



organic farmers, beekeepers, fairtrade producers

# Who we are



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- Alce Nero & Mielizia Spa is a company of organic farmers, beekeepers, fairtrade producers and processing companies
- The company was founded in 1978
- 2 Brands:
  - Alce Nero
  - Mielizia

# The Shareholders



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# A few numbers...



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- 2009 Turnover: € 34.000.000
  - Italy: 89%
  - Exports: 11%
  
- 23% growth compared to 2008

# Market Distribution



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## Italian Market:

- GDO (supermarkets): 68%
- Retail Stores (organic, gourmet, AN stores): 14%
- Food Service: 3%

# Market Distribution



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## Foreign Markets

€3.700.000 → 11% of total Turnover

- Our Brands 85%
- Private Label 15%



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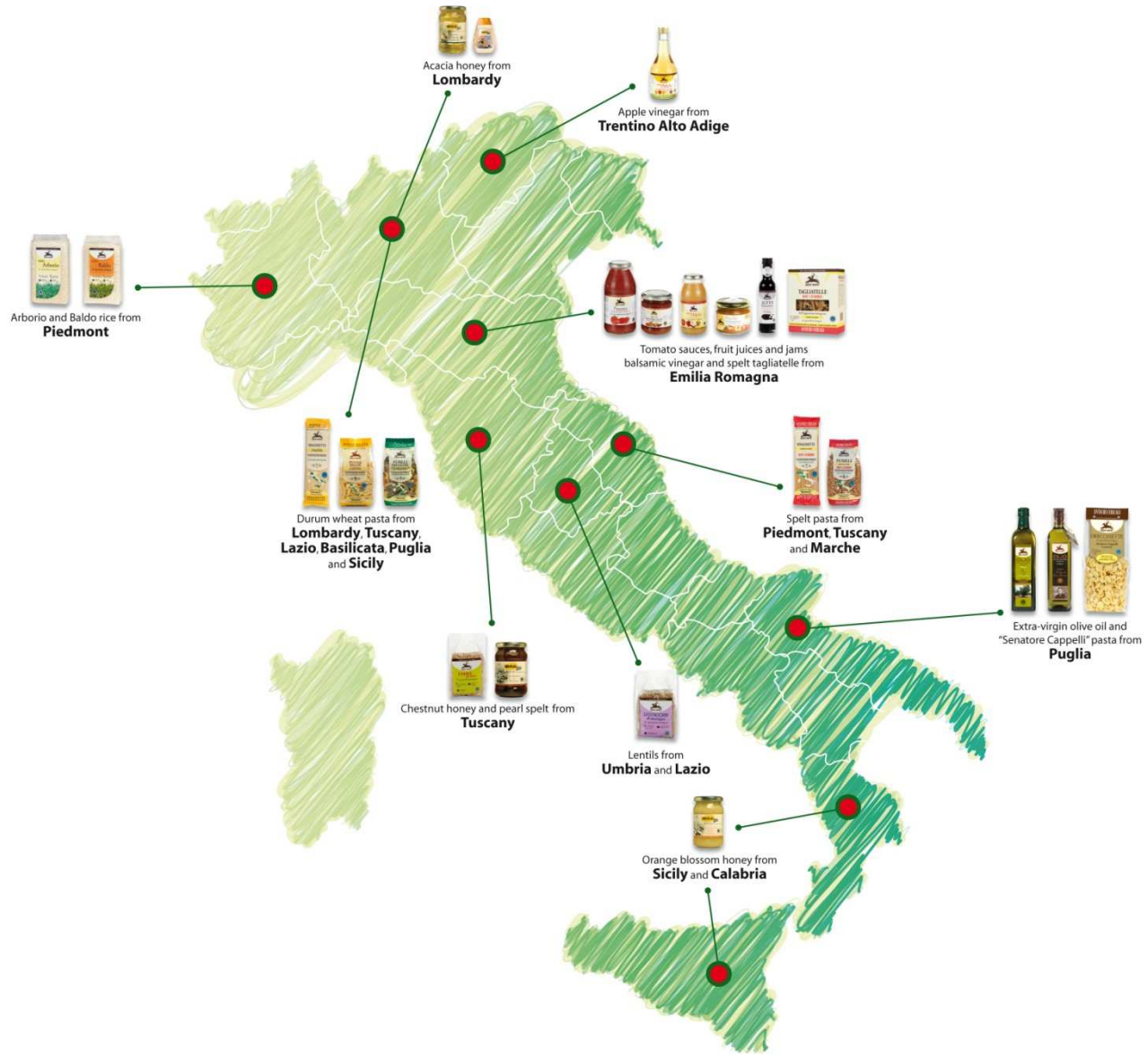
## Main foreign markets:

- Japan (51%)
- South East Asia (Malaysia, Singapore, Hong Kong, Thailand)
- Cina
- Europe
- USA

# Alce Nero brand



- 41% of total turnover
- Almost 200 products divided in 20 families
- All 100% Italian except for the *Alce Nero FairTrade line*
- Sold in all export countries
- Available to consumers through different distribution channels
- Best Selling Products:
  - Tomatoes
  - Extra Virgin Olive Oil
  - Rice
  - Biscuits





Honey from **Mexico**



Coffee from **Costa Rica, Nicaragua and Peru**



Cocoa powder, chocolate, shortbreads from **Costa Rica**



Cane sugar from **Peru**



Fruit juices from **Brasil**



Basmati rice from Khaddar region, **India**



Tea from the Nilgiri and Darjeeling regions, **India**



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## Current Certifications

- European
- JAS
- CQC – Chinese Organic Certifications
- NOP



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- **JAS**
  - First certified in 2002
  - Covered by the certification: pasta, tomatoes, extra virgin olive oil, legumes, apple vinegar, balsamic vinegar
  - New Regulations
- **CQC**
  - Certified since 2008
  - Alce Nero one of the first foreign companies to get this Certification
  - Only certified Pasta, Tomatoe sauces, Extra Virgin Olive Oil
- **NOP**



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## Challenges:

- product procurement
- labelling
- marketing/sales



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## Product Procurement

- Farmers are not willing to spend time and money to have their fields/products certified unless they see a substantial and quick return on their investments
- Certifying agents are not willing to start a new accreditation process unless they have request from more than one company



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## Labelling

Certification rules and regulations differs from country to country regarding label requirements

- Each country different labels
- Regulation changes: new logos, new texts, new documents
  - time spent in acquiring information, substantial costs involved in graphic work and reprinting labels



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## Marketing and Sales

Without the country's certification  
**products have to be sold as conventional  
at organic prices!**

Products cannot be marketed and sold as  
**ORGANIC** → the word ORGANIC cannot be  
used on labels nor promotional materials



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Thank you!

Grazie!