

# Argentina establishes unique plant-based frozen company in South America

## Detail Introduction :

Iceberg Agrícola SA opened a vegetable processing and freezing plant on Tuesday. This model of a company is unique in South America. Iceberg Agrícola SA was established in December 1993 to focus on the production, packaging, and marketing of agricultural products.

For Leonardo Gioia, Secretary of Economic Policy and Director of the San Juan Investment Development Agency, the increase in production and exports is due to the professionalism and seriousness of the entrepreneurial spirit that characterizes Iceberg Agrícola SA and has won the trust and support of many horticultural producers. This enables the new industrial ecosystem to be related to the production of fresh and frozen vegetables. "

Thanks to work in progress and technical assistance provided by the San Juan Investment Development Agency to improve competitiveness, the region has agreements to improve the quality of butternut squash, significantly increase yields per hectare, develop hybrid cultivation, attract new foreign markets, and obtain quality certifications and the possibility of putting into operation a vegetable processing and freezing plant, which is considered to be a model for the level of SMEs in Latin America because of its innovativeness and technology.