
Cuban pineapples seduce European market

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Pineapples grown in the Cuban province of Ciego de Avila have gained popularity in the European market, especially in countries like Spain and Italy due to the fruit quality.

According to Reinaldo De Avila, head of the Pineapple Production Unit of the Ceballos Citrus Company in Ciego de Avila, 430 km east of Havana, the fruit being exported is the variety MD-2.

He added that to ensure the fruit reaches its destination with the top quality they rely on a group of specialists who meet all of fruit preserving standards.

Also, the fruit needs special care regarding soil preparation, as well as during the processes of growing and harvesting, De Avila said.

The province of Ciego de Avila is considered the country's bigger pineapple producer.