

# SUSTAINABLE DEVELOPMENT GOALS

*Natural* RESPONSIBILITY



**CunadePlatero®**  
*Your* GLOBAL BERRY PARTNER

**3** GOOD HEALTH  
AND WELL-BEING



**7** AFFORDABLE AND  
CLEAN ENERGY



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE





*From*  
**OUR**  
**FIELDS**  
*to YOU*

**CUNADEPLATERO.COM**

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[CUNADEPLATERO.COM](http://CUNADEPLATERO.COM)



Your  
**GLOBAL  
BERRY  
PARTNER**

## A leader for excellence

Cuna de Platero is distinguished by the excellence of our berries produced in **Moguer, Huelva**.  
All our production is local and the 80% is exported, mainly to **Germany, France, Italy, United Kingdom, Eastern European countries**.



At **Cuna de Platero** we work every day to offer our customers and consumers the best berries all the year.

We produce different varieties of strawberries, raspberries, blueberries and blackberries to give the best to the demand in the different markets responding to the highest quality, taste and shelf life.



We produce more than  
**46 million kilos of strawberries per year**



**Raspberry**  
2.500.000 KG



**Blueberry**  
3.000.000 KG



**Blackberry**  
130.000 KG



# We are leaders in the export of strawberries to European markets

We are consolidating this position, backed by the **guarantee and reliability** that give us the experience gained in 25 years working in the sector, **the quality** and freshness of our products.

# The strawberry, the super fruit

IDEAL FOR EVERY NUTRITIONAL HABIT

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, and other diseases.

Besides, it facilitates intestinal transit, regulates the liver function, helping cleanse our organism from the action of accumulated toxins, helps normalise high blood pressure and **prevents cholesterol from depositing on the artery walls.**



## PRODUCTION CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

■ In-Season  
 ■ Beginning/End of Season  
 ■ Summer Strawberries

## NUTRITIONAL VALUES /

Per 100 g of product

<b>Energy</b>	35 Kcal/146 kj
<b>Proteins</b>	0,7 g
<b>Carbohydrates</b>	7 g
<b>Fat</b>	0,5 g
<b>Vitamin C</b>	60 Mg (75% RDA*)
	*Recommended Daily Allowance

## OUR VARIETIES

Rociera, Rábida and Fortuna.  
*Summer Strawberries:* Portolas, Charlotte and San Andreas.

## OUR MARKETING FORMATS

We adapt our formats to the needs of each client. Please, ask us and we will know how to give you the solution you need.

# SUSTAINABLE DEVELOPMENT GOALS

*Natural* RESPONSIBILITY



The star fruit  
in every nutritional habit



Your  
GLOBAL  
BERRY  
PARTNER

# The raspberry, flavour and health

INTENSE, FLESHY, JUICY

With a strong flavour and velvety texture. 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 helps to protect against infections due to its **antioxidant properties and high vitamin C** content, and its anti-inflammatory properties are also well-known.



## PRODUCTION CALENDAR

Adelita

JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

Other varieties

JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

■ In-Season  
 ■ Beginning/End of Season  
 ■ Out of Season

## NUTRITIONAL VALUES /

Per 100 g of product

Energy	44 Kcal/185 kj
Proteins	1 g
Carbohydrates	9 g
Dietary Fibre	5 g
Fat	0,6 g
Vitamin C	27 mg (34% RDA*)

\*Recommended Daily Allowance

## OUR VARIETIES

Adelita, Lupita,  
Glen Lyon and  
Glen Rocio

## OUR MARKETING FORMATS

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# SUSTAINABLE DEVELOPMENT GOALS

*Natural* RESPONSIBILITY



**Taste and health  
in a unique fruit**



*Your*  
**GLOBAL  
BERRY  
PARTNER**

# The blueberry, antioxidant power

EXCELLENT SOURCE OF PLEASURE AND HEALTH

This tiny blue fruit has a very characteristic taste and lots of beneficial properties for our system, along with being a delicacy for the palate.

According to the *US Human Nutrition Research Center on Aging* from Boston, blueberries are **one of the most powerful and antioxidant fruits in the world. It is a superfood with better nutritional quality**, according to the research made by Yale University.

Besides they have anti-inflammatory properties and reduce the appearance of prostate, colon and breast cancer, apart from a **high-fibre content and vitamins C, A, E** and some of the group B. So as we can see, it is a beneficial blue delicacy.



## PRODUCTION CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

■ In-Season  
 ■ Beginning/End of Season  
 ■ Out of Season

## NUTRITIONAL VALUES / Per 100 g of product

Energy	40 Kcal/168 kj
Proteins	0,7 g
Carbohydrates	12 g
Fat	0,3 g
Vitamin C	12 mg (16% RDA*)
	*Recommended Daily Allowance

## OUR MARKETING FORMATS

We adapt our formats to the needs of each client. Please, ask us and we will know how to give you the solution you need.

SUSTAINABLE  
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A beneficial  
and tiny blue delicacy



Your  
GLOBAL  
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PARTNER

# The blackberry, nutritious and delightful

## DARK AND SMOOTH TEMPTATION

Its intense purple colour, almost black and acid-but-smooth taste make the blackberry a particular fruit.

Its plant is perennial and the first harvest is picked early in April and it continues until the end of May.

Its nutritional properties are beyond doubt. **Its low caloric intake, the presence of vitamin C and A and its high-fibre content** make blackberries the ideal food for every diet, especially those which does not need a high caloric intake.



### PRODUCTION CALENDAR

### NUTRITIONAL VALUES / Per 100 g of product

JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

Energy	46 Kcal/193 kj
Proteins	0,8 g
Carbohydrates	8 g
Dietary Fibre	6 g
Fat	0,4 g
Vitamin C	29 mg (36% RDA*)

■ In-Season
 ■ Beginning/End of Season
 ■ Out of Season

\*Recommended Daily Allowance

### OUR MARKETING FORMATS

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## Delicious taste



*Your*  
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# Natural RESPONSIBILITY

Our company is adhered to the **United Nations Global Compact** and its **Sustainable Development Goals** (SDGs). We joined the most important corporate sustainability initiative in the world, initially working on the following SDGs:

**3: Good health and well-being**

**7: Affordable and clean energy**

**9: Industry, innovation and infrastructure**

This is how we take another step in our commitment to sustainability, R&D and health. The continuous improvement in the care of our environment is key to continue bringing the best strawberries and berries to everyone.

## A SPACE DEDICATED TO R&D&I

Our focus on R&D has led us to set up an experimental farm for research and development of new crops and varieties. A space dedicated to studying the most advanced sustainable cultivation techniques, both conventional and hydroponics, and the use of multi-sensors for the optimization of productive resources.



## GOAL: REDUCING PLASTICS

We are aware of the urgent need to reduce the use of plastics to preserve our natural environment globally. That is why we have created a plan to reduce by more than half the use of plastics in all our processes, within a period of 5 years.

The optimization of resources to improve sustainability is in our DNA, so we have already reduced the use of paper by more than 50% thanks to digitalization.



#### FUENTE DE VITAMINA C

La Vitamina C contribuye a la protección de las células frente al daño oxidativo.

[fundaciondelcorazon.com](http://fundaciondelcorazon.com)

The Spanish Heart Foundation (FEC) recommends a varied and balanced diet and a healthy lifestyle.

If you have special dietary conditions or a disease, you should consult your doctor.

The minimum intake required to obtain the desired benefit is 80 grams per day.

# BERRIES FOR YOUR HEART

Strawberries, raspberries, blackberries and blueberries can help you take care of your cardiovascular health. They are indicated to prevent certain diseases, among other benefits, thanks to its properties for the body:



## STRAWBERRIES

This berry, such as raspberry and cranberry, is rich in flavonoids, heart—healthy antioxidants that help to prevent to certain factors that affect your heart.



## RASPBERRIES

Source of flavonoids, this berry also has polyphenols, also present in strawberries and blueberries. It is an antioxidant which, among other properties, protects the vascular system and strengthens the small capillaries.



## BLUEBERRIES

They are rich in vitamin C (ascorbic acid), providing antioxidant and anti-inflammatory properties, beneficial for your heart health.



## BLACKBERRIES

They contain high amounts of antioxidants (flavonoids) and are rich in anthocyanins, which keep your heart young and inhibit harmful cholesterol.

The versatility of these berries in your diet allow you to eat them in many ways, either raw, in juice or as part of a recipe, cooked.

**These berries are your healthy pill.  
Please, take them daily.  
Your heart will be protected.**

# Berrycatessen®

Premium Berries

NATURALLY SUPERB



We are introducing our **Premium line berries** in markets: **Berrycatessen**, our berries of the highest quality, well differentiated in supermarkets. We have the guarantee to be buying fruit of the highest quality and freshness.

**Berrycatessen®**  
Arándanos Premium



**Berrycatessen®**  
Frambuesas Premium



**Berrycatessen®**  
Moras Premium



By  **Cuna de Platero®**

# We are extremely exact

Besides, we strictly comply with all the protocols and regulatory scope of the current legislation related to the quality of the fruit and classification of the product.



**Codex Alimentarius**  
International Food Standards



REGULATION (CE)  
843/2002



REGULATION (CE)  
852/2004



Science For A Better Life

food chain partnership



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