



www.cunadeplatero.com

More than 20 years pampering the best fruit.

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.



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

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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 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.

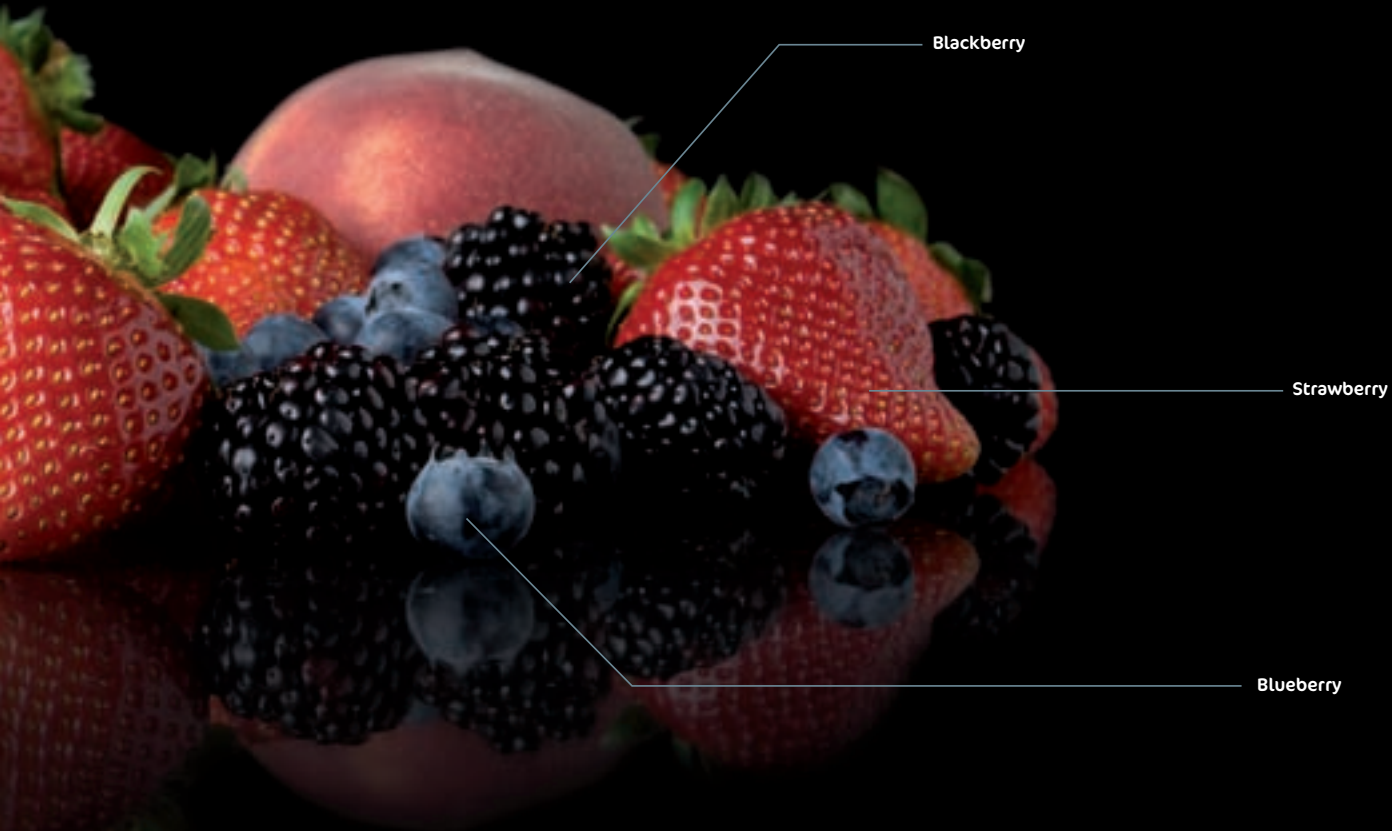




Different flavours.
Different colours.
A common quality.

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.

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

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.

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.

Later it is transferred to the rapid pre-cooling and 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.



■ **Our traceability process guarantees a meticulous control** over the fruit from its harvesting to the final purchase by the customer. This enables us to know the location and state of all our fruit batches, almost in real time.

■ **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.

A healthy delicacy.

Its reduced calorie intake (35 kcal/100 g), 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.

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 and helps reduce the risk of arteriosclerosis.

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

Who could resist?



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.).



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.

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.

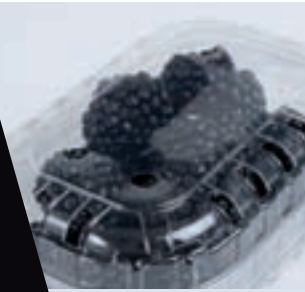
Blackberry:

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.



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.



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

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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.





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

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.

BRANDS



FORMATS

	PACKAGING	TOTAL WEIGHT
STRAWBERRY	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.



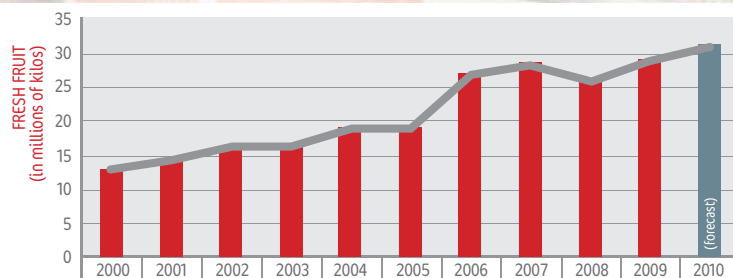
Recognised quality.

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.



The soundness of a great project.

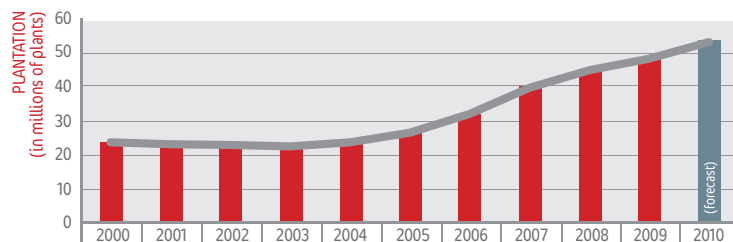
Growing, growing and growing.
For more than 20 years now.
With the same enthusiasm as at the start. That is why in 2008 we billed more than 70 million euros.



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.



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