A large, thick yellow arc that starts at the top left, curves around the text, and ends at the bottom right. It has a small green segment at its top left end and a small red segment at its top right end.

**Brio case history:
Organic farmers in the mainstream organic market**

è Bio
lo dice Brio

Anuga, 12 october 2009

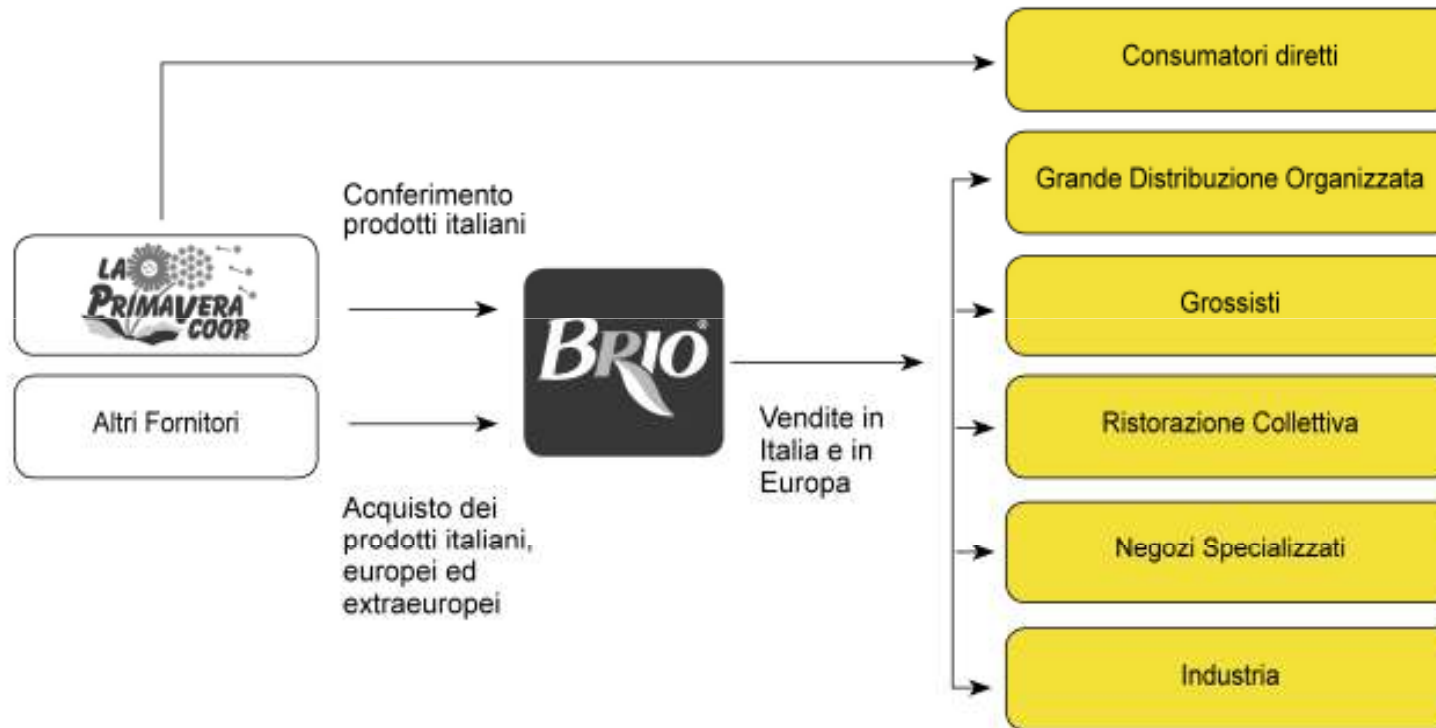
Brio S.p.A. is a producer and trader of products exclusively from organic farming.

It was established in 1993 and is part of the Cooperativa La Primavera, a cooperative of organic farmers in Verona.





Fruit and vegetable sectors

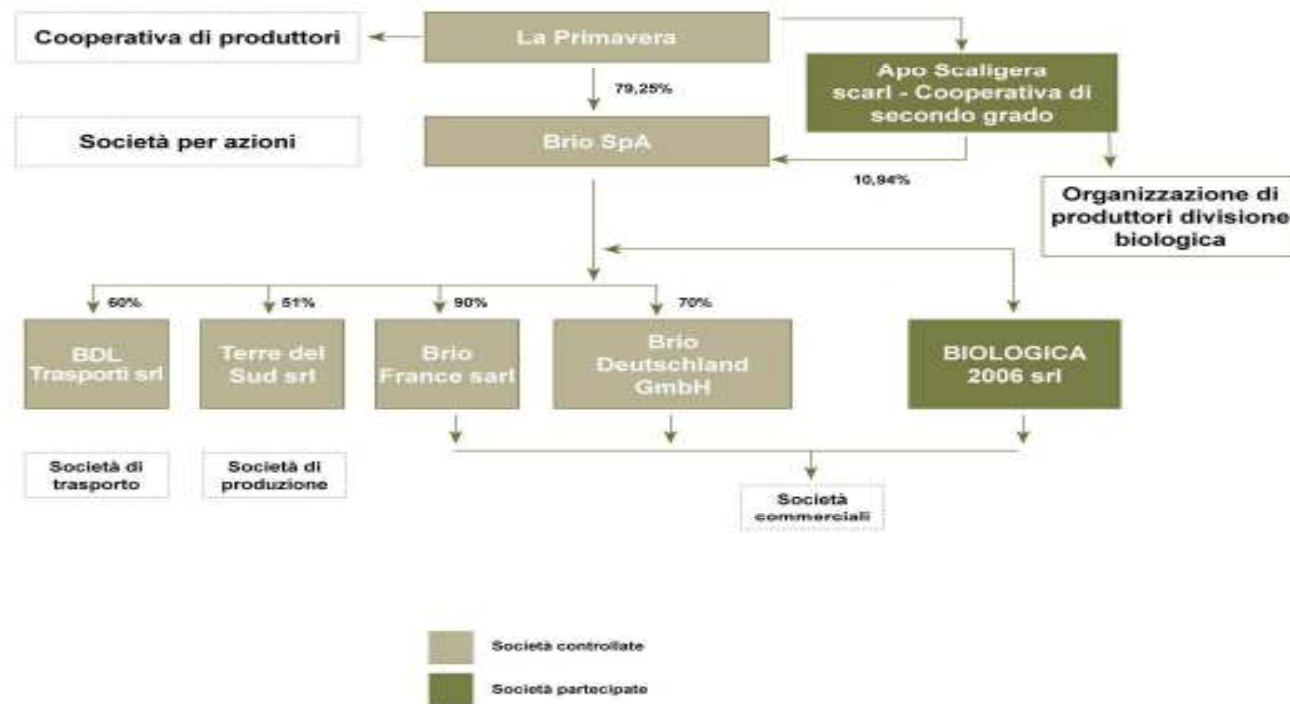


Brio manages all phases of production from planning to delivery.



Brio Network

Struttura del Sistema Brio



In participation with local farmers, Brio aims to meet individual needs.



Our vision

We strongly believe:

- Organic farming can and will conserve our environment's resources both now and for generations to come
- Our relationship to the land is fundamental for conscious responsible growth
- It is possible to work ethically, respecting the environment and considering the needs of the participating affiliates
- In order to offer a brighter future our children tomorrow we must act responsibly today



Our mission

We understand the fundamental importance

- of a product,
- of an associated producer and one is not,
- a honest competitive pricing,
- the advantage to our costumers interested in a good, healthy product obtained from balanced, sustainable agro-environment.



Brio sales markets

▪ Austria
▪ Danimarca
▪ Finlandia
▪ Francia
▪ Germania
▪ Gran Bretagna
▪ Grecia
▪ Olanda
▪ Polonia
▪ Repubblica Ceca
▪ Spagna
▪ Svezia
▪ Svizzera





Turnover

The turnover of Brio S.p.A. for the year 2008 was € 39,985,601, a 4.9% increase over the previous year, with 25,900 tonnes of product.

The Primavera Group's consolidated turnover is more than 52 million euros.

Foreign sales account for 35%

There are 170 employees in the Group (both permanent and temporary workers).



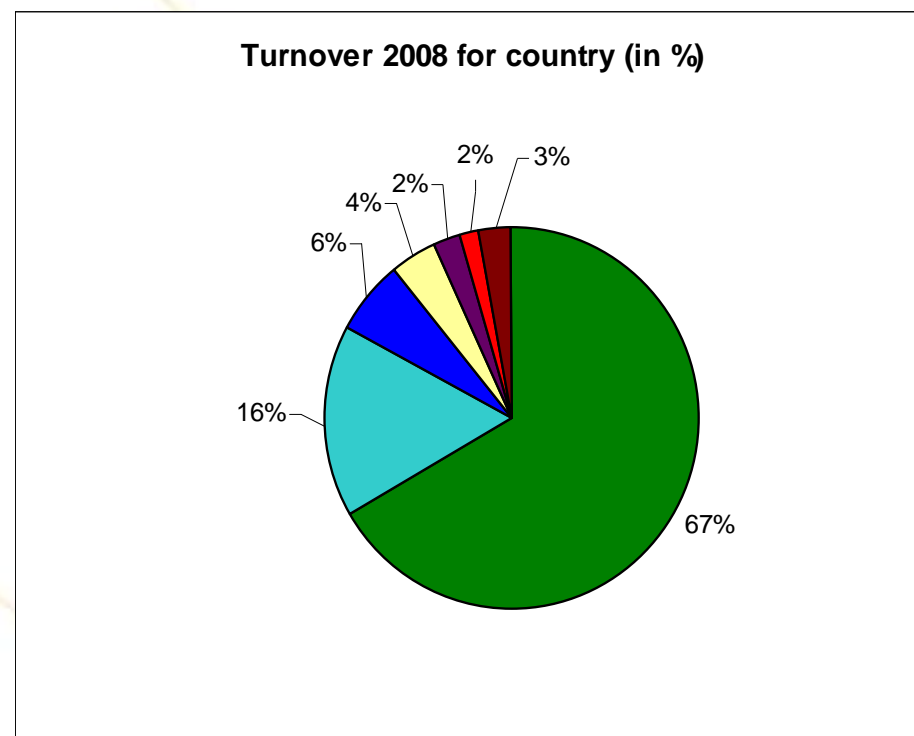
Sales development

year	Production value in euro
1997	14,743,000
1998	13,222,800
1999	14,343,000
2000	15,369,000
2001	23,526,000
2002	22,686,000
2003	22,844,000
2004	26,652,000
2005	29,636,000
2006	35,215,000
2007	38,884,000
2008	39,985,601



Sales by country

Country	Turnover 2008 (euro)
Italia	26,921,423
Germania	6,577,445
Francia	2,553,767
Danimarca	1,709,547
Austria	944,874
Svizzera	634,683
Others (Gran Bretagna, Grecia, Repubblica Ceca, Svezia, Olanda, Finlandia, Ungheria, Spagna, Argentina, Bulgaria, Polonia)	1.134.727

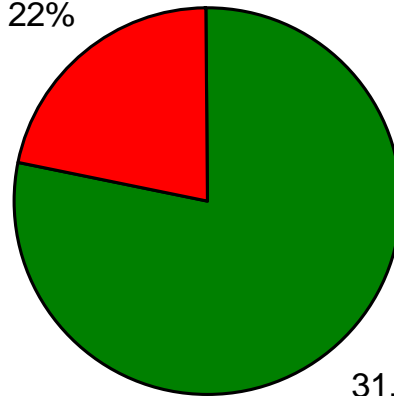




Type of product

Turnoves 2008: Fruit & veg and General Food

9.052.350 ; 22%



31.992.919 ;
78%

- Ortofrutta
- Trasformati



The main products

Top 10 of product	Turnover 2008 in euro	tons 2008
APPLES	3,878,591	4.063
TOMATOES	2,683,394	1.347
KIWI	2,340,877	1.276
LEMONS	2,335,550	1.485
PEARS	1,835,092	1.356
BANANAS	1,569,547	1042
CARROTS	1,469,759	1511
POTATOES	1,463,979	1918
ORANGES	1,386,466	1.728
COURGETTES	1,052,638	689



What has worked well?

- we specialize in organic products
- we are seen as reliable suppliers (due to our control system and guarantees)
- we entered foreign markets immediately (especially the German market)
- the ability to give a wide range of products and complete packages to customers
- the ability to do production planning with our suppliers
- the ability not only to answer financial questions but also to give technical advice, as well as our relationship with research institutes (varieties of terrain, new kinds of tomato such as heart tomatoes) and the University of Pisa for mechanization in weed management
- Food crisis due to mad cow
- supermarket development
- Italian laws regarding catering in schools



The aim of inspection systems in organic produce

The general aim of the Inspection System is

-to ensure that all farms comply with organic regulations

so that

- all farmers operate in the market with the same rules

so that

- consumers are assured that they are buying products that come from trustworthy and reliable organic farms



Brio inspection system



- The inspection in Brio is based on:

FARM STANDARDS:

- checking compliance with organic farming regulations for each product during critical periods

SUPPLIER STANDARDS:

- The relationship between farmers and supplier
- control of the import of goods from each farm
- checking that no products come from “ghost fields”

Brio inspection system into the process: examples of critical periods: leaves or soil sampling



Culture	Potential risk	Samples Timing (critical period)	Matrix	Chemicals to find
Vegetables trasplanted in open fields	weeds	30 d from trasplanting	soil under the row (5 cm depth)	P.a. diserbanti, fra cui Glifosate, Diquat, Paraquat, Glufosinate ammonio, Linuron e metaboliti
	earth insect			P.a. geodisinfestanti (Clorpirifos, Teflutrin, Etoprofos, Oxamil, Fenamifos, Cadusafos)
Carrot (i.e. sowing cultivation)	weeds	30-40 d after sowing, (3-4 true leaves), preferably soil sampled in humid area	soil under the row (5 cm depth)	Metribuzin, Prometrina, Linuron e metaboliti, Pendimetalin, Aclonifen, Clomazone; Diquat, Paraquat, Glifosate
	nematods and earth insect			Geodisinfestanti, Carbammati, organofosforati (Teflutrin, Clorpirifos, ecc.), Fenamifos
	weeds	50-40 d before harvesting	leaves	Clomazone, prometrina, fluazifop, linuron and metabolite
Pears	and fungi (alterna)	half june	leaves	P.a. insetticidi e fungicidi, fra cui: Fenoxicarb, regolatori di crescita, ditiocarbammati, Fenazaquin, Imidacloprid,
Table grape	thrips and fungi (botrytis, early blight)	grape at pea size	leaves	insettificidi e fungicidi, fra cui: piretroidi indoxicarb, flufenoxuron, acrinatrina, lufenuron
	mite, fungi	summer (pre harvest)		Bromopropilato, fenazaquin, Procimidone, strobilurine, fenexamide, pirimetanil, ciprodinil, fludioxonil
	botrytis	after autumn rains		Cimoxalin, fosetil alluminio e fosfiti (search ac. Fosforoso) (metod. Det. Metaboliti Fosetil AI), Vinclozolin e altri

Brio inspection system: results

N° multiresidual analisis			
Year	2007	2008	2009 (11/09/09)
Sampling in fields	246	236	214
Sampling in warehouse	242	241	211
Total	488	476	425

What we can improve?

- the relationship with producers;
- promoting organic farming (more action aimed at educating consumers;
- reduce the number of steps in the supply chain;
- relations with institutions to improve guarantees to consumers and provide more information (seasonal products, enhancement of local products and organic products);
- promote a mutually guaranteeing organization with more restrictive specifications so that stricter checking can be carried out (eg Federbio, garanziaAIAB, Naturland);

Key messages

- See ourselves as instigators of widespread changes aimed at sustainable and responsible development
- Provide a sustainable future for our children
- Experience satisfaction because we grow products which protecting health and maintain the income of agricultural workers
- as producers, have the satisfaction of being one of the leading groups in Italy



Thanks for your attention!

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