



## Contacts

### Better together

Get in touch with us  
[stampa@oipomodoronorditalia.it](mailto:stampa@oipomodoronorditalia.it)

Visit our website  
[www.oipomodoronorditalia.it/en/](http://www.oipomodoronorditalia.it/en/)

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**GROUNDING IN**    **TOMATO**  
**SUSTAINABILITY**   **SAUCE**  
**PROJECT**

**Be part  
of the change  
toward more  
sustainable  
food choices.**

European tomatoes grow  
naturally with one purpose:  
to be fair and sustainable for  
the sake of our community  
and the environment.



CAMPAIGN CO-FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE HIGH QUALITY  
AGRICULTURAL PRODUCTS.





# About us

OI Pomodoro da Industria del Nord Italia is the interbranch organization for processing tomatoes in Northern Italy.

We bring together **13 producer organizations and 20 processing companies** from the regions of Emilia-Romagna, Veneto, Lombardy, Piedmont, and the province of Bolzano. Each year, we produce **2.8 million tonnes** of high-quality tomato concentrates, pulps, and purees which amount to **25% of the whole European production**.

We're working to make a positive impact on the ecosystem and on our community by leveraging the power of renewable resources and eco-friendly technologies.

# The project

Are you hungry for trustworthy information about **one of Europe's biggest tomato supply chains**? With our Tomato SAUCE project and the campaign **"Grounded in Sustainability - European Tomatoes Grow Full of Purpose"**, we aim to disclose up-to-date facts and figures about purpose-driven farming and our commitment to sustainability and social responsibility.

**We believe that the tomato processing industry has the potential to lead the change** to truly sustainable food for the well-being of our planet and our community.



# The 5 pillars of our mission

We work hard to produce healthy, ethical, and sustainable tomato products, by following EU regulations and committing to sustainable practices based on five cornerstones:



## SUSTAINABLE PRODUCTION

Clean water, fertile soil, and an ethical work environment are just part of what we consider a holistic approach to sustainability and quality at every production stage.



## INTEGRATED & BIO FARMING

We leverage the power of nature to implement crop rotations, support the biodiversity of the soil, and limit agrochemicals and fertilizers.



## WATER FOOTPRINT

Through innovative techniques, our producers save 25% of water compared to traditional methods. Every drop counts.



## CARBON FOOTPRINT

We're keeping CO<sub>2</sub> emissions at bay through resource-saving technologies, renewable energy sources, and shorter distances between fields and processing plants.



## SOCIAL RESPONSIBILITY

Every day is about nurturing a transparent supply chain in which all parties have equal weight and where the workforce is valued and fairly paid.

# Be part of the **change!**