

EcorNaturaSì

Company profile 2016





The Group

The EcorNaturaSì Group is the result of the merge of **Ecor** – the largest wholesale distributor of organic and biodynamic products in the specialized compartment in Italy – and **NaturaSì** – the brand of organic supermarkets. Ecor has an experience of nearly thirty years in the world of organic and biodynamic products. It is nationally known for its brands and its many activities in support of organic agriculture and culture in general.

The core concept of the EcorNaturaSì Group is that "**The best possible product for human health is also the best possible product for the life of the Nature that surrounds us**".

For this reason, the Group promotes the development of organic culture, both intended as an agricultural method that nourishes the soil and protects the environment and its biodiversity, whilst also ensuring occupation to small producers and offering healthy quality products that promote human welfare.



Background

EcorNaturaSì SpA was founded in January 2009 by the merger of **Ecor** and **NaturaSì**.

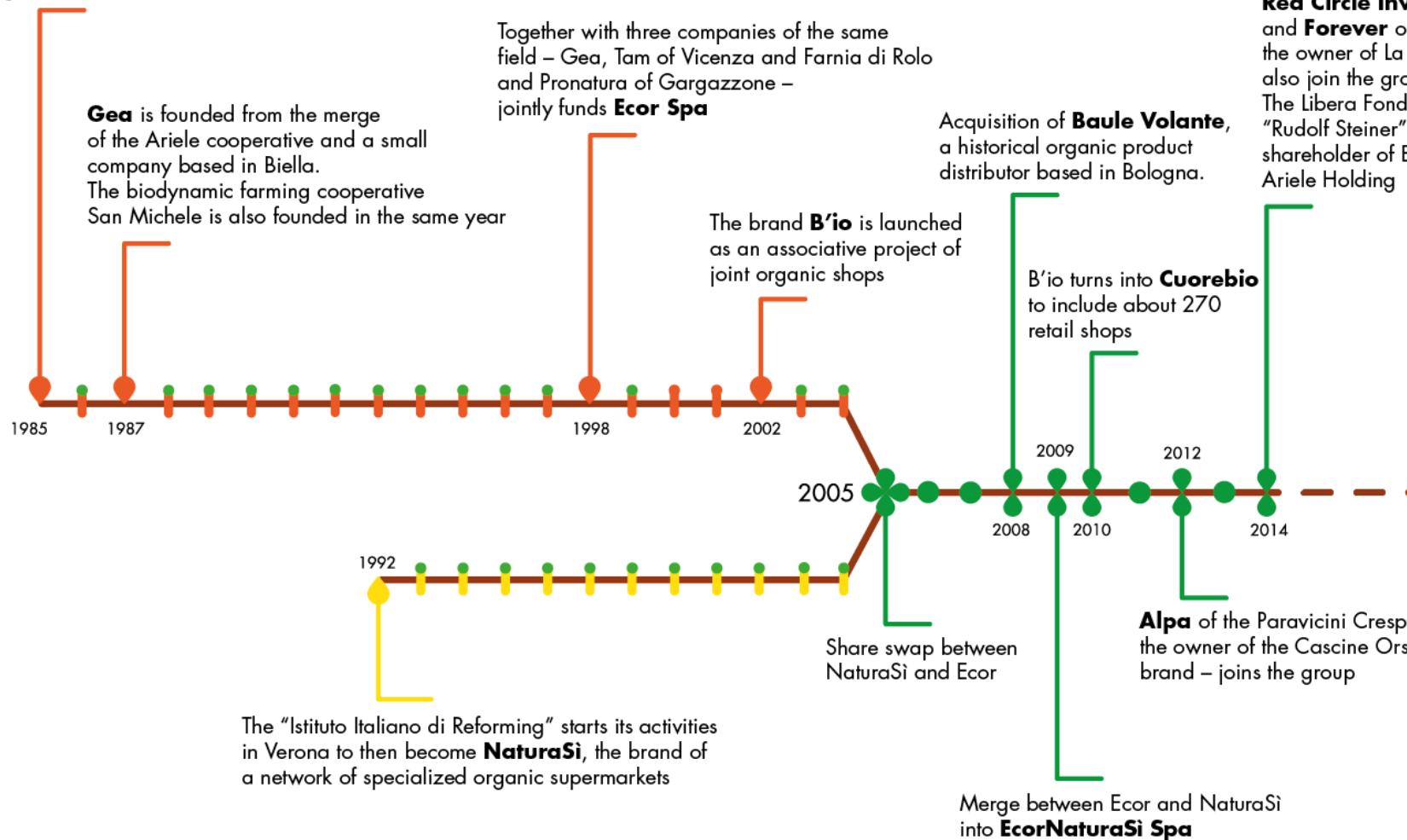
Ecor resulted from a small cooperative based in Conegliano Veneto, Treviso, in 1985. Later on, in 1998, in collaboration with other companies in the same field, it became Ecor Spa, a corporation working towards the developing of a specialized distribution in the field of organic product retail. In 2002, Ecor launched B'io: an associative project of organic shops, which in 2010 became Cuorebio.

NaturaSì is the result of a project launched in Verona in 1992 with the aim to create a network of supermarkets specialized in organic products.

The two companies had been working together for a long period, in those years when organic culture was not as widespread as today. They contributed to expand and spread the organic and biodynamic culture.

Main stages

Ariele, a specialized shop in organic and biodynamic products, is founded in Conegliano Veneto



Vision

“We work to protect the health of soil and the natural environment as well as the society in which we live.”



Our mission in brief

PRODUCTS AND ENVIRONMENT

The products we distribute must contribute to improving human health as well as soil health and that of the environment in which we live.

MARKET DEVELOPMENT

We intend to expand the organic market through our specialized shops, to lead it from a condition of anonymity to a state of conscious, transparent relationship amongst all those who are part of it.

CUSTOMERS AND SUPPLIERS

Together with our customers and suppliers, our Group works towards creating transparent, long-term relationships, whilst keeping in mind their financial and social welfare and treat these aspects as if they were our own.

CONSUMERS

We consider and respect the consumers of our products as individuals who choose them for the benefit of their health and that of their loved ones.

CULTURE

A culture that supports healthy nutrition and the protection of soil and Nature is part of our economic and social mission. We pass it on to our employees, customers and suppliers, consumers, and the society in which we operate.

ECONOMY AND SOCIETY

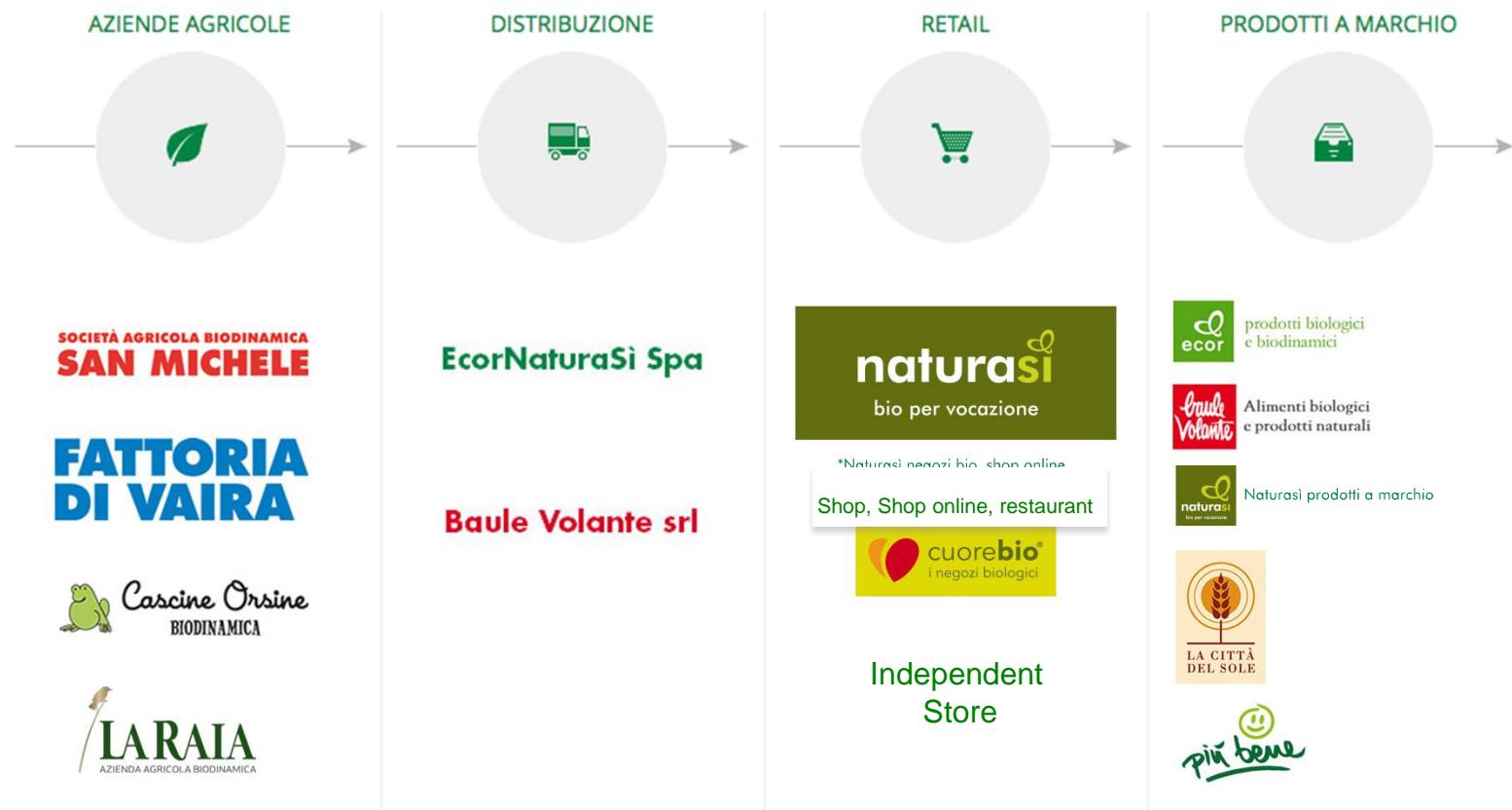
We believe that economy should contribute to the healthy development of the broad social community, and create the conditions for respectful and equitable relationships between individuals as well as for individual growth.

FUTURE

We intend to contribute our ideals and work to a future where human beings are aware of their role and responsibility towards others and protect Nature and all its beings.

Commitment

EcorNaturaSì is **committed to organic production** from the very relationship with their customers. The Group is specialised in the complete production and distribution process and widely serves over a thousand specialised shops on the Italian territory.





Research

EcorNaturaSì believes that research helps to find new solutions and ever-new motivations for the future. These are a few research areas in which the company is currently engaged:

- Since 2012, EcorNaturaSì has been supporting the research on new NON-hybrid varieties of fennel, broccoli, zucchini and tomatoes in collaboration with Sativa. Active production tests also on other kinds of vegetables are currently underway.
- A PhD comparative research programme on the bio-indicators of biodiversity between conventional and organic farms, funded by EcorNaturaSì, in collaboration with the University of Padua, will be completed by 2014.
- During the 2013/14 academic year, EcorNaturaSì has commissioned the Department of Biotechnology of the University of Verona with a research programme on the comparative analysis of the nutritional and nutraceutical profile of flours obtained from both current and old varieties of wheat, barley and oats.
- During the 2011/12 academic year, EcorNaturaSì has commissioned the following studies:
 - University of Padua - Department of Agricultural Biotechnologies: microbiological analysis of compound 500.
 - University of Naples: chemical and physical analysis of biodynamic compound 500 and 501.

Quality



We establish a quality path with producers/suppliers.

It is a path of approach, knowledge and collaboration to build long-lasting partnerships characterised by transparency and consumer's safety.

Our quality control team constantly supports our suppliers when:

- Defining the most suitable quality and standards for a product;
- Developing, over time, the best possible consumer product;
- Providing support through on-field tests, the verification of product labels, sowing planning and our direct presence in the most challenging phases of the process.

A partnership between producer and company in order to let consumers choose food from selected manufacturers, constantly committed to production and product quality improvement.



Production

EcorNaturaSi is committed to supporting the production of the farming companies that embrace its corporate values and make them their own. Four biodynamic farms directly take part to the mission of EcorNaturaSi:

Azienda Agricola “San Michele” – Manzana di Conegliano, Treviso – Established in 1987 by the founders of the Libera Associazione “Rudolf Steiner” (now a foundation). Nearly 500 acres cultivated according with the biodynamic method, producing vegetables, grapes and milk.

Fattoria Di Vaira – Petacciato, Campobasso – A company participated by the Group and by many shops, friends and supporters of the organic culture. Over 1,200 acres cultivated according to the biodynamic method, an experimentation and training centre on the biodynamic method.

Cascine Orsine – Bereguardo, Pavia – Owned by the Paravicini-Crespi family and founded by Giulia Maria Crespi, the honorary president of FAI (Italian Fund for the Environment). A biodynamic farm of over 1,600 acres with 550 live cattle. The company produces cheese, meat, cereals and several kinds of flour and is renowned to be a historical centre for biodynamic agriculture training.

Azienda agricola biodinamica “La Raia” – Novi Ligure, Alessandria – Owned by the Rossi-Cairo family. Cortese and Barbera wines as well as cereals are cultivated in the 450 acres of the estate. The farm is also active in honey production and cow breeding. A Waldorf school and the “Fondazione La Raia - Arte, Cultura and Territorio” are also house within the farm area.



Distribution

EcorNaturaSì Spa pays particular attention to the adoption of techniques and distribution processes having the least possible environmental impact and distributes products from companies that choose these same principles.

The Group ensures a widespread distribution of organic products, both fresh and packaged. The main logistics centres are located in the Veneto and Emilia region:

EcorNaturaSì headquarters in San Vendemiano: A logistics centre for goods distribution; a service centre dedicated to the “Cuorebio” organic shops; 4,800 references in the catalogue -> the main and most advanced distribution unit of organic products in Italy. Serves over 1,000 natural food shops.

Baule Volante: a historic company in organic distribution based in Bologna. It has been controlled by the Group since 2008. Over 3,500 references in the catalogue. Baule Volante serves 2,500 shops in Italy, including herbalists and small specialty shops.



Retail

The commercial proposals of the EcorNaturaSì Group all have a common goal: to offer consumers the opportunity to buy certified organic products from a network of outlets where you can also share your experiences, expertise and good practices for a healthy diet that is also sustainable for Nature.

The entrepreneur who chooses to undertake opening a shop is supported by the Group from the research and development of the shop location in terms of preparation, selection, computer media, marketing as well as internal and external communication.

The creation of an active relationship and collaboration between the company and the individual entrepreneur is the most important aspect of a development path that is consistent with the company values.

Retail



NaturaSì

A brand founded in Verona in 1992. It currently includes over 150 organic supermarkets in Italy, partly in franchise, partly directly managed, and 2 supermarkets in Spain.

NaturaSì is present in all major towns and cities, with areas that range from 300 square metres up, offering turnkey franchising agreements with a modern, unified format.

NaturaSì offers consumers over 4,800 certified organic and biodynamic products: fresh and packaged food, products designed for those who follow a vegan or gluten-free diet, products for the most common food intolerances, beverages, early childhood products, body care and beauty products, cleaning products for the house and pet care items.

From March 2014 on, you will be able to shop from the comfort of your home through: shop.naturasi.it

Retail



Cuorebio

The brand now counts over 290 associated shops primarily located in medium and small urban centres. Customization and service flexibility are its most distinctive elements.

Cuorebio shops are often located in small towns where a number of certified organic products can be stocked from local producers.

Brand products



Una sana agricoltura sarà possibile solo se ci saranno bravi e coscienti agricoltori, sostenuti da un commercio lungimirante ed equo e da consumatori consapevoli e attenti.

naturaSì
il supermercato bio



NaturaSì: over 80 products with excellent value for money.

Ecor: over 400 products with an ever-deeper presence in the segment of cereals, legumes, seeds, dried fruits and their derivatives. The Ecor brand of organic products ensures goodness, great flavour, high quality, environmental protection, soil fertility and sustainability for future generations.

With its line called “Alimenti Ritrovati” (Foods Rediscovered), Ecor offers a line of products that feature old varieties of cereals and legumes, thus supporting biodiversity.

Baule Volante: over 500 products representative of the traditional Italian cuisine and of that of many extra-European countries.

Più Bene: A line of products dedicated to those who suffer from food allergies and intolerances, but also to all those who choose gluten, yeast, milk or egg-free products for their diet.



Responsibility in agriculture

The Group promotes the development of healthy and balanced organic and biodynamic agriculture, with the aim to defend the land, protect the work of farmers at a fair income and engage consumers, making them feel co-responsible for such an equitable growth.

With this intent, EcorNaturaSì once a year organizes a day of collective sowing open to all, called “Sowing the Future”, in different farms throughout the Italian territory.

“To promote the future of agriculture and the value of human life, it is essential to start right from the land and its best keepers: the organic and biodynamic farmers.”



Gli agricoltori delle Terre di Ecor. Persone autentiche.

Lavorano con impegno per garantirti la bontà e la qualità del cibo, senza sfruttare ed impoverire la terra. Perché la sua fertilità è vita e nutrimento per tutti. Scopri le loro storie e i loro prodotti. Condividi i loro valori.

#perunaterrafertile

ecor.it

Responsibility in agriculture

LE TERRE DI ECOR

An innovative project for the interaction and cooperation with organic and biodynamic producers, which led to the creation of a network of independent farms, linked by a special relationship with the land and in their commitment to nature and people.

The project aims to connect farms, share experiences and working methods, besides the organic certification. Our central aim is to deal with quality products from producers of excellence and that are financially sustainable over time, too.

An alliance for the protection of land aimed at bringing good products on the customers' table that include quality organic fruits and vegetables. Consumers who easily recognize products by the "Le Terre di Ecor" label get double value: the certainty of the product origin and the pride of being part of a major project.

SOLO IL NOSTRO GRANO
DALLA SEMINA ALLA PASTA



Grazie a uno stretto rapporto con gli agricoltori, seguiamo il nostro grano passo dopo passo, per garantirvi tutte le proprietà e il gusto del biologico.

scopri il percorso del nostro grano
su ecor.it/pasta

contatto: info@ecor.it



Responsibility in agriculture

ECOR'S CONTROLLED CHAIN PROJECT

Ecor's controlled chain project was created with the aim to offer to consumers a range of products that meets requirements of security and transparency.

Ecor's experts join with organic and biodynamic farmers that are part of the project and together plan the crops so that producers can be assured they will sell the fruits of their labour at reasonable prices.

These farms, which apply the principles of organic agriculture, undertook to adopt a set of techniques that nourish the soil and keep it fertile.

Consumers can find all the information concerning the transparency in the processes of farming and production on the product label.

With its project, Ecor sustains a network between farmers, retailers and consumers that allows them to share their common approach to the importance of agriculture, environment, soil fertility and an equally remunerated agricultural work.



Educational and social projects

Waldorf education

The “Libera Fondazione Antroposofica Rudolf Steiner”, the reference shareholder of the group, supports a project inspired by Steiner pedagogy and set up a school campus in Zoppè di San Vendemiano, Treviso, with the proceeds from EcorNaturaSì. It is also funding a course study that ranges from kindergarten to high school, oriented to organic agriculture and sustainable building. The Foundation also supports the agricultural program of the “San Michele” biodynamic farming company.

COSPE

NaturaSì has collaborated with COSPE for many years. Since 2010, this project has contributed to the projects against poverty and supporting food sovereignty and economic growth that COSPE develops in Angola.

Le Terre di Ecor - Apbosman Cooperative, Peru

“Le Terre di Ecor” also includes the cooperative “Apbosman”, founded at Malloritos in 2006 to group a number of local banana producers. Since then, EcorNaturaSì has begun a collaboration with this Apbosman, which has allowed enhancing the production of certified Fairtrade products in terms of market price.



Corporate info

2015 consolidated group turnover: € 330 million

NaturaSì supermarkets: 195

Cuorebio associated shops: 270

Employees: 920

Listed products: 6500

Marketing dept. and logistics: Via Palù 23, San Vendemiano Treviso

Legal head office and Purchasing dept.: Via L. De Besi 20/C, Verona