



## MUTTI CELEBRATES 20 YEARS OF THE "POMODORINO D'ORO" AWARD

For its 120th Anniversary, the award celebrates, for the first time, both the excellence of Northern Italy and the specialties of the South.

Modena, 15 November 2019. Opening today at Fiorano Modenese is the **XX edition of the Mutti Pomodorino D'Oro**, the award for tomato suppliers who in the campaign that has just ended stood out for the excellence and quality of their raw material. This is a very **special edition** because for the first time there will also be an award for the typical specialties of Southern Italy, the plum and cherry tomatoes, in addition to the Northern Italian varieties. But this is not all: the award ceremony will be an occasion to reflect on the main issues of the supply chain, from good sustainability practices to what can be done to combat the illegal gangmaster system.

*"The 2019 campaign ended in the Northern Italy area with a slight drop due to the bad weather experienced in May which was the coldest and rainiest in the last 60 years, delaying the start of the season very considerably (by 10 days). The quality of the product is however once again very high and, like in other years, it is important for us recognise and reward the commitment of those who participated in the campaign that make all this possible thanks to their ongoing investment in know-how. The award represents our mission, whose purpose is to **generate value throughout the supply chain**, including with incentives and bonuses for good practices in the field and a raw material purchase policy that is well above average"* – said **Francesco Mutti**, Chief Executive Officer of Mutti S.p.A.

**The 40 best producers were selected and received awards for the excellence of the quality of the harvest** from the more than 400 families of supplier farmers with whom Mutti has always had a direct relationship of trust and confidence. The **winner** this year was the company **Luciano Franzoni** (province of Reggio Emilia), the 2018, 2016, 2014 and 2011 winner who was ranked in the top 5 for another three years, with the equally successful **Società Agricola Schiena Franco, Pietro and Luciano** (province of Piacenza) taking second place who was ranked as one of the best producers seven times running from 2012 to 2019. **Third place** went to **Ricali Giorgio and Marina s.s.** (province of Piacenza) who has been on the shortlist three times.

**A special award** was given to **Fratelli Calza** of Daniele and Sandro Calza of Samboseto di Busseto, a farm that for fifty years, when the company was run by the father Giovanni and mother Carmen, has produced tomatoes for Mutti. *"Fifty years of mutual trust and respect, with negotiations that always ended in respect and mutual satisfaction, a collaboration that has always produced excellent results for both parties"*, said **Marcello Mutti** who was a speaker at the event to present the coveted award to the prize winner, but also, to celebrate this longstanding collaboration with the Calza family.

The **Pomodorino D'Oro Mutti** award show was organised this year as an opportunity to place the theme of the excellence of the raw material within the context of a **broader reflection of the issues of the supply chain**, notably the commitment of the key players to ensure a sustainable farming system defined by ethics and legality. The practices introduced by the Company and the Institutions to combat the phenomena of the exploitation of labour in farming were in particular brought up.

As part of the current major projects, suppliers were again urged to join the **Quality Farming Labour Network**, a tool that protects virtuous farming companies that stand out for respecting employment standards. *"The Ministry is indeed committed to relaunching the Quality Farming Labour Network"* - said **Alessandro Apolito from the Italian Ministry of Agriculture**, who attended the event.



*“This is one of the fundamental cruxes of the three-year plan to combat the gangmaster system, which was developed by the inter-institutional round called by the Ministers Bellanova, Catalfo and Lamorgese. We want to ensure that joining the Network acts as an effective pre-check and that the number of memberships among the many farming enterprises who work legally will increase. Today, the registration application has been simplified and there are no risks for companies. Together with the Italian Regional Governments, we are working to reward and give priority to the companies registered, which is what happened in Emilia-Romagna with the rural development programmes”.*

Mutti was the indeed first company to achieve in **2018** the complete conversion to **mechanised harvesting**, including in the South and even for cherry and baby Roma tomatoes. During the 2019 campaign, also in the South, 100% of suppliers also subscribed to an ethical certification scheme with third-party audits. *“Not only was **a new support system** recently introduced, at the request of an NGO who combats the exploitation of workers, another **system for anonymous reports** was set up in the event of allegedly non-compliant behaviour, with reports received and examined within a just few days by the Supervisory Body which monitors the correct behaviour of the company in this specific field”*, said **Ugo Peruch, Farming Director of the Group**.

In terms of **innovation** and the **ongoing search** for the best solutions to meet the commitment to quality and sustainability, this year Mutti launched the **Zero Residue** project with a first test on 80 hectares and 12 pilot companies, selected according to the most common problems (such as spider mites or downy mildew) that require defence measures. *“We have been working on this project for some time and it is a continuous challenge, that was welcomed by all those involved with enthusiasm right from the start. We are still in an experimental phase, but the initial results seem to be very promising: we have succeeded in obtaining the first batches with zero residue and will continue to invest in this direction, always maintaining high-quality standards and yields”*- said **Franco Dameno, Mutti’s Research and Development and Quality Manager**.

**Protecting and safeguarding the environment** as a unique and precious heritage is a commitment on which there are no compromises, on which the Group has always based its choices. In order to maintain the **biodiversity of the agri-ecosystems used for tomato growing** and to promote the role of farmers as custodians and promoters of biodiversity, Mutti, in collaboration with **WWF Italy**, has also launched the **“Agri-Nature”** project. *“This is a citizen science project which, with the involvement of the farmers in the Mutti supply chain with their families and friends, intends to map out where swallows’ and house martins’ nests are found on the farms. These two common species in agri-ecosystems are both in decline, and thus are strong indicators of the state of preservation of biodiversity on farm lands”*, said **Ugo Peruch**.

**Pomodoro d'Oro Mutti 2019** once again confirms the values of the Company which, starting from an innate passion for 100% Italian tomatoes, are a symbol of Italian food identity, have over the years gradually become a constant commitment to transparency, the responsibility of the supply chain and environmental protection. It is not by chance that the **Florim Ceramiche** Conference Room was chosen as the venue for the event, which allows the company to donate the rental costs towards the purchase of **1000 oak trees** that will be provided by the Parchi del Ducato park conservation body.



**MUTTI SPA** - a well-established company hailing from Parma and a leader in tomato processing. It was 1889 when Marcellino and Callisto Mutti launched the first tomato processing campaign. Since then, inspired by the key values of Italian quality and tradition together with respect for the supply chain and the territory, the Mutti family devoted itself entirely to 100% Italian tomatoes, creating concentrates, purée and tomato pulp - that are today loved all over the world. The Company's focus on innovation which is in the DNA of the Company since it was founded, have led to a gradual extension of its product lines with a wide range of tomato sauces and ready-to-use sauces. **Today the Mutti Group, as well as celebrating 120 years since its founding, operates in 95 countries worldwide, with a net consolidated turnover in 2018 of 308 million euro, an increase of 16.7% with respect to the previous year.** Montechiarugolo, Parma, is home to the original business premises of the Group, that have gradually expanded to meet even the most demanding tastes. In 2016, an acquisition of Fiordagosto was completed, a plant in Oliveto Citra (province of Salerno) handling the production of various Southern Italian varieties, such as the plum tomato and the cherry tomato. In November 2017, Mutti acquired the CO.PAD.OR plant, establishing the new company Pomodoro 43044 S.r.l., with a production capacity of 300,000 tons.

**Mutti Press Office - Edelman:**

Rossella Camaggio – tel. +39 02 63116.228 | mob. +39 348 3001325 –

[rossella.camaggio@edelman.com](mailto:rossella.camaggio@edelman.com)

Chiara Lanci – tel.: +39 02 63116385 | mob. +39 335 1320454 – [chiara.lanci@edelman.com](mailto:chiara.lanci@edelman.com)