

Onubafruit unveils new varieties of blueberries at Fruit Logística

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Onubafruit showcased five blueberry varieties at Fruit Logística, including Demba, Sana, Selma, Aila, and FV1905 variety. This marks a significant achievement in their production capabilities. Francisco Sánchez, the company's manager, highlighted that these varieties are already yielding excellent results.

Onubafruit's berries are predominantly sold in Europe, accounting for nearly 99 per cent of its international sales, with the remaining sales in Asia. Sánchez expressed concern over the lack of governmental action in Huelva regarding water infrastructure, such as desalination plants, which the current campaign heavily depends on for rainfall.

The company produces approximately 25 million kilos each of strawberries and blueberries, 8 million kilos of raspberries, along with citrus and other products. Despite facing production challenges, including restrictions on chemical use, Sánchez noted favourable market prices due to high demand and limited supply.

Onubafruit leads globally in marketing berries that are free from nitrate contamination, thanks to SCA Costa Huelva's innovative monitoring and control of irrigation and nitrogen fertilisers.