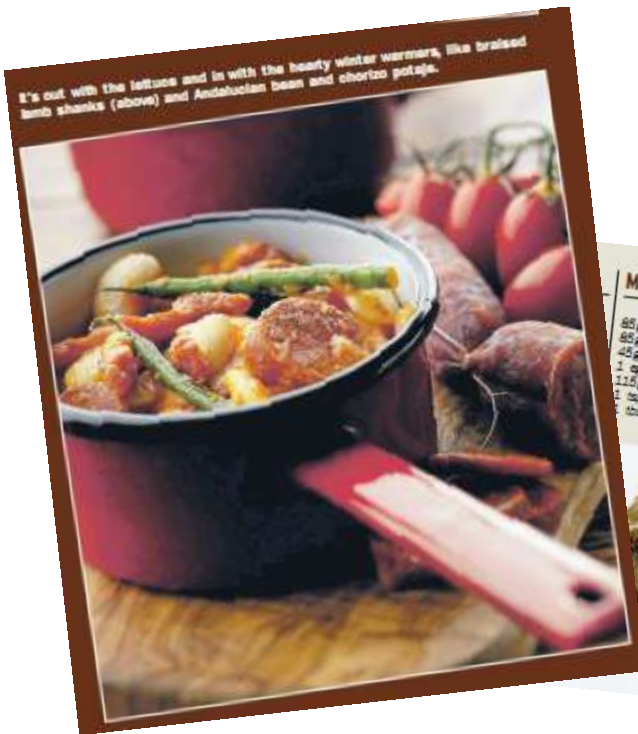
Add to binder



Print recipe



Share recipe



It's out with the lettuce and in with the hearty winter warmers, like braised lamb shanks (above) and Andalusian bean and chorizo potaje.

MasterChef sticky toffee pudding (Serves 4)

85g (3oz) sultana, stoned dates, chopped
 85g (3oz) light soft brown sugar
 45g (1.5oz) unsalted butter, softened
 1 egg
 115g (4oz) plain flour
 1 tsp bicarbonate of soda
 1 tsp vanilla extract

For the toffee sauce:
 150g (5.5oz) Demerara sugar
 85g (3oz) unsalted butter, softened
 4 tbsp double cream

Preheat the oven to 180C, 350F, gas 4. Butter a 16 x 12cm (6.5 x 5in) ovenproof dish. Put the dates into a bowl and pour over just enough boiling water to cover them. In a separate bowl, cream together the soft brown sugar and the butter. Beat the egg into the creamed mixture with some of the flour before adding the rest of the flour. Add the bicarbonate of soda and vanilla extract to the dates, then stir into the creamed mixture until well mixed. Pour into the ovenproof dish and bake for 30-35 minutes or until well risen and a skewer, when inserted, comes out clean.

Just before the pudding is cooked, make the toffee sauce. Preheat the grill to hot. Put the Demerara sugar, butter and cream into a saucepan and heat gently. Let simmer for 3 minutes. Remove the pudding from the oven, pour over half the sauce and place under the grill until it bubbles. Serve the pudding while hot, with the remaining sauce poured over the top or alongside.



Why Not Add a little Andalusian Magic to Your Festive Season?

The freshest peppers, tomatoes, aubergines and courgettes are now coming into season in Andalusia, the region known as 'Europe's Vegetable Garden', and are on their way to the UK. Nurtured by southern Spain's long hot summers and mild winters and grown using biological control to minimize the use of pesticides, the fresh produce is farmed as nature intended using sustainable methods. Why not try these two delicious recipes? Normally baked after Christmas by Andalusian families, Roscon de Reyes, is otherwise known as Three Kings Cake and tradition states that it contains a hidden toy, model king or butter bean which is said to bring year long luck to the finder. Traditionally served with an Andalusian tortilla or Spanish Omelette it is eaten either at breakfast or lunch during the festive period.



First the Three Kings Cake or Roscon de Reyes
(Makes a 15" cake)
Ingredients:

Two Unusual And Lovely Festive Recipes

POSTED BY MUMSARCADE · NOVEMBER 7, 2011 · LEAVE A COMMENT

FILED UNDER ANDALUSIAN RECIPES, IMPRESSIVE CHRISTMAS RECIPES, KINGS' CAKE RECIPE, ROSCON DE REYES, TORTILLA RECIPE, UNUSUAL CHRISTMAS RECIPES, UNUSUAL FESTIVE RECIPES

Add some Andalusian magic to the Festive season!

Normally baked after Christmas by Andalusian families, Roscon de Reyes, is otherwise known as Three Kings Cake and tradition states that it contains a hidden toy, model king or butter bean which is said to bring year long luck to the finder. Traditionally served with an Andalusian tortilla or Spanish Omelette it is eaten either at breakfast or lunch during the festive period.



Andalusian Courgette Tortilla with Roast Cherry Tomatoes

Lincolnshire Today
Passion for living

Andalusian Baked Chicken with Peppers

★★★★★ [Review it](#)

Moderately easy



[+ Add a picture](#)

1 of 1 [◀▶](#)

Recipe by: [Annakm](#)

This colourful dish is full of [rich](#) Spanish flavours

Ready in **1 hour 30 mins**

Saved by 41 cook(s)

Picture by: [Annakm](#)

Ingredients

Serves: 4

- 2 red peppers
- 2 green peppers
- 2 yellow peppers
- 4 tbsp olive oil
- 4 garlic cloves, chopped
- 4 chicken pieces
- 50g Spanish ham
- 250g tomatoes, chopped

- [Print friendly](#)
- [Email a friend](#)
- [Tweet](#) 0
- [Share on Facebook](#)
- [Save to favourites](#)

RECIPE

Celebrate World Vegan Day!

November 1st is World Vegan Day so why not get together with friends to celebrate with this delicious Andalusian vegan soup?

Spanish style soups bursting with garlic, peppers, tomatoes and spicy paprika are the perfect vitamin packed antidote to seasonal cold and flu. Warm, comforting and a healthier alternative to our usual cold weather rib stickers, they're one pot meals which take minutes to throw together and can be left to simmer.

The freshest peppers, tomatoes, aubergines and courgettes are now coming into season in Andalusia, the region known as 'Europe's Vegetable Garden', and are on their way to the UK.

Nurtured by southern Spain's long hot summers and mild winters and grown using biological control to minimize the use of pesticides, the fresh produce is farmed as r... the sustainable methods.

For further recipes or information visit

www.andalusianfreshproduce.co.uk

Andalusian Roast Pepper Soup

Preparation Time: 60 minutes

Serves: 6



QUICK RECIPE

Andalusian Roast Pepper Carrot and Green Bean Soup

Serves: 6

2 red peppers, 2 yellow peppers, 1 kg Andalusian tomatoes, 400 g green beans, halved, 2 red onions, peeled and chopped, 1 clove of garlic, peeled and chopped, 2 tbsp olive oil, 150 ml red wine, 500 ml vegetable stock, 3-4 sprigs of thyme, salt and pepper, sugar, 300 g carrots, peeled and sliced

Preheat the oven to 200°C / 400°. Place the peppers in a roasting tin. Drizzle with a tablespoon of oil and roast for 25 minutes. Place the peppers in a bowl and cover with cling film and leave to cool.

When cool enough to handle peel and dice the peppers. Put the tomatoes in a large bowl



away, replace the hot water with cold water.

Peel the skins off and dice the tomatoes. Pre-cook the beans and carrots for 15 minutes.

Heat the oil in a pan and sauté the onions and the garlic until it is transparent. Add the tomatoes, red wine, vegetable stock and the thyme and cook it for five minutes.

Season with salt, pepper and sugar, and add the peppers, beans and the carrot slices.

Cook it for another few minutes and serve.

Andalusia Tapas for Starters

Look out for new season sun-drenched Andalusian fresh produce arriving in stores now. Inspired by Farrow's Vegetable Garden, the Andalusian region grows juicy, taste-filled tomatoes, crunchy and bright bell peppers and succulent cucumbers, courgettes and aubergines. All are grown using clean and sustainable farming methods, helped by the long hours of sunshine, the Mediterranean sea breezes and water gathered from the Sierra Nevada mountains.

Andalusia is the original home of Tapas and magazines are full of Tapas recipes, so why not treat your visitors to a little Spanish sunshine this festive season and cook up some authentic Andalusian fare.



Perfect Tools

Top of your Christmas shopping list must be the Kitchen Devils Carving Set. This, comprising a sharp 26cm carving knife and sturdy fork, both made from high quality Japanese steel. These Kitchen Devils tools are lightweight, comfortable to use, come with softgrip handles shaped for a perfect fit and have a large finger stop for extra safety. After taking the time and trouble to prepare the perfect turkey, ham or beef this Christmas, make sure you have the perfect tools to carve the meat during the festive period. www.kitchendevils.com



Christmas Entertaining Crackers

Here are some ideas to help make your entertaining truly memorable this festive season

some cracking recipes

In this, her first cookbook, Anne shows cooks how to put up their own modern pantry in order to recreate the spirit of the...

The MODERN PANTRY

The Modern Pantry by Anne Hanson (Ebury Press, £25)

Fantastic Fondue

Perfect for a delicious starter, or an original party treat this festive season, prepare an authentic Swiss Fondue using the famous Le Gruyère Cheese and impress your guests. Le Gruyère holds the Ed AOC designation and has been made in the Fribourg region of Switzerland since 1655. Cheese makers use only the milk from cows grazing on lush alpine pastures and no additives are used during the making. Le Gruyère has a superb taste, a rich flavour and a melting point that creates the perfect fondue. Gruyère is available from all good cheese counters. For recipes visit website www.gruyere.com



Deliciously Flavoured Pistachios

Wonderful Pistachios from California is the only brand to offer top quality pistachios with precise Salt & Pepper and Sweet Dark Flavors. The pistachios themselves Salt & Pepper variety is a true blend of every nutting blossom with its delicate deeper flavor, while the Sweet Dark variety offers a type of sweetness, smooth and large with nuttiness, a slightly spicy and irresistible sweet shell crunch. The salt and sweet Wonderful Pistachios of Sweet, Salt & Pepper, Sweet Dark and Sweet Dark are available at www.wonderful.com



Home-Made Stuffing Anyone?

All home made stuffing from www.wonderful.com has a rich, moist stuffing and bread cubes - but looking for something new? Now with the Wonder Fresh Stuffing, you will be able to call the stuffing your own.



At Christmas an event worthy holiday activity would be the making of Pies, Bread and is famous for its bread cubes and stuffing. Now with home made Wonder Fresh Stuffing available in the color of the season, it's a sure way to bring home made stuffing, bread cubes and bread cubes to your Thanksgiving, Party and Christmas dinner. Visit www.wonderful.com

Pure Heaven from Devon

This Christmas treat yourself to the heavenly delights of Caramel Cream with Bready from The Devon Cream Company. It perfectly complements Christmas Pudding, Mince Pie and all manner of seasonal fare. Or why not try our scrumptious Caramel Cream? Spoon over your favorite dessert and discover new goods. With their extensive staff you have access to a treasure trove - perfect for those who love to indulge.



Heavenly from Devon's Bready from The Devon Cream Company is a rich, moist stuffing and bread cubes - but looking for something new? Now with the Wonder Fresh Stuffing, you will be able to call the stuffing your own.

Christmas

The Festive Tipples

Brain's Original Stout is a smooth and flavorful stout with a distinctive chocolate aroma. It is brewed using a combination of chocolate and premium malt and brewed with a blend of hops to create a distinctive, harmonious and refreshing stout. Available at www.brains.com



Intensely Dark & Seductive

For the ultimate in Christmas coffee selections, look no further than our Intensely Dark & Seductive Espresso - a rich, bold coffee.



Finally an espresso that you brewed at home with a smooth, rich taste with just the right amount of caffeine. The Intensely Dark & Seductive Espresso is a true blend of every nutting blossom with its delicate deeper flavor, while the Sweet Dark variety offers a type of sweetness, smooth and large with nuttiness, a slightly spicy and irresistible sweet shell crunch. The salt and sweet Wonderful Pistachios of Sweet, Salt & Pepper, Sweet Dark and Sweet Dark are available at www.wonderful.com

From Sunny Andalusia

Look out for the new season's Andalusian Fruit products arriving in grocery stores soon.



For tomatoes, peppers and mushrooms in our region and beyond from the sunny heavens. Produced in Andalusia, Spain.

Shopping List

Perfect Tools

Christmas Devils is a rich, moist stuffing and bread cubes - but looking for something new? Now with the Wonder Fresh Stuffing, you will be able to call the stuffing your own.

Top of your Christmas shopping list must be the Kitchen Devil's Carving Set. It's a set of sharp, durable carving tools and sturdy fork, with made from high quality Japanese steel. These Kitchen Devil's tools are lightweight, comfortable to use, come with storage holders and are a perfect fit for any kitchen. Visit www.kitchendevil.com

Fantastic Fondue

Perfect for a festive evening, an elegant party, or a family meal, this fondue is a rich, moist stuffing and bread cubes - but looking for something new? Now with the Wonder Fresh Stuffing, you will be able to call the stuffing your own.

Le Creuset has a long history of excellence and has been a leader in the industry since 1858. Their fondue sets are made from high quality Japanese steel. These Kitchen Devil's tools are lightweight, comfortable to use, come with storage holders and are a perfect fit for any kitchen. Visit www.kitchendevil.com

