

# Rivoira PO

## RIVOIRA GROUP

### Join the other 90 agribusinesses in the Rivoira PO

The PO has direct partners and an Agricultural Cooperative of Producers called "ALLFRUTTA", which serves as a mouthpiece to voice the demands of the production sector through a highly active Board of Directors. The PO is managed by the producers themselves, who state their needs and, on that basis, the PO prepares and approves an operational plan, while also taking into account the technical and agricultural requirements of each year.

The PO is always open to new members. It is managed in a completely transparent way and the financial aid from the EU is distributed to the producers and the PO based on declared expenditure.

In 2018, to emphasise the team spirit that characterises the PO, Rivoira Giovanni & Figli Spa was recognised as a subsidiary of the PO, with the aim of optimising production costs in the postharvest phase, enhancing commercial capabilities, increasing technical capacities designed to add value to and improve the quality of the crops provided by members and, as required in the EU Regulation, calculating the value of marketed production in the exit phase of the subsidiary.

The PO was classified within the general "fruit" category, mainly selling apples but also kiwis, peaches, plums, apricots, pears and cherries. Its aim is to grow in the coming years, while also maintaining agile and effective management based on quality and transparency, in order to limit costs and best meet the requirements of the market and its members.

The PO provides the maximum freedom possible by imposing no delivery obligations, within the constraints of the regulations, and no obligations regarding membership of the PO: the producer is free to end their membership at any time. In terms of payments, the PO stipulates that delivered products are to be paid for before the start of the next growing season. This avoids any overlap between seasons: when the producer starts the new season, they have already collected all payments from the previous season.

Goods are paid for according to their quality; during the year producers are given advance payments based on the needs of each farm. The producer chooses the method and time for advance payments, up to a maximum of 90% of the hypothetical value of the goods delivered. This system allows them to cope with any emergencies and plan investments in the company. Payments are always made on completion of the sale of the product. The price is based on the quality; premium quality always ensures high prices.

The payment system is transparent and producers are always able to view the farm's costs, the selling prices and the information about the product's quality; they are invited by the company's technicians and employees to be present at the opening of each storage bay to see how they are calibrated.

Every year, in January, a mid-term meeting is held with the producers/members in which they are directly involved in management and the technical service. Data related to the market situation (trends, sales scenarios, end-of-season forecasts) and product quality (calibration report, problems, volumes of class I and class II quality) is presented here and all new projects are evaluated.