

08

Annual Report





RURALCAJA FOUNDATION ALICANTE

In 2008 the Alicante branch of the Ruralcaja Foundation carried out 135 activities in different areas of the province. The various different activities were organised by the Foundation itself or in conjunction with third parties. They were designed to respond both to evident social needs and to projects and proposals put forward by local bodies, associations, cooperatives and businesses. These activities included:

Programmes to promote sport and encourage healthy lifestyles

- :: Upkeep of the **Ruralcaja Athletics School**.
- :: Alcoy children's **football campus**.
- :: The **Saint Sylvester road race** in Elche.
- :: **Mar Alicante handball club** schools.
- :: **Ruralcaja National Tennis Tournament**.
- :: Upkeep of the Valencian Federation **Rowing School**.
- :: Numerous activities in youth sports clubs to **promote the positive values of sport**.

Cultural activities

- :: "School, the Provincial Council and Theatre" – a **children's theatre campaign** which toured a multitude of schools in the province.
- :: **The Ruralcaja Foundation IV International Guitar Festival**.
- :: Collaboration with the **Oscar Esplá Academy of Music**, Alicante.
- :: **Collaborations with different cultural associations and events** including La Esperanza de Mutxamel Music Society, the Festival Music Concert in Moraira, the Alianza de Torremanzanas Music Society and the San Miguel de Salinas Music Society.
- :: **Collaboration in several choral society initiatives** promoted by the Aurora San Vicente Choral Society and the Pilar de la Horadada Choral Association.
- :: **Collaboration in the publication of**

books such as Sax in the War of Succession and Caralones.

- :: **Restoration of Alicante's artistic heritage:** the Tormos Church altarpiece and the bottom of the Virgen de las Palomas cloak.
- :: **Sponsorship** of the Ruralcaja Foundation Jijona **Young Painters Competition** and the traditional Benejama Painting Competition.

Cooperatives and agricultural research and dissemination

- :: **Support for agricultural research** through numerous projects with various cooperatives, including Surinver, Cooperativa Agrícola de Alicante, Socapma and La Olivarera de Muro.
- :: **Support for training in cooperatives** in conjunction with the Alicante Cooperatives Union.

Sponsorship of and collaboration in traditional fairs and festivals

- :: XIII Villena Country Fair, **supporting the main agricultural companies and cooperatives**.
- :: **Torremanzanas Medieval Fair**, Beniarrés Fair, Muro de Alcoy Food and Drink Fair...
- :: **Intergelat** International Ice-cream Exhibition.
- :: Cañada's **Three Wise Men religious play**.
- :: **Festival committees** in Onil, Torremanzanas, Sax, Jalón, Benissa and the committees for the Saint Blaise and Virgen de los Frutos festivals in Sax...

Support for social initiatives

- :: **Nestor de Agost Project** to help **Alzheimer sufferers** and their families.
- :: **AIDS prevention and awareness campaign** organised by the Alcoy Red Cross.
- :: **Las Virtudes Foundation** and the **Association for Families of Alzheimer Sufferers** in Villena.
- :: **Delivering presents to children** in Alicante Hospital.

:: **Mapayn Mundi** which works with the disadvantaged people of Peru.

:: The **Spanish Cancer Association (AECC)** in Dolores, equipment for the Almoradí Red Cross...

Education and university

- :: **Collaboration with the University of Alicante**, and particularly with its Business School, in training and social programmes.
- :: **A study of atmospheric pollution at altitude** (with the help of a microlight) by the Miguel Hernández University of Elche's Physics Department.
- :: **III Ruralcaja Foundation Competition for the best journalistic article on a business management topic**. Competition organised by Fundesem Business School.
- :: The **FUNDEUN** (Alicante Business-University Foundation) **New Business Ideas Competition for university students**. The Ruralcaja Foundation awards a prize for the best cooperation project.
- :: **Collaboration in summer courses at the Cardenal Herrera-CEU University of Elche**.
- :: Other collaborations with primary schools and secondary schools in the province.

RURALCAJA FOUNDATION ELCHE

The most recently formed of the Ruralcaja Foundations focuses primarily on promoting culture and involving society in the development of its local area. Its most important activities include:

- :: **Business Breakfasts**, in collaboration with the Cardinal Herrera-CEU University of Elche.
- :: Contributions to **local brotherhoods** for Elche's Holy Week celebrations.
- :: **Sponsorship of the 3rd City Marketing Conference**.
- :: **Sponsorship and funding of the Elche Choral Society's** staging of the La del Soto del Parral operetta.
- :: Sponsorship of concerts at the **Elche Mystery Play Trust's** Festival Hall.
- :: **Publication of the book Origins of the Elche Mystery Play**, by Gonzalo Girones.
- :: Agreement with **Puzol Museum's Centre of Traditional Culture** on palm trees.
- :: Sponsorship of the **1st Forum for Insolvency Experts** in Elche.
- :: **Painting competition** at the Mercè Rodoreda Adult Education Centre.



RURALCAJA FOUNDATION CASTELLÓN

In 2008 the Foundation carried out numerous activities organised by the Foundation itself or in conjunction with other organisations and bodies in the province. The main activities included:

Cultural activities

- :: **Leisure-culture:** a cultural programme organised by the Foundation that takes place every year and aims to boost cultural activities in a specific, usually rural, area. In 2008, this event was celebrated in Sant Joan de Moró during May, June and July. The programme was put on in collaboration with local cultural associations and the town council, and included twenty-five cultural and leisure activities (talks, exhibitions, sports, concerts, etc.).
- :: **School model float (Gaiata) competition** organised in conjunction with the Gaiata 15 Sequiol Cultural Association. The competition, aimed at primary, secondary and special needs pupils in the city of Castellón, attracted 350 participants.
- :: **Collaborations with schools**, by funding initiatives put forward by teachers or parent associations, or by awarding prizes to outstanding students.
- :: **Collaborations with a large number of cultural associations.** This is one of the Foundation's main activities.
- :: **Agreements with different bodies**, such as Benicarló Town Council, to sponsor future exhibitions at the City Museum, or



with the Proyecto Cultural Castellón S.A., a body which organises events in Castellón's Auditorium and Conference Centre.

Sporting activities

- :: Sponsorship of the Playas de Castellón Athletics Club's junior team who were Spanish champions and European runners-up in 2008.
- :: Sponsorship of different Ruralcaja teams belonging to the Vinaròs Basketball Club, the Playas de Castellón Indoor Football Club, the L'illa Grau Volleyball Club, the Amics del Bàsquet Basketball Club, and the Castellón Basketball Club.
- :: Sponsorship of the Ruralcaja-Provincial Council Castellón Running Track
- :: Sponsorship of the VI Spanish Special Olympic Games' Closing Ceremony.
- :: Collaboration with 30 sports clubs in the province through funding to carry out their activities.

Support for agriculture

- :: Programmes to improve the rural environment, through **cooperation agreements** with different bodies such as the Grupo Cooperativo Intercoop Coop V. and the Amics de l'Olivera Association.
- :: **Collaborations with cooperatives**, sponsoring courses for staff at the savings banks associated to Ruralcaja as well as various agricultural and cattle fairs (The Els Ports/Morella Fair, The Magdalena/Villafranca Fair, The l'Oli/Canet lo Roig Fair, The Cirera/Salzadella Fair).

Social activities

- :: **Social events.** The Foundation organised summer camps for children

aged 8 to 14 and breaks at the El Prat Hotel in Lucena, which belongs to the Foundation.

Support for other bodies

- :: Our Foundation is a participating **member of the trusts of the Penyalgosa, the University-Business and the Castellón Provincial Hospital Foundations.**
- :: **Support for local government** through funding of town council programmes in rural areas, funding for the report "The primary sector in the Valencian Region", edited by the Valencian Region's Economic and Social Council and for the "Solidarity at Christmas" campaign, aimed at children hospitalised in the Castellón General Hospital.
- :: **Collaborations with NGOs**, especially those concerned with welfare.
- :: Collaborations with religious institutions, especially with symbolic aid for parishes in rural areas to maintain and restore their heritage.

Education and university

- :: **Collaborations with Jaume I University** through the sponsorship of different activities proposed by the Vice-Chancellor such as the "Law in Family Businesses" symposia, the "Creation and strategic development of innovative businesses" course, the "Continuing training in psychosocial intervention in disasters" course, the "Business creation" competition, the "Men and new masculinities in the 21st century" and the "Business opportunities in nanotechnology" symposia. The organisation of the "International Transport Conference" was particularly important.





RURALCAJA FOUNDATION VALENCIA

The Foundation's activities in 2008 can be grouped into the following four areas: experimentation and research in the agricultural sector, funding, cultural education and promotion.

Experimentation and research in the agricultural sector

As a result of the agreement signed with the **Valencian Regional Ministry** for Agriculture as part of its R&D&I Programme, which was set up in 2007 and is to remain in force until 2011, many important experiments were carried out on growing different horticultural crops both outdoors and in greenhouses to find out how a large number of varieties behaved and how different production techniques influenced them. The aim was to be able to design production programmes for crops such as fennel, different types of cauliflower, broccoli, kohlrabi, Chinese cabbage and lettuces.

- :: New production techniques and plants for crops such as artichoke from seed, red and white potatoes, different varieties of peppers to study their resistance to disease, plants and rootstocks for aubergines and watermelons and new melon plants.
- :: The behaviour of different types of local vegetables such as butter beans, Valencian tomatoes, and striped aubergine.



- :: The assessment of different doses of fertilisers such as phosphorous and potassium. Analysis of different solid and liquid organic fertilisers.
- :: Organic and integrated crop management systems for different horticultural crops.
- :: A new technique for the hydroponic cultivation of different types of lettuce to be used as fresh-cut produce was assessed outdoors and in greenhouses. New techniques and plants were also studied in the cultivation of parsley to be used as fresh-cut produce. Studies were also done on other leafy vegetables and radishes grown in substrate-filled trays.
- :: Different production techniques, roofing materials and infrastructures for greenhouses were analysed. Different solutions were studied for feeding aubergines as they grow in soilless culture systems. Different mineral nutrients and watering systems were analysed for hydroponic peppers. Other infrastructures and varieties of tomato that are resistant to different diseases were also studied at different stages of growth.

Projects

- :: **INIA:** During 2008, the INIA (the National Institute for Food and Agricultural Research and Technology) project entitled "Agronomic, physiological and genetic components in tolerance to salinity conferred by tomato grafts" was carried out.
- :: **Genblast.** ERA NET Plant Genomics: We were part of a group which is developing a genetic improvement project to produce varieties of rice that are resistant to the *Pyricularia oryzae* fungus.
- :: **Probiogas:** We took part in a research project which aims to assess the possibility of anaerobically fermenting green waste, cattle waste and manure to produce natural gas which can be sold or used to generate heat and energy.

Publications

- :: 2007 Agreement Report, which contains results of experiments carried out during the year.
- :: Annual report on the Foundation's activities.
- :: The "Agriculture Information Sheet Collection" continued to be published.

- :: Publication of papers from the VIII L'Horta Sud Citrus Fruit Conference.
- :: Publication of the minutes of the XI horticulture group symposia held at the Foundation's Experimental Field Station.
- :: Informative and scientific articles in specialist agricultural journals.

Social events

Open days

Two open days were organised in which results of the latest agricultural experiments were put forward through a presentation of the tested products.

Each open day included a talk: the first was titled "**The new challenge. Mediterranean cooking**" and was given by Francisco Alonso Araujo, whilst the second focussed on the topic of "**Improvements in market gardening, progress on the table**", given by six prestigious Valencian chefs: Carlos Calero from the Casa Salvador restaurant in Cullera, Juan Gorrea from La Taula de Lliria in Lliria, Víctor Vicente Navarro from Casa Granero in Serra, Rafael Vidal from Restaurante Levante in Benisanó, Vicente Ballester from Rincón del Faro in Puzol, and Anselmo Barrón from Granja Santa Creu in San Antonio de Benagéber. Visitors were invited to taste the dishes that the chefs had prepared using the seasonal vegetables on show.

Visits

The Experimental Field Station in Paiporta again welcomed numerous visits from farmers, students, experts, organisations, associations, etc., during which visitors were informed of work that had been carried out at the centre.

- :: A total of **23 technical visits** were held at the request of universities and vocational training centres. There were also 15 visits organised for members of different professional groups.
- :: The Paiporta facilities were also used for **30 institutional events** (assemblies, conferences, meetings, etc.) which were attended by a total of 2,600 visitors.
- :: Social and cultural visits were organised to inform the general public of the work done at the field station. **620 children and 1,500 adults** from 25 towns and cities in the Valencian Region participated in these visits.

Dates

Fairs

The Foundation took part in the following agricultural fairs and organised activities highlighting the importance of a healthy lifestyle and related to the world of agriculture.

Agroguadassuar Fair	January
XVII Agricultural and Trade Fair, Picassent	June
VIII Agrobenguacil Agricultural Fair and VII Trade Fair	September
VI Trade and Agricultural Fair, Meliana – Horta Nord (FIMEL 2007)	September
Rafelbuñol Fair	October
Alcasser Fair	October

Training

- :: A total of **13 training courses** were given for over **490 participants**, both at the Foundation's Field Station in Paiporta and in different towns.
- :: As part of the cooperation agreement the Foundation has with vocational training schools, work experience was made available to students at the La Malvasía vocational training school in Llombay and technical visits were held for students at the vocational training school in Catarroja. Experiments carried out in our Paiporta centre were also used in the writing of a final dissertation for the Agronomy Faculty at the Universidad Politécnica de Valencia.
- :: In June we organised the **XI horticulture group symposia** at our Experimental Field Station which was attended by experts and researchers from all over Spain.
- :: The Ruralcaja Foundation took an active role in the organisation of the **VIII L'Horta Sud Citrus Fruit Conference**.



Agricultural advice

The Valencia branch of the Ruralcaja Foundation continued to provide agricultural advice directly to cooperatives and farmers. This complemented our soil, foliage and water analysis service.

Ridaura Legacy

In recognition of the donation made by Mr. Francisco Ridaura, the Foundation organised the XXXIII Ridaura Painting and Drawing Competition. This was

celebrated as usual during festival week in Albaida (Valencia). 112 contestants entered the competition this year.

Series of conferences

The Ruralcaja Foundation organised three conferences: **“What makes people happy”**, given by Alejandra Vallejo-Nájera, **“The journalist in extreme situations”**, given by Carmen Sarmiento, and **“Musical Emotions”**, by Ricardo de Cala.

Encouraging a healthy lifestyle

Ruralbike

In 2008, the Ruralbike initiative turned towards the concept of **“Cycling for the whole family”** and supported events that encourage cycling such as “Bike day”. The first of these events was held on 18th May in Mislata and attracted around 2,000 participants whilst the second event was held on 13th July in Villamarchante.

Exploring your local area

For the fourth consecutive year, the cultural event “Exploring your local area”, which visits different areas in the province of Valencia, was a great success.

In 2008, **5,000 people** participated in two events which were held in the towns of **Paiporta and Cullera**.

Healthy lifestyle workshop

For the third year running, the Ruralcaja Foundation continued to show its commitment to its active communication policy by organising a travelling workshop which visited a wide range of schools to discuss a topic it considers to be of utmost importance: Habits for leading a healthy lifestyle and eating a healthy diet. This message complements the Foundation's commitment to the agricultural world. Over **4,000 children** took part in these workshops.

Joint Initiatives

Christmas Card Competition

A total of **16,769 primary school pupils between the ages of 9 and 10** at 619 state, private and state-subsidised schools from the Valencian Region, Barcelona, Tarragona and Murcia took part in the eleventh Christmas Card Competition, which was jointly organised by the four Ruralcaja Foundations.

The winner, **Jasmine Artasio Moreno** from the Santa Teresa de Jesús school in Tarragona won a laptop computer for herself and a TFT32 television and a DVD player for her school.

The cards, which could be coloured using felt tip pens, watercolours, coloured pencils, crayons, etc., were judged for their creativity and originality.

