



## **ASOCAN and Current Canaries *Proteaceae* Production: Achievements and Challenges**

# **What is ASOCAN**

**Created in 1977 for several growers of cut flowers to defend the interests of the ornamental sector in the Canaries.**

**Issues like:**

- Space on aircraft to be able to export flowers.**
- Gain knowledge to combat pests and diseases.**
- Collective bargaining in the labor and tax field.**
- Promotion and marketing.**
- Agriculture insurance.**
- Employee training.**
- Interlocutor of the growers (cut flower, plants and cutting) in front of**

**Public and Private Organism.**

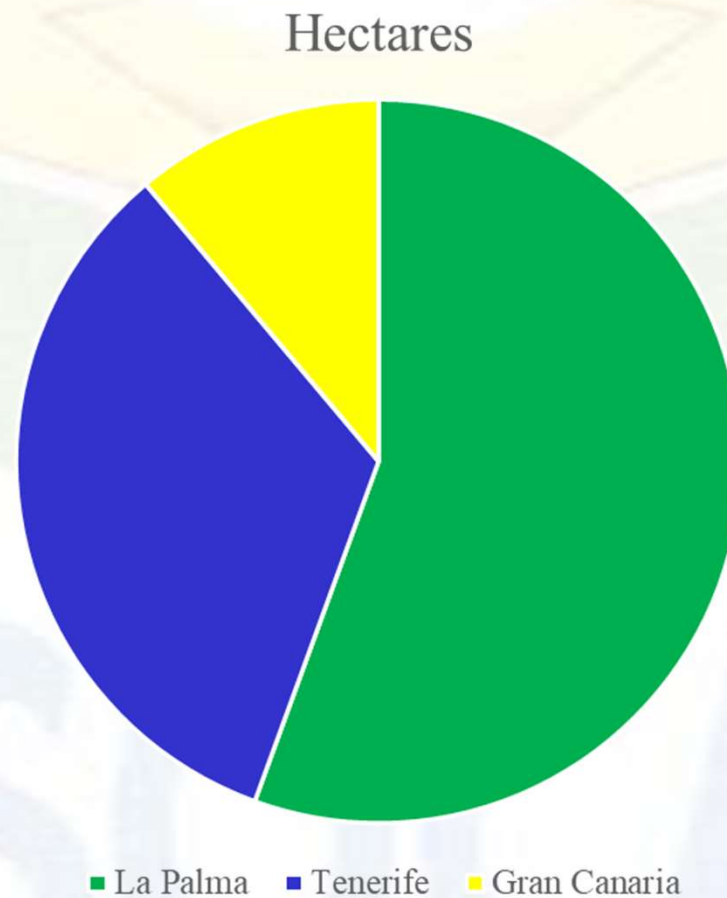
**Today, ASOCAN:**

- 95 members companies (50 millions € annual turnover – 1500 employees).**
- Only association in the ornamental sector in the Canaries.**

# PROTEAS in the CANARIES

- **Introduced in the Canaries in 1975, at the Botanical Garden of La Orotava, Tenerife.**
- **It was at the beginning of the eighties when the first professional plantations of the cultivation of proteas in the Canary Islands were initiated, thanks to the experimental development of researchers like Dr. J. A. Rodríguez Pérez, and giving a definite step in the early nineties when the Floritesa Cooperative by the hand of Mr. José Ramírez, decided to bet heavily on this crop, establishing a nursery and increasing the experimental cultivation area on the island of Tenerife, spreading later the crop to other islands such as La Palma and Gran Canaria where the cultivation has been developed to this day.**
- **Today, La Palma leads the proteas cultivation with more than 25 hectares, followed by Tenerife with 15 ha and Gran Canaria with 5 ha.**

# Cultivation area



# ASOCAN - PROTEAS



*Fallin' In Love*



- Cut Flowers
- Export
- Canary Islands

# Achievements

Asocan has achieved a lot for the protea growers, some of them are general together with the rest of the ornamental sector and others, are specific to the protea producing sector.



# General actions:

- The customs situation with the entry of Spain into the EU that initially discriminated against the Canary Islands until then it was resolved with the pressure of all agricultural associations like ASOCAN.
- The inclusion of the Canary Islands in the Common Agricultural Policy and the full integration into the European Union, obtaining the first specific package of aid causing the birth of what would be called Poseican (now Posei) that recognized the specificities of the Canary Islands for remoteness, insularity and fragmentation of the territory and financially compensated agricultural activity to be developed in the islands.
- The aid to the transport of flowers by the Spanish State that attended to the needs of connection with the communitarian territory and to the equal conditions of mercantile competitions.
- To participate in the development of the different Rural Development Programs (PDR), established by the EU that provide fundamental support for continuous investment in agricultural holdings.
- The reduction of the tax rate to the cut flower product.
- Negotiation in the Labor Regional Agreement for Agriculture.

## Actions focused exclusively for the cultivation of proteas

- Personalized technical advice to farmers for the right management of the crop, foreign and local advices.
- The approach with research projects on this crop carried out by universities and other public and private organizations.
- Participation and organization in international technical and commercial events exclusive to proteas.
- The organization of trips to other producing areas of Canarian growers.
- Participations in international trade shows of cut flowers.
- The creation of an exclusive line of agricultural insurance for proteas.
- Direct advice on the creation of groups of proteas producers under the same legal entity.





# SAVE MONEY TO GO TO CALIFORNIA 2025



- Keep the current level of aid: it sounds sad, but true, agriculture in the Canary Islands depends on aid and subsidies, but we must try that this is not to survive, but **to return to invest to the agriculture activity.**
- Be the communication platform for the growers with different public and private entities.
- Be a communication platform between the own growers from the different islands or even, different international production areas.
- Help growers to become more professional, how? By training and taking them outside to see what is happening in the rest of the world.
- Improve important tools like insurance.
- Find existing research on the crop, and find resources for new research.





**DON'T LIMIT  
YOUR CHALLENGES  
CHALLENGE  
YOUR LIMITS**

**THANK YOU**