



## **Piercristiano Brazzale is the new President of the International Dairy Federation**

*The youngest of the three Brazzale brothers has been chosen to lead Fil-Idf, the International Dairy Federation. The most important international dairy organisation, Fil-Idf, provides a common platform for all the actors of the production chain, governments and dedicated ministers and acts as a mediator with the main intergovernmental organisations. An acknowledgement of the great Italian tradition in the dairy sector, the Company's history, its international cutting-edge projects and investment on sustainability. Among the Company's achievements, the Carbon Neutral project.*

Zanè (Vicenza) – 2 November 2020. During today's General Assembly, held via teleconference, **Piercristiano Brazzale**, CEO of Brazzale S.p.A., has been **elected President of the International Dairy Federation (Fil-Idf), the main world organisation in the dairy sector**, which brings all the actors of the production chain together, from over 60 countries: farmers, processors, cooperatives, industries, universities, research institutes, governments, dedicated ministers (Health and Agriculture) and many more organisations. The Federation **represents the whole dairy sector** before intergovernmental organisations (**FAO, WHO, UN and OIE**), national governments, and supranational bodies like the European Union. This mandate comes after 10 years of hard work in many of the Fil-Idf technical committees: Piercristiano Brazzale has been first Representative for the environment from 2015 to 2018 and then, since 2018, Technical and Scientific Coordinator. **And it is the first time that an Italian representative has been chosen for such a prestigious and important role.**

*"I am really honoured for this election: I will be able to represent the dairy sector before the main international bodies and draw their attention on some important issues of such a dynamic and strategic sector" says the new President **Piercristiano Brazzale**. "I think this is a very important acknowledgement of Italian dairy tradition and of the great innovative choices made in the last 20 years by our business and partners: each day they turn ideas, strategies and visions in products for the market. Today we are proving how important eco-sustainable production chains are, as well as the new international production standards, such as the **Chain in Moravia**, the **Water Footprint**, the **Carbon Neutral** achievement or the **Silvi Pastoril** project".*

**"It is a great final achievement since my ancestors started the business on the Asiago plateau in the 17th century".**

Piercristiano Brazzale, 55 years old, is **responsible for Technology at Brazzale Group**, the oldest Italian dairy business, operating non-stop since (at least) 1784. *"This election is an award to Italian dairy tradition and I am very proud of it. It seems like I am at the finishing line of a long-distance non-stop relay race, started by my ancestors on the*

### **BRAZZALE S.P.A.**

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Company subject to management and coordination activities by Florentis S.r.l. - Thiene (Italy)

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*Asiago Plateau, where they would work in cattle breeding and cheese production already in 1650”, adds Piercristiano. Eventually, the recently elected President addresses the entire dairy sector: “We need everybody’s cooperation to protect and support our sector. In the next four years we need to establish important standards. Standards that answer effectively the consumers” questions and promote our products as a fundamental element of nutrition and health. Within the framework of socio-economic and environmental sustainability. Hard challenges are awaiting us. We have to be ready, we can not remain indifferent anymore. As Fil-Idf we must give our sector’s workers the technical and scientific basic know-how, so that consumers” awareness about the nourishing value of dairy food and their paramount role in a balanced and sustainable diet will be stronger. The moment has come for our sector to stand up with pride. In the last years we have been often the target of unjustified criticism and false accusations: for this reason, we need to act all together quickly, without any fear”.*

### **Fil-Idf: the most important world dairy association**

Born in **1903 in Paris**, the International Dairy Federation (Fil-Idf) is the most important world organisation of the dairy sector. It provides a common platform to all the actors of the production chain, from over 60 countries: farmers, processors, cooperatives, industries, universities, research institutes, governments, dedicated ministers (Health, Agriculture, etc.) and many more other bodies. The Federation plays a key role since it is recognised as the keeper of the technical and scientific know-how in the sector and represents the sector before intergovernmental organisations like **FAO, WHO, UN and OIE, national governments and supranational bodies like the European Union. In addition, it represents the dairy sector within the Codex Alimentarius, the important organization born from a partnership between FAO and WHO, which fixes food safety and quality international standards and rules world trade.** So far, over 60 Codex standards have been established for dairy food products. Besides, Fil-Idf has worked since 1963 together with the **International Organization for Standardization (Iso), for the joint development of analysis and sampling methods for milk and dairy products.** Since 2001 all Iso standards concerning dairy products have become ‘Iso-Idf’ standards. The Federation is made of 60 national committees that represent all dairy organisations and associations and is also responsible for the promotion of image, trade, production and consumption of milk and dairy products in the world. **Idf’s mission is therefore help nourish the world with safe and sustainable dairy products and contribute to the active spreading and development of science-based standards.**

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Born in 1965, agronomist, graduated at University of Padua, Piercristiano Brazzale, the youngest of the three brothers, is CEO of both Brazzale and Brazzale Moravia. As responsible for technology at Brazzale Group, he has worked in all the most important projects about sustainability: the Gran Moravia Chain, the Water Footprint calculation, the reforested pastures of Silvipastoril model, the Carbon Neutral achievement. He has been first a member of several Fil-Idf technical committees, then Representative for the environment from 2015 to 2018 and eventually, since 2018, Technical and Scientific Coordinator. He plays important roles in different national and international organisations of the agricultural food sector. He loves music, speaks fluently three foreign languages (English, Spanish and Brazilian Portuguese), is married and has a little 13-year-old girl.

### **Brazzale Spa**

In the dairy sector since 1784, **Brazzale Spa** is the oldest Italian family run business in the sector of dairy food. Born on the Asiago Plateau, the Company has been run non-stop for eight generations of the Brazzale family. Today the Group owns six production units all over the world, in Italy, Czech Republic, Brazil and China. Over 730 workers, a 2019 overall turnover of approximately 210 million Euros, of which over one third consisting of export sales from Italy to the world. Its brands on the market are: Burro delle Alpi, Burro Fratelli Brazzale, Zogi, Verena, Alpilatte, Brazzale, Silvipastoril and Gran Moravia. In 2003, in Litovel, in Moravia (Czech Republic), the Group starts the production of Gran Moravia cheese. The ageing process is carried out in Italy. Since 1898, the Group has had its headquarters and the butter production plant called "Burro delle Alpi" in Zanè (Vicenza). After the merging with the Zaupa family, in Monte di Malo (Vicenza), the Company has started the production of Provolone cheese, DPO Provolone Valpadana Cheese, spun and pressed paste, and DPO Asiago Cheese. All products from the production unit in Litovel are elaborated with milk from Brazzale's Eco-sustainable Chain, which in 2011 obtained the traceability certification according to ISO regulation UNI EN ISO 22005:2008. In Czech Republic the Group has also opened its own store chain called "La Formaggeria Gran Moravia" (The Gran Moravia Creamery). Today there are 22 stores and over 150 workers involved. The clients are more than 1.500.000 every year. Over 70% of sold items are imported from Italy. In 2012 a new Brazzale commercial unit is created in Shanghai and in November of the following year, a store of "La Formaggeria Gran Moravia" chain is there inaugurated. In 2014 Brazzale opens a productive plant in Beijing for the production of fresh cheese for the local market. In 2018 the temporary stores "A TUTTO BURRO" were inaugurated in Asiago and Vicenza (Italy). In **2019** the Company becomes a **Carbon Neutral** Group after achieving an extraordinary goal: the Group's overall carbon emissions - t.i. the emissions produced by all of its production plants in the world - have been offset thanks to the plantation of 1.5 million trees in Brazil. Today the Group sells its products in over 55 countries. The amount of milk directly collected in farms is approximately 200.000.000 Kg. This is then used in Brazzale's production plants in Italy and Czech Republic. The Group has engaged for years in the development of innovative agricultural food chains, characterized by their productive efficiency and environmental sustainability element, like the Gran Moravia Eco-sustainable Chain in Czech Republic, and the Silvipastoril Reforested Pasture in Brazil.

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