



## MUTTI ACKNOWLEDGES THE WORK OF ITS SUPPLY CHAIN: OVER €7 MILLION OF INCENTIVES AWARDED, A RECORD

- *Despite the adverse conditions, the drought and the rising costs, recognising the quality produce and the efforts of the over 800 families of Italian farmers remains paramount*
- *Winners of the 23rd Pomodorino d'Oro Prize announced*

**7 November 2022, Montechiarugolo (PR)** – Downstream from one of the most challenging tomato processing campaigns in history, characterised by severe water shortages and unparalleled energy costs, Mutti has acknowledged the commitment and expertise of its over 800 families of Italian farmers with a broad programme of incentives which this year will amount to over €7 million for the first time. A significant investment and further tangible proof of the importance that the leading group on the European tomato market places on high-quality tomatoes.

*“Our commitment to the agricultural supply chain grows stronger with every year. The goal of our ever-expanding project is to obtain the best quality tomatoes through solid and lasting partnerships that are able to stand strong even when times are tough, as they have been in 2022 – explains **Francesco Mutti, CEO of Mutti SpA.** This is the only way we know: choosing each other in order to create lasting and increasingly greater levels of value. This year’s supply chain incentives symbolise and embody our approach, rewarding the ability to work as a team”.*

The best-known award for quality produce is the **Mutti Pomodorino D’Oro prize**, now in its 23rd year, which was launched with the aim of rewarding the commitment and the quality tomatoes of the top 64 families of suppliers with a significant economic incentive - this year totalling €375,000, distributed between the winners - and the presentation of an iconic trophy to three farmers that have further distinguished themselves in the three categories: round tomato, long tomato and cherry tomato. The three winners were the farms of **Luca Zavaroni of Traversetolo (PR)** for the round tomato, **Francesco Paolo Malgeri of Ascoli Satriano (FG)** for the cherry tomato and **Leonarda D’Aloia of Manfredonia (FG)** for the long tomato.

*“Our small family farm is located to the south of Parma and covers an area of around 90 hectares. We are really proud to receive the Pomodorino D’Oro prize for the third time as it recognises all of our hard work during what was a particularly difficult year because of the water emergency, which forced us to reduce our farmed area by 20% and therefore also our amount of produce – remarks **Luca Zavaroni**, farmer and winner of the Pomodorino D’Oro Tondo, the “historic” prize launched 23 years ago. We managed to obtain a high-quality product, picking the tomatoes when perfectly ripe, but it wasn’t easy. For this reason, the prize means a great deal to us.”*

The incentives for the agricultural supply chain are awarded on the basis of various parameters used to evaluate the tomatoes. These include quality metrics like intensity, flavour and care during mechanical harvesting, as well as temporal metrics, i.e. the ability to provide top-quality raw materials not only at the height of the tomato season but also at the beginning and end of the processing campaign. Finally, there is the Pomodorino D’Oro Prize which, as of this year, also takes account of production continuity during the campaign. This final initiative acknowledges the best overall performances of the farms during the season with the award ceremony officially marking the end of the campaign and enabling the entire supply chain to come together and celebrate.



## **About us**

MUTTI SPA - The historic Parma-based company is a European leader in tomato processing. Marcellino and Callisto Mutti launched the first tomato processing campaign in 1899. Since then, focusing on the core values of quality and Italian tradition, along with respect for the supply chain and the local area, the Mutti family has been exclusively dedicated to 100% Italian tomatoes, producing tomato paste, puree and pulp, products that are now enjoyed all over the world. The desire to innovate, part of the company's DNA since it was founded, has led to the gradual expansion of Mutti's range to include a wide selection of ready-made sauces. Today, the Mutti Group, which has been operating for 120 years, is a European leader in the tomato derivatives market and active in 100 countries worldwide, with a net turnover of €484 million in 2021. In 2022 the Mutti Group processed 603,000 tonnes of tomatoes. As for sales, in 2021 sales volumes in Italy were exceeded by export volumes thanks to years of double-digit growth in the international market. Montechiarugolo (PR) is the historic business headquarters of the Group which has gradually expanded to meet all the needs of its consumers. Typical southern Italian specialities, such as long and cherry tomatoes, are processed at the Fiordagosto plant in Oliveto Citra (SA). Finally, in November 2017 Mutti acquired the CO.PAD.OR plant in Collecchio, setting up the new company Pomodoro 43044 Srl which was subsequently merged with Mutti SpA as of 1 January 2021.

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