



Industry

## Dantza, the quality of the farms of the Ebro Valley transformed into preserves

Conservas Dantza, part of the cooperative GRUPO AN, is linked with the territory and 98% of its raw material proceed from its partners.

JUANJO RAMOS / LA VOZ

Conservas Dantza, part of the cooperative Grupo AN, is responsible for bringing the product and the quality of the riverside garden to the table of millions of consumers around the world in over 21 countries. Its main references are tomato, white asparagus, piquillo pepper and artichokes. All of them are directly linked to the Ebro Valley. "Our main difference with other producers is our direct link with our territory. 98% of the raw material comes from our partners, from our land" says Iván Romero, Manager of the Industrial fruit and vegetable area of Grupo AN and General Manager of Dantza.

Some consumers are still quite reluctant to consume canned vegetables in the domestic market and that is because of the treatment given in the past. "Our philosophy is to produce with high-quality raw material and pay attention to the production process. We also want to keep all the organoleptic qualities. We want to make the colour, the smell and the flavour as similar as it is in its fresh version.

Therefore, Dantza decide to develop products free from citric acid and ascorbic acid.. "The major challenge is to make preserved Food taste as its original product. We accomplish this goal with artichoke and we would like to do



Grupo AN has 30.000 partners and most of the canned vegetables come from a hundred partners located in the Ebro Valley.

the same in other vegetables and in ready-made meals." Says Romero.

also increases their Organic range.

At the same time, there is a commitment to innovation. Dantza incorporates in its portfolio a wide range of vegetables, whole peeled potato, ready-to-make Spanish omelette, sauces, ready meals, mix of vegetables, pocha beans and it

"It is very important to us to be linked with the origin because it ensures the high-quality of our products. Navarra is seen as a region with a great culinary tradition with renowned products and we must make it better known" concludes Romero.



# La verdura de Navarra... natural





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