



AILIMPO WEEKLY HIGHLIGHTS

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"Know your enemy and know yourself and you will be victorious in a thousand battles"
(Sun Tzu)

Carbon farming

Carbon farming is defined as a business model that rewards farmers for adopting improved land management practices that result in soil carbon storage.

The concept of carbon farming is new and has been introduced by the Farm to Fork strategy, which, building on the European Green Deal Communication, encourages the agricultural sector to increase its role in climate action and calls for appropriate economic incentives to be put in place. Everything is in a very preliminary process and these financial incentives can come from public or private sources, or a combination of both. Carbon farming credits generated by farmers could be sold on voluntary carbon markets or rewarded by public or private incentive schemes and thus become an additional "product" in addition to food.



It is worth exploring (and we are already working on this at AILIMPO) this transformation that would allow lemon growers to be triple players: producing the best lemons in the world, caring for the environment while being sustainable, and sequestering carbon in the soil. Logically: a triple role that must be accompanied by a triple remuneration: a fair price for the lemon, a price premium for being a sustainable lemon, and an incentive for the amount of carbon that the soil of each lemon tree stores.

An exciting challenge.

THE YELLOW TURKISH PASSION

In the 1990s, the film "The Turkish Passion" was a hit in Spain, and in 2021 we could make a remake adapted to our sector that could well be called "The Yellow Turkish Passion". In the 1990s, the Turkish lemon was largely unknown in international markets and its production was exclusively destined for the local market, which is a great lover of this condiment, with per capita consumption rates that are surely the highest in the world. There is no meal in Turkey without lemon as an essential ingredient.

20 years later, **Turkey has become a lemon-producing powerhouse** with some truly frightening figures: 48,000 hectares, 16 million lemon trees and a crop for this season of 1,400,000 tonnes. These figures are very similar to those of Spain, the only difference being that there is no processing industry there (for the moment) thanks to the very strong local consumption of its 85 million inhabitants.



At first glance, it would seem that Spain and Turkey are on a par, but nothing could be further from the truth. At least at the moment there are very significant differences: Spain is the benchmark for quality and food safety for customers (at least in Western Europe). But be careful, Turkey is hot on our heels, in 5 years the transformation and improvement could be impressive and the Turkish passion could turn into a Turkish nightmare. **Our status as market leaders obliges us to set the pace, to identify the added value of Spanish and European lemons.** We are not alone and we are not going to be alone. Competition must serve to stimulate us, but above all we must be able to communicate to clients what is behind each Spanish lemon. Marketing experts call it storytelling. Others simply call it selling, highlighting the work of thousands of people who put their passion, this time passion and Spanish fury, into every yellow lemon we produce, export or process.

	2019/20	2020/21	Forecast 2021/22	Dif(%) 21/22 vs 19/20
Superficie (Has)	40,154	46,935	48,000	20 %
Nº Limoneros (Millones árboles)	13.1	15.5	16.3	25 %
Producción (Tons)	950	1,100,000	1,400,000	47 %
Exportaciones (Tons)	382	620	775	103 %

Fuente:USDA