



AILIMPO WEEKLY HIGHLIGHTS

José - Antonio García
Director



Linkedin

"No calm sea ever made a sailor an expert " (Roberto Vargas)

The Region of Murcia and AILIMPO align priorities

The President of AILIMPO, José Hernández, has held a meeting with the Minister of Agriculture of Murcia, Antonio Luengo, to agree **to strengthen joint collaboration in the following 12 areas:** Statistics, Farm Registry and census, Standardized standard contracts, National Registry of BIO lemon transactions, Control of Imports from third countries, Plant Health, Citrus Table forum, Opening of new markets, Analysis of production costs, Dialogue with distribution chains, Agricultural Insurance of lemon, and Joint visits and meetings.

Collective Trademarks: Lemon from Spain® and Grapefruit from Spain®

AILIMPO is the owner of the collective trademarks "LEMON FROM SPAIN®" and "GRAPEFRUIT FROM SPAIN®". The strategy, in coordination with the EU-funded promotion campaign, is to enhance the image of European origin, and in particular of Spain as a leading producer of these two citrus fruits. **In a global market, our objective is to differentiate ourselves from Turkish, Argentine, South African or Egyptian lemons through a collective brand owned by the sector itself.** The use of this trademark is free of charge for AILIMPO members.



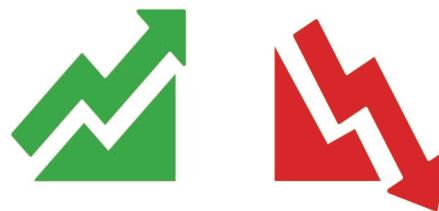
SPECULATION

We often come across so-called "speculative" operations in the sector, which generates a debate as to whether these are good or bad practices for the industry.

One thing is certain, lemon speculators have made money, and sometimes lost money, usually using bad practices, or at least dubious practices: using privileged information, spreading false information, manipulating the price based on their important business volume... **This type of action may provide benefits to the speculator, but it harms, or at best does not benefit, the sector as a whole.** Speculation always wants to take advantage of the needs of others, it harms the weakest part of the supply chain and usually acts when there is ignorance and confusion.



Short-term speculative activity leaves many more losers than winners. **Speculators do not bid up the price, they bet on it going up. Demand and real supply always set the price in the medium term.**



In crisis situations, what is really important is to have fast and reliable information with objective data. This is the only way to be able to make the right decisions, away from the siren songs of speculative movements.

The best tool is information, good information, the market is full of information, but it is necessary to receive it in time and to know how to interpret it. Sometimes this information is not to our liking, but what is really important is to know it. **One of the purposes of AILIMPO is precisely to organize and democratize the information of the sector.**