

# MONINI 2030

100 YEARS OF HISTORY AND 10 TO BUILD A NEW FUTURE



## MONINI

Monini S.p.A. is a family owned company specialising in the production of extra virgin olive oil, with registered office in Spoleto, Umbria.

For three generations, the Company has been bottling and marketing superior-quality extra virgin olive oil well-known and highly-regarded in Italy and beyond, having carefully selected the best production areas in Italy and Southern European countries. At the Frantoio del Poggiolo, the Company strives to develop the culture of extra virgin olive oil through important awareness-raising work. Frantoio del Poggiolo is a centre of experimentation, production and olive pressing, where consistency and care yield the outstanding product that has always been synonymous with the Monini brand.

Today, the Monini branded products accounts for over 90% of the Group's turnover, 87% of which consist of extra virgin olive oil. The Monini product range is extensive and includes a line of monocultivar oils, decanted oils and flavoured oils. Each year, the Company produces an average of over 30 million litres, and markets its products not only in Italy but also in 60 other countries, where it generates 44% of its value sales.

Our Sustainability Plan is the tool through which we have sought to understand the main challenges that lie ahead for us in building a more sustainable, fair and mindful future. For each challenge, we will share our vision for 2030 and the actions we have implemented to make it a reality. The Plan springs from definition of a common vocabulary on sustainability and is the result of a strategy shared across all our company management.

Find out more on our website: [www.monini.com](http://www.monini.com)



## POWER OF TRADITION, PASSION FOR QUALITY AND COMMITMENT TO THE FUTURE

*Zefferino Monini, President and Chief Executive Officer of Monini and Maria Flora Monini, Brand Communication and External Relations Department.*

Birthdays are a unique opportunity to pause and reflect on the precious inheritance we have received and sought to safeguard all this time. It is always somewhat amazing to trace one's own history, particularly when it is 100 years long. A great many things have happened since the initial, inspired intuition of our grandfather: a belief in the value of extra virgin olive oil when it was little-known compared to regular olive oil. Some of these things have brought about change, others difficulties, and still others unexpected achievements.

Over the years, we have structured and modernised while always maintaining and protecting the sacred quality with which a unique and naturally good product is endowed, a symbol of peace, a source of well-being and a bringer of beauty. Since 1920, we have been caring for olive oil through authentic acts handed down through time.

We like to describe Monini as a high-quality family company that has succeeded in preserving a unique ability to select the best extra virgin olive oils and passing it down from father to son. Our guiding light is the passion with which, for three generations, we have striven to create an unmistakeable flavour; the fruit of careful and patient work.

Today, the world is talking to us about sustainability, whose many and delicate challenges go beyond national confines and affect us all. The new generations - those young people to whom we have a great responsibility and will leave an equally important legacy - are calling for us to contribute to making the world a better place.

We have therefore tried to envisage the future that lies ahead, with a horizon of 10 years. On the strength of our origins - regions where nature is born, grows and renews itself and where the land and its people live in perfect harmony - we have developed concrete actions for a more sustainable, fair and mindful world. We will continue these with our enduring consistency and with commitment, integrity and professionalism.

The future is what we make together. Let us make it good.

*Zefferino Monini      Maria Flora Monini*



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# 100 YEARS

*If we had to do it all again today, we would change very little of what we did yesterday.*

## WE SOW VALUE AND CULTIVATE IT OVER TIME

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Ours is an all-Italian story, rooted in tradition and quality and born on the beautiful hills of the Umbria region, caressed by the mild Mediterranean climate and naturally suited to production of extra virgin olive oil with an intense and balanced flavour.

For 100 years we have passed, from father to son, our olive oil-making expertise achieving a balance of flavours neither too delicate nor too strong but unique and unmistakable. Since the establishment of Zefferino Monini Olio di Oliva, we have always believed in extra virgin olive oil, an intuition that tells us that, if we had to do it all again today, we would change very little of what we did yesterday.

By anticipating market demands, in the 1950s, we made another far-sighted choice that proved successful: selling olive oil in a completely new way, by introducing the first glass bottles. The years that followed plotted our course, marked by changes, challenges and successes, while the various generations of the family took their turn at the helm. After halting of production during the War, the economic boom in the '60s led to the adoption of new technological and quality standards, the opening of new headquarters and an increase in company personnel.

In 1988, the sale of 35% of the Company's shares to Star boosted our business development, promoting further modernisation and reinforcing our organisational culture. The third generation of this long entrepreneurial history was thus presented with an even more competitive and modern Company. Later, together with a desire expand and become a landmark in the sector also outside Italy came our wish to bring ownership of the brand back into the family, restoring its identity as a Company rooted in the city of Spoleto. This wish came true in 2002 with reacquisition of 100% ownership, thanks to Zefferino and Maria Flora Monini, the founder's grandchildren.



## WHERE WE ARE TODAY

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**144 million**

euros of sales  
in 2019

**30 million**

litres produced  
in 2019

**100%**

owned by the  
Monini family

**138**

personnel members  
in Italy and abroad

**44%**

of 2019  
turnover abroad

**60**

countries where we  
distribute Monini

**93%**

of turnover from  
Monini-branded  
products

**87%**

turnover of  
extra virgin  
olive oil

**25 hectares**

of olive groves dedicated  
to extra virgin research  
and culture

## OUR EYES ON THE FUTURE

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Nutrition is one of our century's greatest challenges. Sustainable development has to reckon with a world population in continual growth, as well as an exploitation of resources that is progressively compromising nature's ability to regenerate itself.

The challenges are not only of an environmental nature but also have major socio-economic implications, in terms of both production and consumption. In particular, the spread of unbalanced lifestyles and decreased food safety assurances are undermining individual and collective health and well-being.

We want to look to the future in the knowledge that we have come through this century with confidence and competence, always true to our philosophy: take nothing away from nature and the environment. We are maintaining and strengthening the pledge we made to our land, preserving its precious fruits for future generations; the best investment in order to safeguard and pass on the values that have made the traditional art of olive oil-making, upheld by Monini, great.

Defining the 2030 horizons set out here was no mean feat, requiring reflection on our policies as well as development of actions capable of contributing to a widespread and profound cultural change. We wish to share our passion for extra virgin olive oil by offering a superior-quality, healthy product with an unmistakeable flavour to all our consumers, not only in Italy but in the rest of the world as well.

We have always been passionate about all aspects of extra virgin olive oil, which is why we want to bring it to everyone.







# ON THE GROUND

Born in fertile lands,  
our squeeze of olives oil  
pressing is good for nature.

# 1.1 GREEN HEART

*We want to take care of the areas where we work, to prepare ground for sowing the seeds of a better future.*

## WHY THIS IS IMPORTANT

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### ***Our changing climate***

The production models of the last 150 years have led to an increase in the greenhouse gases in the atmosphere, causing the temperature to rise. As a result of climate change, extreme weather events are increasingly frequent, also in the Mediterranean region, with a succession of prolonged periods of drought and violent waves of bad weather.

### ***Impact on the land and production activities***

Climate change has a direct impact on agriculture, since it alters the morphology of the land and reduces the available resources in terms of usable land. In 2018, olive oil was the Italian sector that suffered the worst effects of the waves of bad weather, with a 40% drop in extra virgin olive oil production.

### ***Climate change adaptation and mitigation***

Among the strategies for responding to climate risks and progressive land degradation, forestation is an accessible initiative capable of neutralising CO<sub>2</sub> and protecting the land by reducing the risk of hydrogeological instability, balancing the water cycle and safeguarding biodiversity.





**+1.5°C**

forecast for 2040  
if greenhouse gas  
emissions continue at  
the current pace  
IPCC, 2019

**2019**

the hottest year  
ever in Europe  
C3S, 2020

**1°** in Europe

Italy, for biodiversity of  
flora, with over 8,000  
native species  
Italian Botanical Society - SBI, 2018

**546m<sup>3</sup>**

water filtered per year  
by a single tree, equal to  
the annual consumption  
of 6 people  
EEA, 2019

**11 million**

hectares covered by  
trees in Italy, 2/3 of  
which are owned by  
private smallholders

Italian Ministry of Agricultural,  
Food, Forestry and Tourism  
Policies - MIPAAFT, 2019

**3 trees**

necessary to absorb  
the average annual  
emissions of one car  
FSC, 2019





**TODAY**  
**180**

hectares of olive trees  
in the Umbria  
and Puglia regions

close to  
**2,000**  
tons of CO<sub>2</sub>  
sequestered each year

**TOMORROW**  
**1,000**

hectares with 1 million  
olive trees all over Italy

**50,000**

tons of CO<sub>2</sub> absorbed in 10 years  
(equal to the average annual  
emissions of 25,000 cars)



## HORIZON 2030

*To have planted 1 million olive trees: a new green lung for our country. We want to invest in planting new olive trees to protect the health of the land, safeguard Italian olive growing in its various cultivars and establish a virtuous carbon dioxide absorption circle.*

### OUR COMMITMENT

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#### *Bosco Monini, our green heart*

To achieve the target of 1 million olive trees planted, we will cooperate with our network of producers who identify with Monini excellence, each bringing its own regional variety. In addition to hosting the Frantoio del Poggiolo, our Region of origin is also home to our land of Sismano and 120 thousand olive trees which in 2022 will become 360 thousand. To this, are added the land of Carpino in Puglia and San Giorgio Lucano in Basilicata. Here, we will put our monocultivar production and our skill in olive processing to work, thanks to the construction of a new, on-site facility. All this will enable us to combat land desertification and contribute to carbon dioxide absorption, sequestering over 50,000 tons from the atmosphere<sup>1</sup>.

#### *More than just green*

Thanks to our latest-generation olive presses, we will transform 100% of our by-products into electrical energy, to power our processing machinery, and develop a plan for producing compost, thus returning a valuable organic substance to our olive groves. Our commitment to reducing CO<sub>2</sub> emissions is also reflected in our planning for cleaner logistics, thanks to improved load optimisation and selection of more eco-friendly modes of transport.

1. Estimate by Monini based on the article *The role of the olive tree in mitigating climate change* ("Il ruolo dell'olivo nella mitigazione dei cambiamenti climatici") of 15 April 2018.

## 1.2 FARMING WITH RESPECT FOR NATURE

*Preserving biodiversity is a priority: we want to plot a course towards integrated and safe farming in harmony with the environment.*

### WHY THIS IS IMPORTANT

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#### ***Loss of biodiversity***

Biodiversity may be defined as the richness of life on Earth. Its loss poses a risk to ecosystems' ability to withstand external changes and, consequently, to the productivity of the current food system. The intensive industrial model of agriculture is not sustainable in the long term; excessive use of pesticides could cause long-term alteration of habitats and the food chain.

It is now essential to rethink our farming methods and establish a virtuous relationship between the Earth and humanity's requirements. Responsible management of plant protection products and fertilisers prevents erosion of biodiversity, mitigating the probability of plant disease epidemics and the emergence of new food security threats.

#### ***Risks to humanity and the environment***

In order to safeguard the quality of surface and underground resources, it is now essential to develop technologically-advanced agricultural systems. Approximately 80% of Europe's fresh water consumption comes from underground waterways, making these sources extremely vulnerable to threats posed by excessive exploitation and pollution<sup>2</sup>.



**75%**  
of global crop  
diversity has been  
lost since 1900

FAO, 2010

**50%**  
of world food  
production provided  
through rational use  
of fertilisers

Italiafruit news site, 2019

**3 out of 4**  
fruit varieties have  
disappeared in the last  
century in Italy

Coldiretti farmers'  
association, 2019

**>30**  
**billion €**

sales of organic food  
in Europe in 2016, +48%  
compared to 2012

European Parliament, 2019

**11**  
new species introduced  
on average each year in  
Italy from 2000 to 2017

Italian National Statistical  
Institute - Istat, 2019

**30%**  
of mineral fertilisers  
in the EU replaceable  
with organic waste  
fertilisers

European Parliament, 2017



# 2018

Bees and olive oil: protection of 50 bees per bottle of Monini Bios sold plus non-invasive biomonitoring of the health of the Apicoltura Carpinese bees and land

# 2019

100 bees protected per bottle of Monini Bios sold plus donation of 10 hives to Apicoltura Carpinese

# 2020

Monini is celebrating its 100th birthday by adopting 100 thousand bees

# TOMORROW

Adoption of an urban apiary

Adoption of “solitary bees” in our Umbrian olive groves

Support for scientific research into bees’ tolerance and the presence of chemical residues in Monini’s olive groves



In collaboration with LifeGate, a long-term supporter of bee protection with the Bee my Future project, we have decided to safeguard the Apicoltura Carpinese apiary through a special adoption campaign: for each bottle of Monini Bios sold, we will contribute to protecting the bees of Gargano. In the near future, we will also be adopting apiaries in cities, creating genuine urban honey bee hives.

## HORIZON 2030

*100% of our olive groves in Italy will be cultivated through integrated or organic farming. We want to ensure the sustainability of our olive growing by promoting the diffusion of organic farming and favouring more eco-friendly methods.*

### OUR COMMITMENT

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#### *Integrated farming*

In order to guarantee a good, healthy and sustainable product, we want to invest in the sustainability of our olive growing. For this reason, for 100% of our crops, we want to create organic farming and integrated farming models that have a positive impact on the environment and the ecosystems that comprise it.

An integrated agri-food system is distinguished by the combined use of low-impact agricultural practices and the rational use of fertilisers, all with the aim of creating a virtuous production cycle with a less aggressive ecological footprint. This ensures a full spectrum of final quality, spanning not only product goodness and plant health but also the well-being of the environment and of biodiversity.

#### *Monini's Bios extra virgin olive oil to protect the bees*

Bees symbolise natural fertility and agricultural growth. Their precious relationship with mankind dates as far back as the invention of agriculture, a major alliance that has lasted for 9,000 years. These precious insects are, indeed, responsible for pollinating 70% of the crop species that provide most of the food on our tables. Bees are extremely sensitive to chemical pollution, which is causing their disappearance from farmland and their progressive extinction.

Monini's organic olive groves in the heart of the Gargano area in Puglia are neighbours with the Apicoltura Carpinese apiary. Here, our organic and integrated farming models provide a perfect environment for the bees, which are free to pollinate safely. Our commitment to bee protection and conservation is not limited to areas in which we are directly present but is aimed at the rest of the country as well, where we will be setting up new bee adoptions and urban apiaries.

## 1.3 THE VALUE OF EACH DROP

*Water is a precious and finite resource. We want to invest in more efficient technologies in order to consume less and use it better, without compromising our production of good, superior-quality extra virgin olive oil.*

### WHY THIS IS IMPORTANT

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#### ***What is water stress?***

Water covers 70% of the surface of our planet, yet only 2.5% of this is fresh water and less than 1% is accessible for human use. The availability of water is influenced by climate change which, combined with population growth and urbanisation, is putting the water supply under considerable stress.

#### ***The challenge for agriculture***

The agri-food industry is responsible for the consumption of approximately 90% of the world's fresh water resources. On a positive note, precision irrigation systems are one of the actions to increase the efficiency of this sector. This method, also known as “drip irrigation”, can increase water efficiency in farming by up to 80%, with reduced management costs and increased ease of system automation, while maintaining production levels.

#### ***An opportunity for the olive oil production sector***

This type of action is very promising in the olive oil production sector; notable for its high water consumption. Innovation of irrigation methods is a laudable strategy, in view of the restrictive measures on water consumption and of the direct benefits it can have on the product. Reducing water consumption during the cultivation stages can, indeed, result in a significant increase in the content of minor components (polyphenols), the factor that determines the antioxidant properties of extra virgin olive oil<sup>3</sup>.

3. Italian Ministry of Agricultural, Food and Forestry Policies (2012), R. Gucci – Research and Innovation for Olive growing in Southern Italy (“Ricerca ed Innovazione per l'Olivicoltura Meridionale”)





**220 litres**

average daily  
water consumption  
by one Italian

Istat, 2019

**47%**

areas of Europe  
susceptible to  
desertification

European Court  
of Auditors, 2017

**~40%**

annual European  
water consumption  
attributable to the  
agricultural sector

AEA, 2018

**80-90%**

water saved thanks  
to precision  
irrigation methods

Spoletto National Academy of  
Olive Trees and Olive Oil, 2012

**30%**

agricultural land in  
Italy where precision  
irrigation methods  
are used

FSC, 2019

**20 litres**

of water required to  
produce 1 litre of extra  
virgin olive oil

Università di Firenze, 2017



A close-up photograph of an olive branch. The branch is brown and woody, with several long, narrow, dark green leaves. Several olives are hanging from the branch. Some are bright green, while others are a mix of green and dark purple/black, indicating they are ripening. The background is a soft-focus blue sky with some green foliage.

### *Drip irrigation*

In the 1930s, Simcha Blass, an Israeli engineer, noticed the disproportionate growth of a tree under a leaking water pipe. He thus discovered that slow, regular dripping of water could result in significant plant growth.

## HORIZON 2030

*We aim to reduce water consumption in our olive groves, to make our oil better for us and for the planet. We only farm in ecosystems well-suited to olive trees and adopt the best available technologies in order to optimise water consumption while providing an increasingly high-quality product.*

### OUR COMMITMENT

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#### ***We are investing in production and irrigation***

We intend to respond to water stress by learning to do more - and better - with less. For this reason, in addition to selecting ecosystems naturally suited to growing olive trees, we wish to invest in the best solutions for the goodness of our product and for the sustainability of the planet we live on.

We have decided to link our production strategy to investment in precision irrigation systems: in the early years after planting, localised distribution will enable us to save up to 80-90% of water compared to conventional irrigation systems.

Indeed, precision systems make it possible to minimise the negative effects of irrigation, such as soil erosion and compaction, which reduce arable land and compromise plants' ability to absorb the nutritional substances they need.

#### ***An even better extra virgin olive oil***

Irrigation can also have significant benefits in terms of productivity, increasing the quantity of oil, both per tree and per hectare<sup>4</sup>. Oil quality is also influenced by irrigation: during the fruit development phase, the less water present in the tree, the higher the concentration of antioxidants in the olives.

4. Italian Ministry of Agricultural, Food and Forestry Policies (2012), R. Gucci – Research and Innovation for Olive growing in Southern Italy ("Ricerca ed Innovazione per l'Olivicoltura Meridionale")







# INSIDE THE BOTTLE

Quality is a family matter:  
our olive oil is packed full  
of our passion.

## 2.1 PASSION FOR HIGH QUALITY

*High quality, innovation and ambition: our recipe for top-class Italian “green gold” that can transform any dish into a masterpiece.*

### WHY THIS IS IMPORTANT

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#### ***Working together for quality***


Achieving a top-class extra virgin olive oil requires high quality standards, from the olive grove to the shelf. It is therefore essential to apply that same care and skill to the crop during the phases of extraction by pressing, storage, packaging and distribution.

Since 2001, the Consorzio Extravergine di Qualità (The Consortium to Guarantee Quality Extra Virgin Olive Oil) has worked to promote the excellence of the Italian extra virgin olive oil sector by establishing rules and procedures - over 100 - to guarantee its unique value.

#### ***The value of Made in Italy***

Today, the traditional primacy of Made in Italy has to contend with a profoundly altered international context in which Italy's neighbours in the Mediterranean Basin, once merely emerging operators, are now competitive producers.

A pragmatic response requires differentiation of Italian oil, offering a range of extra virgin olive oil products based on ever-higher quality standards.



**73%**

Italian Millennials  
willing to pay more  
for eco-friendly  
products

PwC, 2018

**2 out of 3**

items marked as  
top-class Italian  
products sold  
abroad are false

Coldiretti, 2019

**905 million**

euros: the value  
of Italian olive  
oil exports  
in 2018

Eurostat, 2019

**61%**

Italians very  
careful about the  
origin of food  
(53% in Europe)

EFSA, 2019

**8%**

of Italy's GDP:  
the value of  
agri-food exports  
in 2018

Coldiretti, 2018

**91%**

Italians who prefer  
extra virgin to  
other olive oils

Doxa market research  
and analysis, 2018



# HIGH QUALITY REQUIREMENTS



Integrated  
pest control

Rational fertilisation

Controlled grassing

Control of product  
parameters

Stricter chemical and  
sensory parameters

Preservation technologies

Maintenance of a “dark  
chain” (protection from  
exposure to light)

## HORIZON 2030

*To certify all our products of Italian origin with the **Consorzio Extravergine di Qualità**. We want to better convey the superior quality of Monini extra virgin olive oil to our consumers by certifying its status as a top-quality Italian-made product and creating value for the entire Italian olive oil sector.*

### OUR COMMITMENT

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#### *The value of a label*

We want to certify and transparently communicate the quality of Monini extra virgin olive oil by concentrating into a single certificate the passion, experience and skill that have set us apart on the market for 100 years.

The Consorzio Extravergine di Qualità (The Consortium to Guarantee Quality Extra Virgin Olive Oil) - CEQ - protects and guarantees the distinctive properties of high-quality extra virgin olive oil through spot-testing of finished products on the market. Indeed, failure to meet the CEQ's standards, identified through physicochemical analysis in laboratories approved by the International Olive Council, results in recall of the product. The specification ensures that the product's organoleptic and nutraceutical characteristics are maintained for its entire shelf-life; a decision that could, in future, open up a dialogue with large-scale retail with a view to defining shared objectives and procedures.

#### *The Italian extra virgin high quality*

We will begin by certifying a selected range of products, starting with our GranFruttato and Bios oils, with the aim of extending CEQ superior quality certification to 100% of our products of Italian origin by 2030. Our supply chain quality assurance, aimed at all our consumers, consists of a protection and enhancement plan that includes partnership with selected chefs and restaurants.

## 2.2 ON THE TRAIL OF GOODNESS

*We believe in supply chain traceability and transparency to guarantee safer consumption. By clearly labelling our extra virgin olive oil, we can safeguard Italian excellence.*

### WHY THIS IS IMPORTANT

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#### ***Why we trace our food***

Before arriving on our tables, each food goes through various stages, from production to processing and distribution.

Tracing the journey of food complies with a mandatory regulation (European Regulation 178/2002) and also generates more efficient management of the entire supply chain, making use of the available data and information.

#### ***Educated consumers and transparent labelling***

Consumers are increasingly careful about products' origins and characteristics. For edible oils, for instance, labels are key to identifying the differences between products (virgin, extra virgin, etc.) and their origins (regional, national, European, etc.), particularly where Italian-made products are preferred.

#### ***Digital innovation in the food industry***

Digital technologies enable agri-food companies to reduce times and costs<sup>5</sup> and also help consumers to make safe choices. The FAO describes Blockchain as a unique opportunity for the agricultural sector, with three important benefits: an open digital ledger, improved transparency throughout the supply chain and increased ease of data recovery in critical health situations<sup>6</sup>.

5. Smart AGriFood Observatory (2019) – Digital technology takes the field, but the game is all about the supply chain ("Il digitale scende in campo, ma la partita è la filiera")

6. FAO (2018) – Emerging Opportunities for the Application of Blockchain in the Agri-food Industry.



**2 out of 10**

of the world's major  
food retailers will be  
using Blockchain by 2025

Gartner, 2019

**44%**

of the world's consumers  
pay attention to origin  
and supply chain  
transparency

PwC, 2019

**+270%**

the value of  
the Agriculture 4.0  
market in Italy from  
2017 to 2018

AgriFood Observatory, 2018

**53%**

of European  
citizens are very  
careful about  
food origin

EFSA, 2019

**80%**

of Italians use labels  
to distinguish between  
different types  
of olive oil

Doxa, 2018

**42%**

of Italian companies have  
implemented digital  
traceability solutions

AgriFood Observatory, 2019





## ***What is blockchain technology?***

We view blockchain as a production chain ledger; a big logbook - not physical but digital - in which each “block” is an operator in the chain. These blocks are interconnected in the order in which they were created and cannot be altered.

## HORIZON 2030

***100% transparent. We want to increase the traceability of our products by investing in blockchain technology. We want to make every step in our process transparent, to renew and consolidate trust in the excellence and superior quality of Monini products.***

### OUR COMMITMENT

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#### ***More transparency for our consumers***

To protect the value of our supply chain, we want to continue investing in food safety management, especially with regard to product traceability. Our goal is to enable each consumer to view the journey of our olives by scanning a QR code on the bottle.

#### ***100% Made in Italy, ethical and sustainable***

We will begin by perfecting our traceability information systems, continuing to protect consumers from false “Made in Italy” products. Labels will also become windows on production and processing methods, bringing transparency to our ethical standards and our commitment to environmental sustainability.

#### ***Blockchain security***

Turning our gaze to the 2030 horizon, we want to increase the traceability of our products by investing in blockchain technology. The inalterability of information ensured by this technology is a key element for the operators in our supply chain and for our consumers, with whom we hope to build an increasingly solid relationship, founded on 100 years of trust.



## 2.3 LIGHTER THAN EVER

*Closing the circle means rethinking production models to make them more fluid, efficient and environment-friendly. For us, it means letting go of the superfluous to safeguard the essential.*

### WHY THIS IS IMPORTANT

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#### ***To close the circle***

The traditional linear economy model puts the environment under unsustainable pressure, highlighted by increasing scarcity of raw materials, production of waste and growing pollution. The alternative of a circular economy enables us to re-evaluate waste as a potential raw material, with significant economic and environmental benefits, enabling businesses and consumers to innovate and grow together.

#### ***The challenge of packaging***

The need to embark on a new course is frequently exemplified by the massive presence of plastic waste, this material being the third most widespread artificial one on Earth, after steel and concrete. However, the trends that are changing the packaging management and recycling sector relate to the full spectrum of material types. Some of the most virtuous sectors are those of paper and cardboard, which can be recycled up to seven times with significant environmental benefits.

#### ***To bottle the extra virgin***

Glass, thanks to its properties, is a key element in extra virgin olive oil conservation, in terms of protecting the product from light and oxygen (the main causes of oxidation) and maintaining high quality levels. It may be considered a “clean” material since it does not produce polluting substances and is infinitely recyclable, while being one of the most energy-intensive supply chain.



The background of the entire graphic is a close-up, high-angle shot of numerous green glass bottles, likely for soda or beer, arranged in rows. The bottles are slightly out of focus, creating a sense of depth and repetition. The lighting is bright, highlighting the texture and color of the glass.

~3

## Planet Earths

to sustain our current  
ways of life in 2050

UNRIC, 2019

1

## credit card

equivalent to  
the plastic we ingest  
every week due  
to microplastics

WWF, 2019

5 tons

of waste generated in  
one year by each EU  
citizen, half of which  
ends up in landfill

Eurostat, 2016

1,000

years for a PET  
plastic bottle  
to decompose

WWF, 2012

+3% yearly

expected productivity  
increase through  
widespread diffusion  
of the circular  
economy in Europe

McKinsey, 2015

58%

differentiated waste  
collection in Italy  
in 2018, +2.6%  
compared to 2017

Italian Institute for  
Environmental Protection and  
Research - ISPRA, 2019





# TODAY

In a litre bottle of olive oil

445 grams of glass - 7,8 grams of paper  
2,0 grams of aluminium - 3,9 grams of plastic

# TOMORROW

awaiting new opportunities for more  
sustainable packing

#### New life for plastic

50% recycled  
plastic (30% in  
2020), recycled  
PET and new  
formats

#### Innovative design

New  
geometric  
forms, 100%  
recycled glass

#### Eco-friendly labels

Less ink  
and paint,  
non-laminated  
and non-adhesive  
labels

#### Certified origin

100% FSC  
-certified  
cardboard

#### Environmentally friendly pallets

Produced with  
respect for the  
environment

## HORIZON 2030

***Innovative, lightweight and sustainable packaging.*** We want to design a functional and environmentally friendly bottle that protects and enhances the quality and nutraceutical properties of Monini extra virgin olive oil.

## OUR COMMITMENT

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### ***Raw material recycling and reuse***

Our dearest wish, and what guides us in each of our professional choices, has always been to bring all the quality of our extra virgin olive oil to our consumers' tables, while maintaining its organoleptic properties and optimising consumption of raw materials.

We accept the challenge of the circular economy and intend to combine an innovative and striking design with recycling and reuse of raw materials. We have set specific targets for each packaging component while always safeguarding the characteristics that make our products unique. Our olive oil in glass bottles will be bottled in 100%-recycled materials.

### ***A new bottle***

In view of our rethink of bottling and packaging processes, we will be designing a new bottle, intended to be even more simple and lightweight. In contact with our bottles, displaying our products' origins, we will use only eco-friendly labels and FSC cardboard packing<sup>7</sup>, while our PVC capsules will be gradually replaced by other, more eco-friendly ones.

### ***Intelligent packaging***

Our suppliers share our ambition to reduce consumption of resources by eliminating everything non-essential and reducing the relative weight of packaging and packing at all stages of the process, from production, transportation and handling to sales outlets and correct household waste disposal.

7. FSC (Forest Stewardship Council) certification is the main mechanism for guaranteeing the origin of wood and paper. This international certification scheme guarantees that the raw materials used to make a wood or paper product come from forests where rigorous environmental, social and economic standards are upheld.







# ON YOUR TABLE

Time passes but actions  
endure. We have always  
brought a one-of-a kind  
product to the table.

## 3.1 ELIXIR OF LONG LIFE

*Extra virgin olive oil has unique beneficial properties, which is why we support scientific research into the relationship between food and health.*

### WHY THIS IS IMPORTANT

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#### ***The Food Pyramid***

Nutrition is one of the great challenges of the 21st century, and no country is exempt. Nutritional imbalance can be due to either to deficiency or excess. Indeed, in many western diets, for instance, a lack of balance is caused by excessive saturated fat and refined sugar content, that are the major causes of obesity, cardiovascular and inflammatory diseases, and cancer.

The basis for the main diets is the Food Pyramid, a set of nutritional rules whose benchmark is the Mediterranean diet; the most efficient in preventing major chronic conditions.

#### ***The importance of extra virgin olive oil***

Within this model, extra virgin olive oil stands apart from all other vegetable oils since it originates from simple olive pressing, without the use of solvents or industrial refinement processes, thus maintaining all the natural substances contained in the fruit. Its anti-inflammatory and antioxidant properties have a protective effect on the cells, reducing the risk of some of the most common forms of cancer<sup>8</sup>.

#### ***The documented benefits***

Extra virgin olive oil's beneficial nutrients include vitamin E, polyphenols and oleic acid, a monounsaturated fatty acid that helps to reduce "bad" cholesterol. In 2018, the Food and Drug Administration recognised the effectiveness of the product's nutraceutical properties in preventing various pathologies, from cardiovascular diseases to type 2 diabetes and cognitive deficits.

8. Bozzetto et al. Gastrointestinal effects of extra-virgin olive oil associated with lower postprandial glycemia in type 1 diabetes. Clin Nutr. 2019 Dec;38(6):2645-2651



**1.9 billion**  
overweight  
or obese people  
in the world  
WHO, 2018

**2010**  
the year the  
Mediterranean diet was  
added to the UNESCO  
Representative List of  
the Intangible Cultural  
Heritage of Humanity  
UNESCO, 2010

**7 in 10**  
Italians consider the  
Mediterranean diet  
the ideal nutritional  
model  
Doxa, 2015

**+50%**  
annual health costs  
of moderately obese  
people compared  
to those of  
normal weight  
Università Tor Vergata, 2019

**71%**  
of Italians consider  
high-quality food  
essential to their  
well-being  
Nomisma Lifestyle  
Observatory, 2019

**1° in the world**  
Italy is the top  
country for olive oil  
consumption  
Italian Institute of services  
for the agricultural and food  
market - ISMEA, 2018





## 2 tablespoons

This is the quantity of raw olive oil that the Food and Drug Administration recommends eating each day, equal to approximately 23 grams. What are the benefits?

Less triglycerides in the blood and more oleic acid, polyphenols and vitamin E.

## HORIZON 2030

**10 Years of support: our research formula.** *We support scientific research on the benefits of extra virgin olive oil for the metabolism, with the aim of sharing and promoting a mindful, sustainable and quality-based nutritional culture through awareness and dissemination.*

### OUR COMMITMENT

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#### ***To support scientific research and awareness***

In order to support research in the field of nutrigenomics, the study of the relationship between the genome, diet and the vital and metabolic functions, we have entered into a cooperation agreement with the Umberto Veronesi Foundation and aim, by 2030, to become the leading company in the olive oil sector for support of scientific research and nutrition education. Specifically, we provide concrete financial support targeted at research into the beneficial health effects of the molecules contained in extra virgin olive oil.

#### ***From research to scientific dissemination***

The research work and its results will be communicated through specific dissemination activities, also in partnership with the Umberto Veronesi Foundation, aimed at informing consumers and raising their awareness of the potential benefits and nutritional properties of extra virgin olive oil.



## 3.2 AT SCHOOL WITH MO' AND NINI

*Talking to today's young people about correct nutrition lays the foundations for the health of tomorrow's adults. The story we want to tell them is all about goodness and tradition.*

### WHY THIS IS IMPORTANT

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#### ***Good nutrition education begins at school***

Unbalanced diets and poor nutritional habits are the main causes of malnutrition, and may be influenced by many factors, including growing exposure to unhealthy food, national food policies, lack of access to high-quality products, and other social and cultural factors.

Children and teenagers are the groups most exposed to the risks of poor nutrition as they are easily influenced by the habits of the people around them. To invest in educating young people and their parents is to lay the foundations for the well-being of tomorrow's adults; indeed, intervening during the formative years is an effective way to establish good eating habits.

#### ***The benefits of extra virgin olive oil***

Many diseases can be prevented by getting even small children used to a balanced diet. Indeed, recent studies show that extra virgin olive oil can have a positive effect on children's growth<sup>9</sup>. It naturally aids the prevention of inflammatory diseases and, if consumed from early childhood, of becoming overweight in adulthood. We must accustom our children to a good food culture in order to educate responsible and healthy consumers.

9. G. Trapani et al. Olive oil: maternal and pediatric health. *Journal of Pediatric and Neonatal Individualized Medicine* 2017;6(1)



**2 billion**

people in the world  
suffering from  
nutritional deficiencies  
and malnutrition

WHO, 2019

**1,000**

the early days of life which  
decisively influence children's  
physical and mental health

UNICEF, 2019

**77%**

of food sold all over  
the world are controlled  
by 100 large companies

UNICEF, 2019

**4 out of 5**

Italian children  
spend mealtimes with  
their parents

Nomisma, 2018

**74%**

of Italian schools  
state that they teach  
nutrition education

Italian Ministry of Universities  
and Research - MIUR, 2018

**21%**

child obesity rate  
in Italy - among  
the highest in Europe

WHO, 2017



# WHERE WE WANT TO GO

## Italy

some 4,500 primary schools, more than 600 lower secondary and 510 upper secondary schools

## France

over 3,500 primary, lower secondary and upper secondary schools

## Poland

more than 5,000 primary and secondary schools





## HORIZON 2030

### *To reach 1 million young people in 10 years with our educational projects.*

We want to spread extra virgin olive oil culture through an educational programme aimed at students, teachers and families. Raising awareness of the sector, the region and its specialities as well as the product's nutraceutical properties and how best to use it.

## OUR COMMITMENT

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### *To learn and have fun, with all the family*

Two olives, Mo' and Nini, star in the educational and narrative journey that tell the story of how our "squeeze of olives" began. Our nutrition education programme, created for pre-schools and primary schools all over Italy and launched in 2014, talks about extra virgin olive oil and the Mediterranean diet.

In raising awareness of the elements of a good diet, we have planted the seeds of broader reflections, such as respect for agricultural work, the well-being of the environment and the impact of production processes on the planet. Assisted by a teaching aid, the young people and their families can learn about the key themes of Farming, Production, Nutrition and Exercise.

In addition to updating and continuing the programme already launched, we intend to adapt it for secondary school students as well. Part of the new programme will also be aimed at teenagers through work experience-type training in which students of Agriculture, Agribusiness, Agro-industry, Food & Wine and Hotel Hospitality can experience the real business world, thanks also to the contribution of Ambassador Monini and young chefs.

## 3.3 THE EXTRA VIRGIN OF CHAMPIONS

We support balance and health, at the table and in life. Extra virgin olive oil is the best nutritional choice for sport lovers.

### WHY THIS IS IMPORTANT

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#### *Olive oil and sport: a century-old association*

If a balanced diet is an important prerequisite for individual well-being, it is essential to athletic training. Olive oil, in particular, has played an important role in the lives of sportspeople since ancient times. Indeed, in the early editions of the Olympic Games, marathon runners were awarded a crown of olive branches, symbolising victory, and olive oil was used by athletes as a protective ointment for their muscles as well as a source of energy.

#### *Nutrition for athletic training*

For today's athletes, too, "good fats" - such as the monounsaturated fatty acids present in extra virgin olive oil - are the main fuel both for sustained, low-intensity exertion and for high-intensity sports. What is more, the antioxidants in extra virgin olive oil play a key role in the muscle recovery process during and after training.

#### *Everyday well-being*

You don't have to be an athlete to feel the benefits of a unique product like extra virgin olive oil. Controlled, everyday use of extra virgin olive oil, preferably raw, aids the metabolism and helps prevent certain nutrition-diseases by reducing cholesterol levels. As part of a balanced diet, it also promotes a healthy cardiac system<sup>10</sup> and overall bone structure<sup>11</sup>.

10. M. Guasch-Ferré et al. Olive oil intake and risk of cardiovascular disease and mortality in the PREDIMED Study. BMC Med. 2014; 12: 78

11. K. Chin, S. Ima-Nirwana. Olives and Bone: A Green Osteoporosis Prevention Option. Int J Environ Res Public Health. 2016 Aug; 13(8): 755



**20-30%**

of an athlete's  
energy requirements  
derive from fats,  
compared to 15% for  
a sedentary person

Italian National Olympic  
Committee - CONI, 2015

**~8 million**

Italians claim to  
follow a regular diet

Coldiretti, 2015

**1 in 4**

adults in the  
world do not get  
enough exercise

WHO, 2019

**828**

Kcal contained in  
100 ml of extra  
virgin olive oil

Regulation (EU) 2011/1169

**20 minutes**

minimum daily  
physical activity  
recommended for  
18- to 64-year-olds

WHO, 2010

**96**

days per year dedicated  
to physical activity by  
Italians (108 in the EU  
and 135 in the USA)

Doxa/Italian Association  
of Confectionery and Pasta  
Industries - AIDÉPI, 2019



## *All the energy you need*

Extra virgin olive oil, olives and dried fruit are excellent sources of energy to support sporting activities and everyday life.

Like all pure oils and fats, extra virgin olive oil contains no carbohydrates, sugars, fibres, proteins or salts:

100 ml of olive oil contains 92 grams of ready-to-use energy<sup>12</sup>.



## HORIZON 2030

**Major sporting events: 200 thousand new opportunities to get to know each other.** Physical activity, a good diet and enjoyment are our recipe for a healthy lifestyle.

### OUR COMMITMENT

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#### *Local presence and connection to the people*

Our ambition is to contribute to a cultural shift towards a healthier and better-informed population. Supporting the most significant sporting activities and events enriches our commitment towards a healthy lifestyle, lifestyle that our extra virgin olive oil best represents.

Our chosen action is to join a competitive and amateur event circuit within which we will actively support numerous sporting competitions and events between now and 2030, with the goal of coming into direct contact with over 200 thousand people each year.

We wish to begin with running and cycling, two endurance sports in which correct nutrition has a huge impact before, during and after the activity, which require the body to exert itself for up to very sustained periods and demand considerable determination.

12. The values indicated here refer to the nutrition label of Monini extra virgin olive oils conforming to the nutrition declaration required by Regulation (UE) n. 1169/2011

# THE FUTURE IS IN OUR HANDS

## HORIZON 2030

### ON THE GROUND

#### Green heart

To have planted  
1 million olives  
for over 50  
thousand tons  
of CO<sub>2</sub> sequestered



#### Farming with respect for nature

100% of our olive groves  
cultivated through  
integrated or  
organic farming



#### The value of each drop

Ecosystems  
well-suited  
to olive trees  
and drip irrigation



### INSIDE THE BOTTLE

#### Passion for high quality

Consorzio  
Extravergine di Qualità  
certification for  
100% of our products  
of Italian origin



#### On the trail of goodness

To increase  
the traceability  
of our products through  
blockchain technology



#### Lighter than ever

Use of recycled  
materials and design  
of a new,  
sustainable bottle



### ON YOUR TABLE

#### Elixir of long life

10 years of support  
for scientific research  
on the nutraceutical  
and nutrigenomic properties  
of extra virgin olive oil



#### At school with Mo' and Nini

To educate 1 million young  
people on healthy eating in  
over 14,000 schools across  
Italy, France and Poland



#### The extra virgin of champions

To support major  
sporting events,  
meeting 200 thousand  
people each year







