



PEZHVAC

پژواک

پژوهش ایده کاوش (سهامی خاص)

Research & Innovation Co.

## Technical Visit to Companies Specialized in Cultivation and Processing Citrus Fruits

### Spain (Madrid, Valencia, and Barcelona)

In Feb - Mar 2022



**ivia**

Instituto Valenciano  
de Investigaciones Agrarias

**usia**



**Anecoop**

**pearlcherries**

*the jewelry of the fruits*



## Summary of Technical Meetings and Visits to Companies Specialized in Cultivation and Processing of Citrus Fruits Spain (Madrid, Valencia, and Barcelona) | Feb - Mar 2022

To accomplish its defined goals **PEZHVAC** Research and Innovation Company familiarizes managers in private and governmental sector in the field of Cultivation and processing of Citrus Fruits with the newest technologies and knowledge in order to conduct business between Iran and Spain, some technical visits to related companies in Spain has been arranged in February and March 2022.

In this business trip, a group of Iranian top-executives and decision makers in Citrus Fruits production has visited the below mentioned companies during the mentioned period:

- **IVIA**
- **AGRUFRT S.L**
- **Anecoop S. Coop.**
- **Pearlcherries**



- **In the following pages, you may find some detailed information of this technical visit:**



Company	IVIA	<b>ivia</b> Instituto Valenciano de Investigaciones Agrarias
Company's Location	Valencia, Spain	
Appointment's Location	Main Office	
Field of Activity	<p>The <b>Valencian Institute of Agricultural Research (IVIA)</b> is in charge of the Generalitat Valenciana's own aims to promote scientific research and technological development in the Valencian Agri-Food sector and to integrate this contribution to the progress of agricultural science in the system of collaborative relations and cooperation of the research activity. Especially, In Citrus industry, the <b>IVIA</b> through its studies has helped to enrich the quantity and quality of citrus production in Valencia.</p> <p>Some of the recent researches on citrus fruits for genetic improvements by <b>IVIA</b>:</p> <p>Research on increasing the harvest period of high-quality seedless citrus. Breeding new consumer-friendly grapefruit types. Modern methods to improve the quantity and quality of citrus products. For <b>IVIA's</b> citrus center we can mention objectives:</p> <p>Evaluation, selection and improvement of plant materials.</p> <p>Development of new cultivation techniques.</p> <p>Study of the physiological responses of plants to cultural/climate practices, especially in what refers to productivity and quality.</p>	
Website	<a href="http://www.ivia.gva.es">www.ivia.gva.es</a>	






## INSTITUT VALENCIÀ D'INVESTIGACIONS AGRÀRIES (IVIA)



**Visit to IVIA's Main Office and presentation room, and informative discussion regarding the new technology, researches, and methods in Citrus Fruits and Agri-Food industry.**



Company	AGRUFRT S.L	
Company's Location	Valencia, Spain	
Appointment Location	Company's Office and Installations	
Field of Activity	<p><b>AGRUFRT, S.L.</b> is a family business founded in <b>1957</b>, which for the past two generations has been committed to marketing citrus fruits (oranges, mandarins and lemons). The quality of their activities and services in this industry has turned them into one of the well-known companies in the Citrus Fruits industry.</p> <p>Located in the District of La Costera (province of Valencia), our facilities can be found in the centre of the village of Rotglà i Corberà. We are well-known for offering the highest quality in our services, based on the IFS protocol.</p>	
Website	<a href="http://www.usia.es">www.usia.es</a>	





## AGRUFRT S.L




Visit to installations and Modern Machinery and Technology



Visit to AGRUFRT S.L Installations;  
Machinery and Technology used Utilized for Warehousing and Sorting



Company	Anecoop S. Coop.	
Company's Location	Valencia, Spain	
Appointment Location	Company's Experimental Fields	
Field of Activity	<p><b>Anecoop</b>, born in <b>1975</b> is:</p> <ul style="list-style-type: none"> <li>• One of the largest fruits and vegetable producers in Europe</li> <li>• One of the world's leading citrus exporters.</li> <li>• The first fruit and vegetable company in the Mediterranean</li> <li>• And Spanish leader in the marketing of fruit and vegetables</li> </ul> <p><b>Anecoop</b> as a cooperative takes care of its member's lands through farming and food production systems that combine the best environmental practices, a high level of biodiversity, and the preservation of natural resources. <b>Anecoop</b> aspires to become the leader for its members, and an Agri-food company with great international recognition, meeting the expectations of its members and clients, thanks to <b>excellent strategic and operational management</b>, based on innovation and permanent adaptation, the quality of the product, efficiency and growth. The main objective of <b>Anecoop</b> is to offer higher quality products that respect the environment.</p>	
Website	<a href="http://www.Anecoop.com">www.Anecoop.com</a>	





## ANECOOP S. COOP.




A friendly Presentation of the company and their activities and Research Centers



Visit to the research Fields and Garden of ANECOOP S. COOP.





Company	<b>Pearlcherries</b>	
Company's Location	Huesca , Spain	
Appointment Location	Main Office, Fields & Gardens	
Field of Activity	<p><b>PearlCherries</b> has been dedicated to the production and sale of agricultural products for more than 20 years, with experience in both cultivation, and distribution to wholesalers and retailers. Since 2006 they have been selling to customers in Europe and Asia, and supply international customers who are looking for a premium product and cherries with unique properties. In addition, Pearlcherries' greenhouses with heating cover the need to have luxury cherries during the months of March, April, May, June and July.</p> <p>The usage of air and land delivery to both Spain and anywhere in the world turns <b>PearlCherries</b> into an unbeatable producer of luxury cherries.</p>	
Website	<b>www.pearlcherries.es</b>	



## PEARLCHERRIES



Visiting Pearlcherries Gardens and Modern Technologies