

COMPANY NAME	ANECOOP S. COOP.
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CHALLENGE SHEET

CHALLENGE CODE	16.1 ANECOOP	TITLE	FLOWER ASYNCHRONY IN PITAHAYA
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DESCRIPTION	HOW COULD WE
The production of Pitahaya fruit in Spain is seasonal, and within this seasonality, it occurs in waves, therefore, we don't have a continuous and stable production, sometimes without even overlapping throughout the productive months in our region. This makes it ever more difficult to maintain optimal sales and constantly active commercial channels, which is a significant problem when it comes to distribution and consumer sales.	We need to manage, within the productive months, the most homogeneous pitahaya harvest on a weekly basis. Both agronomic and conservation practice need to be combined.

SELECTION CRITERIA	TARGET INDICATORS	REQUIREMENTS
We will select those options that allow us to recollect and commercialize in the most stable way possible, without any production gaps.	Ensure product sales stability throughout the year without major gaps and interruptions in the production months.	Climate, lightning, production management, post-crop management.

CHALLENGE TYPOLOGY	<input checked="" type="checkbox"/> Process	<input checked="" type="checkbox"/> Technology	<input type="checkbox"/> Business	<input type="checkbox"/> Product
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KEYWORDS	Traditional harvests
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