



By Maura Maxwell

Wednesday 19th June 2019, 11:49 GMT

Planasa opens new nursery in Mexico

Nursery will allow the company to double its production of strawberry and raspberry plants in the area

Planasa has inaugurated its new strawberry and raspberry plant nursery in Mexico. Located in Dolores Hidalgo in the state of Guanajuato, the El Esfuerzo farm will provide direct employment for 800 people and consolidate the company's position as one of the largest berry plant nurseries in the world.

Planasa said it expects to produce around 60m strawberry plants and 12m raspberry plants in 2019, double the volume produced last year in this area.

The inauguration ceremony was attended by Miguel Angel Rayas, the Mayor of Dolores Hidalgo, together with Planasa's managing director for the Americas, Ivan Salazar, and the group's Planasa, Alexandre Pierron-Darbonne.

"This is a very special day for the consolidation of our project that, with the help of new technologies, will help make the productive land in Dolores Hidalgo even more efficient and sustainable," Pierron-Darbonne said.

Planasa said it planned

to implement cutting-edge technology in the whole production process within the nursery in order to reduce its water usage by 60 per cent.

For Darbonne, Planasa's aim is to "keep on being a partner for growers, ensuring on-time delivery of high-quality plants and at the same time seeking to improve the development of the agri-food sector by implementing new technologies".

