



AILIMPO WEEKLY HIGHLIGHTS

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Linkedin

"We can only dominate nature if we obey it " (Francis Bacon)

THE 2ND WORLD CITRUS CONGRESS ALREADY HAS DATE AND PROGRAM

AILIMPO and the World Citrus Organisation announce that the World Citrus Congress will bring together leading experts in the citrus sector on November 16-17 to connect and share their experience and expertise. The event will explore new technologies, marketing strategies to drive consumption and the impact of climate change and Covid-19.

This Congress is a demonstration of the leadership of AILIMPO and the World Citrus Organisation, a project that tried to be boycotted by some organizations anchored in the past with no global vision or future. Time has put everyone in their place and the role of the World Citrus Organisation and its activities in support of the world citrus sector are unquestionable. The increase in citrus consumption and the generation of added value for the entire industry chain are the driving forces behind the operation of this organization, which is co-chaired by AILIMPO. Bringing together in this Congress this relevant group of international experts with a 360° vision would be unthinkable without this leadership work that we carry out.



World Citrus Organisation

AILIMPO BIODIVERSITY AWARD

This week we have received the award for Environmental Sustainability in the category of Biodiversity granted by the newspaper La Verdad. A prize that we receive in Murcia, our home, which allows us to be a little prophet in our land. It has also made us very excited because it is the recognition of a two-year work with the environmental association ANSE to protect, study and learn more about the long fingered bat, a species in maximum danger of extinction that lives in an area of lemon production where a perfect harmony and symbiosis has developed between bats and lemon trees. Nature is wise and she alone seeks the perfect balance. What modern coaches, gurus and business consultants call win-win or collaborative strategy is not something, complex or revolutionary. You just have to put your feet on the ground (never better said) and observe and let Mother Nature do what she does. In a complex, uncertain, fast-paced world, where we lack time for everything, and where everything is ephemeral, perhaps we have before our eyes an opportunity to do things differently. We just have to stop, observe nature and draw conclusions. We have to unlearn in order to learn again.



Environmental sustainability and the commitment to care for biodiversity are on the EU agenda. Spain is a world leader in lemon, and our responsibility is to exercise this leadership by committing to these lines of work, anticipating legal obligations, energizing the sector, generating value in the field and for consumers. The world has changed, and to adapt to the changes we have to act in a different way.

Agriculture and environmental activism are two sides of the same coin. Far from being antagonistic, we are much more than compatible. Our experience with ANSE tells us that we can walk together, learn from each other, generate synergies. Undoubtedly, friction makes affection, because together we add more, and one plus one is equal to three.

In our speech at the awards ceremony, we took the opportunity to ask the public authorities not to be swayed by the opinion of those who want everything to change... so that everything remains the same. We ask them to think with long lights, in a responsible exercise of political action thinking about the welfare of the next generations, and not so much in the short lights of the next elections.