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## Azura launches social charter

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Franco-Moroccan tomato specialist Azura has launched a charter to formalise its social and environmental policy.

The document outlines 10 commitments on areas such as working conditions and protection of the environment, and will be online on the Azura website in the spring.

A spokesperson for the firm said: "The actions themselves are not new for Azura – for example, 100 per cent of our production has been operated with integrated pest management for some time now – but having them formalised in one document is new. We are a family company that is more than 20 years old and the message is that we want to be able to produce for many more years to come."

The company has also been consolidating its work in the areas of research and development and packaging, working directly with its major retail clients to improve its varietal research and products.

In March, Azura is to launch a new website for consumers that can simultaneously be translated into French, English and German, with a competition for consumers to win a one-week holiday for two people in Morocco.

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