

A top-down view of a wooden cutting board centered on a dark surface. The board is surrounded by various fresh produce: several whole and sliced oranges, a bunch of cherry tomatoes, a large carrot, and several yellow and orange peppers. A small bowl of lentils is visible in the bottom right corner. The text "Orange Group" is written in white serif font across the center of the board.

Orange Group



SANTIAGO CAMPOS MARTÍNEZ
ASAJA – COPA COGECA

THE STORY OF A FAMILY FARM IN EXTREMADURA, SPAIN

JESÚS AND CAROLINA



SOCIAL ASPECTS

What aspects make this farm outstanding?



Generational
renewal

Once Jesús finished his Economic' s degree at University, he decided to take on the family farm in one of the high rural areas in Spain, Extremadura region.

Depopulation
in rural areas

Carolina, his partner, who also holds a degree in Economic, decided to join this lifestyle, and now they have two babies and live on the farm in the countryside. Now this area has four new people living there, bringing new life to the area.

Youth and
woman

Carolina is 39 years old, and is member of ASAJA, the Spanish Young Farmers Organisation.



- Diversification** They manage the farm together, taking care of the cherry trees and the livestock, producing cherries, and cow and goat meat and milk.
- Cooperation** They are members of a recognised Producer Organisation of Fruits and Vegetables (PO AC Valle del Jerte), managing EAGF funding via the Operational Programs, which covers investment in farms and food industry of the cooperative. They are members of the livestock cooperative COOPRADO, which sells the meat and milk.
- Contracts** Both cooperatives manage the contracts with retailers and other customers, protecting the farmers' interests (*prices, volume and production methods*) and consumer demands (*quality, food safety, healthy and sustainable produce*).
- Market transparency** As part of the cooperative activity, Jesús and Carolina receive the information about prices, volume and product standard, in order to take the decision as to timing.
- Income support** As farmers, they receive CAP direct payment for the farming activity.



ENVIRONMENTAL ASPECTS

What aspects make this farm outstanding?



Forest fire prevention

The herds of cows and goats are managed in an extensive production method. They graze and browse the undergrowth, contributing to forest fire prevention.

Transhumance

Every year they do 'transhumance' with cows and goats, moving the herds from the lowlands to the mountain areas in summer, looking for fresh pasture, and coming back in winter. 'Transhumance' has been named recently UNESCO Intangible Heritage.

Agroforestry system

The livestock grazing is done in 'dehesa', the mediterranean agroforestry system, protecting the evergreen oak trees with cows and goats in an extensive production system.

Areas with natural constraints

The agricultural activity is carried out in mountain areas, in the Jerte Valley, next to Sierra de Gredos in Spain, where the cherry trees are grown in terraces.

EU protected natural areas

Carolina and Jesús has been able to manage the agricultural activity respecting the environment. The farm is in protected NATURE 2000 areas, and close to the Natural National Park of Monfragüe.



INNOVATIVE AND DIFFERENTIATION ASPECTS

What aspects make this farm outstanding?



- EIP-AGRI OG** As members of the fruit Cooperative, they participated in the Operational Group or the EIP-AGRI 'GO Cereza', to improve the competitiveness of the cherry sector in this area.
- New technologies** They use GPS in the goats to localise the herds in the forest and move them to new grazing lands.
- EU quality labels** As part of the fruit cooperative, some cherries varieties are under the Protected Denomination of Origin (PDO 'Picota del Jerte'). The cows are registered in the Geographical Identification (GPI) 'Ternera de Extremadura'.
- Protected races** Carolina and Jesús raise the protected cow breed 'Vaca Retinta'.
- Valorisation of by-products** The fruit cooperative valorise the cherries not suitable to be sold as fresh products, doing liquors and marmalades.
- Private quality standards** The fruit is certified against the GlobalGap standard, which is an internationally recognised standard based on Good Agricultural Practices.



A good example of
how to make farming
an attractive and
viable way of life.



Thank you for your attention



Round 1

14:35 – 15:15 CET

Room: Plenary

**How have you worked
with others to achieve
your objectives?
Share your
experiences.**





Round 2

15:15 – 15:45 CET

Room: Plenary

How can we ensure that value chains can be resilient, in the context of continued socio-economic and environmental change?



Round 3

15:45 – 16:15 CET

Room: Plenary

Do strategic relationships across the value chain need to be further supported by public policy (including the CAP)?



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**Thank you for your
contribution!**

