

## BRASSICA GROUP COLABORATES WITH FAIR TRADE

Brassica Group is a company dedicated for over 40 years to the marketing, processing and distribution of food for communities, provisioning specialized and custom restoration services based on the incorporation of new technologies to food and agriculture sector.

In line with our policy of voluntary integration of social and environmental concerns in business operations, we have initiated a collaboration with the the Fair Trade Company IDEAS, including from marketing their products in our stores to presence in technical sessions.

Last January 28, the organization called the purchasing officers of major municipalities, hospitals, schools, universities and residences in the Community of Madrid to a technical session in order to present Fair Trade products to public and private buyers. The reason for this event is the new regulations of the Community of Madrid to incorporate, from March, a range of 40 Fair Trade food products

to the Central Purchasing Catalogue.

The conference was held at the Auditorium of the Department of Government for Economy and Employment of the City of Madrid, attended by more than 40 guests and where Brassica participated with a presentation by Adrián Dominguez Echegoyen, responsible for supplies and quality at Brassica Hospital Division Group. His speech focused on the vision of companies as suppliers of organic and fair trade products, given that Brassica Group has recently started this activity in the Hospital Virgen de las Nieves of Granada where it is the single supplier.

The theoretical experience was supplemented by a practical experience of the expert taster Fructuoso Arranz, who prepared a tasting session with conventional and Fair Trade IDEAS coffees. Such tasting revealed the superior quality of Fair Trade coffee, due to its high proportion of Arabic and natural roasting.



*Moment of Adrián Echegoyen's speech*