

Riviera

ZERO

Zero residues



*Synthetic pesticides below the analytical limit of quantification (MRL <0.01 ppm)



Rivocira



Rivoira Group

A family business with over 70 years of history. Since 1950, Rivoira Giovanni y gli S.p.A. has been a company that specialises in the production and distribution of high-quality fresh fruit. A leader in the sale of apples, stone fruits, kiwis and cherries, we monitor all of our farms and work on a daily basis to achieve and always maintain the highest standard of quality. With our headquarters in the province of Cuneo, in Piemonte, the Rivoira Group also includes Kiwi Uno, which produces and sells Hayward kiwifruit and golden Dori kiwifruit, the Rivoira PO and RKGrowers.

Our Strategy

More technology *More diversification* *More innovation*

Better quality *Better service* *Better network*



Rivoira

Zero residues

With the term Zero Residues, we aim to ensure that fresh fruit and vegetables are obtained using production methods that assure that there are no pesticide residues.

Our aim is to maintain the high quality standards that have always been a feature of the Rivoira brand by improving and enhancing organic farming and integrated pest management techniques, resulting in a premium product that is free of chemical residues.

Carefully selected pesticides, balanced treatments, experience in managing pesticide degradation and common sense in our technical approach in the field are the cornerstones of our zero residues project.

*Synthetic pesticides below the analytical limit of quantification (MRL <0.01 ppm)



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Rivoira Zero is the result of research and development

Following impressive research and development work based on production and protection methods aimed at reducing the use of synthetic chemicals and after more than ten years of in-depth research into pesticide management, product analysis and degradation studies, we have designed a production and protection standard aimed at eliminating 100% of pesticide residues.

Production discipline has been handled meticulously and the entire supply chain has been managed by our technical experts in the field with the support of competent and certified laboratories.

The whole Zero Residues system is based on guarantees resulting from:

- Studying the degradation behaviour of the active ingredients.
- Defining the integrated production specifications with the aim of reducing residues by 100%.
- Regularly reviewing the production specifications and management system.
- Monitoring and management of each phase of the postharvest process.
- Product traceability system in each phase.



Rivoira Zero: 100% certified supply chain

Our apples only contain pesticide residues that are below the analytical limit of quantification (<0.01 ppm), the residues from natural active ingredients permitted by Organic Farming Regulation No. 834/2007, which obviously must be within the maximum limits imposed by Regulation 396/2005.

Our supply chain complies with "Zero Residue" Technical Regulation DTP 01 for agricultural and agri-food plant products and it is certified by CSI S.p.A. with certificate no. 1007.

This results in a sustainable and certified product, an apple produced using the most modern farming models: healthy, high-quality food that is environmentally friendly.



CERTIFICAZIONE
DI PRODOTTO

DTP 01 - RESIDUO ZERO*
CERT. N. 1007

*FITOFARMACI DI SINTESI INFERIORI AL LIMITE DI
QUANTIFICAZIONE ANALITICA (RMA <0.01 ppm)





*Synthetic pesticides below the analytical limit of quantification (MRL <0.01 ppm).

Gala Zero launched as Rivoira Zero

Rivoira believes that the gala variety is perfect for growing with zero residues for three main reasons:

- This variety is evenly spread across all production areas and grown by all of our producers.
- This is an early variety that is harvested in the middle of August and is less susceptible to diseases influenced by rain and hail.
- This variety is less sensitive to sulphur (oxide), with a view to preventing the formation of natural scabs.



*Synthetic pesticides below the analytical limit of quantification (MRL <0.01 ppm).





A product that leaves no trace

The Rivoira Zero project is the result of dedication, positivity and determination. It is a way of improving farming and transferring all of the knowledge that we have acquired regarding sustainability, research and development from a single product to benefit consumers.



Rivoira Zero is:
+ quality
+ health
0 residues
100% satisfaction



Fully controlled supply chain, only using treatments that comply with the zero residues programme.



High-tech processing and packaging.



Aimed at consumers who care about quality, health and taste.



Fruit without active ingredients, ensuring outstanding organoleptic properties.



Zero Residues, all five senses

Sight: fruit with a natural appearance in appealing packaging.

Touch: smooth skin, perfect size and practical packaging.

Smell: rediscover the aroma of fruit in its most natural state.

Taste: genuine and unaltered flavour.

Sound: a crisp pulp that crunches from the very first bite.



* Synthetische Pflanzenschutzmittel unterhalb der Grenze der analytischen Quantifizierung (RM) < 0,01 ppm)



Variety calendar and technical specifications

Variety: Gala.

Packaging: 8-fruit, 6-fruit or 4-fruit tray.

Size:

80 - 85 mm	4-fruit tray
75 - 80 mm	6-fruit or 4-fruit tray
70 - 75 mm	6-fruit tray
65 - 70 mm	8-fruit tray

Sales calendar: from August to December.

Availability: 150 lorries.



Strategische Produktpositionie rung

Rivoira Zero richtet sich an den umsichtigen Verbraucher, der eine gesunde, ästhetisch perfekte Frucht ohne Rückstände sucht.

Gala Zero ist anders und hebt sich von der Masse ab, weil unsere Kommunikation klar ist: 0 Rückstände, 100 % Zufriedenheit.

Die Preispositionierung ist intermediär: zwischen dem konventionellen und dem ökologischen Produkt.



The background of the advertisement is a close-up photograph of several bright red apples covered in fine water droplets. The lighting is soft, highlighting the texture of the apple skin and the glistening water. In the center, there is a stylized logo for 'Rivoira' in a white, outlined font with a red shadow, set against a red brushstroke background. Below it, the word 'ZERO' is written in large, white, bold, sans-serif capital letters. Underneath 'ZERO', the phrase 'Zero residues' is written in a smaller, white, italicized sans-serif font. To the right of the text, there is a decorative graphic consisting of a red circle, a yellow brushstroke, and several green leaves and black teardrop shapes.

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Preparation

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Rivoira Zero only uses green packaging and film that is 100% compostable in nature



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Packaging and sustainability

Rivoira Zero focuses strongly on sustainability to meet the increasingly urgent demands of consumers, the sector and the institutions for materials with a minimal impact on the environment.

Rivoira Zero only uses green packaging: 100% recyclable cardboard and Nature Fresh film (developed by Gruppo Fabbri) in bioplastic that is 100% compostable in nature.





Billing

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