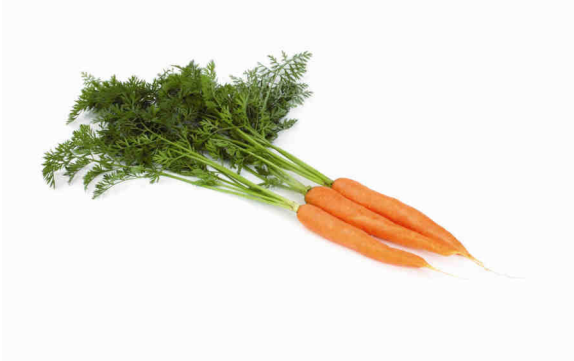




Press Release



The Consortium of “Carota Novella of Ispica – PGI” gathers a group of producers of this excellent product, characterized by its early ripening period, its bright orange colour and by its peculiar and distinctive scent: these are the factors that have contributed to its remarkable success on both national and international market.

The Consortium originated in 2010 when this product obtained the recognition of the European Union as PGI - Protected Geographical Indication –

On 15th of January 2013 the Ministry of agriculture, food and forestry policies has recognized the Consortium of Carota Novella of Ispica – PGI and its responsibility in carrying out all the functions referred to the article n°14.

Producers, according to the PGI, are expected to follow strict rules and regulations of production and trading and they are subject to control by the organization.

In order to retain this trademark, this product must originate in the region or geographical area indicated by the disciplinary, possess a particular quality, reputation or other features coming from the geographical area of production.



PGI is an important trademark because it's a guarantee of quality, origin and traceability

The PGI (Protected Geographical Indication) trademark in fact represents an important element of visibility, transparency and by consequence of consumer trust.

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The Consortium aims at promoting, labelling and watch-guarding the quality of this product safeguarding and keeping surveillance on it, in order to increase the selling of this product on both national and international market until it gains its place as a product of “Carota Novella of Ispica” and becomes a consumers’ habit on both national and international market.

In order to inform consumer groups about its excellent quality and healthy benefits, the Consortium undertakes important investments in communication and promoting campaigns throughout instruments diversified according to the target group it wants to reach. The force of the producers adhering to the Consortium guarantee the success in giving visibility and notability to this Sicilian product: that’s the reason why to adhere to a Consortium must be seen as an opportunity for any producer and not a cost.

For this purpose, the consortium aims at gathering new producers in order to increase its impact on the consumers’ market.

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President: Calabrese Carmelo

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Strengths of Carota Novella of Ispica PGI



-Crunchy, gloss, seasonality, timeliness of ripeness, colour and flavour

-Organoleptic and health Values: richness of carotene and glucose, carbohydrate medium amount not inferior to 5% and beta-carotene contents similar to those of the summer carrot

- Consumer Sensitivity to the protected designation products such as synonyms of quality assurance
- The member companies are already well known in major European retail chains with a full choice of other vegetables
- Its Cost is competitive
- Respect for the environment and eco-friendly consumption.

Weaknesses of Carota Novella of Ispica PGI

- Marketing Period reduced to mid-February, March, April and May until 15th of June
- The lack of a commercial organization that focus members ' offer
- Difficulties to penetrate into the great organised distribution channels where the conventional carrot of Ispica is already present with excellent quality and therefore retail managers are pretty reluctant to increase the demand for a product which is on the market only a few months of the year and it is produced solely by a few manufacturers even if with a satisfactory productive potential
- The quality of the certified product also depends on climatic conditions and thus from year to year unable to make specific predictions but only approximate
- The lack of an organization which adopts common marketing strategies.

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The Consortium, the Carota Novella of Ispica PGI and its territory of production.



Its geographical area of production (the South-Eastern part of Sicily) is characterized by a typical Mediterranean climate, with arid summers and mild winters. These climatic conditions let the root grow and develop in an excellent way and contribute to obtaining a product with extraordinary organoleptic and unique features.

The characterization of “Carota Novella of Ispica PGI” is firmly connected to its ripening period. The ripening process on the fields of these lands starts in mid- February (because these areas are better exposed to the sun) and ends in mid- June (for those less exposed).

It is on the market from the 20th of February until the 15th of June.

The product comes from the cultivation of the so called *Daucus Carota L* species. This variety is distinguished by its cylindrical-conical shape, its size from 15 millimetres in diameter, with a weight of 50 grams, to a maximum diameter of 40 millimetres and a weight of around 150 grams each. Its distinctive orange colour is intense and homogeneous, its surface is glossy. This product is characterized by the lack of secondary rootlets and root apex. Its fibre is tender and crispy. Its heart is slightly fibrous, its scent is intense and its aroma is strong in herbaceous and fruity notes.



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The physico-chemical properties and nutritional factors that distinguish the “Carota Novella of Ispica PGI”, listed in the product specification, are:

- glucides content greater than 5%
- carotene content, considering the production period, greater than 4 mg/100g of fresh product, in addition to those features that can be identified at a surface level using our senses, such as:
 - o the color (orange),
 - o the aroma (intense, with herbaceous and fruity notes),
 - o the consistency (tender, crispy).

This product is one of the most popular plants in antiquity and continues to be even in our century.

Thanks to its healthy qualities, it can be regarded as an authentic "medicinal plant": it is rich in substances that are particularly valuable for our mind and body such as vitamins A (carotene), B, C, and E; iron, phosphorus, calcium, sodium, potassium, magnesium, manganese, sulfur, copper and bromine, carotina, asparagine and docarina;



Thanks to these elements it is indicated to prevent a significant number of diseases particularly common today such as:

- iron deficiency anemia;
- various types of cancers; thanks to its content of falcaniolo: the alpha carotene is a strong antioxidant that can eliminate free radicals, the primary cause of chronic degenerative diseases such as tumors (especially those such as epithelial lung and one of the oral cavity).
- cardiovascular diseases, including heart attack (thanks to vitamins A, C, and especially thanks to docarina and its strong protective effect against coronary artery);

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- constipation and various diseases of the digestive system (gastritis, gastric and duodenal ulcers, gallstones) thanks to its anti-inflammatory, healing and bile thinners: The carrots are good allies of the intestine: carrot juice is a great equaliser of the intestinal flora and it can be used in infections and outbreaks of this organ, in convalescence after a prolonged intake of antibiotics or chemical drugs. It is also a powerful mineralizer. For these two properties (intestinal eubiotico and mineralizing) it is used especially in rebalancing the intestinal action.
- Eye problems: it does not only improve the eyesight but it also brings relief to tired inflamed eyes.
- skin disorders: Vitamin A is considered as vitamin skin, very useful in case of dry skin, wrinkles, acne, ... It has an excellent effect on revitalising and toning the skin. Its pulp is used to treat Dermatitis, eczema, skin, wrinkles and to heal wounds, burns, boils, dermatosis and cracking of the skin. It is also used in sun creams and lotions on the market. It is beneficial for the skin areas regularly exposed to the Sun and sensible to crack. Carrot Moisturizing, helps repair skin tissue and helps in treating dry and chapped skin. You can use the fresh root, finely minced, as a beauty mask to nourish the face. Beta carotene, Alpha carotene, along with lutein are responsible for its intense orange color. Beta carotene is very useful for the growth and repair of tissues and helps to keep the skin soft and healthy
- Nutritional disease: carrots are little caloric foods and almost fat-free, very rich in useful substances to the body and especially fiber. In carrot there are also other very important components: levulose, dextrose, potassium, iron, magnesium, phosphorus, calcium, vitamin B6; all components that make carrots irreplaceable food in proper nutrition.
- hypercholesterolemia: its soluble fibers (calcium pectato) can bind with bile acids biochemical properties that are in the bloodstream. This process leads to a higher consumption of cholesterol from the body to the formation of bile acids from earlier: is this process that gives the carrots the lower cholesterol levels.
- aging process thanks to its strong power as cellular anti-aging factor.

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- respiratory infections by protecting us from pollution.

Carota Novella of Ispica PGI: its producing area, its packaging and intermediaries

The production area of the protected geographical indication (I.G.P.) "Carota Novella of Ispica PGI" comprises the geographical areas of the following provinces up to an altitude of 550 m.s.l:

-province of Ragusa: territories of Acate, Chiamonte Gulfi, Comiso, Ispica, Modica, Pozzallo, Ragusa, Santa Croce Camerina, Scicli, Vittoria;

-provincie of Siracusa: territories of Noto, Pachino, Portopalo di Capo Passero, Rosolini.

-province of Catania: territory of Caltagirone.

-province of Caltanissetta: territori of Niscemi.



The packaging and processing facilities must be located in the area of production in order to guarantee the quality, control and traceability of this product.

Manufacturing process and packaging must take place in the area of production, in order to ensure the quality, control and traceability of the product. Any storage by intermediaries of this product must be carried out within the territorial area delimited by the disciplinary.

The main preparatory work consists of performing a deep ploughing 40-50 cm at least a month before sowing. You then complete the complementary preparatory phase by harrowing and refining the soil, with discissori tools and one or more milling to earth base fertilization. Last treatment before sowing will be done with the aiolatrice for the formation of raised prode where

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carrots will be sown. Crop rotation should be carried out in order to reduce phytosanitary issues and avoid soil fatigue phenomena.



Therefore, a three-year rotation must be implemented. The rotation is not "closed" in the sense that the carrot cultivation can be followed with open field vegetables, cereals and pulses with "open" rotation schemes, according to the cultural programming. Fertilizing is done with a pre-sowing (base fertilization) phase and a couple of post-emergence actions (fertilizing coverage).

The daily carrot harvesting, will run from 20th of February until 15th of June. It is performed with the help of harvesting machines.

The end date for the sale is fixed to 15th of June. Only the "Carota Novella of Ispica PGI" belonging to the Extra categories can benefit by the UN/ECE standard concerning the marketing and commercial quality control of carrots, so:

a) extra Category

The carrots belonging to this class must be of superior quality and be washed.

The roots must be:

- whole;
- smooth;
- fresh in appearance;
- regular shape;
- not split;
- no dents and cracks;
- free from damage caused by frost.



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They must not show the color green or red-purple.

b) Category 1a

The carrots belonging to this class must be of good quality.

The roots must be:

- whole;
- fresh in appearance.



The Carota Novella of Ispica PGI is traded in sealed packaging, in a way that the opening of the package involves the breaking of the seal. Here follows the packaging allowed by the disciplinary:

- up to 2 kg tray covered with protective film;
- lot of weight between 1 and 6 kg, polyethylene or polypropylene;
- freshness-saving bag weighing between 6 and 12 kg.

Separation of "Carota Novella of Ispica PGI" from the conventional product



Operators who intend to submit to the control system of PGI's Carrot Novella of Ispica must submit and operate in accordance with the plan of controls carried out by the Inspection Body. Control over the conformity of the product to specification is done by a control structure, as established in articles 10 and 11 of Reg. (EC) No 510/2006.

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To guarantee the separation of productions in denominations from generic ones, from harvesting to processing and packing, productions for the "Carota Novella of Ispica PGI" should be appropriately identified (e.g. by using labels, etc.) in a way to be distinguishable at all times from the conventional ones. For the same stages brokers and Packers must also provide premises or physical spaces reserved exclusively to the identified storage of productions destined for "Carota Novella of Ispica PGI".

Traceability of consignments of the product must be ensured by appropriate identification of the product itself and/or storage areas and/or of the containers in which it is stored and transported and appropriate records of the activities of storage and handling of matches.

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