



Cipof

CORPORATE IDENTITY



In the peaceful and relaxing countryside of San Possidonio, in the Modena lowlands, with the aim of partially addressing the employment problems in the area and seeking to meet the expectations of the farming world as regards new markets for its fruit and vegetable produce, back in 1963 a far-sighted farmer and native of San Possidonio decided to bring together local farmers to provide a structure to the fruit and vegetable farming industry and guarantee the more streamlined and rapid marketing of their produce.

Thanks to the subsequent participation or membership of various fruit and vegetable producers in the municipality of San Possidonio and surrounding municipalities, Cesarino Bellini was able to create CIPOF, an inter-municipal cooperative for fruit and vegetable products.

The newly-elected chairman Bellini personally saw to the construction of the site, equipping it with special refrigerating rooms with a capacity of around 3.8 million kg to meet the production needs of the partners, which numbered 42 at that time. In 1975 his son Carlo Bellini, also appointed to manage the site, took over the company reins from his father and continued to propel CIPOF forward with the same passion. Right from the off the Cooperative deservedly enjoyed concrete success, making a name for itself thanks to its levels of quality but also from a production





and commercial point of view, as testified by the increasing number of applications it received to join the organisation. One clear demonstration of Cipof's growing production capacity and, as such, its increasing relevance on the market, is the practically uninterrupted expansion and modernisation work it has carried out on its site which, among other things, increased the refrigeration capacity from 3.8 million kg to 5 million kg in 1997 and up to 8 million kg in 2003.

At the same time, new machinery was installed in the production site for the more efficient and targeted sorting of products. Cipof is currently specialised in preserving pears whose fine qualities have made San Possidonio one of the best known areas in Italy for various varieties, such as: Williams, Kaiser, Conference, Decana del Comizio and especially Abate Fetel. Despite being tricky to preserve, the latter is one of the most popular on the market and the most marketed pear by the Cooperative with annual production of around 4/5 million kg out of an entire partner production volume of 8/9 million kg, distributed across a total production area of around 340 hectares of farmland.

All partners have set aside larger areas for orchards on their farms and these have risen to over 75, mainly distributed in the municipalities of San Possidonio, Concordia s/S, Cavezzo and Mirandola; they are able to call on personnel dedicated to the collection, sorting and storage of the pears, as well as CIPOF technical staff who oversee cultivation in the countryside, monitor the natural ripening of the fruit and, depending on the texture and level of sweetness, decide when to pick them. Having been suitably sorted, the pears picked and delivered to partners are generally stored in the refrigerating rooms at a controlled temperature and/or atmosphere making it possible, without the use of preservatives, to schedule their delayed natural maturation to ensure they hit the market at the right time. CIPOF has obtained various certificates for its supply chain and organisational process and its refrigeration-preserving processes, such as UNI EN ISO 9001:2000 CSQA, Global GAP, B.R.C., Q.C. and I.E.S.; in addition, for the goodness of its products, in its management system it encourages its producer partners to grow their fruit according to the Integrated pest management system. CIPOF was one of the first preserving businesses in Emilia Romagna and was founded by a farmer from San Possidonio, Cesarino Bellini, who understood how to harness the potential of his land and the entrepreneurial skills of Emilia's farmers, establishing a typical local product at international level while respecting the vocation of the area and the oldest local traditions.



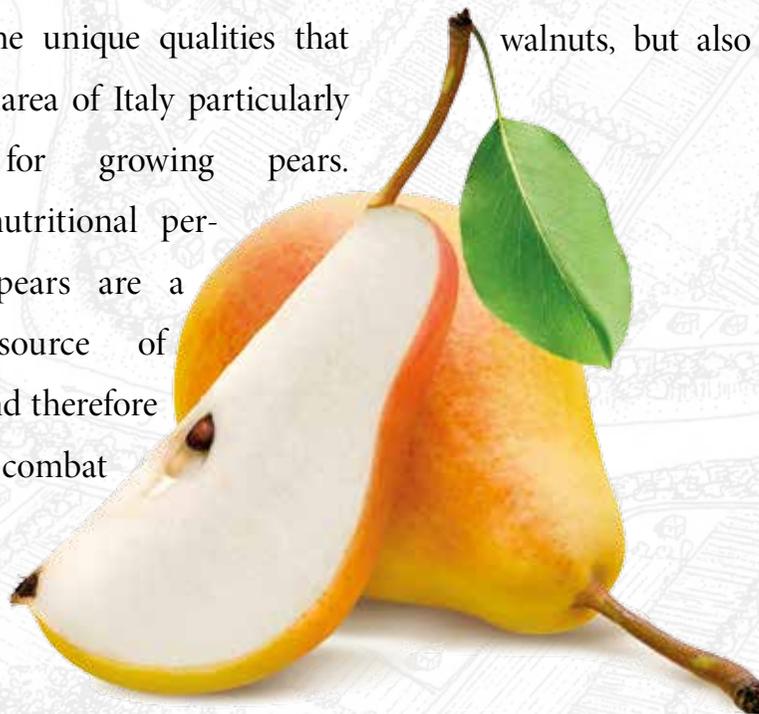
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PEARS

The pear is a fruit of innumerable sensory qualities and is appreciated for its sweetness and fragrance. Emilia-Romagna can lay claim to being one of the world's foremost producers of this fruit, not only for the passion that for decades has driven farmers to produce it, but also for the unique qualities that make this area of Italy particularly suitable for growing pears. From a nutritional perspective, pears are a natural source of calcium and therefore positively combat

the risk of osteoporosis; they are also rich in boron, with beneficial effects on brain function, improving reflexes and the ability to store ideas and memories.

As far as pure pleasure goes, pears go very well with various traditional products, such as parmesan and walnuts, but also chocolate.





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APPLES

Apples are, by definition, the most symbolic fruit in the history of mankind.

They are probably the oldest too and are so desirable as to be known as the forbidden fruit. Because of their qualities and characteristics, apples are very important for the human diet. Rich in vitamin A and, even more so, in vitamin C when riper, they are a fruit that we should eat every day. Just as important are the mineral salts in this fruit, which is rich in potassium and low in sodium. Apples express all their qualities in both their

natural state and when served as part of a dish. In salads or in various desserts, their sweetness and flavour always come to the fore.





Cipof

PEAR BALSAMIC VINEGAR

This delicious culinary speciality is highly versatile in the kitchen.
Tangy, smooth and velvety, it gives dishes a unique flavour.
Ideal on pasta and rice dishes, or with fish.



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Cipof



APPLE BALSAMIC VINEGAR

This delightful and very fine product is the ideal condiment for roasts, pies, salads and all natural vegetables.



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