



MUTTI “POMODORINO D’ORO” 2020

An important honour for the 64 families of farmers who excelled in harvesting quality tomatoes this year

Montechiarugolo (PR), 15 December 2020. Even in a highly challenging year like 2020, Mutti has once again honoured the farmers that have achieved levels of excellence in harvesting quality tomatoes. The winner of the iconic **Pomodorino d’Oro** award was **Marco Panizzi**, from Viadana (MN), for **round tomatoes**, and **Giovanni Ferrazzano** and **Antonio Contessa**, both from Lesina (FG), who were recognised for their Southern Italian specialities: **cherry tomatoes** and **plum tomatoes**.

In total, **64 families of farmers** – out of a total of 317 – stood out on account of the superior standards they achieved this year. In 2020, the Mutti Group provided nearly **€300,000** (a **66%** increase on 2019) to selected suppliers near to the three Mutti plants: two in the Province of Parma, for round tomatoes, and one in Oliveto Citra (SA), focusing on the processing of southern specialities.

*“In a year like 2020, the Pomodorino d’Oro prize takes on even greater importance. We’ve all maintained the same level of effort, despite the exceptional adversity this year has seen,” said Mutti CEO **Francesco Mutti**. “Our farmers should not just be celebrated, however. They should be provided with **tangible support** in recognition of their day-to-day efforts, their ability to adopt best practices in the fields and their readiness to operate in accordance with increasingly stringent social, ethical and environmental requirements. In addition to the Pomodorino d’Oro, we adhere to a procurement policy which sees us pay a **premium price to all suppliers capable of delivering superior quality**. This year, we’ve paid **13%** over market average, to guarantee the best possible quality. These incentives allow our farmers to reinvest in order to innovate their businesses and aim for even loftier targets.”*

Every delivery of tomatoes is assessed based on a range of parameters which enable us to measure the **intrinsic quality** of the tomatoes themselves (intensity, flavour etc.) and the **care taken during mechanical harvesting**, which can be seen from the integrity of the fruit and the degree of success in selecting them when they are at the right stage of ripeness and bear no defects.

*“I’m very proud of this achievement,” said **Marco Panizzi**, the winner of the Pomodorino d’Oro prize for round tomatoes. “Working for Mutti provides me with constant motivation to push myself to achieve more ambitious targets, by adopting innovative cultivation techniques which are more in line with consumer demands. I’ve always wanted to do well in my work, because I produce food – food that other people then eat. That brings responsibility. As such, I strive to produce the best possible tomatoes each season. This year, my grandson – who has just graduated in Agriculture – suggested some innovative ideas, which we then implemented. The person who helped us with machine harvesting showed extraordinary care and attention. He was very young and it was the first time he’d done it, so he took real care and that made all the difference. At the end of it all, that effort and dedication meant I harvested the best round tomatoes I’ve ever grown. It’s an amazing feeling.”*



The **Mutti Pomodorino d'Oro 2020** is the culmination of a whole year's work, with the Mutti Group having processed over **580,000 tonnes** of tomatoes across Italy. These impressive numbers are underpinned by the core values that guide the company every day: an innate passion for **100% Italian tomatoes**, coupled with an unerring commitment to **transparency, supply chain responsibility and environmental protection**. Ours will forever be a mission without compromise.

MUTTI S.p.A. - Historic company based in Parma and tomato processing leader. It was 1899 when Marcellino and Callisto Mutti began the first tomato harvest and processing season. Since then, by focusing on the central values of quality and Italian traditions, together with a deep respect for the supply chain and the local area, the Mutti family has devoted itself to processing 100% Italian tomatoes, producing concentrate, purée and finely chopped tomatoes that are now enjoyed around the world. Meanwhile, the drive to innovate, an integral part of the company's DNA since it was founded, has led Mutti to gradually expand its range of products with an array of ready-made sauces. Today, bolstered by 120 years of history, the Mutti Group leads the European market of tomato products and operates in 96 countries worldwide, with net revenues of 378 million euro in 2019, up by 11.3% on the previous year. In 2019, the Mutti Group's production volumes reached 546,017 tonnes, an increase on the previous year (539,186 tonnes in 2018). Exports currently account for 37% of turnover with annual growth in the double digits. Gradually expanding over the years to satisfy all tastes, the Group has its original headquarters in Montechiarugolo, Parma. In 2016, Mutti completed the acquisition of Fiordagosto, a plant in Oliveto Citra (province of Salerno) for 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 in Collecchio, establishing a new company, Pomodoro 43044 S.r.l., with production capacity of 300,000 tonnes.

For more information

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