



# JOIN THE CULTIVA WORLD

raw materials | unwashed products | fresh-cut

# WELCOME



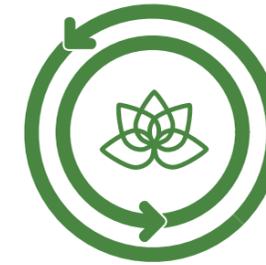
## OUR PRODUCTS

- Loose salads
- Unwashed packed salads
- Washed packed salads



## OUR ORGANIC PRODUCTS 4.0

We do grow **more than 170 ha** of organic cultivations (and still growing). We have a dedicated department for Agronomic innovation and digital technology: this is our organic 4.0



## OUR BUSINESS MODEL

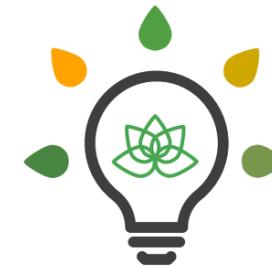
- Environmental sustainability
  - Social sustainability
  - Economic sustainability
- for a **carbon neutrality in 5 years**



## CULTIVA IN ITALY AND IN THE WORLD

Our headquarters, processing plant and farms are based in:

- Italy
- USA
- Mexico
- UK



## CULTIVA EXCLUSIVE INNOVATION

We contribute to create a virtuous chain, changing stereotype of the old style grower in favor of a **"tech and sensor"** farmer using exclusive projects realized by our agronomists



## WHO WE ARE

- We are an **Italian** producer organization
- We grow baby leaf products both indoor and outdoor
- We grow organic and conventional salads
- We operate as co-packer for the main retailers' private labels
- We supply our customers with Cultiva® branded salads



## WHY OUR BRAND

It gathers our **skills, values and excellent quality standards**, with the aim to tell what we can do best: grow and sell salads

# CULTIVA TIMELINE



**2021**  
Cultiva evolution  
**SHAPING A NEW AGRICULTURE**

**2019**  
CULTIVA USA new offices grand opening

**2016**  
CULTIVA Farms USA and a joint venture with Taylor Farms in Florida with 870 greenhouses

**2015**  
O.P. Valle Padana becomes  
**Cultiva - SHAPING AGRICULTURE**

**2005**  
Inauguration of Fresh-cut plant in Taglio di Po (RO)

**2003**  
O.P. Valle Padana was founded

**1998**  
Establishment of the trading company M.B. Produce (now Cultiva Europe), dedicated to North Europe customer base

**1997**  
Marcabò was established in order to manage farm lands

**1994**  
Starting of commercial relationships with the UK

**1990**  
Royal Rose foundation (Salinas, California)

**1988**  
The first radicchio harvest in Georgia (USA)

**1987**  
the first time in the USA and Rare seeds foundation

**1982**  
Buonumore's fields acquisition

**1972**  
San Basilio's fields acquisition



Home

## OUR HISTORY

Cultiva history starts in Chioggia (Veneto region) flies to the USA, makes a stop in the UK and Sweden and then goes back to Italy in the new millennium.

Boscolo Sesillo family, Cultiva founders, are the first "new world" explorers growing and spreading one of the most typical Italian products: radicchio. It became so renowned that Mc Donald's introduced it in its fast-food salads at the end of the 80's.

In 1996 the **radicchio.com** domain was registered when in Europe, worldwide web was almost unknown. During the 90's Boscolo brothers learnt how to make Fresh cut salads, becoming partner of the major players in the packed salads sector of that period, importing the North European know-how in order to build a Fresh-cut plant in the very early stages of this sector.

Nowadays, Cultiva goes on maintaining its pioneering and innovative spirit as one of the leaders in the salad world. It offers washed and unwashed, organic and conventional salads with advanced greenhouses, farms and technologies. Cultiva, is present in Europe and in the USA.

Cultiva history has its origins in agriculture and passion for land. Each generation, has tried to take the best of the time, using specific competences, technologies and a dynamic vision of an activity constantly casted towards the future.

*Everything started from a "problem": I was unemployed. My brothers and I decided to continue with my father's job, the farmer: so we expanded the production of radicchio using the skills acquired during my previous experience as export manager in Africa.*

*The key to success has been to be able to transform a need into an opportunity and this allowed us to be where we are now.*

**Giancarlo Boscolo Sesillo**  
Chairman of Cultiva group



## WHO WE ARE

Cultiva, is an Italian producer organization, which has offices, plant and farms in Europe, Central and North America with a total of more than 250 employees.

We're passionate about agriculture, we grow baby leaves indoor and outdoor. We are among the main Fresh cut players.

We grow conventional and organic salads, our flagship line.

In Italy, we work as co-packer for the main private labels but we supply our customers with our Cultiva® brand, in Italy and abroad, as well.

## OUR MISSION

We do cultivate and promote a **circular responsible model of business** to enhance land values, its products and supply chain protagonists, from producers to consumers in order **to give shape to a new agriculture.**



Home

**Development, products and people** have been and will always be the pillars of CULTIVA

## OUR VISION

## OUR VALUES

- Responsible development
- Responsible products
- Responsible people



RADICCHIO cultivation in our Royal Rose farm - Salinas, California



# CULTIVA IN ITALY

Cultiva beating heart is in Italy, home of our processing plant, our farms and greenhouses.

Our farms, have medium/big size, and are located in the most suitable areas for agriculture. They are spread all over Italy in order to have the product available all year round independently from the climate areas.

### Some data:

- Headquarter and packed salads plant in Taglio di Po, in the province of Rovigo
- 20 farms, directly owned or member of our organization
- More than 170 ha dedicated to organic cultivations
- Unique and exclusive field innovation

### ITALY



# CULTIVA IN THE WORLD



USA continues to be strategic for the group: we run the largest greenhouse complex for greens in the country, we established strong relations with major players of the industry and are able to properly absorb the best from each market and make it corporate know how. It is the market where we are admired the most and this allowed us to establish a joint venture with the biggest packed salads processor in the world for the production of baby leaves in protected environment. This market gives us inspiration for new ideas to take into the "old continent".

### USA

- **Cultiva USA - Jennings, Florida** → the largest greenhouses system in the USA to supply Fresh-cut industry
- **Royal Rose - Salinas, California** → radicchio and other chicories production in California, Arizona and Mexico for a total of 549 ha

### NORTH AMERICA

#### CALIFORNIA

Salinas

#### ARIZONA

Yuma

#### FLORIDA

Jennings



### SOUTH AMERICA

#### MEXICO

Guanajuato



### UNITED KINGDOM

- **Cultiva UK** → sales office to manage the export activities in the North and Central Europe

#### KENT

Canterbury



Baby spinach on a sandy-loam soil in the PO Delta area, Rovigo.



# OUR BUSINESS MODEL

We are collaborating with climate change experts to reassess our supply chain and target a **carbon neutrality within 5 years**, and therefore create, together with retailers, a virtuous supply chain till reaching the consumer. As it happened in the 90's with food safety certifications, Cultiva aims to set the new standards for the industry.

**Our business model** pursues 3 macro lines:

### ENVIRONMENTAL SUSTAINABILITY

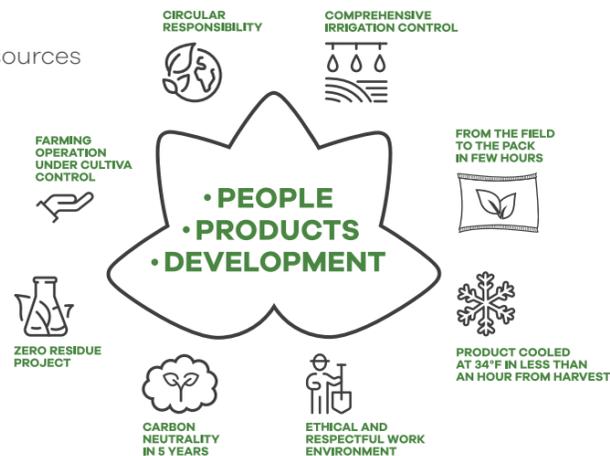
- In the field → development and creations of Cultiva innovations like:
  - *Viride project aiming to the carbon neutrality*
  - *Paper project aiming to zero residual*
- In the industry sector → using renewable energy sources
- 100% recyclable packaging
- A responsible use of washing water

### SOCIAL SUSTAINABILITY

- In the staff management
- Gender equality
- Minority respect
- Against illegal hiring

### ECONOMIC SUSTAINABILITY

- Industrial, product and field innovation to give advantage to all the supply chain protagonists
- An optimized packaging to reduce wastes





# CULTIVA EXCLUSIVE INNOVATION

As cultivars, we think it is our duty to contribute to **creating a virtuous supply chain**. We want to be leader on the field of innovation, revolutionizing the stereotype of old style farmer with the one of "tech and sensor" grower launching the agriculture 4.0 concept. We are real farmers, investing towards a common project: shaping a new agriculture.

A New agriculture, just like our pay off "Shaping a new Agriculture", aiming towards circular sustainability. For many years, we've been developing **field trials** for an important retailer where we test, starting from the seed, new and unique varieties for their premium packed salad assortment. We are firmly convinced that in the supply chain, distribution is the essential part of the whole process. We do have a long experience in this kind of collaborations, and we are ready and willing to replicate such winning model.

Cultiva USA has, and manages, the largest greenhouses system in the USA with 870 greenhouses in collaboration with Taylor Farms.

To get there, starting from seed to consumers, we invest, all the time, in exclusive projects **developed in Cultiva** such as Viride, Paper, and our unique harvesters equipped with optical harvesters.

That's why we devote most of our resources to the agronomic research.



## VIRIDE PROJECT

This project can be integrated among the activities to direct crops to carbon neutrality. Viride is a software that simulates the growth and development of vegetables farming to forecast performances (in terms of quantities and date of harvest) and optimize the planning process in the Fresh cut supply chain. To do so, we have a partnership with Michigan State University (USA).

### Advantages:

1. **Waste reduction:** not only for what concerns products but production inputs too (such as seeds and fertilizers)
2. **Cost savings** whose advantages can be distributed along the supply chain
3. **No emergency purchases** in case there is no product available (procurement from emergency suppliers coming from other countries)
4. **Fresher product** because there is an optimized forecast



## PAPER PROJECT

It is a project which has been studied to avoid, **in an automatized way**, weeds' germination **without using plant protection products**. The aim is to obtain **zero residual** farming.

The seed is sown between two paper layers: the first one, which is sturdier, is placed on the field, holding it and working as mulch. The second one, which is thinner, has the same function as soil in the traditional sowing: to cover the seed maintaining it humid and helping its germination.

Once it has germinated, the seed, with its roots, makes a hole in the lower paper and, at the same time, it holes the upper layer allowing the sprout to grow.

Once the plant has reached maturity and is ready to be harvested, paper will be completely naturally degraded and assimilated by soil.

1. **Completely biodegradable**
2. **Completely automatized**
3. **For zero residual farming**





## WHY OUR BRAND?

Why proposing “another” packed salad brand?

Every day, we pursue the goal of **giving shape to a new agriculture**; a business model focused towards the future and **circular responsibility**.

As Cultivers, we feel in duty of contributing to create a virtuous supply chain. We want to be the innovation leader both on the field and on product development.

We aim to be leaders on sustainability, and we like, with a bit of pride, to think that in our packages we gather our values, ethics, respect and not only salad.

We have the ambitious plan to reach a **Carbon Neutrality** in the next 5 years. To carry out this challenge, we use our experience, skills, virtues and the excellent quality standards, to show everyone what we can do best: grow and sell salads.

Here is why.

## THE RATIONALE

Cultiva brand comes from **Domus Academy students’ creativity**. To create it, they used its characterizing elements:



Home

## THE 5 COLORS PALETTE



**CULTIVA**<sup>®</sup>  
SHAPING A NEW AGRICULTURE

**FLOWER  
ICON**



From this rationale, **we designed 5 new Cultiva products**:

- Each one is distinguished FROM THE OTHERS BY ITS OWN COLOR
- CULTIVA FLOWER allows visibility to the product in an innovative and unique way



## OUR PRODUCTS

Our products are the result of our passion for agriculture, which is handed down from father to son.

Since ever, we are cultivators and, in our farms, spread all over Italy, we grow leafy products, **organic and conventional**, which are sold as loose products to the processing industries packed for the retail markets.

We proudly pack retailers' private label, and finally, now we produce with Cultiva® brand to share all our values.

## LOOSE PRODUCT

The biggest international Fresh-cut processors, in Europe and America, have chosen us as suppliers. This has been possible thanks to our ability to understand the Fresh cut industry needs. With them, we invest in projects that enable us to offer regular and zero compromise level of service handing our experience and culture for one side of the globe to the other.



## UNWASHED PACKED SALADS

To comply with a growing and broader target, we have developed a wider range of the typical baby leaves, which are **packed but unwashed**. This kind of product is **extremely versatile**: it can be **displayed out of the fridge**, and it has not expiration date on the label. In this way, there is an optimization of wastes and shelf life.

The selection is available in two formats: **100g or 125g both conventional and organic** in order to meet consumer's and distribution's requirements. These products are provided with **dedicated cardboard boxes** which aim to enhance the content and guarantee a faster turn over.



## WASHED PACKED SALADS

We use the best quality raw material and guarantee a careful **manufacturing process respecting products and environment**. We carry out products that comply with the final consumer needs.

We offer both classic and exclusive mixes: single products, classic and innovative mixes or any idea developed with retailer customer to increase the value of the retailers shelves. We have a wide range of ready to cook products, available all year round, both **conventional and organic**, and high value-added meals.





## OUR ORGANIC PRODUCTS 4.0

Cultiva is committed to increasing organic cultivations and to contribute, in a positive way, in terms of social and environmental impact. This means to invest human and economic resources in order to make this process more sustainable for everyone.

For this reason, we have a **dedicated Agronomic Innovation department** that supports, through technology and innovations, the needs of our grower base.

**Technology and accurate agronomics** are key partners in allowing, in organic production, the same efficiencies, yields and quality that you'd get in conventional production where the use of synthetic chemicals is allowed.

We're specialized in the study and trial of different **techniques and exclusive machinery made in Cultiva**, which include the use of artificial intelligence and digital technologies. For this we can call our organic production "**organic 4.0**". To eliminate all the substances which are not naturally derived, our Agronomic Innovation department, is working on



A close-up of organic RED LETTUCE grown in the sandy soils of our Casa Verde farm in Taglio di Po, Rovigo.



**Seeds:** with partnerships with leading seed companies, in order to test new seed varieties. We organize **field trials** to select best suitable seeds, the key element for a good organic crop.

**Anti-insects'nets:** we have tried out new anti-insects nets, **to stop small insects to get in**. Even if closed, there is a good air recycling to prevent diseases in particular the fungal ones.

**Mulching paper:** we have drawn up an **exclusive and completely biodegradable mulching cellulose paper** to stop weeds growth without the use of pesticides.

**Paper sowing machine:** simultaneously to the paper project, we have developed an **exclusive piece of machinery** to lay down paper and sow at the same time.

**Focused covered crop:** organic means **to let nature doing its path**, so we got specialized in the creation of focused covered crop. This is an ancient agronomic technique that allows rotations, preserves organic matter and brings nitrogen into the soil.

Organic in Cultiva means to put efforts and soul to make this productive methodology the most efficient and sustainable as possible for producers. Only placing, side by side, the real innovation and organic, we can reach sustainability.



# CULTIVA MODE: RECYCLING

All our packs are made in polypropylene, a **100% recyclable material**.

Polypropylene can be recycled with the separate collection at home, and converted to new objects.

Moreover, the film we use, has a minimum thickness that allows us **to save plastic** compared to the previous ones.



# CULTIVA'S COMMITMENT

It is working everyday thinking about the future.

We pursue a circular responsibility model of business, to satisfy nowadays' needs without compromising the ability for the future generations, to fulfill their requirements. We are full committed, daily, to develop and carry out activities dedicated to the environment, people and quality.

Our fresh-cut plant, makes high use of **renewable energies**, just like sun, and the use of **water resources** is carefully monitored. The aqueduct drinking water that we use, is kept at about 4°C to avoid the interruption of the cold chain. According to a recent study\*, the quantity of water used at home for washing the product, is much more than what we use **(1.33 liters) to carefully washing 100g** of product.



\* 2019 Venezie experimental Zooprophyllactic institute

**20% LESS PLASTIC**



Recyclable packaging has **16%** less plastic

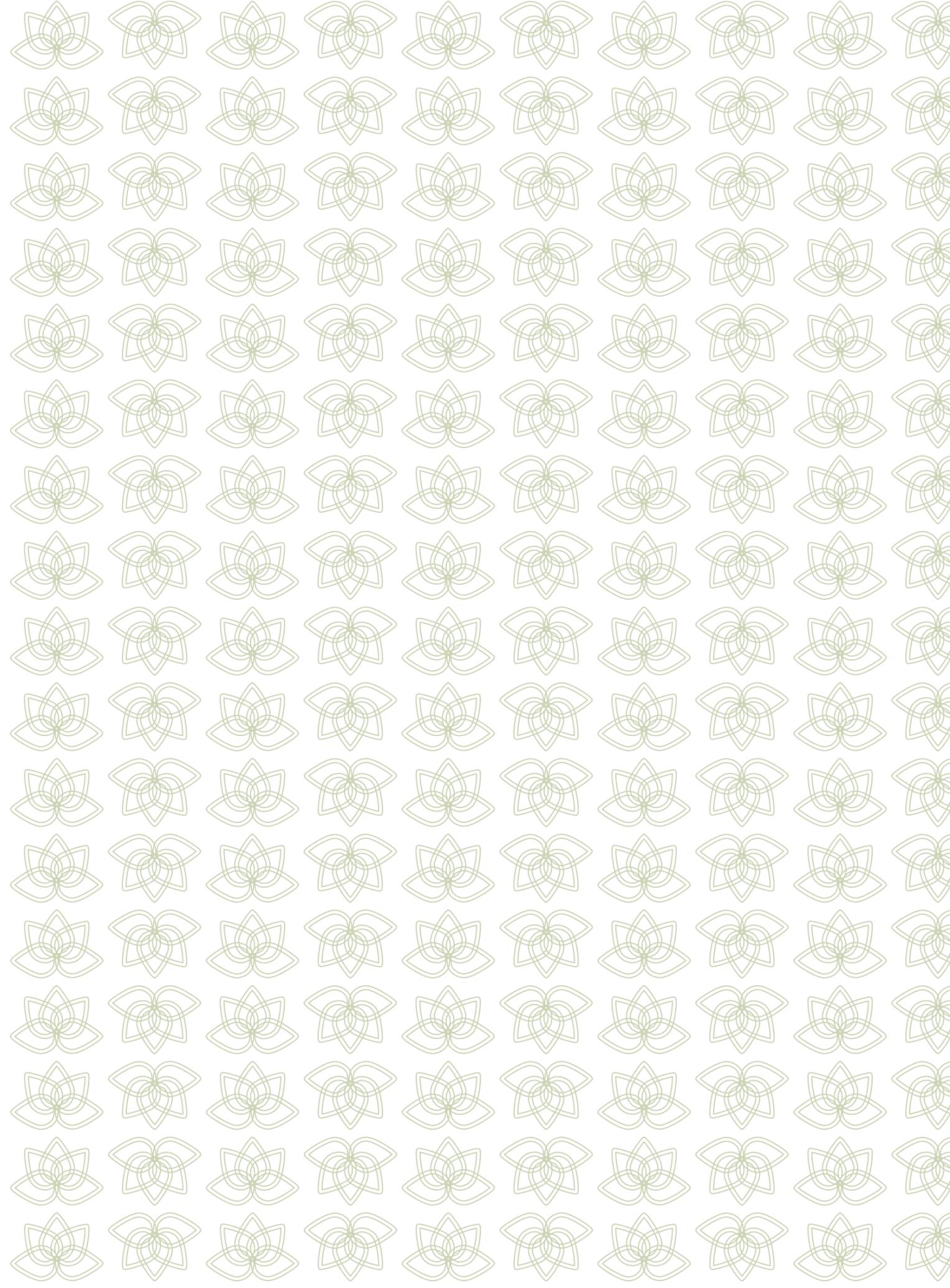
# HEALTH & SAFETY QUALITY AND CERTIFICATIONS

From the beginnings, we have adopted the firmest food safety standards, a fundamental requirement in order to do business with North European customers.

At the end of the 90's, when there weren't any kind of laws regarding the Fresh cut market, we have used our Anglo-Saxon experience to redefine and set new food safety standards in Italy.

As a consequence, we have the most important international certifications, both for farms and for the plant:

- **Farms:** Global G.A.P. (IFA - Integrated Farm Assurance), GRASP, Leaf Marque, organic agriculture
- **Plant:** Global G.A.P. Chain of Custody; ISO 9001, ISO 14001, ISO 22000, ISO 22005, ISO 45001, IFS Food, organic agriculture





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