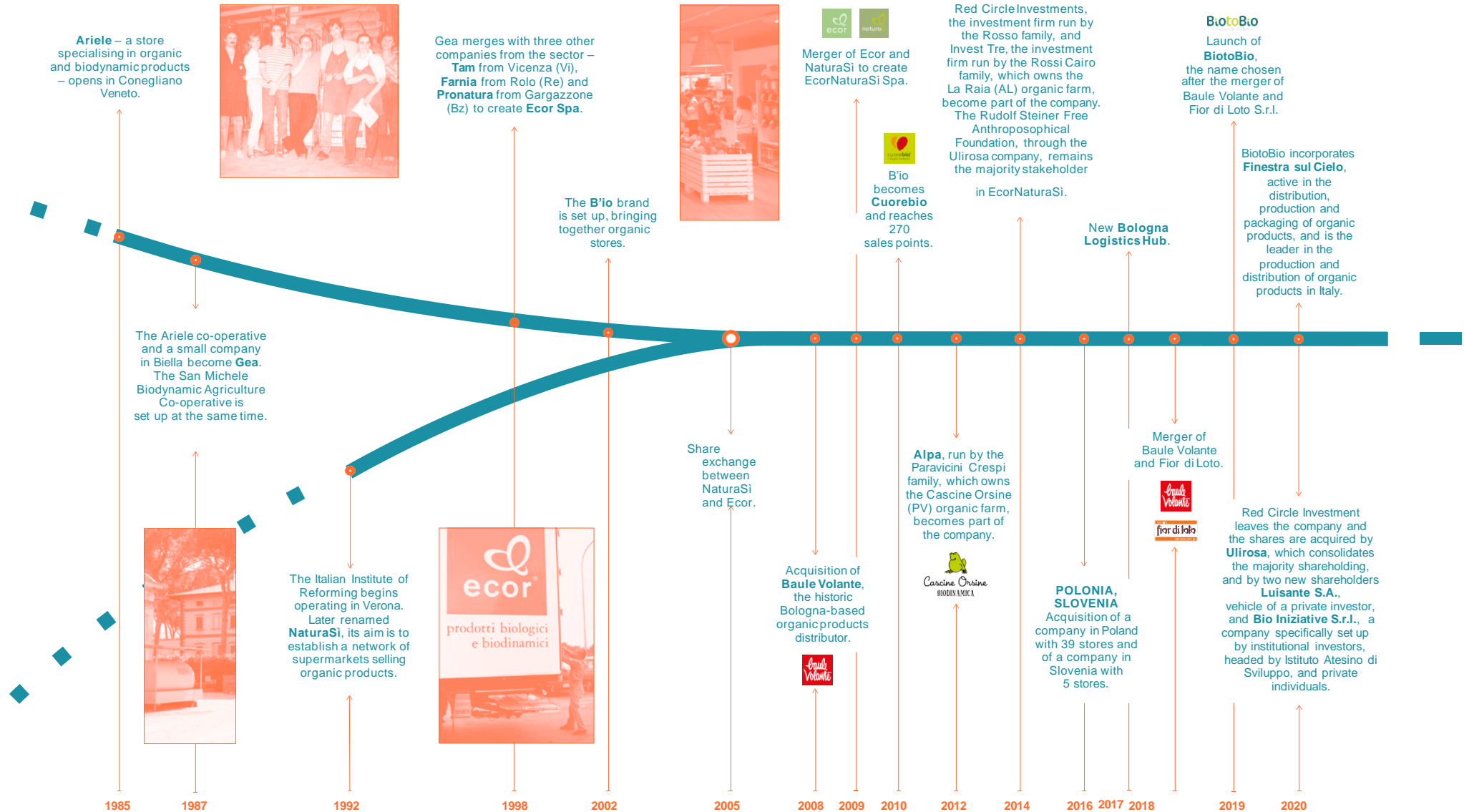




# The EcorNaturaSì Group



# . HISTORY



## Libera scuole Waldorf Novalis

Libera Fondazione  
Antroposofica  
Rudolf Steiner



More than 500 children  
from kindergarden to  
highschool

## Azienda agricola Biodinamica San Michele di Cortellazzo



150 ha close to Venice, acquired  
6 years ago and converted to  
biodynamic.



# La Fattoria Di Vaira

La Fattoria Di Vaira di Petacciato (CB), is an agricultural farm with over 500 hectares, opened in Molise in 2007.

The objective is not just to cultivate quality products according to the strict criteria of biodynamic agriculture, but also to create a specialist centre of experimentation and training in Italy.



## . THE MISSION

PRODUCTS AND ENVIRONMENT: The products we distribute must contribute to improving human health as well as the well-being of the soil and the environment in which we live in.

### PRODUCTS AND ENVIRONMENT

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

ECONOMY AND SOCIETY: We believe that the economy should contribute to the beneficial development of the wider community, and create the conditions for respectful and equitable relationships between individuals as well as for individual growth.

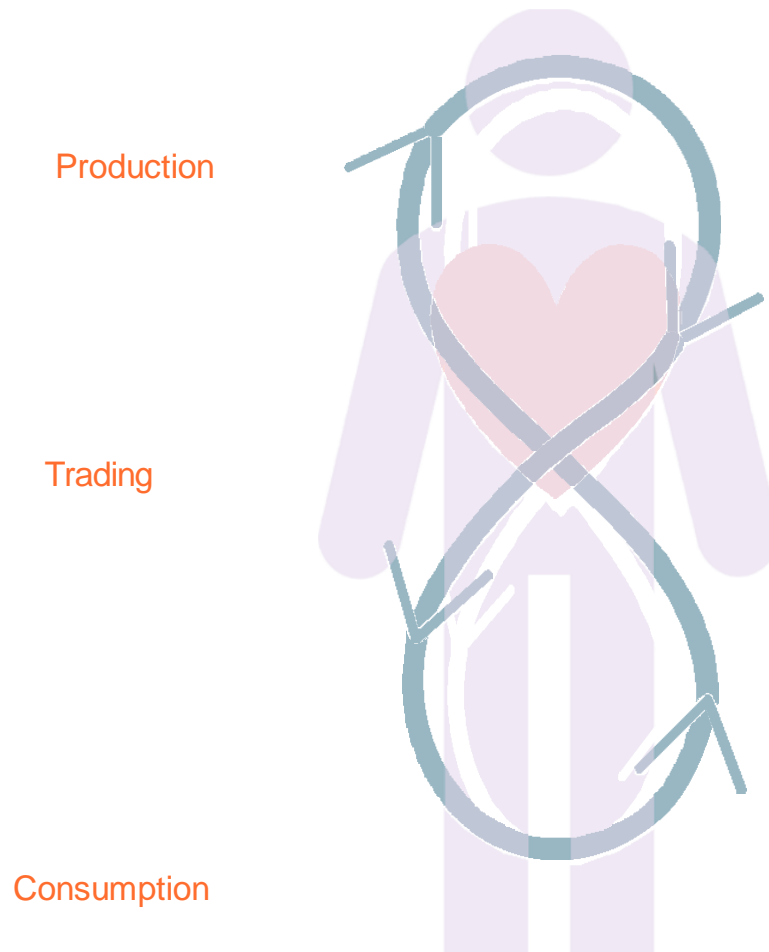
FUTURE: We intend to contribute our ideals and work to a future where human beings are aware of their role and responsibility towards others and protect nature and all its beings.

## . HEALTHY AGRICULTURE, HEALTHY FOOD, HEALTHY ECONOMY

Working for the Life of Nature and Humankind implies to work accordingly to the Laws of Life.

For this reason we look to our Company and to all the Stakeholders as **Living Organisms**, part of a Ecosystem that needs to be healthy (economically, environmentally and socially).

Just as the human heart regulates the blood flow in the organism, so trading must, as a doctor, regulate the flows of the correct amount of money “right price” and the right amount and quality of goods “right product”, from production to consumption and viceversa.



## . BIODYNAMIC AGRICULTURE AND LIVESTOCK ECOSYSTEM BASED ON “TERRE DI ECOR” MODEL - 1/2

At the heart of everything EcorNaturaSi does is an agricultural and livestock ecosystem made up of biodynamic and organic agricultural enterprises. Some of these have national-scale production operations, while others supply on the local and regional levels only. The Terre di Ecor model encapsulates our many years of experience in the biodynamic world, with the Anthroposophical Foundation acting as the supervisory body and a guarantor

for the health of human beings and the Planet Earth.

Bolivia: (Asociación Nacional Productores de Quinoa): Quinoa  
Brazil (Jalles Machado): Sugar  
Brazil (Volkmann): Demeter aromatic rice  
Canada (Ferme Vifranc): Maple syrup  
Colombia (Ingenio Providencia): Sugar  
Egypt (Sekem): Dates, infusions  
Ethiopia (Moges): Coffee  
India (Ambootia): Spices  
India (Nature bio food): Basmati rice  
Israel (Hadiklaim): Dates  
Mexico (Productos Selectos de Agave): Agave syrup  
Paraguay (Coop Manduvira): Demeter sugar  
Paraguay (Hibernia Misiones): Sugar  
Peru (Candela): Brazil nuts  
Peru (Candela): Coconut and spelt  
Peru (Candela): Coffee  
Sri Lanka (Renuka agri foods): Coconut  
Turkey (Isik Tarim Urunleri): Dried fruit: figs, apricots, raisins

300

associated agricultural enterprises, including six partner or investee companies

24

expert agronomists and insurance/quality control staff

Terre di Ecor Model

Biodynamics and Livestock “Animals are sentient beings”

4

controlled overseas production supply chains  
Colombia (CI La Samaria): Bananas  
Argentina (PAI): Pears  
Argentina (Puente Blanco SA): Garlic, onions  
Peru (La Campina Peru): Ginger, turmeric

6.92

1  
hectares of agricultural ecosystem

+1200

analyses/year

637 microbiological, chemical, physical and multiresidue analyses carried out by us  
612 multiresidue analyses carried out by ICEA/Naturasì

+300/year

circular chromatographic analyses per year

1

controlled importations

8



## . BIODYNAMIC AGRICULTURE AND LIVESTOCK ECOSYSTEM BASED ON “TERRE DI ECOR” MODEL - 2/2

It's important that local agricultural enterprises who take care of the natural environment – i.e. the ground, plants and animals, in all their forms – are supported too. The aim is to develop a local agricultural economy with strong roots in local areas, encompassing traditions and culture. The alliance with the Slow Food movement is one example of these efforts. Sales points can order from certified local producers and have products delivered directly to them.

Approx.

# 10 %

of the range of each sales point is provided by **local producers**

# 50+

certified organic **Slow Food Presidia** (320 Presidia across 20 Italian regions)

### L'ITALIA DEI PRESIDI SLOWFOOD

320 Presidi Slow Food in 20 regioni italiane

Oltre 50 Presidi annoverano produttori biologici certificati

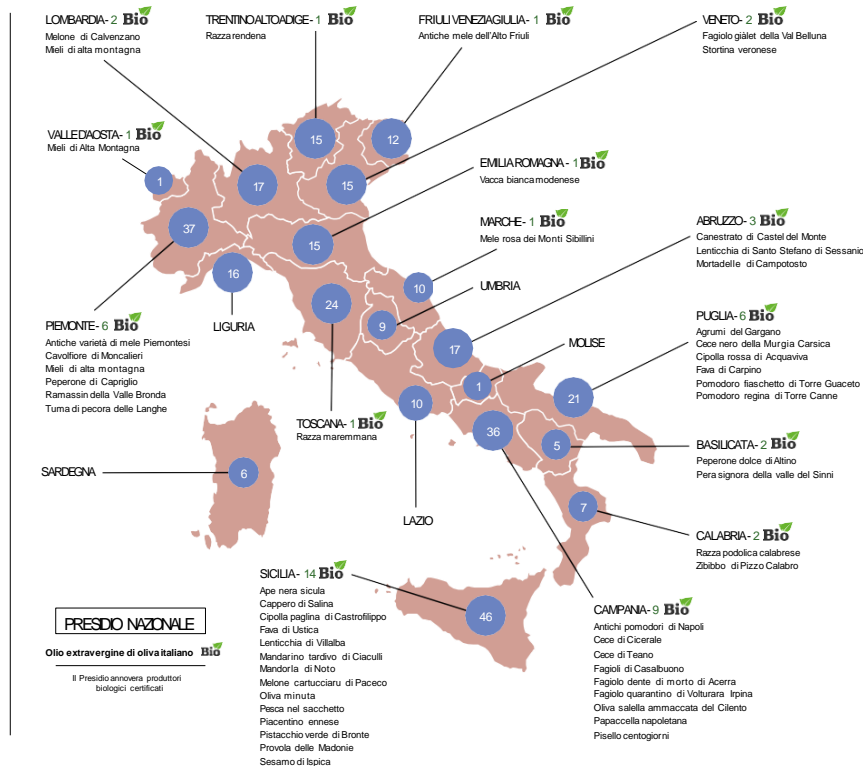
Presidia are **Slow Food** projects set up to protect small producers and safeguard traditional, quality products

#### Legenda

- Numero di Presidi per regione
- Numero di Presidi che annoverano produttori biologici



[www.slowfood.it](http://www.slowfood.it)





## . THE STRATEGIC EVOLUTION OF THE ECOSYSTEM: NATURASI AS AN UMBRELLABRAND

NaturaSi will become a brand which celebrates a virtuous ecosystem built upon respect for human beings and Planet Earth and in which food will play an essential role. NaturaSi will be known as a guarantor/certifier of quality, an umbrella brand that encompasses various different players in a broad ecosystem: stores, biodynamic agricultural enterprises, restaurants and other eateries and hospitality (hotels and agriturismos).



\*Under development with "Adopt a Restaurant program"

## . BIOTOBIO: SPECIALIST ORGANIC DISTRIBUTOR FOR THE HO.RE.CA./OUOFHOME SECTOR

BioToBio (created as a result of the merger of three historic companies: Baule Volante, Fior di Loto and Finestra sul Cielo) is an organic distributor specialising in the B2B retail and ho.re.ca. sectors. It has its own e-commerce platform and network of agents on the ground. Its aim is to increase the coverage of its offering in its target channels by investing in services, training and organic and biodynamic products.

### Treating 2020

1.130 specialized ind.

1.299 herbalists

950 pharmacies

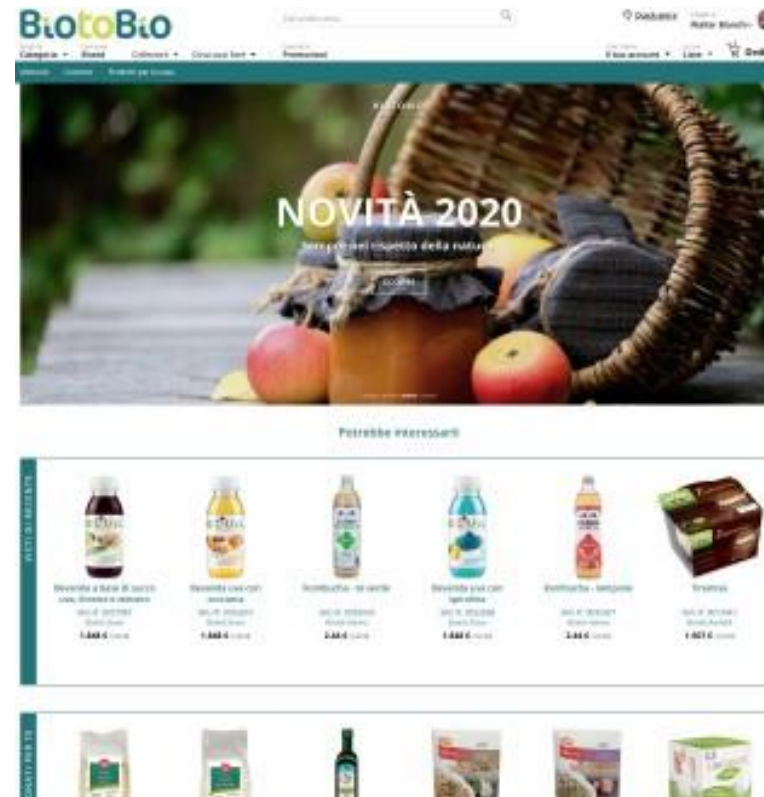
620 conventional ind.

780 ho.re.ca.

332 large distribution

29 organic chains

45 other



## . NATURASÌ RETAIL: THE BEATING HEART OF THE LOCAL COMMUNITY

The NaturaSì retail operation features over 500 NaturaSì branded stores. These stores are the spaces that celebrate the values and founding principles of our mission, which in turn are set in stone by the Fiore della Vita [Flower of Life] project. They provide a setting for local cultural events (music, art, conferences and so on) organised with the help of the Local Marketing Department, whose aim is to make our stores the beating heart of the local community. The exclusive in-store range features several brands owned by the company (NaturaSì, Terre di Ecor, La Città del Sole, PiùBene, Bjobj etc), with products developed using raw materials and fruit and veg deriving from our agricultural ecosystem. The Terre di Ecor range will focus on maximum product vitality (biodynamic) and maximum packaging sustainability (loose products or reusable packaging).

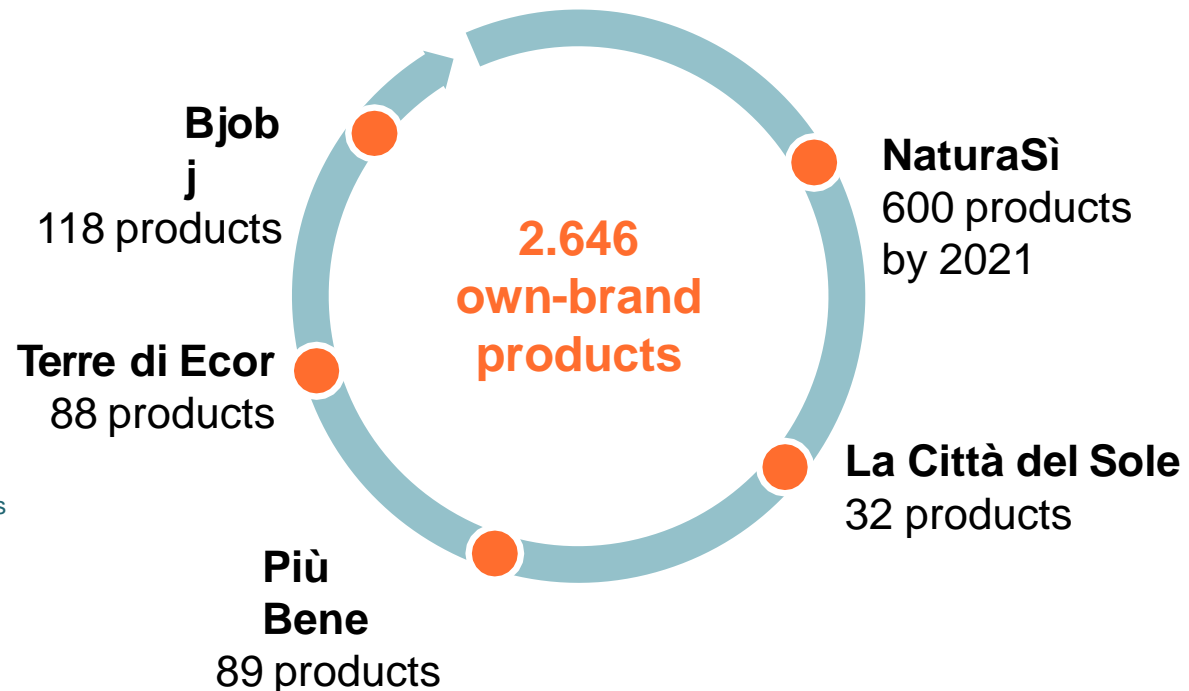
# 500+

NaturaSì sales points, of which:

- 115 directly operated
- 70 subsidiaries/investees
- remaining sales points are franchises

In 2019, two significant acquisitions were completed: Bio Bottega (12 sales points) and Piacere Terra (16 sales points). These further strengthened the company's presence across the Country.

Exclusive range with owned brands











# EcorNaturaSì with Seminare il Futuro

- Organic breeding: pure lines of durum wheat  
Peter Kunz + Crea Foggia
  - 2 new varieties under registration
  - Participatory selection of new lines with farmers
- Screening on farm: Swiss pure lines in Italian farms
- Valorization and vitalization of traditional regional varieties of vegetables

# EcorNaturaSi

- Creation of Evolutionary populations of durum wheat
- Ten years of support to SATIVA  
development of new vegetables varieties intended for organic agriculture