



[www.cunadeplatero.com](http://www.cunadeplatero.com)

ENGLISH 



# When quality tastes of fruit.

More than 20 years' passion for fruit.

A whole life pampering strawberries and raspberries.

More than two decades offering you the best blackberries, peaches and blueberries.

Flavour, colour, texture and quality have a name: **Cuna de Platero**.





# More than 20 years pampering the best fruit.

An entire life impassioned by an ideal: for you to be able to enjoy the flavour of the best quality strawberries, raspberries, blackberries, peaches and blueberries.



In 1988 ▼ ▼ Today







Cuna de Platero was founded in Moguer, Huelva, in 1988.

Thanks to the experience of its founding members, who had already been working with fruit for a decade, a cooperative was formed, whose farmers were moved by a common goal: to take the quality of Moguer fruit to the largest number of homes.

Many things have changed since then. Our facilities have grown as well as our staff; we have improved our control methods, we produce a much greater volume of fruit... but, our original enthusiasm is still the same and this drives us to try to improve each day.

Cuna de Platero, more than 20 years taking colour, flavour and freshness to your table.



More than 80 members.  
An average annual employment  
of 2,270 workers over 2,108 acres.  
More than 500,000 days' wages a year.  
And a common ideal:  
to take the best fruit to your table.

# A present and forward-looking union.

- 1. SHIPPING OF CONTAINERS  
AND BOXES TO MEMBERS**
- 2. FRUIT RECEPTION**
- 3. RECEIVING ROOMS**
- 4. HANDLING**
- 5. PALLETISATION**
- 6. STRAPPING**
- 7. COLD TUNNELS**
- 8. COLD MAINTENANCE ROOMS**
- 9. ASSEMBLY HALL  
DINING ROOM  
MEMBERS SUPPORT OFFICE**
- 10. MAIN OFFICES**





Cuna de Platero is located in unique surroundings: The Doñana National Park, declared a World Heritage Site by UNESCO in 1994.

We can only expect the best from its privileged climate conditions and its environmental wealth.

If, in addition to this, we include the absolute dedication of thousands of workers, state-of-the-art infrastructures and top quality raw material, we can understand why Cuna de Platero is a benchmark in fruit production and export. Not in vain the cooperative has doubled its plantation volume over the last 5 years. In 2009 there were 48,000,000 plants, enabling us to place 32,000,000 kilos of top quality fresh fruit on the market.

And if this is our present, the future can only get better.





Peach

Raspberry

Different flavours.

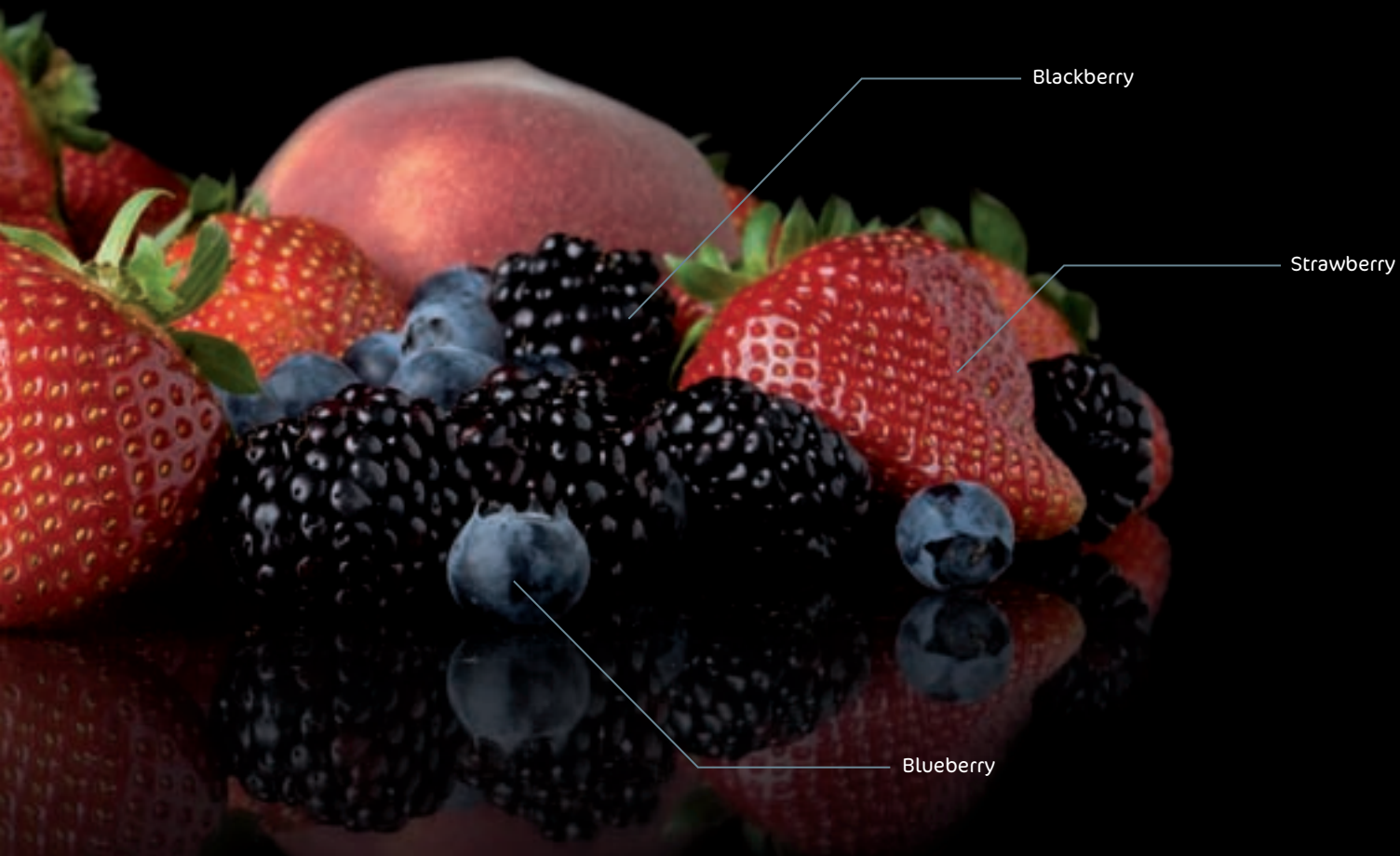
Different colours.

A common quality.

At Cuna de Platero we work to offer you a  
wide range of top quality fruit...  
with the strawberry in the  
indisputable leading role.

# A juicy offer.





With the strawberry as the indisputable star, Cuna de Platero offers an interesting and rich range of fruit.

The largest volume is generated by the strawberry, with 75% of its production, followed by the raspberry, with 20%. The remaining percentage is represented by peaches, blackberries and one of the fruits that has received the greatest protection over the last few years: the blueberry.

Our main concern is to achieve the highest quality in all the products of our range, so we make all the necessary investments in exhaustive control processes, traceability, cutting-edge technology and, of course, all the necessary human resources.







# The strawberry, that red delicacy.

With an intense red colour, all the varieties of the Cuna de Platero strawberry have an indisputable quality.

Practically all the cooperative's efforts are focused on controlling and meticulously paying attention to the process the fruit is subject to, to guarantee that it will reach its destination with all the colour, flavour and properties that convert it into a genuine delicacy.

Direct from the field to the table.

The care and handling at our facilities is meticulous and thorough. The fruit arrives on our own trucks, and once here it is prepared by means of a cold treatment, after which it goes on to the handling, packaging, palletisation and strapping areas.

Later it is transferred to the rapid pre-cooling and

Incredibly healthy.

Rich in vitamin C and antioxidants.

Juicy, tasty and excellent on its own or prepared in many different ways.

The strawberry is the indisputable queen. Enjoy it.

maintenance rooms, where it is treated at the appropriate temperature, preparing it so that, within a few hours, it can be shipped to its destination, either at home or abroad.

The specialised transport fleet is responsible for the fruit reaching its destination, guaranteeing its temperature and preserving its aspect, freshness and quality.

We pay attention to the smallest details during the entire process the fruit is subject to, so that you can enjoy such a natural delicacy.

We are driven by your satisfaction.



# Quality from the origin.

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The Strawberry



## Controlled fruit is synonymous with quality.

At Cuna de Platero we believe that the best original raw material must be accompanied by an exhaustive control during the entire production, handling and shipping processes. This control is established at different levels:

- **Plant health and nutritional controls in the field.**

Our team of agricultural engineers controls the state of health of the crop, the quality of the commercial product and the presence of residues on it.

- **Quality controls on receipt of the fruit at the head offices.**

We examine each individual piece of fruit on the handling lines, guaranteeing that the required quality levels are reached.

- **Shipping controls on the product.**

The prepared product is submitted to meticulous inspections before it goes to the rooms and is sent to the outside market.

We also strictly comply with all the protocols and regulations of the legislation in force with respect to the quality of the fruit and classification of the product (Codex Alimentarius, (EC) Regulation 843/2003, (EC) Regulation 852/2004, etc.).



# A healthy delicacy.

Only the best plant selection provides the best fruit. This is why at Cuna de Platero we have our own nurseries in Ávila, an enclave with an ideal climate for plantation.

Six months of colour and flavour. The planting takes place in October and the harvesting period goes from mid-December to mid-June, when the last pieces of fruit are collected.



The Strawberry

## Unique nutritional properties.

### Ideal for all kinds of diets.

Its reduced calorie intake (35 kcal/100 grams), low carbohydrate level (7 grams per 100) and considerable water and fibre content, make it an ideal fruit for low-calorie food diets.

It is an excellent source of vitamins and antioxidants (vitamin C, E and beta-carotenes) so it protects against cell ageing, cancer and other diseases.

### With excellent therapeutic properties.

Furthermore, its therapeutic properties act upon our organism at different levels. It has a slight laxative effect, due to its high soluble fibre content, which

facilitates intestinal transit. It regulates the liver function, helping cleanse our organism from the action of accumulated toxins. It is also advised in the case of hepatitis.

It helps normalise high blood pressure due to its low sodium and fat content. In addition, due to its high dietary fibre content, it prevents cholesterol from depositing on the artery walls, which, combined with the action of the antioxidants, helps reduce the risk of arteriosclerosis.

Its diuretic effects are also well-known, helping to eliminate uric acid, and it is very efficient in cases of

arthritis and gout.

### Exquisite and healthy.

As we can see, under its attractive exterior and exquisite flavour, we find a complete, healthy food with multiple benefits.

Its properties make it beneficial for the whole family and the many different ways it can be prepared guarantee success on our tables.

Who could resist?



At Cuna de Platero we are groundbreakers in the marketing of raspberries and opening up international markets, where it becoming very popular.

With intense gloss and dark colour.  
The flavour of the blackberry  
combines sweetness  
with certain nuances of acidity  
in a fruit that is  
exceptionally nutritious.

## Blackberry: mild and dark acidity.

Its intense purple colour and its acid, but mild, flavour, make the blackberry a peculiar and different fruit. It is cultivated as a perennial plant and the first fruit is obtained at the beginning of April, although the harvest extends until the end of May.

Its nutritional properties are beyond any doubt. Its low calorie-intake, richness in vitamins C and A as well as its high fibre content make it an ideal and nutritious element in any diet, especially those that do not require a high calorie intake.





Fleshy. Juicy. With a strong  
flavour and velvety texture.  
The raspberry is the second  
great star of Cuna de Platero.

# Raspberry:

## intense flavour.

Its pinkish-red colour and its combination of sweetness and light acidity have made it into a succulent delicacy. Thanks to the different varieties of fruit, it can be produced practically all year round, so we can enjoy its qualities at any time.

It protects against infections due to its antioxidant properties and high vitamin C content. And its anti-inflammatory and beneficial properties for the heart are also well-known.

Flavour and health in one single fruit.



A very special flavour  
for a complete and different  
fruit.



A sweet source of fibre  
and mineral.

A small, blue delicacy,  
the typical flavour of the blueberry  
hides a fruit full of beneficial  
properties for our organism.

## Blueberry: mildness and sweetness.

The blueberry is a blue-coloured fruit with a slightly sweet and very mild flavour, depending on the variety. The plant is perennial and the first productions begin in January and the harvesting extends until the end of June. This fruit is destined practically in its entirety to the export market.

Its nutritional properties and beneficial effects for the organism are endless.

As indicated by the Human Nutrition Research Center on Aging in Boston, USA, blueberries are among the fruits with the highest antioxidant activity. It also has anti-inflammatory properties and reduces the risk of prostate gland, colon and breast cancer. It has a high intake of fibre and vitamins C, A and E as well as some from the B group, too. As we can see, a beneficial and tiny blue delicacy.





The velvet fruit.  
The peach mixes its peculiar  
texture with a juicy,  
compact and sweet interior.  
Delicious in its thousand forms.



# Peach:

## velvet for your senses.

The peach is an orangey-red coloured fruit with a sweet, and sometimes sharp, flavour, depending on the variety. The plant is perennial and the yearly productions mainly take place in the month of May.

Despite its sweet flavour, it has low carbohydrate content, so it is a fruit with a low energy level. It is rich in fibre and minerals such as potassium, magnesium and iodine.

The quantity of carotenes is greater than in other fruits, which is partly why it has dietetic properties. It is also rich in vitamin A, so it is beneficial for sight, skin, hair, mucus, bones and for the correct functioning of the immunological system.

A powerful antioxidant  
delicacy.

A unique quality:  
four ways of showing it.  
Cuna de Platero approaches the  
different international markets with  
4 major brands.

# The many faces of flavour.

At Cuna de Platero we are aware that not all our clients have the same needs.

Our basic objective is to satisfy this multiple demand so we place several different brands on the market, addressing the different types of public. The success of all of them is guaranteed by a common factor: the quality and controls the fruit is subject to during the entire process, from the time it is planted until the consumer can finally enjoy it.



## Recognised quality.

Cuna de Platero was chosen in 2008 by the prestigious German group, REWE, as a fruit supplier for its recognised brand BEST ALLIANCE, because it satisfied the exhaustive quality, food safety and environmental regulations. This project is a pioneer in Europe in the concept of "Sustainable production", and at Cuna de Platero we are proud of forming part of it.





# Variety is the spice of life.

Sizes change.  
Shapes change.  
Quality remains.

Different presentations.  
Multiple packaging.  
And a common quality.

At Cuna de Platero we offer our customers  
a wide range of packaging.  
Because not everyone has the same needs.



**STRAWBERRY**

| PACKAGING     | TOTAL WEIGHT |
|---------------|--------------|
| 8 x 250 grs.  | 2 Kgs.       |
| 16 x 250 grs. | 4 Kgs.       |
| 10 x 500 grs. | 5 Kgs.       |
| Bulk 2 kgs.   | 2 kgs.       |
| 12 x 400 grs. | 4,8 Kgs.     |

**RASPBERRY**

8 X 125 grs. 1 Kgs.

**BLUEBERRY**

8 X 125 grs. 1 Kgs.

**BLACKBERRY**

8 X 125 grs. 1 Kgs.

**PEACH**

10 X 1.000 grs. 10 Kgs.  
Honeycomb 3,8 Kgs.





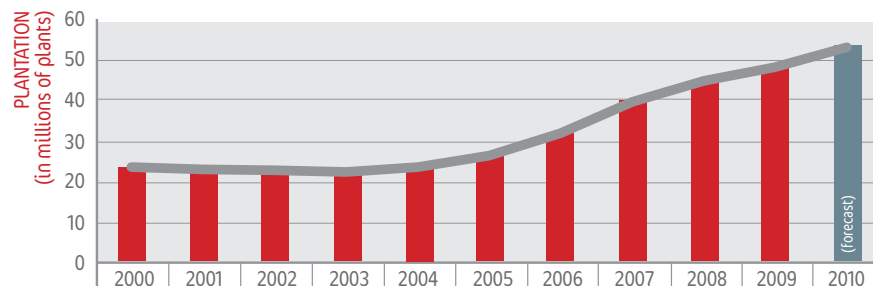
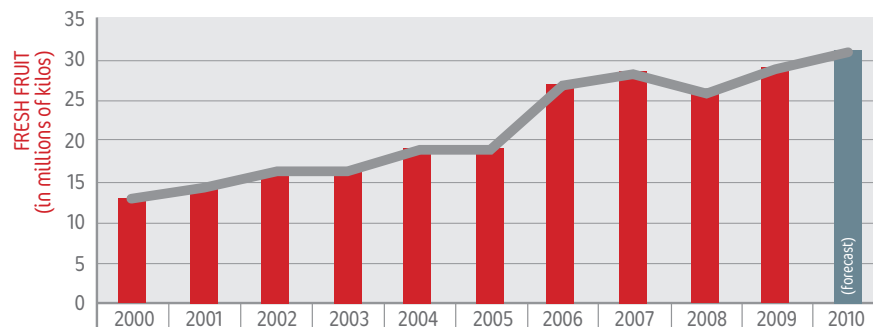


# The soundness of a great project.

Growing, growing and growing.  
For more than 20 years now.  
With the same enthusiasm as at the start.  
That is why in 2008 we billed more than 70 million euros.

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Continuous Growth



The growth of Cuna de Platero since its foundation in 1988 has been spectacular. The figures of the cooperative speak for themselves: the plantation has doubled over the last five years and we have reached the record production figure of 32 million kilos of fruit in 2008.

The total surface area of the cooperative is 58,000 square metres, where we have 17 handling lines and where we pack 45 tons of fruit per hour.

That is why, as at today, we are leaders in Europe in the export of strawberries in flow-pack format, having billed more than 70 million euros in 2008.



90% of the production  
of Cuna de Platero is earmarked for  
the most demanding European markets:  
France, Germany, Belgium,  
United Kingdom, Italy... We export quality.

# Considerable international renown.



The largest chains of stores all over Europe place their trust in Cuna de Platero as suppliers of excellent quality fruit.

The product reaches anywhere in Europe in perfect conditions, thanks to a fleet of trucks that have been specifically prepared to transport fruit.

In fact, Spain only represents 10% of our fruit product, the large majority going to major European markets:

- France: 44%
- Germany: 41%
- Belgium, Holland and United Kingdom: 5%.

We are already leaders in Europe, which is why we have the strength to face up to our increasing introduction into other markets.

Only with the  
enthusiasm and training  
of a great team  
can great goals  
be achieved.

# Our team: our driving force.

From the engineers to the harvesters.

From the carriers to the actual farmers.

At Cuna de Platero all the workers pursue a common goal:  
for you to enjoy excellent quality and flavoured fruit.

Our cooperative is an example in the management of personnel recruited in  
origin, offering them all the resources available for them to enjoy fair and  
comfortable housing and conditions.

Our team of workers includes people from Morocco, Romania, Poland, Ukraine,  
Bulgaria, different African countries, and of course Spain.

Our employment production capacity is really high for a company with these  
characteristics. We have an annual average of 2,270 workers, which increases to  
4,500 during campaigns. This represents 500,000 days' wages a year.









# 58.000 m<sup>2</sup> given over to fruit.

Without these modern and leading-edge facilities it would be impossible for us to make you enjoy the best flavour and quality. That is why we are continuously investing in cutting-edge infrastructures.

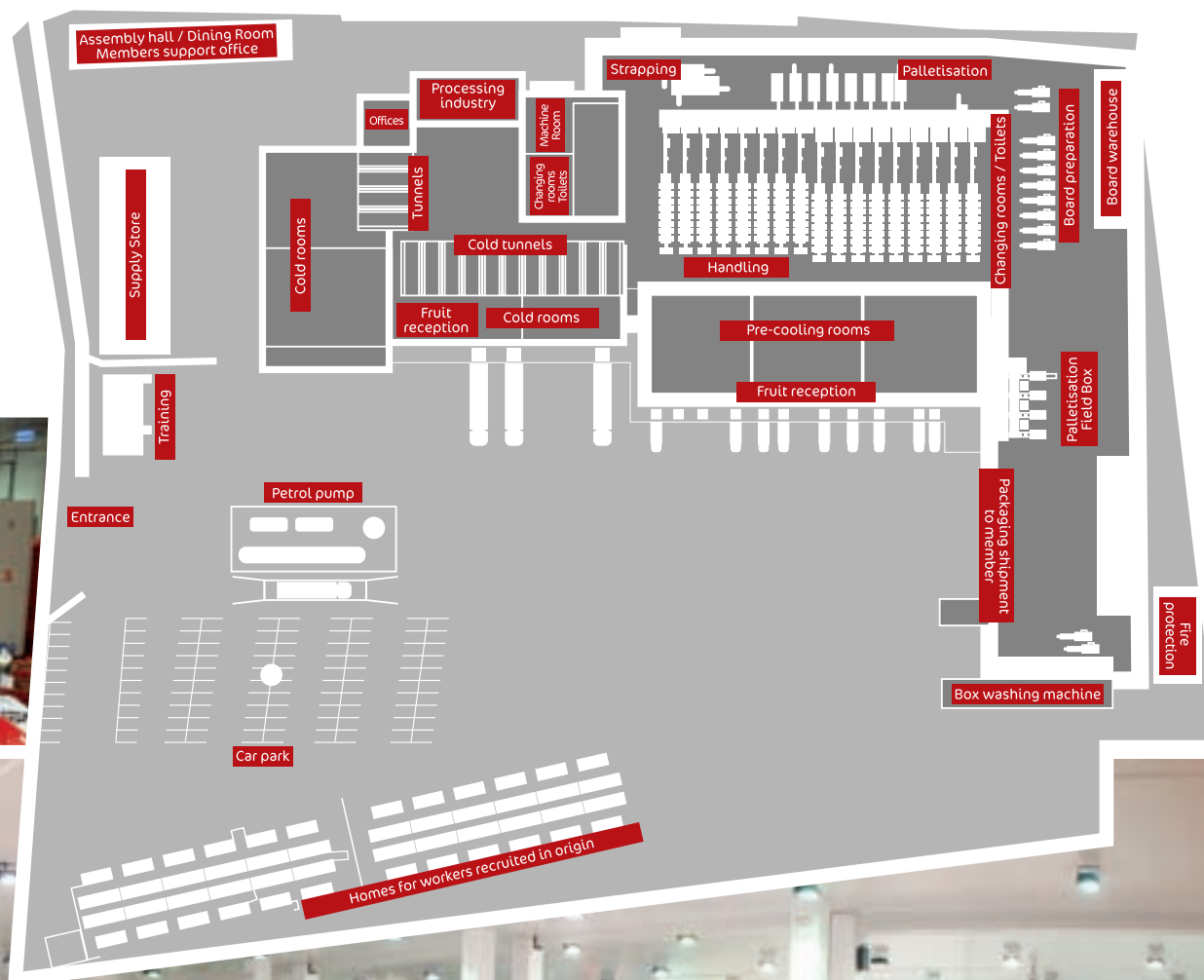
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Facilities and Processes





Main facilities ►



# Excellence in the entire process.

The in-depth knowledge of the whole process, the strict respect for all the protocols and the good work of our team guarantees product excellence.



1

## PACKAGING SHIPMENT TO MEMBER

All the members come each morning to load the field tubs and boxes that they need each day.

2

## FRUIT RECEPTION

Receptionists with PDAs receive and identity the member's fruit to know in real time the kilos that the cooperative has at any time of the day; traceability begins here. The member's entry note is associated with a batch number, informing of the member, estate, and plot of land the fruit comes from, as well as the products used to process it.

3

## RECEIVING ROOMS

Then the receptionist transports the field pallets to one of the three rooms where the fruit is pre-cooled between 8° and 10° C.  
An external company carries out a quality sampling at this point in time.

4

## HANDLING

17 FlowPack type handling lines, with an average of 45,000 kilos per hour.





5

## PALLETISATION

Automatic palletisation:  
9 palletisation machines  
with a yield per machine of  
11 pallets an hour: 99 pallets  
an hour.

6

## STRAPPING

Automatic strapping: 95 pallets an  
hour. Each pallet has a label with a  
barcode that informs about the fruit,  
member, estate, plot of land...

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## MAINTENANCE AND COLD TUNNELS

15 cold tunnels. After strapping,  
the pallets are transported to the  
cold tunnels, where the fruit is pre-  
cooled between 2 and 4 degrees.  
Approximately one hour is required to  
reach that temperature.  
Capacity: 7.5 refrigerated trucks per  
hour.

8

## SHIPPING

After the precooling, the pallets  
go to maintenance rooms to  
preserve the temperature until they  
are shipped and loaded. Before  
being loaded on the trucks, the  
cooperative identifies the pallet to  
close the traceability process and  
know where the fruit comes from  
and goes to at all times.

# The safety of control.

From the field to your plate.  
At our facilities.  
And during transport.  
Control exists during the entire process.



Only a thoroughly controlled product is a safe product for the consumer. And at Cuna de Platero we take control very seriously.

Our traceability process guarantees a meticulous control over the fruit from its harvesting to the final purchase by the customer.

Every estate and production unit is unmistakably coded in our databases, so all the batches of fruit will have their own identity mark in all the phases of the handling, packaging and shipping processes. This enables us to know the location and state of all our fruit batches, almost in real time.

We therefore meet the strict (EC) Regulation 178/02 on production processes.

Consequently, we only offer the consumer a safe and controlled product. Quality fruit.



## Verified quality.

At Cuna de Platero we actively participate in everything related to fruit. We belong to different groups whose members include the most significant companies in the sector. These associations include FRESHUELVA (Sectoral Association of Strawberry Producers and Marketers of Huelva), FAECA (Andalusian Federation of Agricultural Cooperative Companies), Fresas Nuevos Materiales (Company for the Research and Development of new strawberry varieties), Committee in charge of preparing the Specific Regulation on Integrated Raspberry Production, etc.

## Compliance with the Regulation.

Rigorous and exhaustive. We, at Cuna de Platero, meet the different quality regulations implemented as well as other standards that are in the process of being implemented.

- Specific Regulation on Integrated Production of strawberries, in its entire strawberry production.
- Specific Regulation on Integrated Production at Fruit and Vegetable Facilities, at all its facilities.
- Certified Quality for the cultivation of strawberries.
- GLOBALGAP Quality Standard in all our crops.
- Implementation of an Autocontrol System, which regulates the General Hygiene Plans in the company and develops HACCP, closing the circuit of internal quality systems that must be developed in a company of these characteristics.

## Awards and Accreditations.

Quality must be recognised. And at Cuna de Platero we are proud of possessing the following recognitions:

- Award to the Entrepreneur of the year in Foreign Trade, granted by the Entrepreneurs' Federation of Huelva (FOE) and Cajasol.
- Finalist of the Alas 2008 awards, in the category of exporting SMEs, granted by the Regional Ministry of Economy and Treasury of the Junta of Andalusia.



Finalist of Alas 2008 Award  
Export SME category.



Award to Entrepreneur  
of the year in Foreign trade.

# Innovating by principle.

Research.  
Development.  
Innovation.  
R&D&I plays an essential role  
at Cuna de Platero.

The concept of Research, Development and Innovation (R&D&I) encompasses all the processes that are carried out in the company, aimed at obtaining innovative results that will have an impact on its business and commercial interests. The execution of these processes is very important to be able to develop novel channels and operations that can open up new commercial and business expectations, with a view to achieving a range of offers with sufficient guarantees.

R&D&I plays an essential role at Cuna de Platero. We investigate into obtaining new varieties of strawberries and other red fruits and new cultivation philosophies (greenhouse structures, soil-less cultivation systems, biological plague control, trials on new plant health products, control of the use of irrigation water, etc.).

The development of IV and V range products becomes especially important as it represents an ambitious commitment to the future by the company.



**IV Range products:** Development of those processed plant products (fruit, vegetables, fresh herbs, etc.) to increase their functionality (peeled, cut, washed, etc.) but with no considerable change in their original properties.

These products are packed and stored in excellent refrigeration conditions so they reach the consumption point ready for use.



**V Range products:** another step forward. The product is subject to thermal treatment that increases its shelf life, which can vary between 1 and 4 months. It is packed using “modified atmosphere” technology and the result of the process is a ready-to-eat product.







**Cuna de Platero**  
Sociedad Cooperativa Andaluza







**CunadePlatero®**  
Sociedad Cooperativa Andaluza

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