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"What costs little is valued even less" (Miguel De Cervantes)

The weekly Data: WATER

Our "yellow" strategy to improve water use is based on 3 key actions:

1) localised irrigation, 2) modernisation of irrigation, 3) innovations to reduce water consumption such as: Controlled deficit irrigation, the use of soil moisture monitoring tools, and the installation of plastic mulch on the soil or covers on irrigation ponds.

The figures speak for themselves: The increase in the area under localised irrigation in lemons has been 268% in the last 30 years. These advances in irrigation and fertilisation have managed to increase the productivity of the lemon crop by 274%. **Today 1 kg of lemon is produced using 63% less water than in 1988.**

We are also exploring alternative water sources to rainwater and water transfers (treated waste water and desalinated water). We can therefore say that we are prepared for a scenario of reduced rainfall as a result of climate change.



HAPPINESS FOR THE LEMON GROWER

This headline is sure to surprise and attract attention. The basis of the lemon export and processing business is in the field. Without a lemon grower, there are no lemons, and without a farmer there are no lemon trees. So we can go round and round as much as we like, but it is important that the grower is happy, because from his happiness comes the raw material that allows us to build an economic activity that generates added value at every stage: cultivation, harvesting, transport, packaging, processing... providing direct employment in Spain for more than 20,000 people.



A lemon farmer is happy when he earns money, when his work is valued and respected, and when he achieves satisfaction by devoting effort to improving quality and being more efficient. Let us not forget that the farmer is above all an entrepreneur who invests resources, takes risks and makes decisions about the growing strategy for that season (fertilisation, irrigation, treatments...), about when and to whom to sell the fruit, or about the correct variety and rootstock for the new lemon trees he plants...

Your happiness will be the result of whether or not you are right or wrong in the decisions you make. But it's not really a game of chance, it's about making the right decisions at all times. And for this reason it is essential to have the right information, and this is where the grower has a key partner: the interprofessional, an independent entity that represents and works for and with the sector, where the only interest is that the lemon business works. **AILIMPO is a strategic partner for the sector, also for the growers to whom it provides strategic, objective, independent and contrasted information.**

Having said that, the bad news is that happiness does not exist for everyone, happiness must be worked for, not demanded. Only the most skilful farmers, the most audacious, those who take advantage of good information, those who use the tools offered by the interprofessional AILIMPO, those who renounce speculation... will be able to be happy.

There are difficult and turbulent times ahead in the lemon sector, production increases all over the world as a result of new plantations are a reality. **The happiness of the lemon grower will be intimately connected with efficiency in reducing costs, with improving quality by reducing waste, with GlobalGAP and Grasp certification, with the ability to look for and find a commercial partner (cooperative or exporter), with a medium and long term vision...** Being happy is in the hands of each individual.