



Cultivating strawberries without soil to supply Dubai and Switzerland all year long

LOCATION: Villanueva de la Reina (Jaén)

DURATION: 1'31''

SUMMARY: This company, headquartered in Villanueva de la Reina (Jaén), saw an available business niche producing high quality strawberries outside the normal production season thanks to hydroponic cultivation. Their first harvest has sold in the national market and has even brought strawberries directly to Dubai. The next harvest starts in April and they are already starting to explore the Swiss and Austrian markets.

VTR:

This greenhouse in Villanueva de la Reina, Jaén, produces strawberries during the off-season thanks to hydroponic agriculture.

RICARDO RODRÍGUEZ
Hazafresa Manager

"Hydroponic cultivation doesn't need land, so you cultivate above ground using substrates."

FÁTIMA PÉREZ DEL CASTILLO
Hazafresa Supervisor

"The water irrigation system we have uses these picks to introduce the fertilizer and thus the strawberry eats and is nourished."

The substrate they use is made of coconut fiber, and the irrigation system guarantees that the plants receive the exact nutritional content every moment.

FÁTIMA PÉREZ DEL CASTILLO
Hazafresa Supervisor

"We have two lines where we control the water that enters and leaves the substrate. Relating to this control we know what the strawberry actually needs and what it doesn't need."

With the conditions regulated by the greenhouse, they have achieved a high quality production rate between April and December in a province where this type of farming is not normal.

RICARDO RODRIGUEZ
Hazafresa Manager

"If you offer a product that has a high demand offseason, when the largest producer isn't producing, logically you have an easier time finding markets and, above all, it is easier to add a little bit more value to the product."

And so it happened, the first harvest arrived in Dubai.

RICARDO RODRÍGUEZ
Hazafresa Manager

"We have been able to sell in the Dubai market and are now inside our domestic market, and we are negotiating with two central European countries, Austria and Switzerland."

At the moment they are growing four varieties of strawberries, with the view of producing them all year long.

For more information or support please call +34 662 369 820 or email info@andalusianstories.com