



## Tomato Processing Season 2024

### MUTTI PROVIDES 7 MILION EUROS IN INCENTIVES TO THE AGRICULTURAL SUPPLY CHAIN IN THE MOST CHALLENGING YEAR EVER

- *The adverse weather conditions, especially in Northern Italy, have affected the yields per hectare but not the quality of the raw material*
- *Winners of the 25th edition of the Mutti Golden Tomato Award have been announced*

**October 28, 2024, Montechiarugolo (PR)** – Mutti, a leading tomato derivatives company based in Parma, has just concluded its tomato processing season, transforming **565,000 tons** of 100% Italian raw material, despite the particularly challenging weather conditions during the summer of 2024, which was characterized by excessive rainfall in the Pianura Padana area and a tough drought in Southern Italy.

*“This summer, we were forced to strategize two opposite processing campaigns. On one hand, the continuous rainfalls in Northern Italy led to significantly extended processing times and yields much lower than usual; on the other hand, in the South, we had to deal with a shortage of water that we had not seen in years”, says Massimo Perboni, Director of the Agricultural Services at Mutti. “In this scenario, once more we could count on our producers’ expertise. Trusting them and accommodating their rhythms proved to be the best choice to conclude a particularly tough transformation campaign, which we can confidently say met the qualitative standards that we had set and that have been acknowledged to Mutti for 125 years”.*

Typically, the tomato transformation campaign takes place in 70 days between mid-July and the end of September, but 2024 was an exception, extending the campaign into late October and thus requiring further effort from the **over 800 families of Italian farmers with whom Mutti collaborates**. For this reason, the Parma-based company decided to support the agricultural side by accommodating their timelines and providing an extraordinary system of economic incentives, demonstrating once again trust in their producers and focusing on cooperation.

#### **The 25th Golden Tomato Award: Mutti Rewards Its Supply Chain with 7 million in Incentives**

In the spirit of valuing teamwork, for the first time Mutti brought together the entire supply chain, from North to South Italy, in a **single event** in Reggio Emilia, on the **25th anniversary of its Golden Tomato Award**. This award recognizes the highest quality of raw material, enhancing the quality of tomatoes and acknowledging the effort of the best farmers who contributed to the successful processing campaign, thus stimulating a process of constant improvement.

The commitment of the supply chain has once again been recognized and rewarded this year through a comprehensive program of economic incentives—added to the agreed price paid for tomatoes—amounting to an extraordinary total of about **7 million euros distributed throughout the supply chain**, the highest ever awarded in the company's history.

*“2024 has been a considerably more complicated year than expected, the most challenging in the 30 years since I took over the company in 1994. However, together with the agricultural side, we managed to complete the campaign with quality and passion,” commented Francesco Mutti, CEO of the company. “In such a complex time, during the 25th anniversary of our award, we wanted the event for the Golden Tomato Award*



to be a single occasion, just as single and unified is our supply chain. Now more than ever, it is essential to continue and insist on the path of collaboration, united, because we all share the same goal: to bring the best possible tomato to the tables of those who choose Mutti.”

The winner for **round tomatoes** was the Piacenza farm Il Giglio di Benzi, led by Gabriele Mazzocchi, a Mutti collaborator since 2019, who has seen significant growth, moving from 25th place in 2020 to first in just four years. For Southern varieties, the winners were Gianfranco Anzivino from Troia (FG) for **plum tomatoes** and Turco Fortuna from Lesina (FG) for **cherry tomatoes**. For **datterino tomatoes**, the only category featuring both Northern and Southern farms, the winner was Roberto Brui's farm in Ferrara.

#### **About us**

MUTTI SPA - The historic Parma-based company is the European leader in the tomato product market. 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, purée 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 and soups. With 125 years of experience in the business, today the Mutti Group is present in 100 countries worldwide and in 2023 recorded a net turnover of 665 million euros, processing 525,000 tonnes of tomatoes. As for sales, in 2023 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. The Oliveto Citra plant (SA) processes typical southern Italian specialties, such as the plum tomato and the cherry tomato. Finally, in November 2017 Mutti acquired the CO.PAD.OR plant in Collecchio, setting up the new company Pomodoro 43044 Srl which was subsequently incorporated in Mutti SpA from 1 January 2021.

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