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“DON SIMON: Example of sustainable water management in the agri-food industry”

DON SIMON has a factory in Huelva (Spain), which is unique in the world. Surrounded by millions of orange trees, the factory is able to squeeze fresh-caught fruits picked one by one within the first 24 hours after collection. This integrated agricultural system is a pioneering project worldwide, which has received international recognition for its sustainable processes during the 2020 European Business Awards for the Environment. DON SIMON, as part of the 3 zero business objective (0 net water consumption, 0 pollutant emissions and 0 unrecovered wastes), has an innovative system of wastewater treatment that succeeds in re-use a 100% of the water supply for the trees irrigation.