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By Maura Maxwell

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Mr Broko supplier lauded

Award from Murcian Chamber of Commerce recognises company's success in boosting region's broccoli exports

Totana-based grower-exporter Agrícola Santa Eulalia has scooped the Mercury Prize awarded by the Murcian Chamber of Commerce to celebrate excellence in business.

The company, known for its Mr Broko and San Juan del Valle brands, is one of the region's leading

broccoli exporters, employing more than 450 people and with around 1,600 ha of production.

Francisco Mula, who runs the business with his brother Juan, said: "This prize represents the hard work and dedication we have put in over the years and inspires us to go on working towards the pursuit of quality and innovation".

Mula added that the award was an achievement not just for the company but also for broccoli in general, demand for which continues to increase year on year.



Mr Broko has become a well-known figure at trade events