CONTINENTE Press Release

Matosinhos, 06 June 2014

# CONTINENTE SHOWS THE BEST OF PORTUGAL AT THE NATIONAL AGRICULTURE FAIR IN SANTARÉM

**As part of its support for national production, the Continente Producers Club will once again take part in the National Agriculture Fair in Santarém, which will be held from 7 to 15 June.**

During eight days, represented by the **Continente Producers Club**, Continente will display various regional products, in strict partnership with some of its producers. During the Fair period, you will be able to sample and purchase numerous products, from Fruits to Vegetables, Delicatessen, Cheese, Pastries, Takeaway and Wines, in a selection of the best and most flavourful regional delicacies.

It should be noted that the Continente Producers Club (CPC) was created in 1998, with the objective of promoting national products according to the highest standards of quality and safety, supporting producers and offering Continente customers products of Portuguese origin and proven quality. Currently the CPC has 267 members, corresponding to about 4,000 producers and 12,800 jobs distributed from North to South of the country, the Azores and Madeira.

Since 1998, the CPC has already purchased over 1 million tonnes from national production, at over one billion Euros. In 2013, the producers of perishable national products benefited from about 76% of the total of sales achieved and the total volume of purchases made and the total volume of purchases from national producers in the area of perishables rose to 670 million Euros.

In the first three months of 2014, Continente strengthened its investment in national production by increasing the total volume of purchases in the perishables area by 2%, to 154 million Euros. In light of this evolution, the CPC was responsible for over 57 million Euros in purchases.

The CPC helps build solutions that ensure the competitiveness of Portuguese agriculture and fishing, promoting best practices at the level of production and commercialisation, to make sure every Portuguese receives the best that is produced in this area. The CPC works on behalf of the national agricultural sector, creating employment, encouraging regional development, providing ambitious and innovative projects of tremendous economic and social value to our country.

Thus, the Continente Producers Club could not help but be present for the largest Portuguese agricultural display, strengthening our commitment to the brand by promoting the best produced in Portugal and bringing consumers closer to local and regional producers.

**For more information, please contact:**

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