



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:

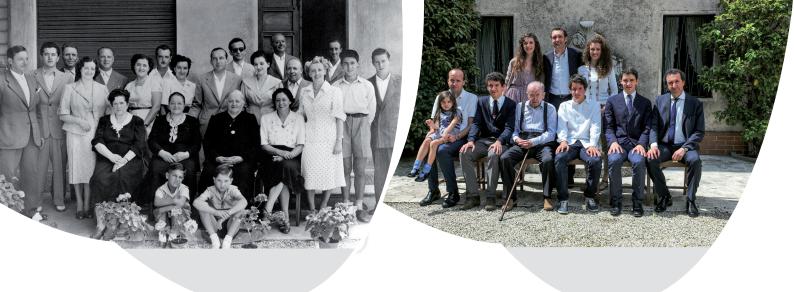
CONSUMERS CAN STEER
THIS AMAZING PROCESS
BY CHOOSING
THEIR PRODUCTS FREELY
AND RESPONSIBLY



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.





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





THOICE OF PRODUCTS EASES ENORMOUSLY, G NEW DEMANDS

VEGETARIANS,
RELIGIOUS STANDARDS,
SUSTAINABILITY,
ANIMAL WELFARE,
WHOLESOMENESS,
HEALTHINESS.





AFFORDABLE AND MORE RESPECTFUL OF THE ENVIRONMENT.







NEW UNMATCHED STANDARDS



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A GREEN PARADISE WITH AMAZING CLIMATE AND ZOOTECHNICAL PROCEDURES FOR THE EXTRAORDINARY EVOLUTION OF THE GREATEST CHEESE OF OUR TRADITION.



