

SANLUCAR TUNISIA WELCOMES YOUNG GRADUATES OF AGRICULTURAL VOCATIONAL TRAINING TO ITS STAFF

- The premium brand for fruit and vegetables collaborates with public training centres in the country so that young talent can build a future in the agriculture

(Bizerte (Tunisia), Friday 13th May 2022). – 36 young Tunisian graduates of agricultural vocational training have just signed their first employment contract with the SanLucar company. This figure is expected to grow over the year, thanks to the premium fruit and vegetable brand's collaboration with the El Alia Agricultural Vocational Training Centre in Bizerte (Tunisia).

This initiative is the result of a public-private partnership between SanLucar, the Tunisian



Agricultural Outreach & Training Agency (AVFA) and Swisscontact Tunisia for the immersion of young people in SanLucar's agricultural activity. The training system enables the students to master the processes and production methods of the fruit and vegetable company from the very beginning. In this way, the future professionals are assured of being hired after completing their training, while SanLucar has a qualified workforce that is tailored to its needs.

"At SanLucar, we are committed to young talent and the importance of generational replacement in the agricultural sector. Thanks to the collaboration with the El Alia Center, we are able to increase our human resources on our production farms in Tunisia with trained personnel, who are regularly retrained to remain competitive," explains Stephan Rötzer, founder and owner of SanLucar.

He adds, "The partnership between private companies and public training centers is a lever for competitive, resilient, inclusive and sustainable agriculture."

SanLucar, which is present in Tunisia with three of its own production farms, has also entered into a new partnership in the country with the Zerkine-Mareth Agricultural Vocational Training Centre. The aim: that the premium brand also hires young graduates from this center.



The contract signing ceremony with the first graduates of the El Alia Center was attended, among other Tunisian authorities, by the Minister of Agriculture, Water Resources and Fisheries; the Minister of Employment and Vocational Training; as well as the Governor of Bizerte.

SanLucar in Tunisia

The global premium brand for fruit and vegetables, SanLucar, has been operating in Tunisia since 2008. In the region El Hamma-Gabès in the south of the country, the company discovered one of the best areas in the world for growing tomatoes. This is where the oasis "La Cinquième Saison" is located. The soils benefit from a geothermal water source which gives the tomatoes a unique flavor, thanks to the combination of natural minerals. In addition, the use of this hot water source contributes to saving energy.

The "Flor'Alia" farm is located in the north of the country, where SanLucar cultivates the best berries thanks to a close collaboration with renowned international institutions. The farm "Les Perles du Désert" is dedicated to growing grapes.

Since 2019, SanLucar has HBG Holding (Hédi Bouchamaoui Group) as a partner, which participates in the capital of "La Cinquième Saison". The company thus strengthens its commitment in Tunisia, where it operates through its 3 farms.

SanLucar is a global company that is dedicated to bringing people natural joy of life and health in a way it can be proud of. Offering a variety of more than 100 delicious fruits and vegetables from more than 35 countries, SanLucar is the brand with the broadest top-quality assortment in the German, Austrian and Dutch retail market. The portfolio also includes smoothies, fresh cut, as well as flowers and plants and now also ice cream. Currently, SanLucar is expanding into Canada, Italy, England, Scandinavia, Poland, Ecuador, the Middle East and North Africa.

SanLucar, founded in 1993 by Stephan Rötzer, is headquartered in Valencia (Spain) with over 4,000 employees in Germany, Austria, Benelux, Italy, Spain, Ecuador, Dubai, South Africa, Morocco, and Tunisia, both in its office branches and on its own farms. The philosophy "Taste in harmony with people and nature" is the foundation for all actions of SanLucar as well as the basis for many social and sustainable projects.

If you wish to receive more information, please do not hesitate to contact us:

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