

AGRO FOOD



CERTIFICADO
AÇORES
PELA NATUREZA



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INTRODUCTION

The agricultural sector occupies a prominent place in the economy of the entire archipelago, presenting a wide range of products with enormous potential, for export and for the organic market.

Agriculture, in the Azores, represents:

- 11% Gross value added;
- 12% Employment;
- 120,000 hectares of useful agricultural area.



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DAIRY

According to the National Association of Dairy Industries, the production of dairy products in the Azores represented, in 2017:

Cheese: 51% of the total Portuguese production. About 31,300 tons and € 119M of export revenues.

Packaged milk: 20% of total cow's milk marketed in Portugal. Over 137,360,000 liters and about € 53M of export revenues.

Milk powder: 58% of the total Portuguese production. About 16,167 tons and more than € 40m of export revenues.

Butter: 36% of the total Portuguese production. About 11,399 tons and more than € 44M of export revenues.



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LIVESTOCK

The Azorean meat has certified Protected Geographical Indication (IGP) - The animals are fed almost exclusively in the pasture, ensuring the quality of the meat.

The geographical area of IGP production covers all the islands of the Azores.

This meat has a high concentration of carotene, iron, omega-3 and vitamin E.

Azorean production (annual values-2017):

- More than 26 million of eggs;
- About 5,000 tons of chicken meat products;
- More than 5,000 tons of pork products;
- More than 15,000 tons of beef products;
- About 37,000 carcasses of cattle exported out of the Azores.



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WINE

Three wine-marked regions (Graciosa, Pico e Biscoitos) where 37 certified wines with international recognition are produced.

In 2015, three white wines from Pico were distinguished by the north american magazine “The Wine Advocate”, one of the most influential opinion magazines of the world.

In Pico island, financial support is provided for the rehabilitation and restructuring of vineyards located in the area classified as World Heritage by UNESCO.



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FRUIT

In addition to bananas and apples, the Azorean climate also allows the cultivation of exotic fruits, such as pineapple and passion fruit.

The pineapple and passion fruit of São Miguel are certified with a **protected designation of origin (DOP)**.

HONEY

The diversity and richness of Azorean flora contributes to obtaining multiflora honey and incense honey.

The Azores have high food security in the production of honey due to environmental purity and the absence of disease in bees.

Annual production varies between 80 and 90 tons.



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TEA

The Azores are the **only place in Europe** that produces tea at an industrial level.

The Azorean tea is processed in a traditional manner and without additives which allows it to be distinguished by very distinctive characteristics at the level of taste and taste.

The certification process **protected designation of origin (DOP)**, in progress, will contribute to the affirmation and recognition of the unique characteristics of the tea of the Azores.

Two tea factories operate in the Azores today. They occupy about 40 hectares and the production of tea in 2017 was about **175 tons**.



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ORGANIC FARMING

- In the Azores, the number of producers dedicated to organic farming increased by **more than 100% in less than five years.**
- The climate and the azorean soil are exceptional for organic farming.
- Organic certification of agricultural products is a critical factor of success in international markets.
- Set of financial incentives for organic producers for the purpose of creating organizations in the sector, reaching new markets and certifying products.
- In Europe, this market is growing between 10% and 15% per year.



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MARCA AÇORES



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Azorean products may be associated with this aggregating brand and benefit from:

- Regional identification of the origin of products, synonymous with quality;
- Differentiation of the product due to the excellent attributes of the Azores-nature, high environmental values, diversity and natural exclusivity.
- Increase the added value of Azoreans products and services, stimulating their preference;
- Brand communication and marketing campaigns, with an unquestionable contribution to increasing the visibility of the associated products and services;
- Contributions to exports and product growth.





THE BEST PLACE TO

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LIVE

VISIT

SDEA

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