

Vilmorin opens a new subsidiary in Morocco

Vilmorin has set up in Casablanca, Morocco, helped by its partner in this country, Amaroc. The settlement of Vilmorin in this area will enable us to strengthen the links between research, development and trade in Morocco to offer more successful products to growers. The company will continue to promote and distribute vegetable seeds in the Moroccan market. This beginning confirms its internationalization and the will of the company to control its development in high potential markets.

The 2009 edition of Euroagro.Fruits will show the best produce of Spain

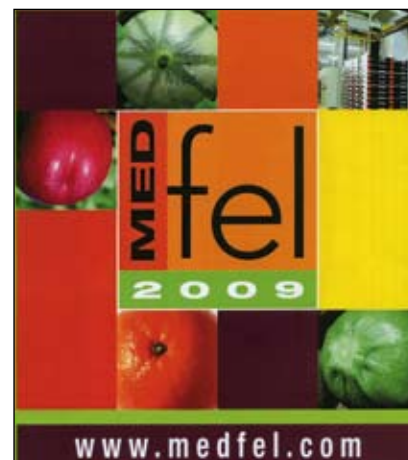
The international showcase Euroagro.Fruits will take place between the 27 and 29 of April in Valencia. The event is an important forum for the market of fruits, vegetables, technology and logistic services in Spain and also for the international distribution. Euroagro.Fruits celebrates at the same time than Gastronoma, which bring together shows related with food market, as wine.

Hortyfruta studies European tendencies

The fruit and vegetable company Hortyfruta has conducted a market study in supermarkets of Great Britain and Germany during the month of September that, in combination with a secondary study programmed for the month of January, will help the company follow the tendencies of European markets. This study has discovered that in general both biological and conventional fruits and vegetables are more expensive in Great Britain but that in Germany the difference between both types is greater. Another surprising fact is that in Germany they didn't find ecological peppers in conventional stores. It also discovers that while in Great Britain products have the brand name of the distributor, in Germany it is more common to see labels of the producer. As for the origins of products, local farms and Holland occupy the head of both countries followed by Spain.

Medfel The Euro-Mediterranean fruit and vegetables sector has its own exhibition

When the Europêch' international forum celebrated its 20th anniversary last year, its organizers expressed a desire to broaden its horizons. This has now come about as the newly-created Medfel, the Euro-Mediterranean fruit and vegetable sector's 1st international trade show, will be held on 28, 29 30 April 2009 at the Parc des Expositions in Perpignan. The Languedoc-Roussillon region, the Rhone-Mediterranean basin and the Roussillon Chamber of Agriculture decided to create this new international professional event to bring together all the fruit and vegetable sector operators of the Mediterranean basin, from growers to retailers. As a result, not only farmers and marketers but also transport and logistics suppliers will be put in contact with international buyers. Within the framework of the Europêch' forum with the summer

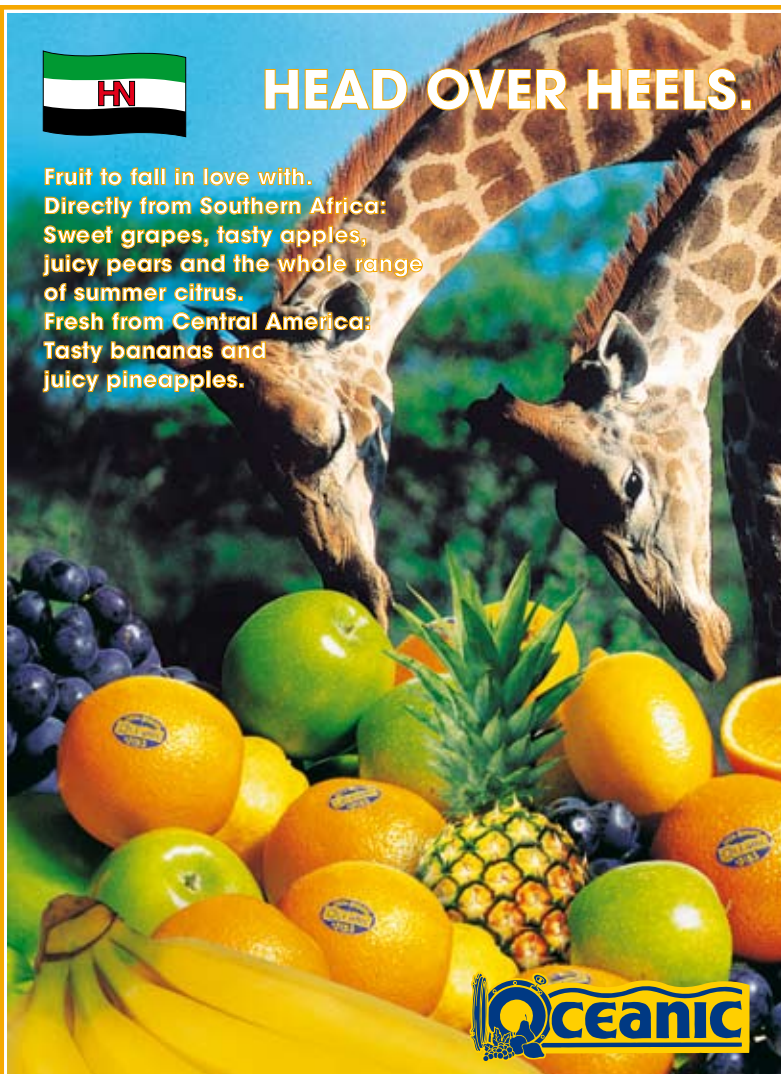


fruit crop forecasts there will be a programme of sector-specific talks. Medfel is opening up the Mediterranean space of the countries on its northern and southern shore.



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Carchuna La Palma strengthens its leading positions



Carchuna La Palma cooperative specializes on the cultivation of tomato and cucumber varieties, which are its 2 major products. During the current 2007/2008 campaign the sales of the world leading producer of cherry tomato have registered a stable amount of 51,000 tons. The sales have stabilized after 5 years of the growing tendency, when the annual increase registered 10%. According to the cooperative's manager David del Pino, the stabilization of sales is considered to be positive as it helps to strengthen the positions reached

during the previous years. "Our current offer is balanced as we supply our clients not only with cherry tomato by also with other cultures", adds David. The cooperative focuses on the "niches" of the tomato market, which represent around 50 % of its turnover. It is cucumber that is considered to be the cooperative's second product, as the Spanish tropical coast provides the best opportunities for its cultivation. The remaining 20 % of the sale volumes fall on a vast variety of products, among which could be found cherimoya and leek.