

## **OI POMODORO DA INDUSTRIA DEL NORD ITALIA**

### **WHO WE ARE**

#### **WE STAND FOR A FAIR TOMATO INDUSTRY**

Italy is among the world's top tomato producers. We are here to make it one of the fairest too. OI Pomodoro del Nord Italia is an organization of farmers, companies, researchers, and some of the most-loved tomato brands with the same purpose. Every day, we work together to bring the best products to your shelves and tables by pursuing excellence at every stage of the supply chain—from seed selection to fair compensation. We think of it as “Quality for All.”



**QUALITY FOR ALL**

At OI Pomodoro del Nord Italia, we believe that sustainable tomatoes taste better. We strive to create a positive impact on the ecosystem and our community by analyzing our environmental impact, implementing resource-saving technologies, and valuing everyone within our organization. Farmers, producers, researchers, and brand managers all bring ideas to the table. Every individual is empowered to live and work ethically while protecting the planet.

[Find the taste you can trust](#)





**LEVERAGING THE POWER OF NATURE**

Our work is informed by science. With a strong commitment to embedding sustainability throughout every step of our production process, we combine traditional practices and modern technologies. Our integrated farming approach makes the most out of the regenerative power of nature by implementing crop rotations, water saving, renewable energy sources, and natural biological control. These combine to reduce our dependence on fertilizers and agrochemicals while strengthening the natural plant defense systems and improving biodiversity.



## COMPANY'S PICS





## RESEARCH & DEVELOPMENT

### QUALITY BACKED BY SCIENCE

The science is clear. Intensive farming has caused inequalities—some crops are overproduced, biodiversity is reduced, and farm incomes are lessened. Since 2006, we have been scaling field-changing innovations to improve the quality of our tomatoes, maintain soil status, reduce environmental pollution, protect people's health, and generate better income for every worker. We work closely with agronomical experts, economists, ecologists, engineers, universities, and research centers to integrate these cutting-edge innovations and secure the purposeful future of European tomatoes.



## OUR PRODUCT ENVIRONMENTAL FOOTPRINT (PEF)

In 2015, we were the first tomato organization in Europe to calculate the PEF of its own production chain within the EU-funded program LifePREFER. Do you wonder how many resources we use to produce a 400-gram jar of tomato sauce? As much energy as an A-class washing machine uses for a single washing cycle, as much petrol as a medium-sized car uses to travel 1.5 km, and as much water as you use for 1 shower.

Since 2015, we have been improving with a more sustainable packaging system and by implementing modern, resource-saving technologies. Since 2015, we're one of the few agri-food organizations that keep track of its environmental impact in order to have a tangible impact on the whole industry.





## INNOVATING RESPONSIBLY

Our tomatoes are harvested fresh from the field and processed in our plants, with an average distance of only 60 km between the two. This means tomatoes retain their full flavor, while our trucks emit only 7.8 kg of CO<sub>2</sub>. It's 80% less than the market average.

Our commitment to sustainability also means that our fields are equipped with advanced soil moisture sensors, allowing us to irrigate only as needed. Plus, we treat the water used in the transformation process to reuse it in other processing stages. Nothing goes to waste, and we save up to 25% of water compared to traditional farming techniques. And this is just the beginning. Interested to hear more about our sustainability-driven methods?

[Find out more](#)



## GROUNDING IN SUSTAINABILITY

### TRUSTED BY THE EU, BOOSTED BY A PURPOSE

At OI Pomodoro del Nord Italia, we are reimagining every step of our process through the lens of circularity. Our campaign, "Grounding in Sustainability. European Tomatoes Grow Full of Purpose," is funded by the EU and aims to communicate the high-quality standards we adhere to within the European framework. Integrated farming allows us to produce top-notch quality tomatoes with a minimum impact on the planet, and we take pride in that. Do you want to join the sustainable revolution?

[Be part of the change](#)

