



**FOODNET**

“FoodNet: a consortium with  
complementary competences:  
expectations, results and prospects”

COEXPHAL// VICTORIA CRUZ

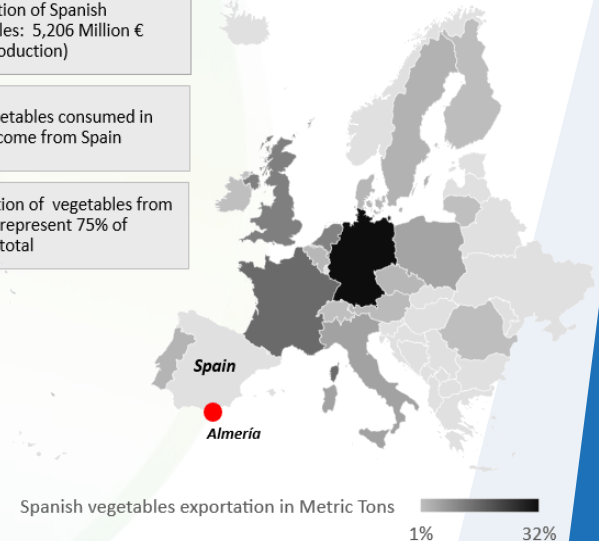
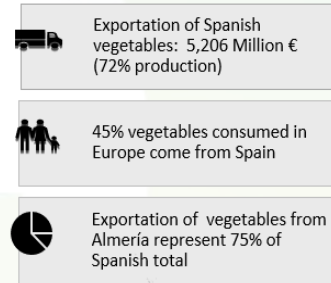


# Presentation of **COEXPHAL** unidos exportando futuro

## Association of F&V Producers' Organizations of Almería (Spain)

Formed in 1976 to organize the export activities of farmers upon the opening up of EU markets, it has morphed into a central leader in commercial and research activities, as well as developing a broad portfolio of business, legal, training, other services.

**Number of members:** 98 members



# Presentation of **COEXPHAL**

unidos exportando futuro



***Economic  
viability of  
agri-food  
production***



***Sustainable  
management  
of natural  
resources***



***Balanced  
social and  
territorial  
development***



**OUR VISION**

# Presentation of **COEXPHAL**

unidos exportando futuro

- ▶ 70% in Almería exports, 65% in F&V production, 77% in ornamental production
- ▶ 2018/2019, Coexpthal member companies traded a total volumen of 2.316.236 tons with a turnover of 1,643 million Euros.
- ▶ 32,300 hectares cultivate
- ▶ Family Farmers
- ▶ About 60,000 workers in farm from more than 150 different nationalities

# Services Company **COEXPHAL**

unidos exportando futuro



**TRAINING**



**INSURANCES**



**PRESS AND  
COMMUNICATION**



**COMPUTING (IT)**



**MANAGEMENT  
CONSULTANT  
(ACCOUNTING,  
EMPLOYMENT  
CONTRACTS)**



**CONSULTANT OF  
MANAGEMENT IN  
FARMS**



**R & D PROJECTS**



**ORNAMENTAL PLANTS  
DEPARTAMENT**



**HUMAN RESOURCES**



**LEGAL DEPARTMENT  
(LAWYER)**



**RESEARCH OF  
MARKETS  
(MARKET  
INTELLIGENCE)**

# Main activity of **COEXPHAL**

unidos exportando Futuro

- ▶ **COEXPHAL**, as a not-for-profit association acts as a Lobby defending and promoting of its member and F&V sector
- ▶ It is a private entity which has contacts with all other entities along the value chain, while at the same time, it is an active player in policy advocacy at the local, regional and EU levels. It has a deep knowledge of policy, while being fully aware of the day-to-day challenges faced by its members and their farmers
- ▶ Supporting innovation & technology transfer

# Motivation and role in the FoodNet

To establish & sustain an EU MetaCluster collaborating for innovation, market-uptake, and marketing of competitive products, services and technologies in the field of food and eco-logistics



- ▶ Work Package 2. Value Added Eco Network
  - ▶ Task 2.4 Local trainings for clusters
- ▶ Work Package 3. FoodNet Go life
  - ▶ Task 3.2 Organisation and funding of the FoodNet
- ▶ Work Package 4. Road map implementation
  - ▶ Task 4.1 1 Good practices and further analysis of FoodNet possibilities

# Key learning for the future

- ▶ Available resources
- ▶ Greater complementarity between the Project Objective and our members needs
- ▶ At the beginning, not really clear the purpose of the proposal: clarify the main objective



Food in Eco Network – internationalization and global competitiveness  
of European SMEs in Food and Eco Logistics Sector



**FOODNET**

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**PARTNERS**

