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**"The cycle of water and the cycle of life are one and the same" (Jacques Y. Cousteau)**

### AILIMPO calculates the water footprint of Spanish lemons

A new pioneering study by the interprofessional will be published in the next few days, a milestone in our policy of generating added value for our product, which as well as being a nutritional and healthy treasure, is a diamond in terms of environmental sustainability.

**The calculation of the water footprint is part of AILIMPO's sustainability policy in the environmental field, which aims to align with points 6 and 12 of the Sustainable Development Goals (SDGs) of the United Nations (UN).**

**AILIMPO is once again a pioneer** and has carried out innovative work following the methodology established by the Water Footprint Network (WFN), in order to provide information on the water footprint of lemons produced in Spain. Furthermore, the data obtained has been compared to see how it has evolved over the last 30 years and to compare the footprint of the lemon with that of other fruits.

Thus, this report quantifies the water footprint of lemons produced in Spain at 271 m3/tonne, with a blue footprint of 155 m3/t, a green footprint of 56 m3/t and a grey footprint of 60 m3/t.

**More data, more knowledge, more transparency and more commitment to boost the positioning of Spanish lemons.**



### WIN-WIN-WIN

A win-win strategy is a strategy which, translated from English, means win-win and whose objective is that all parties involved in the strategy benefit from it. **Such a strategy is therefore both recommendable and beneficial and, although it is not always possible to carry it out, it is interesting to at least try.**



The reader will have noticed that we go further and propose a **3 times win** strategy. Applied to our sector, we are proposing a three-way strategy: Spain-Argentina-South Africa, the three main players in the summer lemon marketing campaign. It is February, it is cold and strange, but we are already looking ahead to the summer months. **Planning in this business is often a high-risk exercise** because the weather and logistics often force us to make continuous corrections. But it is key to draw the right guideline.

This line is based this summer of 2022 on some theoretically simple pillars: full development of the Spanish Verna lemon season, importing lemons from the Southern Hemisphere on time, with maximum quality and phytosanitary guarantees, and work activity in Spanish warehouses 12 months a year to provide service to clients and generating work for the thousands of Spanish women who do the repacking work in summer. The result of this theoretically simple equation is obvious and logical: the risk of overlapping origins is eliminated, avoiding the generation of stocks and bottlenecks, adequate and decent returns are achieved for producers of all origins, and the European consumer is guaranteed to have a lemon, consolidating consumption habits. At the end of August, we will start again with this exercise of collective responsibility, preparing a new orderly and clean transition between hemispheres.

**All that remains is to move from theory to practice. 3 times WIN. Logical and intelligent.**

