

boni  
 viri

EAT WELL, DOING GOOD



# Our mission

**Boniviri** is a benefit corporation that develops healthy and high quality long-life food products - primarily extra virgin olive oil - creating social and environmental value together with those who buy and produce.



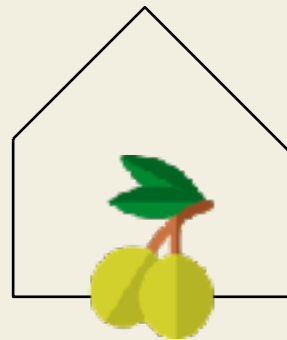
# Extra virgin olive oil (EVO)

Produced for thousands of years in the geographical area of the Mediterranean basin, it is one of the fundamental foods at the basis of the Mediterranean diet.

Sometimes we don't think about it, but oil has an influence on almost all the dishes we eat every day: choosing a quality oil means improving our lifestyle and diet in a significant way.

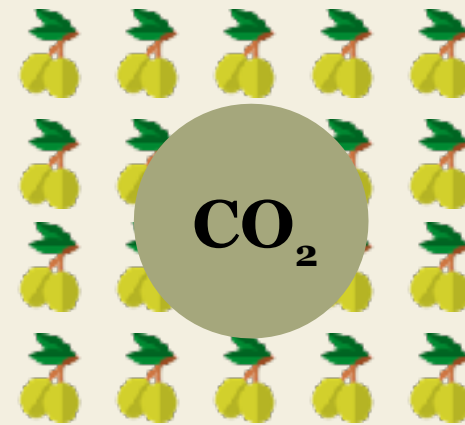


# Challenges



## SMALL FARMERS ARE SELLING THEIR LAND

between 2013 and 2016 the number of Italian farms decreased by 28% and the average farm area increased by about 3 hectares (1)



## AGRICULTURE HAS AN IMPACT

the agricultural sector generates 10% of global greenhouse gas emissions (2), a bottle of oil can generate more than 4 kg of CO<sub>2</sub> (3)



## WE WASTE TOO MUCH

The packaging to product ratio can be up to 1.2: to transport 500g of oil you need more than 600g for the bottle and the box

(1) CREA, 2019, [link](#); (2) Cambiamo Agricoltura, 2019, [link](#); (3) Università Bocconi, 2015, [link](#)



# Market

73%

the growth in global  
oil consumption over  
the last 25 years (1)

66%

the growth of  
turnover in the online  
food market in  
Europe by 2023 (2)

62%

of world oil  
production is of  
European origin, with  
Spain, Italy and  
Greece in the front  
line (3)

25%

oil produced in Italy  
remains unsold,  
despite Italy being  
one of the largest  
importers in the  
world (4)



# The choices of consumers

75%

of Italian consumers think that it is better to pay more for a product just because it is environmentally sustainable (1)

95%

of interviewed consumers would like a high quality oil from small Italian producers (2)

80%

of interviewed consumers are willing to pay more to receive reliable and detailed information on the variety of oil, the social impact and the producer (2)

85%

of interviewed consumers would buy EVO oil online for added value in terms of quality, traceability, social value and convenience (2).



# The idea





3 objectives to be achieved by those who produce and those who consume:

- 1) Support excellent farmers
- 2) Develop eco-friendly products
- 3) Zero our GHG emissions



A website where it is easy to buy and have all the information about oil, with useful features for growers and consumers.



Excellent extra virgin olive oils and products from small producers



Beautiful and environmentally friendly products



# Impact map

We developed our long-term goals based on the SDGs. Through the Theory of Change we identified the necessary outcomes to achieve those goals and the activities and output Boniviri will have to pursue in order to realize them .



Click [here](#) to check out our impact map



# Support farmers

We reduce the risk of abandonment of small Italian olive-growing enterprises, contributing to their prosperity by increasing production value, reducing operational risks and providing methodological and training support.

# Eco-friendly products

We select sustainable products and packaging and we reduce waste in the production, processing and packaging phases, involving both the consumer and the producer.

# Zero emissions

We develop a "carbon neutral" product, that does not contribute to a net increase in greenhouse gas (GHG) emissions into the atmosphere, through emission reduction and offsetting strategies.





# Reforestation



We have set up a partnership with the non-profit organization Reteclima to compensate the greenhouse gases emissions of our supply chain through [reforestation projects](#) in Italy.

## Current Projects



Support to the  
Urban Forestation  
Project in Milan



Support to the sustainable  
forest management of  
forests certified according  
to the PEFC standard







# Not suppliers, but “boniviri”

“Boniviri” means valuable persons, our agricultural partners.

Together with them, we:

- improve cultivation practices of farms
- track products along value chain
- mitigate environmental impacts
- develop a shared quality and sustainability protocol for farmers
- Pay a fair price for their products

*Corrado is one of the first agricultural entrepreneurs that joined Boniviri*



# The product

Boniviri selects its products, such as its extra virgin olive oil, from the cultivations of small and excellent Italian farmers.

The producers are followed throughout the entire cultivation process to ensure highest standards in terms of quality and sustainability.



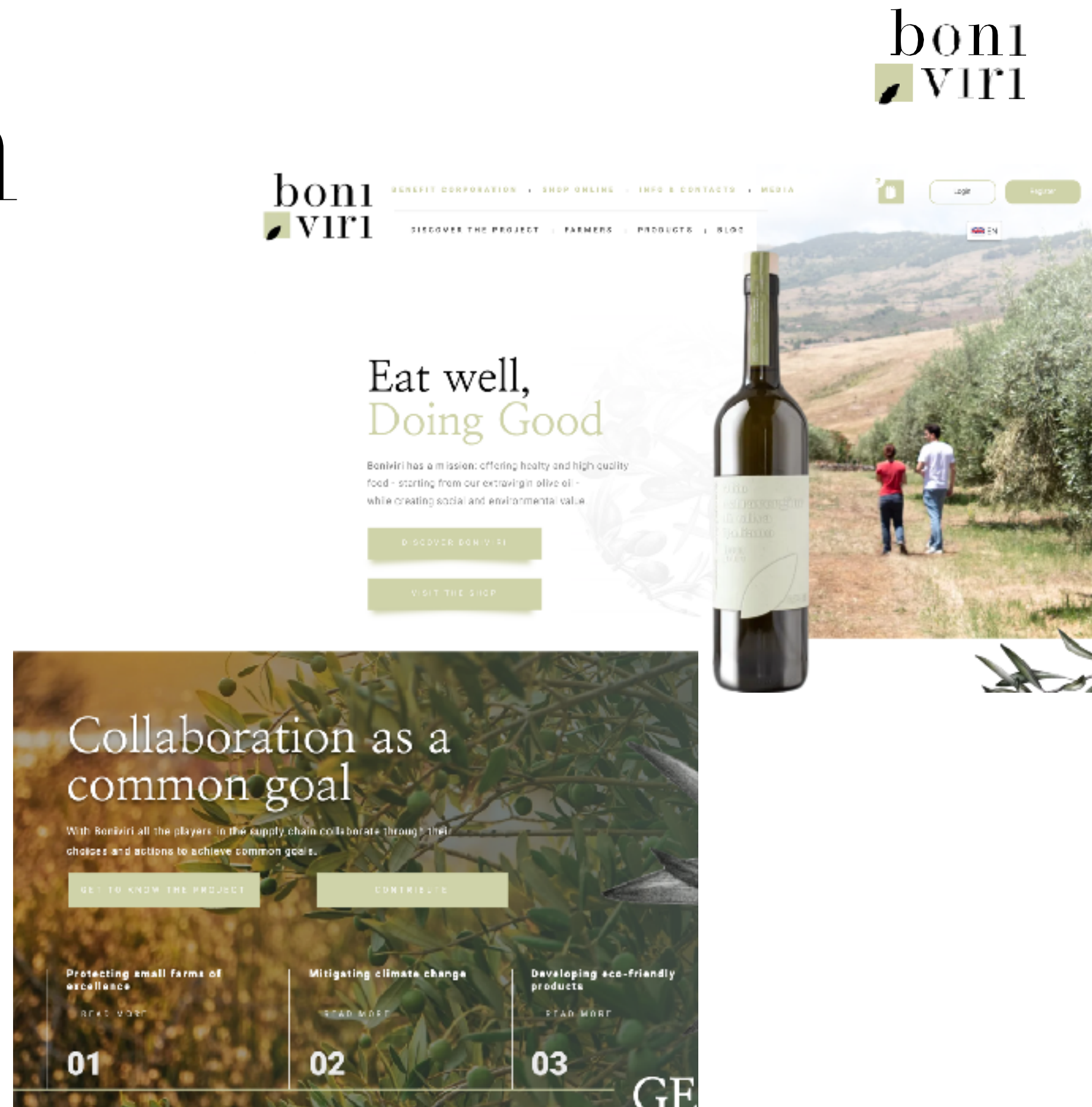


# Our solution

Not just an e-commerce, but a place where those who buy can get closer to those who produce.

Our solution will include:

- a dedicated section for farmers to track and improve their performances
- the stories of our “boniviri”
- the opportunity to vote the sustainability relevant topics
- a tracking system of our products and value chain





The word 'Team' is written in a large, elegant serif font. It is partially overlaid by a large, light green leaf graphic that originates from the top right and extends towards the center of the page.

# Team

## Corrado Paternò Castello

**FOUNDER, COORDINATOR  
& IMPACTMANAGER**

has 4 years of experience in managing the sustainability and social impact strategies of multinational companies. He managed a project in sustainable agriculture funded by the European Union and contributed to the success of a multi-stakeholder participation project funded by the Horizon 2020 programme.

## Sergio Sallicano

**FOUNDER, PRODUCT &  
VALUE CHAIN MANAGER**

has taken care of the management of the family farm in the province of Syracuse for 8 years, where he produces olives, almonds and citrus fruits. He founded and managed successfully a restaurant business in Noto (Syracuse).

## Alessandra Tranchina

**FOUNDER, MARKETING &  
COMMUNICATION MANAGER**

is a senior graphic designer and has been working for 3 years in a company specializing in food packaging. She has several experiences in publishing and graphics, but in the heart there are mainly two participatory projects that have had as protagonists the historical inhabitants of one of the symbolic places of Palermo, called "Vucciria".





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