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"In an age of universal deceit telling the truth is a revolutionary act" (George Orwell in Animal Farm)

The power of social media

In the Internet era, **social media have evolved to have an enormous influence on political, economic and social activity**. We are seeing it these days in Ukraine, where in addition to the military war, another modern war is being waged on social media. Another example is the transport strike in Spain, which is called and mobilized through Facebook, Twitter, Whataspp... a minority movement of a group of unknown people to which few gave credibility has surprised us, and in a few days has led to the virtual paralysis of the country.

In "lemon and grapefruit mode" we have to learn how to use and make the most of them, we must understand that they are essential to reach the "stakeholders", and to communicate with them more directly. **Social media also help us to listen and know what consumers, workers, clients, producers... are saying, to detect reputational crises, and to be a source of information to adapt to the market.**

AILIMPO, through the "Welcome to the Lemon Age" promotional campaign, has been playing and training to use social networks for almost two years now. It is already part of our strategy.

An anecdote: on Wednesday we published on LinkedIn a post of the ambassador of Lemon of Spain @, the karateka Sandra Sanchez, in less than 3 hours counted more than 7,000 views and more than 150 reactions. It is the power of communication. Are you out or are you in?



We don't want to be resilient, we want to be sustainable

What is happening? In a nutshell: **the economic sustainability of the sector is clearly at risk**. On top of last year's cost increases, inflation is running at 7.5%, the highest in 30 years. In parallel, the war in Ukraine means that inflation will continue to rise due to the problems that the conflict is generating in energy prices, carrier strikes, etc. In addition, the European Central Bank is going to have to raise interest rates if it wants to control inflation. And it may have to raise them a lot, which will also have an impact on financial costs. And customers (note: we are referring to retailers) do not accept the cost overruns downstream in the supply chain.

The sector has to take a step forward if wants to be economically viable. **We must raise prices to clients**. We have to speak out loud and clear, out of respect, out of self-respect, but above all to be viable and sustainable. The political authorities applaud us because they say we are a resilient sector. They are wrong, **our vocation is not to be resilient, we do not want to be the link in the chain that endures and accepts whatever comes with resignation.**

We cannot accept any sale at a loss, nor any reduction in margins. It is time for supermarkets to realize that they have to give a real and practical response to the corporate social responsibility they talk so much about. They must change their behavior within the supply chain: their commitment must be based on establishing a long term relationship with producers, where the price paid is decent and profitable, and which allows for investment, innovation and continuous quality improvement.

Let's not forget that **we are producing and selling health, products full of nutritional and healthy properties**. Can price be a problem when talking about health and wellness? We are not talking about leisure or luxury, we are talking about food, health and nutrition.

It is also our responsibility to avoid entering a downward spiral if some players start accepting temporary losses that will eventually turn into structural losses. But this is another story that we will talk about another week.

