



ARACLEMA



Società Agricola Cooperativa Consortile
NATURAL FARMING



AGRIFOOD PRODUCT'S MARKET THREAT

SUPPLY

- Globalized and undifferentiated supply offer
- Low consumer reachness and relevancy
- Low Transparency
- Low Quality supply (Intrinsic Values)

QUALITY

Over Used word which is undefinable by the consumers

SECTOR'S CRISIS

Great gap between final price and price offered to the producer

MARKET OPPORTUNITY

Fresh food's market consumer is looking for a product which is:

HEALTHY

SAFE

SUSTAINABLE

**REAL
NATURAL**

The consumer is also looking for being allowed to manage better it's scarce resources to be able to choose agrifood products using CONSCIOUSNESS.

The **wills** and **needs** come from personal and family EXPECTATIONS

NOWADAY'S CONSUMER DILEMMA

Food and Beverage's market have been characterized by bias's growth.

It has given by the enanchment of customer's need of choosing F&B product with conscioussness, to live in a healthy and sustainable manner, in symbiosis with the ecosystem.

ARACLEMA

Araclema is a cooperative of farms born in 2019, from the will and the vision of 17 farmers (founders), which got together thanks to Professor Giovanni Pergolese with the will and the need to go back to a natural, thought and safe agriculture, able to produce High Quality fruits and vegetables. It means to offer healthy, safe, sustainable and tasty products for anyone from the youngest to the most «harvested» consumers.

Our main goal is to produce:

- Quitting pollutant practices with the use of synthesis chemistry
- Promoting the soil regeneration to rebuild fertility in the land,
- Promote Sustainable farming techniques to improve sustainability and reduce pollution risks
- la produzione di un prodotto agroalimentare unico nel suo genere, per caratteristiche sia intrinseche che estrinseche, che differenzia le produzioni su scala globale.

ARACLEMA

Araclema's main aim is promoting and value creation around natural production techniques, based on the soil regeneration, synthesis chemistry prohibition (no herbicide, pesticide,...) and the progressive reduction in 3 years of the use of unnatural fertilizers, with the goal to offer to the market a unique natural, safe and genuine product which enables a safe diet for the entire family, from babies to older people

3 PRODUCTION LEVELS

2 own labels

- natural / zero residues
- bio/AOR)

1 farmer label -
If lab tests are
not passed

**20 ASSOCIATE
FARMERS**

**ZERO
SYNTHESIS
CHEMISTRY**

**TRANSPARENT
LABELS**

REMARKABLE PRODUCTS

- Guaranteed balance Acid / Brix grade
- easy peeling
- seed/seedless separation
- biodiversity differentiation

OUR VALUE PROPOSITION

ARACLEMA is using a new concept of **QUALITY** – we want to let each final customer to be able to recognize and understand why a product is an **HIGH QUALITY** one.

High Quality has the following characteristics for us:

- **genuine, authentic, true** and **safe** for the entire family;
- produced using only **natural methodology**;
- **guaranteed** by **lab tests** and **field controls** which are driven by our team during the entire production year;
- **accessible** – thanks to our transparent label consumer will be able to discover every element of them production's life, to abilitate a **conscious consumption**.



NO SYNTESIS CHEMESTRY



ORGANIC

OUR VISION

PROMOTE HEALTY AND SAFE CONSUMPTION THROUGHT NATURAL AGRICULTURE

GOOD HEALTHY GENUINE

SUSTAINABLE TRANSPARENT

Every product offered with our brand ARACLEMA is *lab tested* and is *controlled* personally by our team.
The mean of this is to help out our distributors offering the best fresh quality product on the market
other than a correct Communication and Promotion thanks to our transparentcy



GOOD, HEALTHY & GENUINE

Our Customer may choose the best products that fit their needs thanks to a number of parameters that help to be able to choose the best response to customer's demand/needs

Internal parameter of the product

- Juice
- Grade of palatability
- Presence of seeds or seedless
- Sugar's level (brix)
- Acidity's level
- Coloration

TERROIRE

- Kind of land surface
- Positioning
- Water salinity level

Product's packaging

- Right packaging fit
- Product are not threatened :
 - waxes,
 - ethanol
 - Heat to give colour
 - Any preservative

CLEMENTINE and MANDARINS



ARACLEMA

CLEMENTINES AND MANDARINS

	AUTUMN			WINTER			SPRING			SUMMER		
	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
SATSUMA MIYAGAWA												
CLEMENRUBY												
C. CAFFIN												
SPINOSO												
C. FEDELE												
C. CORSICA (I&II)												
C. SRA-98												
C. COMUNE ISA VCR												
C. HERNANDINA												
MANDALATE												

ORANGE



GE PRODUCTION'S SCHEDULE

AUTUMN			WINTER			SPRING			SUMMER		
OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER

	AUTUMN			WINTER			SPRING			SUMMER		
	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
NAVELLINA VCR												
NEW HALL VCR												
NAVELATE												
FUKUMOTO												
WASHINGTON NAVEL												
LANE LATE												
TAROCCO												

LEMONS



LEMON PRODUCTION'S SCHEDULE

	AUTUMN			WINTER			SPRING			SUMMER		
	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
FEMMINELLO SIRACUSANO	<div></div>			<div></div>			<div></div>			<div></div>		
ADAMO	<div></div>			<div></div>			<div></div>			<div></div>		
LUNARIO QUATTRO STAGIONI	<div></div>			<div></div>			<div></div>			<div></div>		
VERNA	<div></div>			<div></div>			<div></div>			<div></div>		

OTHER PRODUCTS

FRUITS

POMGRANE
GRAPES
CHERRIES
STRAWBERRIES
VEGETABLES VARIUS

BIO



ARACLEMA



OTHER PRODUCTIONS

VEGETABLE

Carrots, Patatoes, Onions, Garlic, Fennels, Broccoli rabe,...



EXTRA VERGIN OLIVE OIL

Cultivar e Monocultivar
ORGANIC AND FREE FROM CHEMICAL WASTE

Zero Residui garantiti da analisi laboratorio accreditato

NATURAL AND SAFE FOOD FOR ANYONE

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