



Mutti kicks off *Mille Querce*, a widespread reforestation project in the Parma area

A 200k euro project developed in collaboration with the Parchi del Ducato organisation to expand green spaces in the towns of Montechiarugolo, Sissa Trecasali and Traversetolo.

Montechiarugolo (Parma), 3 March 2021 - Today, *World Wildlife Day*, marked the start of **Mille Querce**, a project to renaturalise and reforest rural and urban areas launched by Mutti together with the towns of **Montechiarugolo, Sissa Trecasali** and **Traversetolo** - which immediately and enthusiastically joined the initiative - with the technical contribution of the **Parchi del Ducato** organisation to help protect biodiversity on municipal land.

The Mutti Group - with the professional assistance and support of Parchi del Ducato - began planting 1,100 trees in four different local areas near the Mutti site in Montechiarugolo (Parma). The company took responsibility for planting the new trees, watering them and seeing that they take root for three years. The project will entail an investment of over **€200,000** for a greener local area spanning **50,000 sqm**.

"Our business is based on respect for nature because a high-quality tomato can only grow in healthy soil that, to be such, requires care, attention and expertise," said **Francesco Mutti, CEO of Mutti S.p.A.** *"It is on this simple, yet essential principle that our commitment to environmental sustainability has always been based, and which includes, among others, the **Mille Querce** project. This is another contribution to the environment that, with the fundamental collaboration of everyone involved, we have been able to give, as part of our larger mission of giving back to the Earth what the Earth has given us."*

Specifically, the four areas covered by this project are: Bosco Dugara, the woods in the Sissa Trecasali district; Ronco Campo Canneto, also in the Sissa Trecasali district and recently affected by substantial soil depletion because of the new Ti-Bre motorway passing through; Cronovilla, a natural oasis in the town of Traversetolo, adjacent to the competitive fishing lakes; and Via Traversetolo, where most of the trees will be planted.

"This is a wonderful project and we are thrilled to be working alongside the Mutti company in this initiative, which moves towards supporting biodiversity and fighting climate change by reforesting the plains areas capable of increasing the trapping of carbon dioxide," noted **Agostino Maggiali, President of Parchi del Ducato.** *"I would like to highlight the sensitivity that the Mutti company has shown with respect to these environmental, biodiversity and social ethics issues. When international businesses work with public institutions to sponsor initiatives like this, they create valuable synergies and give a positive example for us all."*

Representatives of the three towns expressed their gratitude and pleasure with the Mutti Group's commitment, sending *"heartfelt thanks to Mutti for the project and its financial commitment, which was very positively received and complements the work to expand other green spaces already present in the area"*.





“It is auspicious that the first resolution passed by the Municipal Council of Montechiarugolo in 2021 was to grant approval to the Mutti company for the Mille Querce project,” announced **Daniele Friggeri, Mayor of Montechiarugolo**. *“We identified two areas along Provincial Road 513 Via Traversetolo, facing the artisan district lots in Via Monte and Via Guareschi.”*

“We hope this project is the forerunner for other important initiatives and actions by public bodies, private citizens and companies to improve the environment in which we live,” announced **Nicola Bernardi, Mayor of Sissa Trecasali**.

The Mayor of Traversetolo, Simone Dall’Orto was delighted with the initiative, *“which will expand the Cronovilla Oasis, particularly the area surrounding the competitive fishing lakes managed by the Laghi Cronovilla association. The existing irrigation system will also be expanded to keep the area well maintained. The new trees will be planted at an appropriate distance from the banks of the lake to ensure that national and international fishing tournaments can be held”*.

Mille Querce is Mutti’s first contribution to the **KilometroVerde Parma**, a comprehensive project aimed at improving the environment, landscape and rational use of natural resources through the creation of permanent woods in the Province of Parma - setting up a best-practice model for land management.

MUTTI S.p.A. - Historic company based in Parma and tomato processing leader. It was 1899 when Marcellino and Callisto Mutti began the first tomato harvest and processing season. Since then, by focusing on the central values of quality and Italian traditions, together with a deep respect for the supply chain and the local area, the Mutti family has devoted itself to processing 100% Italian tomatoes, producing concentrate, purée and finely chopped tomatoes that are now enjoyed around the world. Meanwhile, the drive to innovate, an integral part of the company’s DNA since it was founded, has led Mutti to gradually expand its range of products with an array of ready-made sauces. Today, bolstered by 120 years of history, the Mutti Group leads the European market of tomato products and operates in 96 countries worldwide, with net revenues of 378 million euro in 2019, up by 11.3% on the previous year. In 2019, the Mutti Group’s production volumes reached 546,017 tonnes, an increase on the previous year (539,186 tonnes in 2018). Exports currently account for 37% of turnover with annual growth in the double digits. Gradually expanding over the years to satisfy all tastes, the Group has its original headquarters in Montechiarugolo, Parma. In 2016, Mutti completed the acquisition of Fiordagosto, a plant in Oliveto Citra (province of Salerno) for the production of various southern Italian varieties, such as the plum tomato and the cherry tomato. In November 2017, Mutti acquired the CO.PAD.OR plant in Collecchio, establishing a new company, Pomodoro 43044 S.r.l., with production capacity of 300,000 tonnes.

For more information

Mutti Group Corporate Communications and PR:

Michele Laterza - mob. +39 334 6942913 - michele.laterza@muttisp.it

Simone Berruto - mob. +39 345 6195979 - simone.berruto@muttisp.it

Mutti - Edelman Press Office:

Rossella Camaggio - mob. +39 348 3001325 - rossella.camaggio@edelman.com

Ornella De Giorgi - mob. +39 346 8754142 - ornella.degiorgi@edelman.com

