# Best practices along the supply chain for premium products

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# Focus on values rather than on volumes

## Commodities

- Mass produce
- Competition on price
- Lack of innovation

## Specialties

- Excellence of the raw material
- Consumers and distribution understanding
- Investment in R&D

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# «Quality First»

## Great Fruits

- 100% Italian tomatoes from selected areas
- Field cultivation in summer season
- Harvest at perfect ripeness
- Best agricultural practices
- Fair working conditions

## Reason to believe

- Traceability of the food chain (ISO22005)
- BRC e IFS, international food standards
- Integrated Crop Management (UNI11233)
- 100% Mechanical harvest
- Social responsibility (SA8000)

## Added value

- Only high quality tomato for each single product.
- Flavor, color and smell of the sun-ripened tomatoes
- Inspire the cooking spirit and creativity

## Enjoy experience

- Respect tomato natural goodness
- Innovation in products and in processing
- Mitigate the environmental impact of farming and processing

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# Sustainability in the supply chain

**Value proposition may integrate other values, such as sustainability, as long as:**

- It creates value for the consumers
- It is the result of a clear long-term view
- It comes from solid scientific-based solutions
- It walks the talk

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# Reward the merit

## Long-term premium price policy based on respect, recognition and incentives for best practices:

- during 2020 we paid tomatoes + 13% compared to the average of the market in northern Italy. For the typical products of Southern Italy, such as tomatoes and peeled tomatoes, + 30% compared to the basic purchase price.
- In 2020, about 5 million euros were invested to valorize the merit and the excellence.
- “Pomodorino d’Oro Mutti ” award is the iconic representation of this policy

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# Cooperative approach

## Mitigate the impact of our activities

- Since 1999, promotion of best agricultural practices. 100% certified Integrated Pest Management
- In 2010 started the collaboration with WWF for the reduction of water footprint in the supply chain and CO2 emissions in the processing
- In 2015 achieved the reduction of the water footprint by 4.6% and avoided the release into the atmosphere of 20.000 tons of CO2
- Since 2015 implementation of POMODORO@NET, a web-based application developed by Horta (Spin-off of Università Cattolica del Sacro Cuore) on precision farming to share best agricultural practices
- Since 2017 promote and support re-naturalization and forestation projects in order to return space to nature
- In 2019 Integrated Crop Protection Zero Residue to reduce the residues of pesticides adopted in crop protection below the limit of quantification (0,01 ppm)

HORT@
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# Make it possible

**The effort is to align the offer of our supply chain with consumers' demand adopting incentives for farmers on best practices within a constraint of sustainable costs**

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# Consumers trust & loyalty

**14.208.000 Italian families choose Mutti**

**(about 2 out of 3)**

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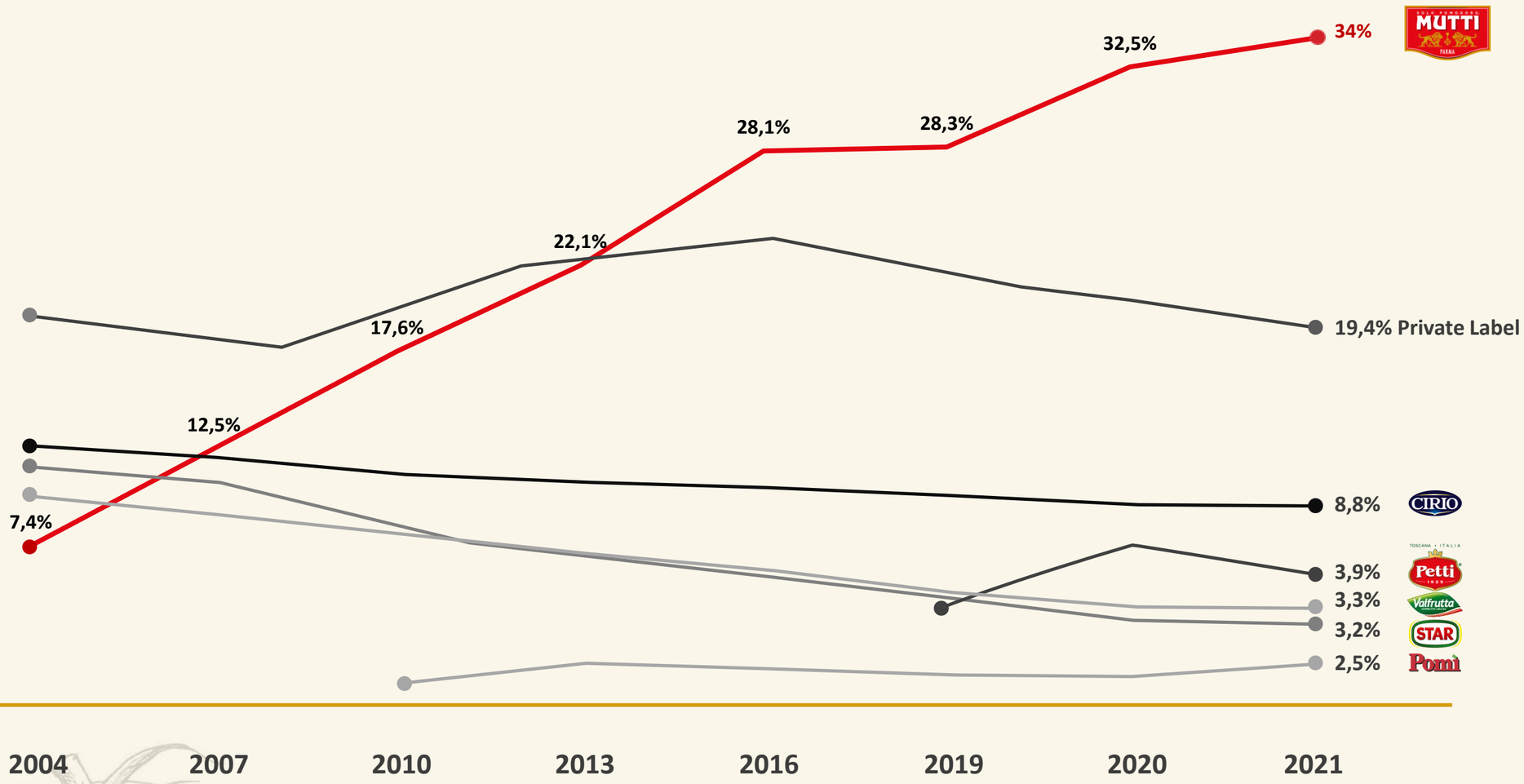
# Business performance

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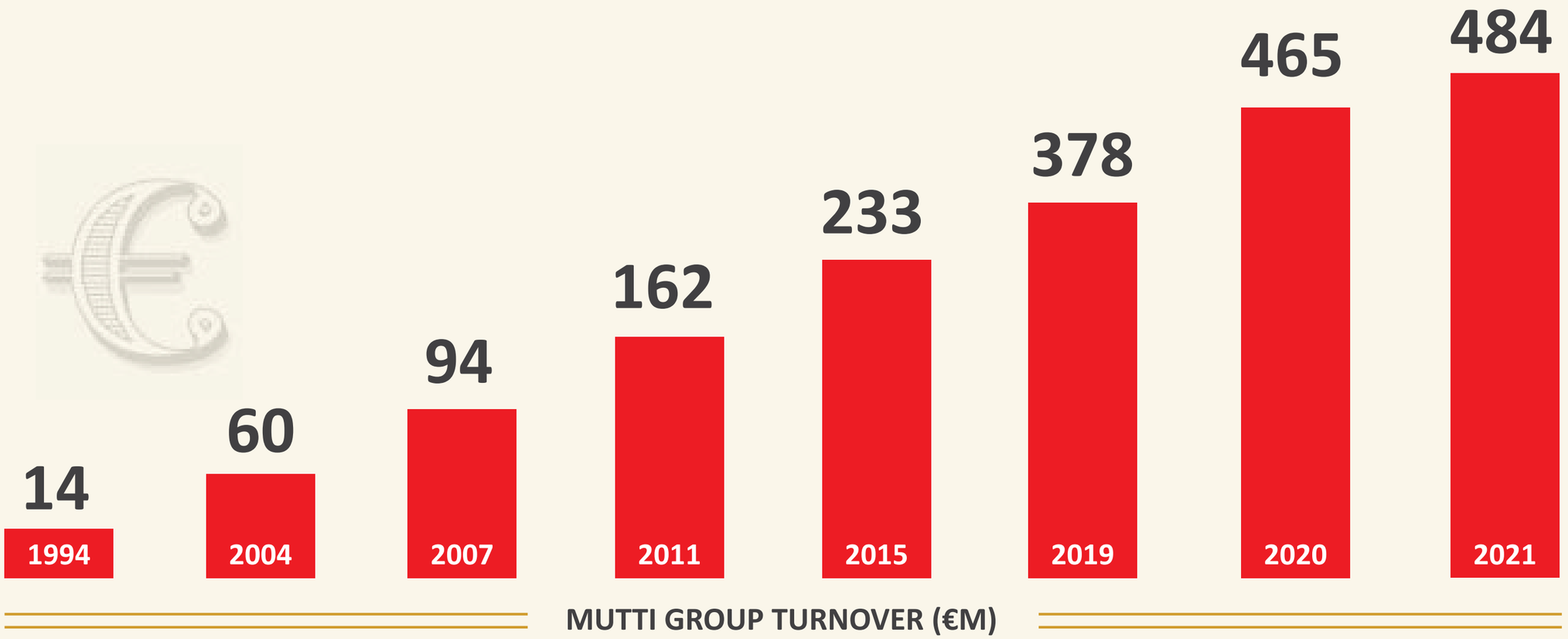
# A Group on the up

# WE KEEP ON GROWING YEAR AFTER YEAR

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# Qualità
# in grande quantità

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