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Mollar de Elche PDO welcomes new members

Number of companies certified under the pomegranate label increases by 30 per cent



Four new companies have joined the Granada Mollar de Elche (Pomegranates from Mollar de Elche) PDO for the first time for the 2021/22 season.

Conventional producers Frutum de Albaterra, Joanru de Redován, and MirloFruits and organic producer SAT Biograna join the dozen companies already under the PDO umbrella.

The president of the PDO, Francisco Oliva, commented: "this demonstrates the market's interest in Mollar de Elche pomegranates and the growing demand for a product labelled with the PDO seal because it is a guarantee for the consumer.

"We are the star variety of pomegranates, the mollar from Elche is recognised as one of the best in the world and the work we are doing in the defence and promotion of this pomegranate is bearing fruit."

Oliva said the fact that large supermarkets, wholesalers and distributors want to have a PDO certified product on their shelves was recognition of their commitment to "the origin, quality, tradition, history and wisdom of the 600 farming families that over the years have managed to preserve this variety and give it the prestige it deserves".

The PDO, which will be

exhibiting at next week's Fruit Attraction trade fair in Madrid, is seeking to open new markets and strengthen its presence in traditional markets.

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