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**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.**



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



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

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**



THE **CHOICE** OF PRODUCTS  
**INCREASES** ENORMOUSLY,  
SATISFYING 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.**














**GRAN MORAVIA'S**  
LIBERTARIAN REVOLUTION



A PRODUCT THAT IS **MORE** WHOLESOME, **MORE** APPETISING, **MORE** AFFORDABLE AND **MORE** RESPECTFUL OF THE ENVIRONMENT.



# NEW UNMATCHED STANDARDS

	FARMLANDS	94.000 Ha		COMPANY SUPPLIED FORAGE	100% +/- 1%
	FARMS	72		TOTAL COMPANY SUPPLIED FOOD	>85% +/- 3%
	AVERAGE DISTANCE FROM CHEESE FACTORY	Ø 76 km		NITRATE LOAD	Ø 50 Kg / Ha
	LACTATING COWS	23.000		AFLATOXINS IN POOLED MILK	<0,005 µg/Kg
	HECTARES OF LAND PER LACTATING COW	> 4,0 Ha		AFLATOXINS IN FINISHED PRODUCT	Absent
	ANIMALS IN INDIVIDUAL STALLS	100% +/- 1%		BLUE WATER	72 L/Kg di Gran Moravia
				GREEN WATER	1.944 L /Kg di Gran Moravia

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



















THE AMAZING DISCOVERY OF  
REFORESTED PASTURES

# THE SILVIPASTORIL REVOLUTION

**OURO BRANCO**  
MATO GROSSO DO SUL - BRASIL



## TYPE OF PASTURE

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

WE ENTER INTO THE **FUTURE** BY GOING BACK TO THE **PAST**.



**300 TREES PER COW, PLANTED IN ROWS**  
**TRASFORM PASTURES IN FORESTS MIXED WITH GLADES.**



PASTURES REFORESTATION CREATES  
A **VIRTUOUS SYMBIOSIS**  
RESTORING THE ANIMALS TO THEIR  
**NATURAL CONDITIONS:**  
ENHANCING ANIMAL WELFARE,  
**BIODIVERSITY**, QUALITY OF MEAT.



THE **TREES** THAT **ABSORB**  
**GREEN HOUSE GASES** **WOOD**,  
ARE USED TO PRODUCE **WOOD**,  
WHICH THEN BECOMES **VALUABLE CONSTRUCTION**  
**MATERIAL** OR **RENEWABLE FUEL**.

THE INCREASE IN **NATURAL**  
**HUMIDITY** AND **ORGANIC**  
**SUBSTANCES** IN THE SOIL  
LEADS TO AN INCREASE IN THE  
FORAGE PRODUCTION AND A  
DEFINITE **INCREASE** IN THE **YIELD**,  
WHILE  
**REDUCING THE COSTS**.



TRACEABILITY, TRANSPARENCY,  
NUTRITIONAL INFORMATION: ALL IS  
PROVIDED WITH PRECISION AND  
AN EFFICIENCY THAT WAS UNTHINKABLE  
OF JUST A FEW YEARS AGO  
AND THAT STILL REMAINS UNMATCHED.

## MULTIMEDIA LABEL OF ORIGIN NUTRICLIP



THE DIGITAL REVOLUTION  
OPENS NEW, INCREDIBLE  
**INNOVATIONS** IN  
**COMMUNICATION**  
WITH **CONSUMERS**  
ALLOWING THEM TO BECOME **MORE**  
**INFORMED, MORE AWARE AND FREER.**

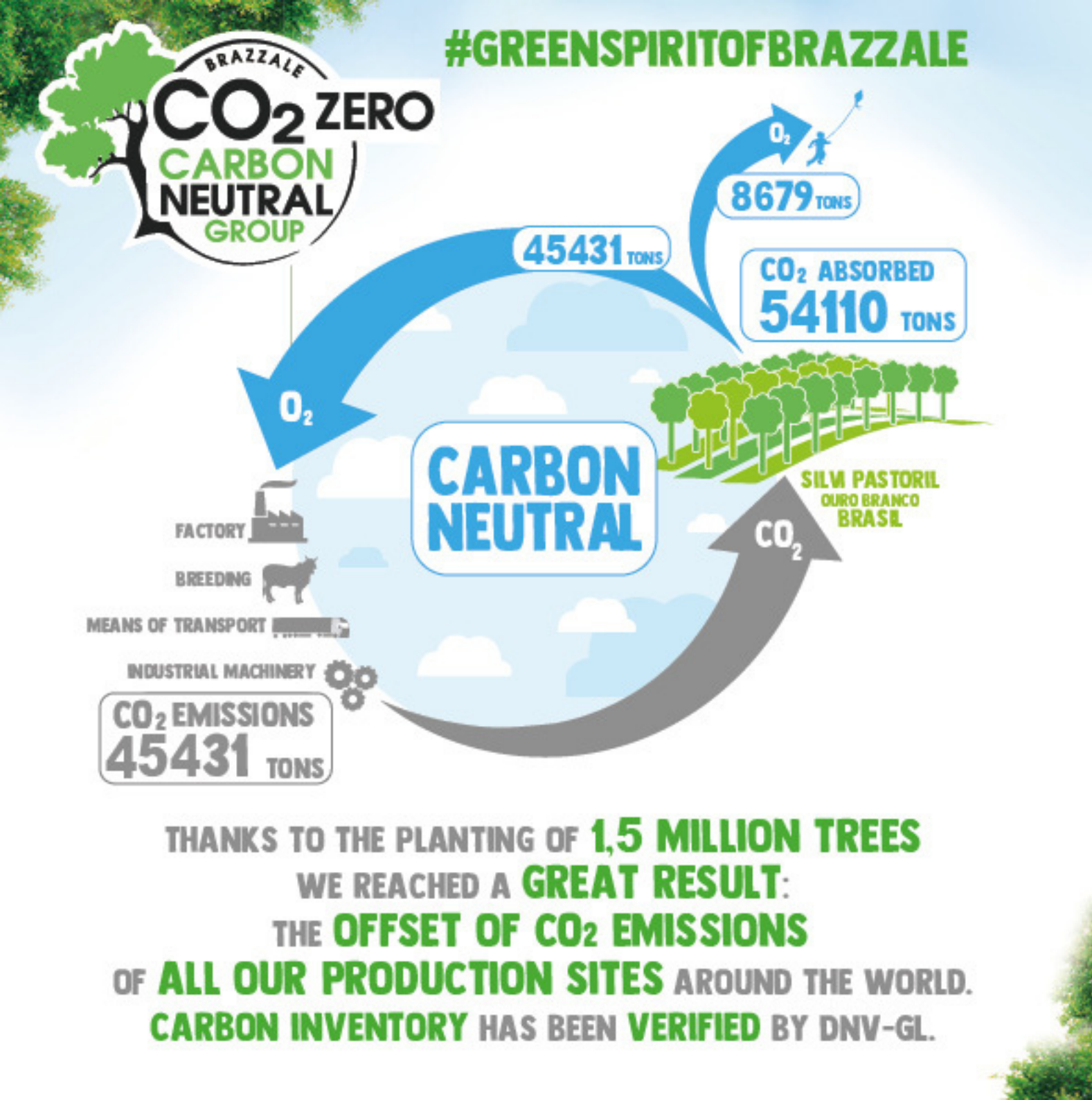




BY ESTABLISHING PRODUCTION LINES IN COOLER, TEMPERATE CLIMATE AREAS AND THROUGH OUR CONTINUOUS TECHNOLOGICAL INNOVATION, WE CAN DRASTICALLY REDUCE OUR WATER CONSUMPTION.

**GRAN MORAVIA**  
IS THE FIRST CHEESE IN THE WORLD  
TO **DETERMINE ITS WATER FOOTPRINT**

Save the water  
**GRAN MORAVIA**  
Water Footprint





THE **FREEDOM**  
TO MEET US IN **OUR RETAIL CHAIN**  
**LA FORMAGGERIA GRAN MORAVIA**

EVERY YEAR WE MEET  
**1,5 MILLION CONSUMERS.**  
THEIR VALUABLE IDEAS AND EXPERIENCES  
IMPROVE OUR PRODUCTS, MARKETING AND RETAIL.

**THIS IS THE IRREPLACEABLE WONDER  
OF HUMAN INTERACTION**

*La*  
**FORMAGGERIA**

