



# Protecting and supporting small, local producers

The Alma MAKRO non-profit project aims to support the work of small, local Spanish producers, enabling them to stay in business producing authentic products in a traditional way

MAKRO is a leading company in the wholesale market for HORECA (hospitality/restaurant/catering) businesses and one of its goals is to offer a selection of traditional food products to keep Spanish gastronomy alive.

These traditional raw materials are usually produced by small, local producers who find it difficult to compete in the retail business and as a consequence are in danger of 'extinction'.

In order to prevent these products from disappearing, MAKRO has undertaken to buy most of the output, while also offering the logistical support necessary for suppliers to reach MAKRO stores directly from land or sea.

The project is part of the company's commitment to support local producers and ensure that traditional, authentic products can continue to be sustainably provided to the HORECA industry.

## CURRENT PARTNERSHIPS

### **Cies Island shellfish (goose barnacles and razor clams) from the San Xosé de Cangas Brotherhood**

These shellfish occupy a privileged location on the archipelago, to which they owe their unrivalled size and flavour. Unlike other mass-produced shellfish, these are collected one at a time by specialist workers using sustainable methods, preserving the ecosystem of the National Park.

MAKRO collaborates directly with the Cangas Brotherhood, without any middlemen, supporting local shellfish gatherers who use sustainable extraction methods. It also contributes to the development of the region with the greatest fishing tradition in Spain.

### **Canary Island meat (black Canary pork and pelibuey lamb) from Santa Brígida**

These animals come from native Canary Island breeds and are raised on a select diet in the warm Canary Island climate to produce meats that are both exquisite and highly prized by local consumers. MAKRO's commitment to Manuel González will allow his products, black Canary pork and Pelibuey lamb, to be commercialised in the HORECA industry.

### **Guayonge onions from Tacoronte, Tenerife**

This onion is a summer variety that is sweeter than any other island varieties and is high in sodium and magnesium. Its cultivation in the Tacoronte area is essential to preserve its main organoleptic properties. MAKRO will enable Armando José Padrón's Guayonge onions to be commercialised in the HORECA industry.

### **Aranjuez fruits and vegetables (tomatoes, pink tomatoes, asparagus, artichokes and strawberries)**

These fruits and vegetables have been grown in what was known as Madrid's market garden since the reign of Philip II, where the viability of species that came from the new world was verified for the first time. MAKRO supports Fernando Alcázar in recovering the traditional market garden of Aranjuez, which, for many years, was Madrid's true fruit and vegetable production area.

### **Oak honey from Riaza, Segovia**

Its high oak content, combined with the exquisite care that both the hives and the final product receive, makes this honey an exceptional product, enhanced by the season of



the year in which it is collected. The bees are forced to forage almost exclusively on the area's Pyrenean oak trees. This relationship will provide this local producer with stability. MAKRO helps Jorge Martín to overcome his difficulties in reaching a wider public.

#### **Gamoneu del Valle cheese**

Mid-mountain pastures and the care the animals receive in their place of origin result in a high-quality raw material. Furthermore, the fact that it is slowly ripened in caves for at least two months leaves an unmistakable mark on this cheese, giving it unrivalled flavour and quality. MAKRO support means that José Manuel Blanco will be able to increase his cow, goat and sheep livestock in order to produce larger quantities of Gamoneu del Valle cheese.

#### **Saffron from Villacañas, Toledo**

This saffron is different from other types due to its traditional cultivation, collection, stigma separation and natural toasting process, which means that the stigma is not mixed with other parts of the flower. This process produces a food-colouring and aromatic strength that is 40-50% higher than any other saffron produced outside of La Mancha with the same properties. MAKRO strongly supports the ASOMA agricultural cooperative. In 2015, Alma MAKRO undertook to advance the funding for saffron cultivation in order to provide non-profit delivery.

#### **Iberian cold meats from Pulgar, Toledo**

These cold meats are produced from Iberian free-range, grain-fed pigs. All the pigs are raised on pastures where they graze and their diets are supplemented with feed made from grains, legumes and extra virgin olive oil. Thus, the raw material achieved is high in antioxidants thanks to the vitamin E present in the pigs' diets. The relationship MAKRO has formed with Hermenegildo will enable future generations to continue to inherit this traditional family cold meat production business.

#### **Suckling goat from Alora, Málaga**

The Malaga goat is one of the most prized breeds in the country. These goats have to come from farms that offer specific building and habitability features that guarantee the

animals' wellbeing. Their mothers are pure Malaga breed specimens, registered in the Genealogical Book of Breeds or certified by the Spanish Association of Malaga Goat Breeders. Alma MAKRO will enable Miguel Conejo to expand the size of his business in the Autonomous Region of Andalusia. MAKRO will provide Miguel Conejo with considerable funding, allowing him to produce more and make his business more profitable.

#### **Tudanca beef from Herrera de Ibio, Cantabria**

The Tudanca breed of cattle is native to the Cantabria region and has some very distinctive features. Although not overly corpulent, these farm animals are characterised by their strength and energy, thus producing a type of meat that is lean with balanced, marbled fat resulting in an unbeatable flavour and texture. Through a cattle breeding agreement between the farmer and MAKRO, trust in this production has been built. This has resulted in the return of young people to farming as a profession, which had been abandoned due to its lack of profitability and future prospects. This return to our origins generates wealth and wellbeing in the area, while at the same time opening up economic possibilities for other sectors.

#### **Exclusive Fishing, Isla Tuna**

Alma MAKRO Exclusive Fishing promotes the traditional fishing industry, so MAKRO customers can enjoy different species of fresh fish from the Canary Islands thanks to the traditional work by local fishermen gathered in the brotherhood Isla Tuna.

The care they take in their work is apparent in the flavour of the fish and the excellent quality of their products. At the same time, their technique offers the maximum respect towards the environment.

This range of products will be expanded in the future.

