

CARBON NEUTRAL GROUP CO₂ ZERO





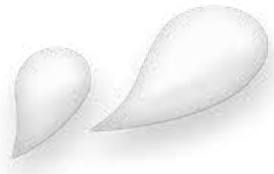
**A WONDERFUL CHALLENGE
BECAME REALITY:**

**MANAGING TO INCREASE
PRODUCTION, QUALITY,
ANIMAL WELFARE, VEGETATION,
AND BIODIVERSITY,
WHILE **REDUCING**
THE EMISSION OF GREENHOUSE GASES.**

MANKIND HAS REACHED EXTRAORDINARY HEIGHTS

THANKS TO
**KNOWLEDGE,
SCIENCE** AND
FREEDOM OF TRADE.





**HOWEVER, FAST GROWTH
OF POPULATION AND
ECONOMIC WEALTH HAVE
LED TO IMBALANCES
IN THE **ECOSYSTEM****

**THE ALARM ON POSSIBLE EFFECTS
OF HUMAN ACTIVITIES ON THE CLIMATE
HAS CONCENTRATED ATTENTION ON THE
EMISSIONS OF GREENHOUSE GASES.**

**SCIENCE HAS NOT YET PROVIDED A
CLEAR ANSWER ABOUT CLIMATE
CHANGE AND ITS POSSIBLE ORIGINS,
HOWEVER, THE REQUEST TO
"**DO SOMETHING**"
IS ALWAYS MORE INSISTENT.**



REDUCING THE EMISSION OF GREENHOUSE GASES IN THE ATMOSPHERE HAS BECOME **A PRIORITY.**



HOWEVER, CHOICES THAT AIM TO REDUCE CONSUMPTION ARE MULTIPLYING, CARRYING POPULATION TOWARDS **THE RISK OF DAMPENING ECONOMIC GROWTH.**





IS IT POSSIBLE TO **OBTAIN**
THE SAME ENVIRONMENTAL
BENEFITS, WITHOUT RESTRAINING GROWTH,
BUT RATHER BY PROMOTING
A VIRTUOUS DEVELOPMENT?

THE ANSWER IS:
YES, IT IS.



REDUCING THE EMISSION OF GREENHOUSE GASES IS AN IMPERATIVE THAT COINCIDES WITH THAT OF INCREASING THE ECONOMIC EFFICIENCY OF WORK PROCESSES.

BUT THIS IS NOT ENOUGH AND, FURTHERMORE, IT MAY REQUIRE A LOT OF TIME.

THE CARBON BALANCE CAN BE REBALANCED
IN A MUCH FASTER WAY, BY INCREASING
THE CAPTURE OF CO₂.
BUT HOW?

THROUGH **PHOTOSYNTHESIS**, TREES FEED OFF CO₂;
THEY RELEASE OXYGEN INTO THE ATMOSPHERE
AND CAPTURE CARBON DIOXIDE IN THEIR
WOOD AND ORGANIC MATTER.



NATURE OFFERS US THE
SOLUTION:

TREES.

TREES ACT AS **CLIMATE REGULATORS** BALANCING
AIR AND SOIL, INFLUENCING THEIR TEMPERATURE,
HUMIDITY AND FERTILITY.

THERE IS ONE POINT ALL SCIENTISTS AGREE UPON:
PLANTING TREES AND **REFORESTING** THE PLANET
IS THE BEST POSSIBLE PRACTICE,
AND IT CAN ONLY BE OF BENEFIT.



WE CAN NOT CHANGE THE WORLD,
BUT **WE CAN CHANGE OUR BEHAVIOUR:**
WE, AS ENTREPRENEURS, **MUST INNOVATE**
THE PRODUCTION PROCESSES, MOVING
TOWARDS A MORE VIRTUOUS BEHAVIOUR THAT
CAN BE REWARDED BY THE CONSUMERS'
PURCHASING CHOICES.



**850 TREES PER HECTARE OF LAND,
PLANTED IN ROWS,
CAPTURE 8 TIMES MORE CO2 THAN THAT PRODUCED
BY THE CATTLE. BREEDING BECOMES
"CARBON POSITIVE"
AND RELEASES OXYGEN INTO THE ENVIRONMENT.**













**OUR GROUP REVOLUTIONISED BREEDING SYSTEMS
DEVELOPING THE "SILVIPASTORIL" SYSTEM,
THAT ENVISAGES THE REFORESTATION OF PASTURES,
TRANSFORMING THEM INTO FORESTS
INTERSPERSED BY GLADES.**



THE REFORESTATION OF PASTURES TRIGGERS
A NATURAL VIRTUOS CYCLE,
THAT ALLOWS US TO OBTAIN OTHER

EXTRAORDINARY ACHIEVEMENTS:

TYPE OF PASTURE

TRADITIONAL AND EXTENSIVE	INTENSIVE	SILVI PASTORIL
 1 HECTARE	 1 HECTARE	 1 HECTARE
 10 FORAGE MASS	 100 FORAGE MASS	 237 FORAGE MASS
0 TREES	0 TREES	 850 TREES
 0,5 REARED ANIMALS	 1,5 REARED ANIMALS	 3 REARED ANIMALS
0 COW CARBON FOOTPRINT	0 COW CARBON FOOTPRINT	 25,2 COW CARBON FOOTPRINT
0 m ³ WOOD PER YEAR	0 m ³ WOOD PER YEAR	 33 m ³ WOOD PER YEAR



➔ INCREASED **ANIMAL WELFARE**; OBTAINED BY RECREATING A NATURAL ENVIRONMENT OF WOODS INTERSPERSED BY GLADES.

➔ FORMIDABLY **INCREASED BIODIVERSITY**.

➔ **INCREASED FORAGE** PRODUCTION **PER SURFACE UNIT**;
(BY REDUCING SURFACE NEEDS WITHOUT REDUCING THE PRODUCTION VOLUME, MORE SPACE IS LEFT OVER FOR THE WILD FORESTS!)

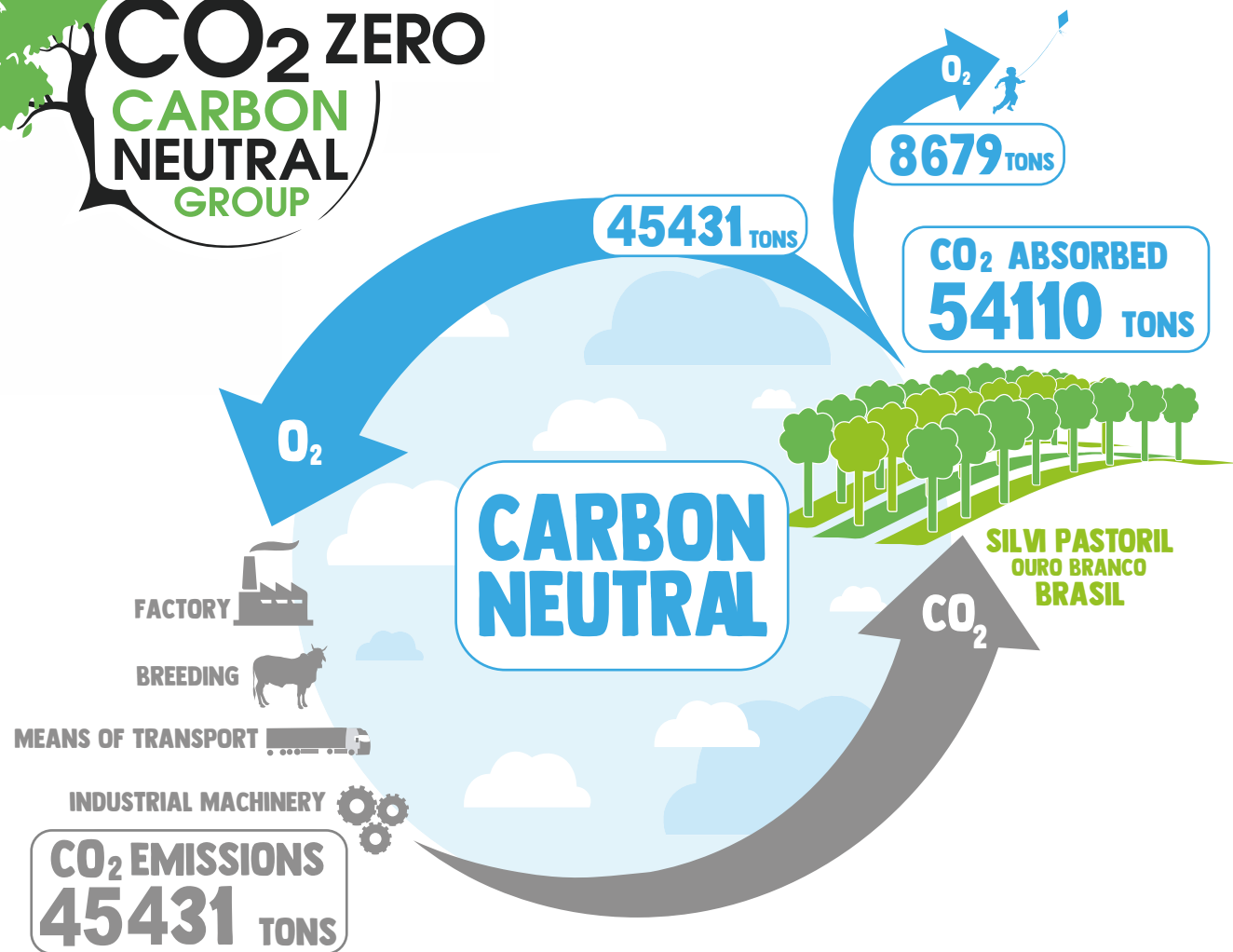
➔ **ELIMINATION** OF THE USE OF **FERTILISERS**.

**THE GREAT ACHIEVEMENT
OF A ZERO-CARBON
PRODUCTION CHAIN
BY BRAZZALE:**





#GREENSPIRITOFBRAZZALE



THANKS TO THE PLANTING OF **1,5 MILLION TREES**
WE REACHED A **GREAT RESULT:**
THE **OFFSET OF CO₂ EMISSIONS**
OF **ALL OUR PRODUCTION SITES** AROUND THE WORLD.
CARBON INVENTORY HAS BEEN **VERIFIED** BY DNV-GL.

WITH THE CREATION OF THE SILVIPASTORIL
BREEDING SYSTEM, WE HAVE ACHIEVED THE
OUTSTANDING RESULT OF
"CARBON NEUTRALITY"
FOR THE WHOLE GROUP.

BUT EVEN BETTER:
THE CARBON BALANCE OF THE BRAZZALE
GROUP'S ACTIVITIES IS **LARGELY POSITIVE.**

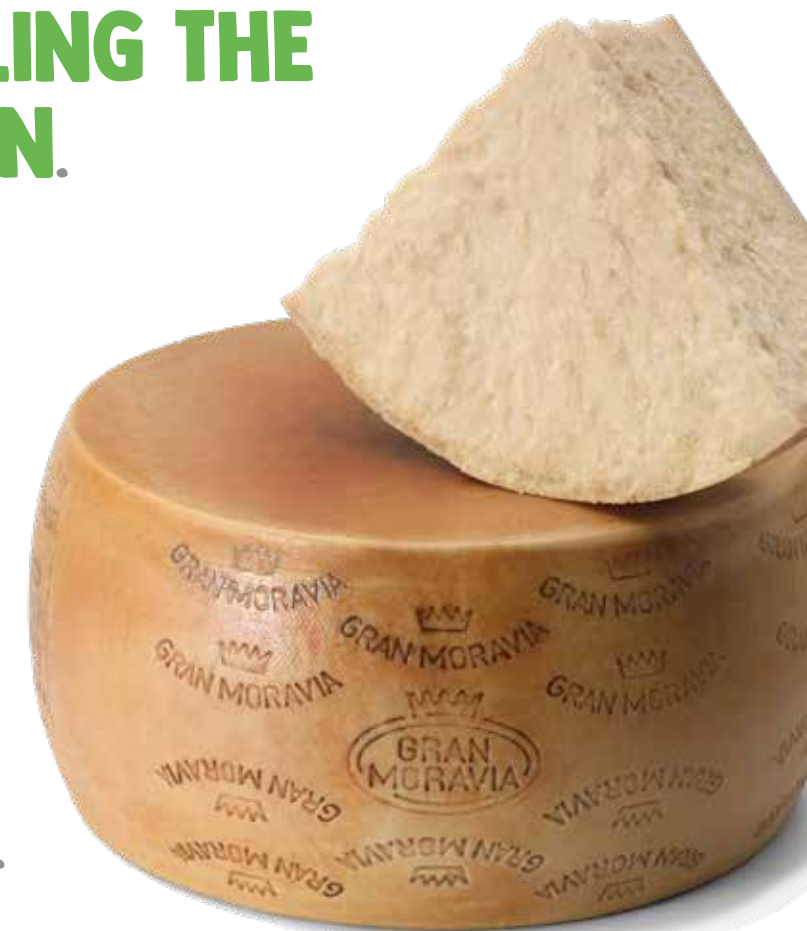




**WE HAVE REFUTED THE DANGEROUS
MYTH OF DEGROWTH:**

**THE ZERO CO2 BALANCE HAS BEEN
REACHED WHILE **TRIPLING THE
PRODUCTION.****

**GROWTH BY MEANS OF
INNOVATIVE PROCESSES
BECOMES AN ESSENTIAL
CONDITION TO REACH
SUCH A SUCCESSFUL GOAL.**





**TO ACHIEVE THIS RESULT, IT IS NECESSARY
TO CHANGE THE TYPICAL PARADIGMS OF
PRODUCTION AND CONSUMPTION:**

**DO THINGS WHERE THEY ARE
MOST LIKELY TO SUCCEED,
AND PREFER PRODUCTS THAT
INNOVATE TRADITION.**





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