



A heritage of biodiversity for the territory: Mutti and WWF Italy announce the creation of the Montechiarugolo Affiliated Oasis

- *The project under development unifies and develops various biodiversity protection and habitat restoration initiatives in an area of approximately 8 hectares.*
- *The initiative is part of the WWF Affiliated Oasis program, which networks natural areas managed by private entities to contribute to biodiversity conservation at a local level. Mutti is the first major food company to create an Affiliated Oasis.*

July 7, 2026, Montechiarugolo (PR) – As indicated by the European Biodiversity Strategy for 2030, to counter biodiversity loss it is necessary to expand and strengthen the network of effectively protected natural areas. reinforces its commitment, progressively transforming the land surrounding the Montechiarugolo headquarters into a **WWF Affiliated Oasis**, a renaturalized area that aims to **improve local ecosystems, increase biodiversity**, and contribute to **enhancing the ecological heritage of the territory** in the long term.

The initiative is part of the **WWF Affiliated Oasis Program**, developed by the association precisely to provide an operational response to the need to expand the network of protected natural areas. In this context, WWF Italy, **leveraging 60 years of experience in managing natural areas**, directly involves private subjects, such as companies, in land conservation, networks these realities and offers technical-scientific support to guide planning and management according to shared principles, accompanying participating subjects without directly intervening in the operational management of the areas. Mutti is the first major food company to commit to a project of this type.

The Montechiarugolo Affiliated Oasis project is part of a long sustainability journey undertaken by Mutti and represents an ambitious milestone within the historic partnership with **WWF Italy**, which since 2010 has supported the company in measuring and continuously improving its environmental performance. Today, this commitment is integrated into a broader **ESG strategy** that includes and embraces the entire production chain, from cultivation to packaging, and guides corporate activities in strategic areas such as biodiversity, climate, circular economy, and water resource management.

The Oasis: an integrated project for renaturalization

The Montechiarugolo Oasis was created to expand and unify several environmental restoration initiatives started since 2019 into a single large project. These include:

- The **House of Swallows**, created to support the nesting of protected bird species, providing a refuge for insects, small mammals, and birds, followed by the restoration of the adjacent natural habitat with the planting of more than 500 native shrubs.
- A **renaturalization project** that saw the recovery of 3 hectares north of the plant, with the planting of more than 2,000 trees and 5,800 shrubs and the creation of several wetlands.

“Creating a renaturalized area in an industrial context is an ambitious and innovative challenge.” – comments Laura Marchelli, Sustainability Manager of Mutti S.p.A. – “With this project we want to demonstrate that the protection of biodiversity can also find space alongside production activities, becoming an integral part of a more resilient and sustainable industrial model”.

“We are proud to welcome Mutti into the WWF Affiliated Oasis program, which now reaches 17 private entities that have chosen to commit directly to the conservation of biodiversity in their areas, for a total of over 3,000 protected



hectares for the benefit of nature and local communities. A concrete commitment that contributes to the achievement of the global, European, and Italian goal of protecting 30% of the territory. The Montechiarugolo site, with its multiple restored environments, represents a precious node for the ecological connectivity of the upper Parma plain”, says **Marco Galaverni, Director of Oases, Education and Activation of WWF Italy.**

Future prospects: a heritage for the community

The Oasis is a long-term project under development that will be consistent with the principles of the Affiliated Oasis Program through the consolidation of interventions already started, the further **expansion of the area**, the introduction of **organic farming practices** and collaboration with organizations involved in **wildlife protection**. Once completed, the Oasis will then be occasionally open to the public, particularly to the local community, so as to guarantee moments of **information and awareness-raising**. Mutti's goal is, in fact, to make it a point of reference for the territory, favoring the dissemination of the culture of biodiversity and demonstrating how the company can actively contribute to the regeneration and enhancement of ecosystems.

Chi siamo

MUTTI SPA - A historic company from Parma, is the leader in Europe in the tomato derivatives market. It was 1899 when Marcellino and Callisto Mutti started the first tomato processing campaign. Since then, leveraging the key values of quality and Italian tradition along with respect for the supply chain and the territory, the Mutti family has dedicated itself exclusively to 100% Italian tomatoes, producing concentrate, puree, and pulp, products that are now appreciated all over the world. The desire for innovation, which has been in the company's DNA since its foundation, has led to a gradual expansion of the range with a wide offer of sauces, ready-made sauces and soups. Today the Mutti Group, with over 120 years of history, is present in 100 countries worldwide with a net turnover in 2025 of 777 million euros and 725,000 tons of tomatoes processed in the same year. Montechiarugolo (PR) is the historical and commercial headquarters of the Group which has gradually expanded to meet all taste needs. In the Oliveto Citra (SA) plant, typical specialties of Southern Italy, such as long tomatoes and cherry tomatoes, are processed instead.

The WWF Italy Oasis System

Since 1967, WWF Italy has protected the national natural heritage through a network of over 100 Oases, which collectively protect about 27,000 hectares of territory. The Oases are not only conservation areas, but also sustainability laboratories, environmental education centers and places for active participation for communities, where volunteering and employment are promoted. In addition to the directly managed Oases, WWF Italy promotes the Affiliated Oasis Program, which allows private individuals to contribute to the protection of biodiversity through the direct management of their areas, according to shared guidelines.

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