

**FREEDOM  
WILL FEED  
THE  
PLANET**





THE GREATEST **CHALLENGE:**

**FEEDING**  
**A PLANET WITH**  
**MORE THAN 9 BILLION PEOPLE**  
**SUSTAINABLY**, THAT IS,  
WITHOUT DEPLETING NATURAL  
RESOURCES AND THE ENVIRONMENT.

**THIS GOAL IS WITHIN REACH,  
IT JUST NEEDS SOME EFFORT...**

**REACHING THIS GOAL TOGETHER WITH  
THE CONSUMER IS A VERY EXCITING  
PROSPECT:**

**CONSUMERS CAN STEER  
THIS AMAZING PROCESS  
BY CHOOSING  
THEIR PRODUCTS FREELY  
AND RESPONSIBLY**





**HUMAN KIND HAS ALREADY PROGRESSED ENORMOUSLY:  
THE CLICHÉ THAT THE WORLD IS DECLINING IS FALSE.**

**SINCE 1970** THE AGRO INDUSTRIAL SECTOR  
HAS BEEN **ABLE TO FEED** AN ADDITIONAL  
**THREE AND A HALF BILLION** PEOPLE  
WHILE **DECREASING THE RELATIVE COSTS.**





THESE **GOALS** HAVE BEEN ACHIEVED **THANKS** TO  
**FREEDOM OF TRADE, FREEDOM OF SETTLEMENT,**  
**FREEDOM OF MOVEMENT OF GOODS, RESOURCES AND KNOWLEDGE.**

NO **GENERATION** HAS EVER BEEN OFFERED  
A **BIGGER OPPORTUNITY** THAN THIS.

AWARE OF THIS, WE HAVE **REVOLUTIONISED**  
OUR **WAY OF THINKING, OUR PRODUCTION PROCESSES, OUR**  
**PRODUCTS AND THEIR SOCIAL AND ENVIRONMENTAL IMPACT.**









THE **FREEDOM**  
**TO DO** EVERYTHING  
WHERE IT CAN BE DONE BEST,  
ANYWHERE IN THE WORLD,  
IT'S THE **GREATEST**  
**ACHIEVEMENT** OF OUR TIME.

**OPTIMAL GEOGRAPHIC LOCATION**  
**IS THE KEY TO ACHIEVE**  
**QUALITY, EFFICIENCY, COST-EFFECTIVENESS**  
**AND ENVIRONMENTAL SUSTAINABILITY IN PRODUCTION PROCESSES.**





**THANKS TO THIS INNOVATION  
AND FREEDOM, TRADITION  
EVOLVES DAY BY DAY, THEREBY  
IMPROVING PRODUCTS  
AND PROCESSES.**






INDEPENDENCE AND FREEDOM  
FROM CORPORATIONS  
PUT THE FOCUS FULLY ON  
**THE CONSUMER**



**CHOICE** OF PRODUCTS  
**EASES** ENORMOUSLY,  
G NEW **DEMANDS**

DICTATED BY:  
VEGETARIANS,  
RELIGIOUS STANDARDS,  
SUSTAINABILITY,  
ANIMAL WELFARE,  
WHOLESOMENESS,  
HEALTHINESS.



**ITALIANS** KNOW HOW TO PRODUCE THEIR  
**EXTRAORDINARY CHEESE**  
WHEREVER THEY CAN FIND THE  
**APPROPRIATE CONDITIONS.**

TO PRODUCE OUR NEW PRODUCTS  
WE HAVE PICKED THE MOST SUITABLE AREAS  
AND CULTURES AND **CREATED NEW**  
**CHARMING PRODUCTION**  
**LINES.**

A PRODUCT THAT IS **MORE** WHOLESOME, **MORE** APPETISING, **MORE**















# GRAN MORAVIA'S LIBERTARIAN REVOLUTION



AFFORDABLE AND **MORE** RESPECTFUL OF THE ENVIRONMENT.



# NEW UNMATCHED STANDARDS

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			<b>ABSENT</b>
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**A GREEN PARADISE WITH AMAZING  
CLIMATE AND ZOOTECHNICAL PROCEDURES  
FOR THE EXTRAORDINARY EVOLUTION  
OF THE GREATEST CHEESE  
OF OUR TRADITION.**

