

# Fresh solutions for growers

Postharvest specialist Decco has developed a range of preharvest products, which it says can treat problems in fruit and vegetable crops before they arise

The presence of postharvest specialist Decco at Spanish trade fair Fruit Attraction 2010, held last October in Madrid, was not just important on a strategic level for the company, but also in a symbolic sense, as it illustrated the company's support for the emerging event and the Spanish fresh produce sector as a whole.

As Decco Iberica's worldwide marketing director, Daniel Alabadi explains, the company's participation in the trade fair was also a manner of showing support for the continuing development of the sector, which he views as important for its business as a whole.

"We consider it extremely important to support this trade fair because the fruit and vegetable sector in Spain is very significant and we want to keep supporting our clients," he says. "It's a good opportunity for all the players in the market to analyse how the last campaign went and look at the prospects for the next one."

In fact, Spain – and specifically the Spanish citrus sector – constitutes Decco Iberica's largest single market.

Central to Decco's Spanish business is DeccoNatur, a range of organic certified and environmentally friendly products that include sanitizers, cleaners, coatings and biofungicides. As DeccoNatur product manager, José Giner, outlines, the company offers two types of organic detergents that can be used to clean all kinds of fruit and vegetables.

"Producers, as much in the preharvest stage as in postharvest, are accustomed to treating fruit to solve problems, but here the philosophy is different – to treat the fruit before any problem occurs," he explains.

As a global business, Mr Alabadi says Decco is currently going through a stage of development, opening new subsidiaries in Latin America – Decco Mexico and Decco Chile – as part of a strategy to widen its coverage in the Americas and Southern Hemisphere.

The last 12 months, he says, have been marked by major investment, both in personnel and products, while Decco has been working hard to develop its business in new, emerging markets. ■

**DECCO** ®  
We create smart protection

We provide Post-harvest  
and Storage Solutions

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We create smart protection

We provide Post-harvest  
and Storage Solutions



**PRODUCTS**  
sanitizers, fungicides, cleaners, sanitizers, growth regulators and antiscald.

**EQUIPMENT**  
all packing lines to specific components such as sensors, brushes, electronic control...

**SERVICES** (in selected markets)  
of mechanical representatives available to assist with packing needs.

analysis and monitoring of fungicide residues, concentrations and weight loss studies to spore resistance management and IPM programs.

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Decco took part in the Fruit Attraction 2010 trade fair in Madrid, Spain

Specifically for citrus, Decco has also recently registered new products called 'Deccoplus' as part of a range that can be used to complement or replace existing fungicides.

For producers wary of using fungicides, Mr Giner says these certified products offer an alternative and viable solution.

But although the majority of the company's Iberian business is focused on citrus, he says Decco is developing a line of organic cleaning products that are designed for the treatment of plums and nectarines. Moreover, he says the products can also be used to treat a huge range of fresh goods, including peppers, courgettes, aubergines, mangoes and avocados. "We are developing a larger

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