Sant'Orsola
Piccoli produttori, grandi sapori.
WHO IS SANT’ORSOLA

- Sant’Orsola is a farmers’ Co-operative specialised in the production and marketing of strawberries, various types of berries and late-fruiting cherries
- established in 1972 in the Trentino region, in the north-eastern part of Italy, over the last few years Sant’Orsola has undergone a marked expansion, so much so that it has become the leading Italian company in production of berries
• 1,000 farmer-members, mainly located in the Trentino valleys

• in the last few years it has enlarged the production area outside the province of Trento, to meet market requirements and to offer year-round supply of products
Production area in Italy

North of Italy:
Trentino and Veneto

South of Italy:
Calabria and Sicily
OUR MISSION

increase value of farmer-members’ production through the following key elements:

• supply the entire range of products in the berry category

• guarantee a year-round supply of berries, complementing the main members’ production with early and late-ripening fruit from partnerships set up in Italy and abroad

• leadership in innovation through a well experienced R&D Department
SOME DATA (2015)

- Annual turnover: € 50,5 ml
- Number of employees: 169
- Total production marketed (tonnes): 4,582
- Total number of farmer – members: 850
- Total cultivated area: 440 ha
- 100% products cultivated according IPM Protocols
Distribution Channels (2015)

- MULTIPLES/MODERN RETAIL: 12%
- TRADITIONAL RETAIL: 40%
- EXPORT: 48%
SUSTAINABILITY

Sustainability is a key factor, both from an economic and an environmental point of view.

Economic sustainability

• most of the members are small, family – runs farms. For many of these, the berries cultivation represents an opportunity to supplement their family income.
• berries cultivation enables growers to make the most of even very small plots of land, often located in inaccessible places that are difficult to cultivate

• a “fair” price has to be paid to the farmer – members: only if growers feel rewarded for the work they do, they will still keep living and working on the marginal mountain areas. Thus, the flow of people moving away from mountain is avoided
Environmental sustainability

- Sant’Orsola members are all addressed to implement a program of integrated pest management
- all members are required to work in accordance with the Integrated Pest Control Guidelines, set up by the Local Government
- the aim is to reduce the use of chemicals. Chemicals are used in combination with natural pest control products and innovative farming techniques
Integrated Pest Management: Cultivation Techniques

- Poly tunnels to protect from rain
  - reduce the need for protection against pest and disease by preventing the plants from getting wet, which inhibits the development of fungal disease.
  - Tunnels are built so as not to affect the temperature and relative humidity inside
- Out-of-soil cultivation
  - this technique helps overcome problems linked with soil exhaustion, which would otherwise require crop rotation to be implemented
• **mulching grass**
  used to control the growth of weeds between the rows of fruit plant. It maintains ideal temperature and humidity conditions for the plants

• **mulching**
  this operation consists of covering the ground with a layer of material in order to prevent weeds growing

• **use of natural antagonists and useful insects**
  to protect the plants from harmful insects
SUPPLY CHAIN CONTROL

NURSERY

PLANTS ARE PROVIDED TO THE GROWERS

PROVISION OF AUXILIARY FARMING PRODUCTS

ADVICE ON VARIETIES PROGRAMMED PRODUCTION

HARVESTING CENTRE: QUALITY CONTROL

SALES

MARKETING

FRUIT PACKING

SALES

MARKETING

FRUIT PACKING
EFFICIENT LOGISTIC SERVICE

Freshness is the corner stone of our approach

• internal Logistic service: to collect fruit from the Harvesting Centres and delivered it to the Packing House

• logistic service is in OUTSOURCING

• we match retailers requirements, delivering few boxes everywhere (we assure fresh product, better turnover on the multiple shelves)
INNOVATION

• is guaranteed by a R&D Department well organized
• innovation refers to products and packaging, in order to meet consumers, retailers but also growers requirements
new varieties should be:

- richer in antioxidants
- better shape
- brilliant colour
- great taste - good flavour
- better productivity
- better diseases resistance
Innovation means also appealing packages, providing consumer and retailers with:

- easy to eat products
- healthy choices
- convenience food
- products easier to handle
- products easier to stock
- much more resistant packaging solutions
- engaging packaging
Fruit selection

• all the berries are rigorously picked by hand
• fruits are carefully selected by members at the time of picking, according to the quality criteria set by the Co-operative
• fruits are packed and weight directly in the field at the time of picking
• fruits are prompt delivered to the Harvesting Centres
Strict quality control

• from each consignment, a sample is taken to check the quality of the fruit
• the sample is analysed in detail to establish the weight and the fruit percentage of the various classes of berries
• only first quality fruits are paid
• second quality is not paid
• industry is strongly penalized (double raise)
• this operation provides the growers with the “right” price according to the quality of the fruit produced
• operation is anonymous
• samples are pre-cooled and the control is conducted the day after
• good tip for the growers: quality control provide information about what’s going wrong in the field, the grower could promptly manage it
Short time from the field to the table

• in the storage facility, berries are chilled using forced air system (to maintain high quality and safeguard their taste)
• the cooling process takes one hour: the temperature of the fruit is reduced about 20°C, to stop the ripening of the fruit, thus increasing the shelf-life
• fruit temperature after 1 hour pre-cooling: +6-8°C
• to guarantee an aseptic environment, air is treated with ozone
• from this moment onwards, the so-called “cold chain” is strictly maintained
• in the packing house, punnets are covered with lid, orders prepared and refrigerated trucks are loaded so as to deliver Sant’Orsola’s berries in Italy and abroad
• temperature inside the packing house: +10°C
• maintaining the “cold chain” from post harvesting to the supermarket shelves is very important
• information provided by some recent researches: a better shelf-life is guaranteed if the cold-chain is not broken
• Sant’Orsola introduces some branded fridges in the retail outlets
• better selling performances
SANT’ORSOLA GUARANTEES FRESH BERRIES IN PROMPT DELIVERY 12 MONTHS A YEAR
THANK YOU VERY MUCH FOR YOUR ATTENTION!