

# Hortyfruta

## Origins

Globalization, with the consequent growth of third World competitors, as well as the evolution of distribution and of the profile of the consumer, make a greater collaboration necessary between the Andalusian producing sector so that it can continue being competitive and in that way assure its survival. For that reason, Hortyfruta was born, an organisation that represents the production and the commercialisation of the Andalusian fruit and vegetable products cultivated under-cover (plastic, netting, and glass) and for fresh consume.

Hortyfruta intends to convert itself into the maximum representative organisation that heads and unites the fruit and vegetable sector generating value to Andalusian products. Its mission is to create a positive, healthy clean and responsible image within the national and international community reinforcing the competitiveness of the products in the marketplace and its compromise for the fighting to defend and respect the environment.