



THE CONVENTION

A SUSTAINABLE FOOD SUPPLY CHAIN

THE DEBATE BETWEEN EXPERTS AND PRODUCING COMPANIES ON THE PAST 2-3 OCTOBER IN MILAN. AND THE PRESENTATION OF THE FIRST IVSI (INSTITUTE FOR THE VALORIZATION OF ITALIAN DELI MEATS) 'MANIFESTO'. CHAIRMAN PIZZAGALLI: "WE MUST NOT PRODUCE MORE, BUT BETTER."

The challenge of sustainability is faced by the food sector with the development of production systems respectful of resources, of a controlled and environmentally friendly supply chain, and of a high-quality product offer. Managers and experts discussed the matter during a busy convention held on the past 2nd October in Milan, Bocconi University, on the occasion of the 'CSR and social innovation salon'.

The State of the art

Paola Garrone, lectures at Politecnico Milan, discussed the data collected by the Food sustainability observatory, highlighting the undergoing evolution. "There are about 400 Italian and international startups in the agri-food sector", she explained. "Working on matters like precision agriculture, renewable energies, the reduction of waste and the support to small producers. If we look at the global scenario, Israel is the 'homeland' of innovation, but Italy is doing its part too." Ideas shared also by Paolo Pastore, Fairtrade director, who focused on the Italian landscape: "Our goal is to ensure better living conditions to farmers in developing countries. And we have been noticing a growing interest with respect to the past: a clear sign of companies' desire to invest on products in a continuative way. This means that they are becoming aware of the impact of a sustainable development."

Melinda: "30 million euro worth investments"

Among the experiences described during the con-



vention, also that of Andrea Fedrizzi, marketing and communication manager at Melinda: "In order to better communicate sustainability, we invested 30 million euro in a project that involves the 4,000 cooperatives belonging to our Group. The aim was to build underground cellars for apple storage, where we managed to replicate optimal climate conditions for both temperature and air composition. This turned into a great advantage in terms of energy saving and preventing pollution."

Just Eat: "We distribute meals to the poor"

Viviana Marino, Pr manager of Just Eat, talked about the fight to waste and the recovery of food surpluses: "A survey conducted in 2016 on 200 restaurants highlighted

that 20% of them is wasting food every day. This convinced us of the need to launch a project aimed at recovering the food surplus in Milan, Turin, and Rome, and then distribute it to families and communities through the Carits association. But this is not the only tool created by Just Eat: we give the chance to collect food directly at the clients' home - a sort of 'reverse' order - to give it to the poor. Finally, there is the 'suspended meal' project, where clients pay for a dish that they don't collect, but donate to charity."

Bolton: "Market leaders play a key role"

Luciano Pirovano, sustainable development director at Bolton Food, highlights the importance of having some-

one dedicated to corporate social responsibility inside a company: "It is of utmost importance so that market leaders can take action and make changes. But we must be aware of the fact that a change of mind requires time, and it must involve all company levels."

Mulino Bianco: "100% sustainable cocoa for a well in Ivory Coast"

Alessandro Rossi, marketing director at Mulino Bianco and Pan di Stelle, talked about the 'motivational power' of sustainability. "With the Pan di Stelle brand, the company chose a totally sustainable supply chain with the project 'One dream called cocoa'. It implies the purchase of cocoa from Barry Callebaut, thus supporting the Cocoa Horizons Foundation, and allowed the building of a well in a village in Ivory Coast. This changed the life of 7,000 people and improved the living conditions of workers in cocoa plantations."

Retail

Andrea Mantelli, supply chain director at Conad, represented the retail sector: "We are increasingly committed to sustainability, especially for fresh products, also for our Private Labels: a business that accounts for about 30% of total revenue, while the national average is 19%. In regard to sustainability, we want to state clearly that we don't make downward auctions and have strict terms for contracts with our suppliers, with severe safety and quality controls".

Federico Robbe

THE SEVEN FOUNDING VALUES

- History and tradition
- Information and culture
- Quality and sustainability
- Connection with the territory
 - Italian lifestyle
 - Team play
- Future orientation