



TOGETHER, WITH PASSION SINCE 1989



# Melinda®

the apple from the Non Valley,  
the only Italian P.D.O apple

Melinda®: where and who are we, where do we come from and where are we going, what do we do, what are our main assets, our results, projects and long term objectives.



# Where are we?



EU 27 - Italy



# Who are we?

## A Consortium rapresenting:

- 16 cooperatives of apple-growers
- ~4.000 share-holder growers
- >1.150 employees and workers (>80% women)
- >6.550 Ha apple-orchards
- >400.000 t. p.a. of apples
- ~32%M.S. domestic market (77,5% sales)
- >40 export destinations in 5 Continents
- >250 MM Euro turn-over p.a.



# Where do we come from? ...and where are we going?

- **1960s**
  - > 5.000 individual farmers with very modest economic returns.
- **1970s**
  - > 40 small fruit depots in Val di Non.
- **1980s**
  - 17 cooperatives in competition with each other.
- **1989**
  - Melinda is born, in charge of Mktg. and Q.C.
- **1994**
  - Centralisation of sales of apples for Processing.
- **1996**
  - Centralisation of sales of apples for Export.
- **1998**
  - Centralisation of all sales. End to internal competition between cooperatives.
- **2002**
  - Melinda is in charge of HR and PHA.
- **in future?**
  - We will look for partnerships with other POs.



# What do we do?

- We grow, store, sort, pack, promote and sell apples and apple-based products, serving over 1.000 Clients in >40 Countries, reaching >35.000.000 Consumers, while trying to pursue our MISSION.



# Mission

- Melinda<sup>®</sup> exists in order to maximize - in a sustainable manner and coherently with the Market we address – our shareholder-growers' profit by the mean of a restless attention to the Quality of our Products and Processes and by preserving our Environment, where we live and work while generating more and more tangible benefits for the Consumers of our products, for our Clients, for our Employees and for the Community in which we operate.

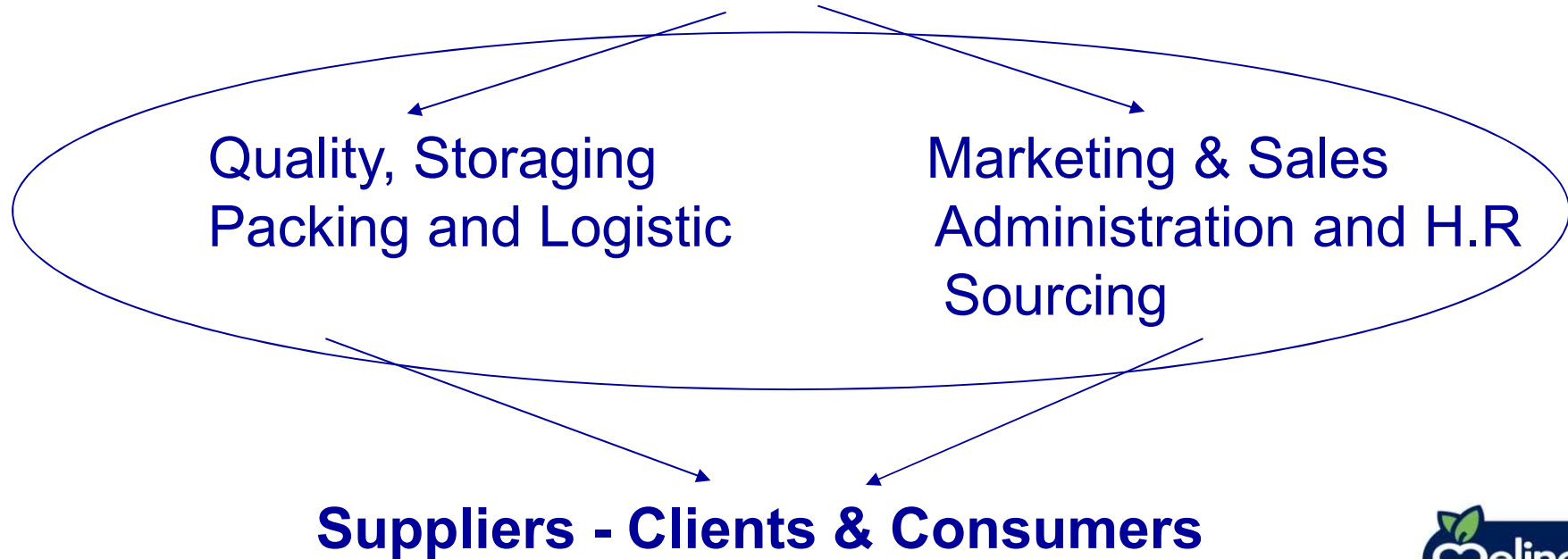


# How are we organised?

~4.000 share-holder growers

↓  
16 cooperatives

↓  
**MELINDA®**



## Melinda® main assets.

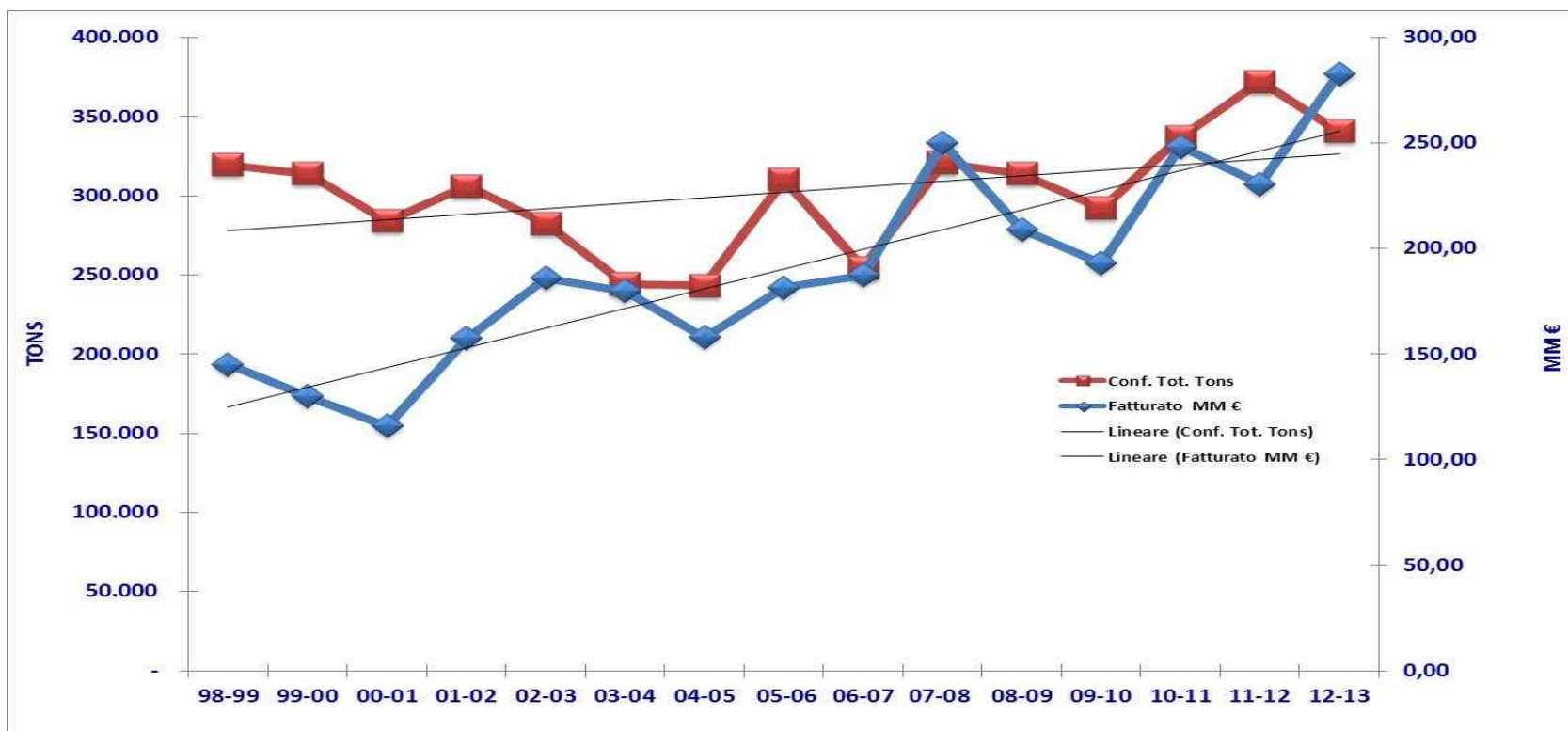
1. **Our Territory:** the valleys of the Noce river, in Trentino
2. **The shareholders growers** (~4.000), **their orchards** (> 6.550 Ha >25.000.000 trees, > 2.500 MM € capital investments) **and their apples** (>350.000 tons., > 1.750.000.000 fruits, “under-signed”; traceable back to the growers’ group level ; certified for I.P.M ; P.D.O , Global-GAP, Nature’s choice).
3. **The Human Resources** (>1.200 people) **and our organization** (5 departments , centrally managed), **our distributor Partners** (> 1.000 Clients in 43 Countries, including all the major distribution chains in Italy and Europe), **our Suppliers** (> 100 Italian and foreign companies) and, above all, **> 35.000.000 Consumers.**
4. **The investments in technology** (structures and infra-structures of 7 packing houses: 310.000 tons in C.A/D.C.A; up to 1.500 tons/day packing capacity.; certification ISO 9001 , BRC, IFS; ~ 400 mio € capital investments).
5. **Our brand**, **the tool that enables the Consumer to recognise** (100% t.a. e 52% S.o.V.) **and to choose us** (>24,5% consumers' loyalty).

MELINDA® : The apple from the Non Valley, the only one P.D.O. Italian apple

# Main results.



# Harvest and turnover.



# Long term strategic objectives.

- |    |                                                                                                                                |
|----|--------------------------------------------------------------------------------------------------------------------------------|
| 1. | Continuous improvement of packing houses and logistics                                                                         |
| 2. | Better balance among the different distribution channels                                                                       |
| 3. | Adjustment of the varietal setting.                                                                                            |
| 4. | Continuous review of the organisation and development of the internal H.R.                                                     |
| 5. | Financial results in line with the objectives.                                                                                 |
| 6. | Strengthening of the main communication drivers: Superior taste, Unique territory, Food safety, Working together, Friendliness |
| 7. | Brand extension and generation of incremental added value.                                                                     |
| 8. | Partnership and alliances.                                                                                                     |
- |     |                                                             |
|-----|-------------------------------------------------------------|
| 9.  | Continuously higher involvement of the Shareholder growers. |
| 10. | Creation of an increasingly strong sense of belonging.      |
- |  |  |
|--|--|
|  |  |
|--|--|



TOGETHER, WITH PASSION SINCE 1989



Many thanks  
for your kind attention.