

SANLUCAR RECEIVES THE PRIZE “AGUAS DE PLATA” FROM THE SPANISH IRRIGATION COMMUNITY OF PALOS DE LA FRONTERA

- The multinational company has been distinguished with this award for its support and commitment with the Andalusian organization in efficient water management.

(Valencia, Spain. Tuesday 24 September 2024). This weekend, the premium fruit and vegetable brand SanLucar received a very special recognition, the “Aguas de Plata” Award for its support to the Palos de la Frontera Irrigation Community in the framework of the activities of the multinational company for water management in the south of Spain. Water is a scarce natural resource that requires supportive management to ensure its rational and balanced use. Palos de la Frontera, like SanLucar, is committed to water efficiency and the sustainable use of this precious resource.

“Together with many partners, such as the Comunidad de Regantes Palos de la Frontera, we have a common goal: Our desire to do things in a way that we can be proud of, especially when it comes to the use of the vital resource water. At SanLucar we are always

on the lookout for ways to optimize its use, both in our crops in Spain and worldwide”, explains Armin Rehberg, CEO of SanLucar. He adds: “As a member of the global organization Alliance for Water Stewardship (AWS), achieving even more sustainable and water-efficient irrigation in the future is our top priority. The Global G.A.P. SPRING program and the international AWS standard certify our commitment to water efficiency. We do not just talk, we act”.

In a ceremony that took place last Saturday in Spain -coinciding with the celebration of the 25th anniversary of the Irrigation Community - Sonia Mallén, Director of Quality & Sustainability at SanLucar collected the acknowledgement. She was accompanied by the SanLucar Quality team in Huelva, where the company grows several of its fruits. As she stated: “With the support of Palos de la Frontera, together we can contribute to a more sustainable use of water. It is an honor for us to give our full support to this organization that works for a fair and solidarity-based distribution of water that benefits everyone. We would like to express our sincere thanks for this recognition, which shows that we are on the right track.



In the picture from left to right: Sonia Mallén, Quality and Sustainability Director of SanLucar; accompanied by the quality team in Huelva of the fruit and vegetable multinational.



About SanLucar

SanLucar is a global company that is dedicated to bringing people natural joy of life and health in a way it can be proud of. Offering a variety of more than 100 delicious fruits and vegetables from more than 35 countries, SanLucar is the brand with the broadest top-quality assortment in the retail market in Germany, Austria, The Netherlands, Poland, Belgium, Sweden, Far and Middle East, and Canada. The portfolio also includes smoothies, ice cream, flowers & plants, and olive oil.

SanLucar, founded in 1993 by Stephan Rötzer, is headquartered in Valencia (Spain) with over 4,000 employees in Germany, Austria, Benelux, Italy, Spain, Portugal, Latam, Dubai, South Africa, Morocco, and Tunisia, distributed among its offices and/or own farms. The philosophy "Taste in harmony with people and nature" is the foundation for all actions of SanLucar as well as the basis for many social and sustainable projects.

If you wish to receive more information, please don't hesitate to contact us:

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