

Workshop on PO's Fruit and Vegetables sector

*Development of second level structures to reach further objectives.
The example of ANECOOP*

Anecoop S. Coop.



WHAT IS ANECOOP?



A second-tier **food cooperative** that **integrates, coordinates** and **markets** its members production

21,284 FARMERS
20,347 EMPLOYEES

67
MEMBERS

ANECOOP

• **Production**

• **Product management**
• **Packaging**

• **Sales**
• **Marketing**



Founded in 1975

Marketing citrus, fruit, vegetables
and salad stuffs

A Group made up by 5 sales offices
in Valencia, Almeria, Murcia, Seville
and the Ebro Valley, 10 subsidiaries
in Europe, Asia and the US, 2
logistics platforms and 2 R&D&Ti
centres

Over €1,000 M combined turnover
in the 2022/2023 financial year and
over 1,000.000 tonnes in sales
volume

EVOLUTION OF THE NUMBER OF MEMBERS AND THEIR VMP

	2018	2022	2024
Members of the AOPs	58	52	46
Members submitting OP	54	51	46
VMP members	870,085,564.47	941,004,151.97	968,095,704.47
Amount OP	158,307.27	181,968.57	552,366.49
% R&D	0.00	0.00	66%



strengths



PRODUCTION

A solid production base, which gives us a diversified, uniform supply in terms of availability, quality and volume.



INTERNATIONAL STRATEGY

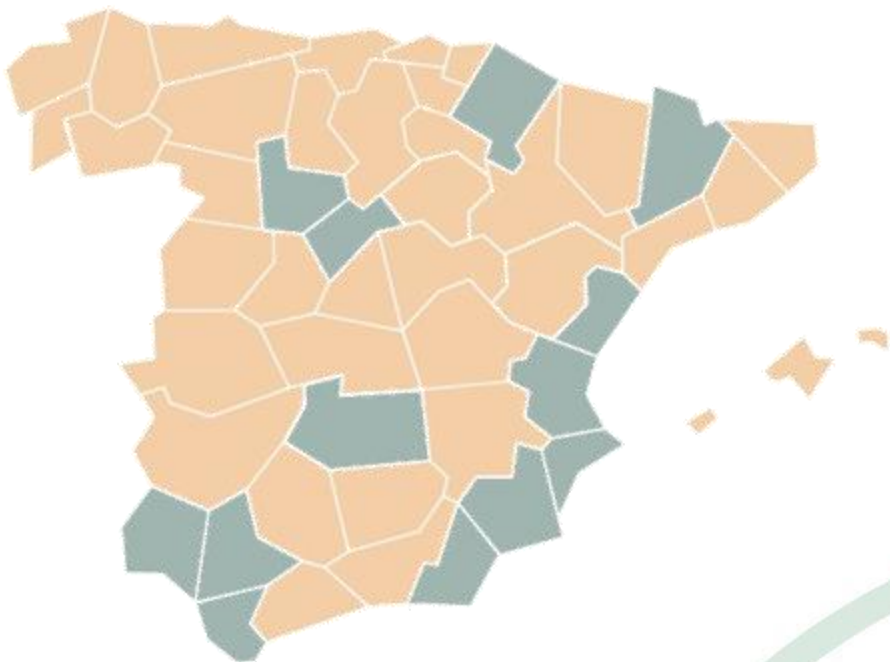
A unique international sales network, with subsidiaries in ten countries and two logistics platforms in Europe



INNOVATION

Our innovative, creative outlook, not only in terms of production, but also in managing our business

100% SPANISH PRODUCE



Valencian Region

Alicante	3
Castellon	5
Valencia	33

Andalusia

Almeria	7
Cadiz	1
Huelva	2
Seville	3

Murcia

Murcia	8
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Castile and Leon

Valladolid	1
Segovia	1

Navarre

Navarre	1
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Catalonia

Lleida	1
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Castile-La Mancha

Ciudad Real	1
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67 Members / 7 Regions / 13 Provinces

INTERNATIONAL SALES NETWORK



MULTI-ZONE and MULTI-PRODUCT COOP

EUROPE

Spain

25%

EU

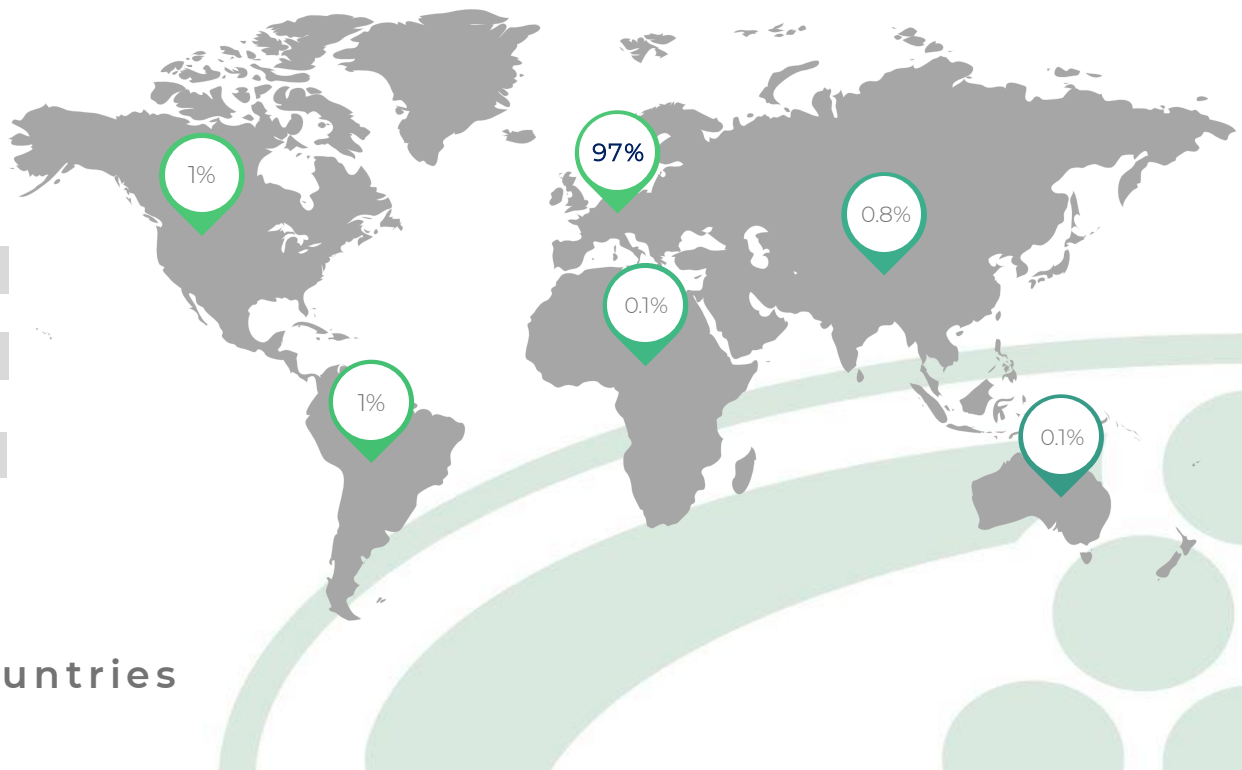
70%

Rest of Europe

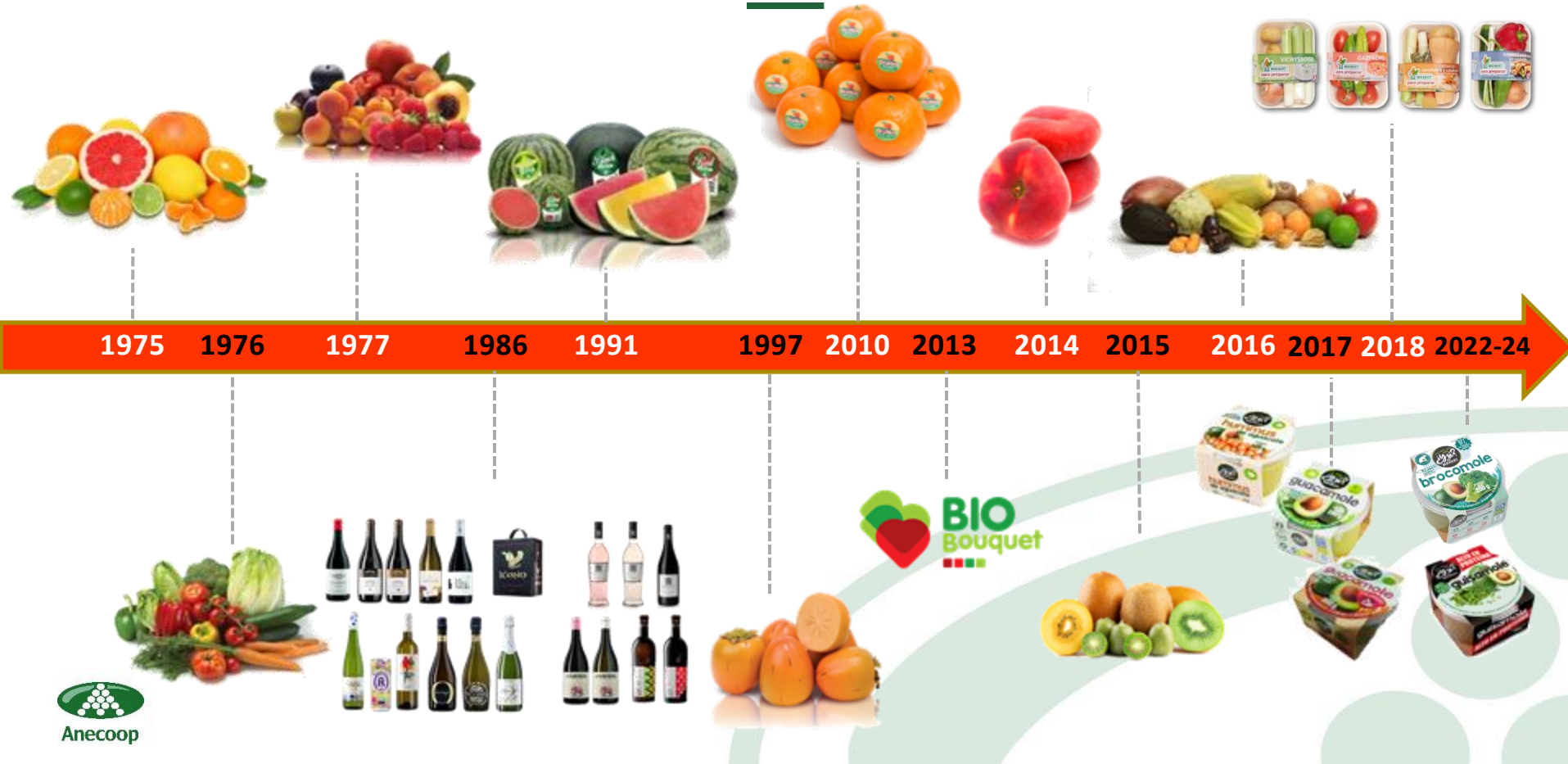
5%



Sales in 69 countries



DIVERSIFICATION AND INNOVATION



AOPs: Anecoop S. Coop.

- ✓ Period 1997 – 2006: Joint Action Plan of Anecoop (PACA)
- ✓ Constitution of the AOPs Association. July 2006 with 77 members
- ✓ Presentation of the first Partial Operational Programme 2007 – 2011 , and successive ones, up to the present day
- ✓ The contributions of the partners have varied over this period: from 2.5 per thousand to 3.25 per thousand and from 2017 until the present day, 0.20 per thousand of each member's VMP
- ✓ Since 2012, Anecoop has been issuing the VMP Certificate to those partners who request it with the aim of increasing their VMP.
- ✓ Figures of Anecoop's PACAs and POPs from 1997 to 2021:
 - ✓ 5 five-year rolling programmes
 - ✓ Amount executed: €43.2 Million
 - ✓ Member's contributions: €39.1 Million

USE OF PARTIAL OPERATIONAL PROGRAMMES

As AOP, Anecoop has been developing Partial Operational Programmes without interruption from 2007 to the present day.

- ✓ Start-up of subsidiaries and expansion of facilities
- ✓ Development of the **Sales Department**:
 - Adaptation of facilities and incorporation of human resources
 - Sales promotion activities
 - Expansion of the company's sales network: Anecoop Polska, Anecoop Praha and Anecoop France
- ✓ Development of the **Quality Department** (now the Quality and Sustainability Department):
 - Provision of human resources, technical and material resources.
 - Development of the “*naturane*” good agricultural practice protocol
 - Annual development of training sessions for members
 - Design and implementation of our own IT tools

USE OF PARTIAL OPERATIONAL PROGRAMMES

- ✓ Development of the **Production and Development Department** (now the Production and Innovation Department):
 - Acquisition and provision of experimental field stations
 - Search for plant material and establishment of cooperation agreements with research centres
 - Acquisition of plant material exclusively for members. Negotiation for the purchase of protected varieties to be marketed exclusively through Anecoop
 - Annual development of training sessions for members

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