

ECO-EFFICIENCY INDICATORS (WATER FOOTPRINT) AS A QUALITY PARAMETER IN THE PRODUCTION AND COMMERCIALIZATION OF AGROFOOD PRODUCTS

GRUPO OPERATIVO PARA LA ECOEFICIENCIA DEL SECTOR AGROALIMENTARIO, Murcia, Spain

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OBJECTIVES

To know and compare the efficiency of the use of water in the production and commercialization process of products and agro-industrial activity.

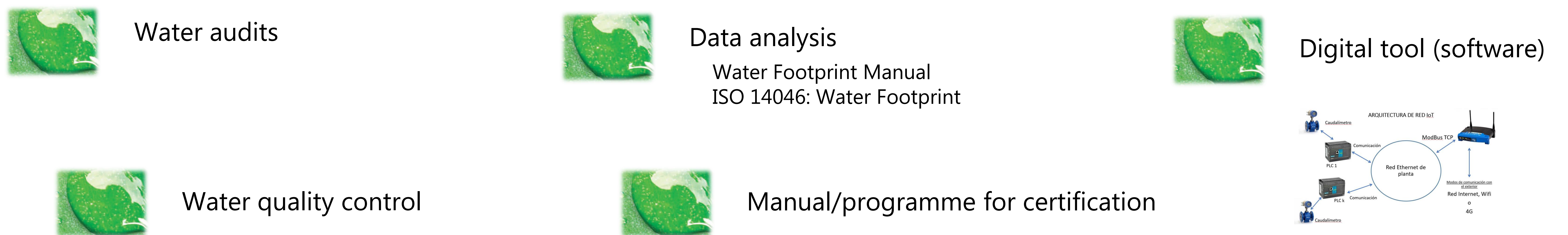
To set up a level of environmental quality through the commitment of a responsible and supportive company with sustainability and establish to a new brand that differentiates its products from others that do not have that commitment.

To propose a certification of water eco-efficiency of agrifood companies through the establishment of indicators that allow reducing and optimizing the use of water in the production processes of tomato and peach with the consequent economic and natural resources savings, specifically water, a scarce good.



More information: <https://www.huellahidrica.es/>

METHODOLOGY



CONCLUSIONS

1. Know in depth the consumption and quality of water associated with the cultivation, transformation and distribution of fruits and vegetables.
2. Develop a specific tool (software Internet of Things) for this sector that is useful, practical and versatile to help companies that join this initiative.
3. Promote the efficiency of the use of water in the production, transformation and marketing process of horticultural products in the Region of Murcia.

Aid to operations for the "support for the creation and functioning of operating groups of the European Association for innovation in agricultural productivity and sustainability" from 16.1 measure Rural Development Program of the Region of Murcia 2014-2020. 2nd call, year 2018.