Geca
LEGUMI

There is a driving force more powerful than steam,
electricity and atomic energy: the will

**Albert Einstein**


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# Intro | Corporate Philosophy

GE.CA LEGUMI SPA is a **brilliant and flourishing company in the Italian industrial agri-food sector**; the Company is growing on an international scale and is increasingly projected to seize great opportunities in its consolidated core-business: **selective importation from foreign key-markets, Italian production and marketing of legumes, cereals, seeds and dried fruit.**

With over sixty years of experience, the **Casillo family** holds the reins of a **competent and talented Group**, united by the same values and driven by ambition, reliability and desire for **continuous improvement and updating**.

The primary objective identified for the future is twofold: preserving the high **quality of the services provided and constantly guaranteeing professionalism, transparency and passion for their work**, qualities that are undoubtedly intangible and therefore precious for facing every future challenge head-on.

# care in our work

family
reliability
experience
energetic teamwork
dedication
unceasing studies & discoveries

# Story

**Since the very beginning in the 60's, when Gennaro Casillo** was only 18 years old, GE.CA LEGUMI SPA has been characterized by a strong inclination **to courage and experimentation of cutting-edge techniques and resources.**

A complex project, born spontaneously **from the dream of a humble and far-sighted man from Southern Italy**, who certainly intended to cross his boundaries, not just geographically, but also symbolically: **the desire to achieve something really important** is evoked in the current image of the logo, i.e. an oval with an ear of wheat illuminated by sunlight, **pure iconic essence of positivity and prosperity**.

**At the beginning of the seventies**, Mr. Casillo began to establish himself in the Campania region by marketing animal feeds, birdfeed and various foods for animals, until he gradually acquired notoriety and reliability in the field. In 1975, the decision was made to **expand his product range to include new products for human consumption as well**.

**In 1980-1981**, the Founder revealed a thirst for knowledge and an instinct for leadership. He founded the GE.CA LEGUMI **headquarters** first in Terzigno, and then **he focused on further strategies to deepen and refine other technical-distribution paths, focused on legume importing**.

**Soon, positive feedback was obtained on a large scale**. Customer and supplier's feedback was so great, that it was a real sign of esteem, and therefore a springboard to **strengthen and expand with conviction in the central-southern part of the Country**.

**At the end of the 1980s, there was an incremental and sustained progress**, also supported by the well-considered purchase of an ad hoc packaging machine.

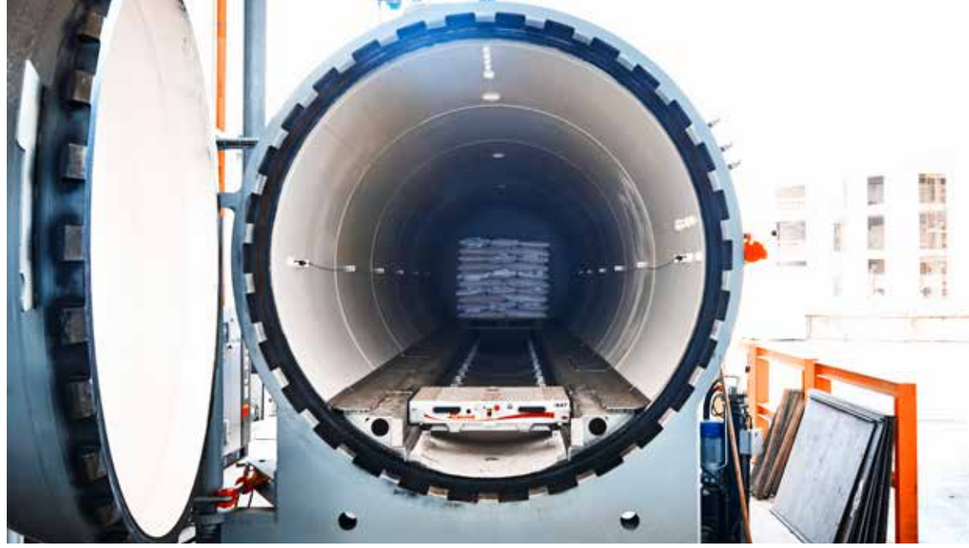
**This is the entrepreneurial turning point**: **additional productions come to life and are packaged in 1kg/ 1 and ½ kg bags**, destined for some representative chains of the **large-scale retail trade**, a sales channel that was expanding, with great potential.

**Impetus, relentless research and innovation:** these are the intrinsic elements of the Corporate DNA, the original strengths that have been transformed **step-by-step into an exemplary success story made in Italy, shared first and foremost by the family:** Mr. Casillo is indeed an incomparable mentor for his children **Angelo, Matilde and Mena**, who today are CEO, Import Manager & Bio Consultant and Financial Manager respectively, followed by his grandson **Gennaro Casillo JR**, who recently joined the Group as Buyer & Product Manager.

During the 1990-2000 decade, the Team focused on expanding, **by capturing the right product categories imported from abroad**, including North America, South America and China in particular.

**Extra-European trips are intensified** in order to change the modus operandi and **bring more and more expertise to the Company**; these are unrepeatable opportunities, not only in terms of public relations and new Clients, but, above all, to innovate and anticipate the needs of national spending, including the rising inclinations to organic and sustainable products.

Profits are turned into **substantial investments** to be rapidly allocated in **new sophisticated machinery with multiple purposes**: devices and mechanical equipment never used before to **select, calibrate and define any type of foreign body traceable in the crops**, as well as remove stones and splinters from the pods and seeds harvested.



**The quantity of goods and orders increases**, in parallel with the satisfaction of stakeholders and of anyone who has the chance to try **GE.CA legumes, cereals, seeds and dried fruit**; therefore, it becomes impossible to disregard a **careful and punctual daily quality check**, at every stage of the supply chain. **Constant monitoring with certified effectiveness is closely related to the core-business**, both inherent to the marketing of products and to the management of production on site and assignment to the large-scale retail trade.

At the end of the 90's, **the recognition of the Company promotes a prominent positioning within the global market, prompting a relocation of the Headquarters and the definition of extraordinary processing and storage areas in Nola - Boscofangone**, an industrial pole in the Campania region, easily reachable from the various provinces, located outside and inside the territory.

Today, through the v**aluable spaces of a 20,000 square meter plant, and the annual handling of more than 4,000 containers**, the competitiveness of the Company encompasses a series of strength points that have proved to be more than remarkable:

- **support of highly qualified and professional staff**
- **advanced processes and tools**
- **speed of execution**
- **high-level equipment for selection, cleaning and packaging**

# dedication

Careful assessment of developments in the industry.

# Core-products:
# legumes, cereals, nuts

With the passing of the seasons, and based on a **long-standing tradition**, the Property handed down fromseveral generations of the Casillo family, **continues to skillfully combine modern research with a proven experience of more than fifty years**, carrying out actions and procedures related to **cultivation, sale and distribution of legumes, cereals and nuts.** The diversification of the offer and services is vast and articulated, enhanced by **excellent quality and BRC standards**, in compliance with suitable and compliant hygienic-sanitary requirements.

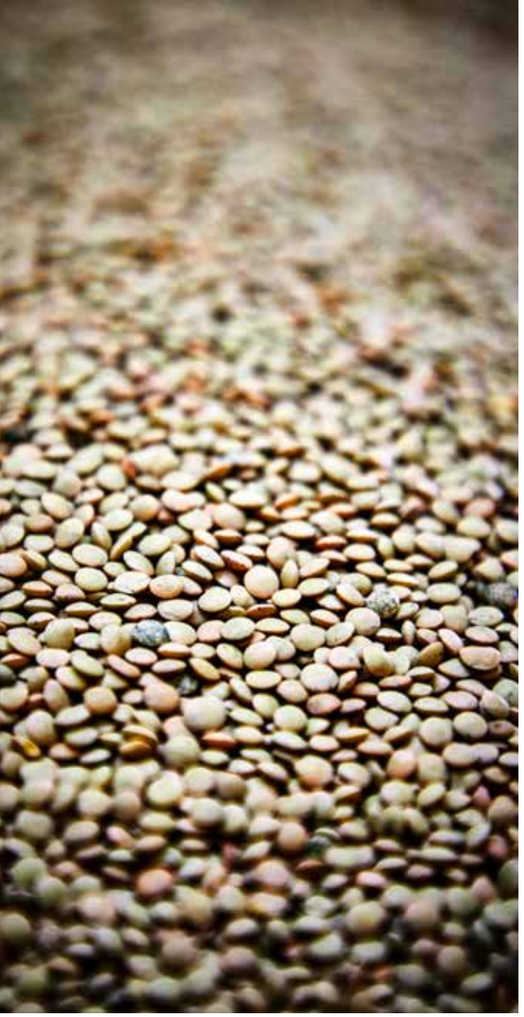
The GE.CA LEGUMI SPA portfolio **includes both conventional and 100% organic products**, noted that the Company has been operating in the field of organic productssince **1998**.

**LEGUMES**
There are **numerousvarieties of legumes** found **in almost every country in the world**. They are edible **seeds contained in the pods of plants called Leguminosae**:
BEANS
PEAS
BROAD BEANS
CHICKPEAS
LENTILS
SOY
MUNG
AZUKI
LUPINS
GRASS PEAS

**CEREALS**
Cereals are a group of herbaceous plants, belonging to the Graminaceae family, cultivated all over the worldas one of the main sources of nourishment. Their flowers, united in spike-shaped inflorescences, after pollination by the wind, transform into numerous fruits. The latter, called grains or caryopses, are used as food. Cereals, cultivated for thousands of years, **marked the origin of civilization:**
RICE
BARLEY
SPELT
CORN
RYE
TEFF
OAT
QUINOA
AMARANTHOUS
SARACEN WHEAT
KAMUT WHEAT
KORASAN WHEAT
SENATORE CAPPELLI WHEAT
BULGUR
POTATO FLAKES
MILLET

**SEEDS FOR HUMAN CONSUMPTION**
CHIA SEEDS
PUMPKIN SEEDS
SUNFLOWER SEEDS WITH SHELL / WITHOUT SHELL
FENNEL SEEDS
LINSEEDS
SESAME

**NUTS**
**Dried fruit is an extraordinary source of nutrients:** it represents a reserve of good fats, **vitamins, mineral salts and trace elements.**
Rich in fats and low in sugar, once shelled, oily dried fruitcan be eaten plain or roasted:
NUTS
PEANUTS
ALMONDS
PISTACHIOS
SUN-DRIED TOMATOES
GOJI BERRIES



# Values and competitive factors

Working procedures are precise, propulsive and dynamically organized, scheduled according to times, costs and preset objectives, in such a way as to calibrate them based on the trend of the agri-food plantations, on Consumer lifestyle changes, and, for obvious commercial impact, on taste trends and forecasts.

With the new millennium, we have witnessed an epochal change, not only of the crops scattered in the many fields around the world, but also a concrete upgrade of the supply and demand chains, supported in turn by capillary information, updates and a deep understanding of every kind ofnovelty emerged on the subject.

By means of ironclad relationships with high-end partners operating in Italy and abroad, GE.CA LEGUMI is now able toofferhundreds ofvarieties of legumes, cereals, seeds and dried fruit, with direct access to the raw material, valid and prepared intermediation and continuous observation of the complete production chain, thus preserving reliability, maximum healthiness and unique goodness of the products offered.

Divided into interdependent and collaborative Functional Departments
the Company possesses an aptitude for problem solving, open-mindedness towards new cultures, operational speed, certified methodology and logistics codified in cutting-edge techniques.
The control and packaging phases are carried out inside the Nola-Boscofangone plants, whose exponential enlargement has gradually allowed a zealous and very careful selection and separation of the products from dust, stones, metals and foreign bodies, in addition to calibration, and uniformity of color and shape.

Packaging can be done in packs of various sizes and weights, with thepossibility of supplying registered brands or additional third parties.

LA NOSTRA MISSION

Cura nella ricerca, nella selezione e nella lavorazione del prodotto per portare sulla tavola dei consumatori un prodotto di qualità, che racconti l'amore e la passione per il nostro lavoro

# Business strategy and distribution

The Company enjoys excellent managerialflexibility, competitive pricing strategies, **respect for deadlines and punctuality of response** to business partners and B2B.

Distribution is **effective and appropriately spread throughout the Italian peninsula and abroad**, within a broad range of actors, including:

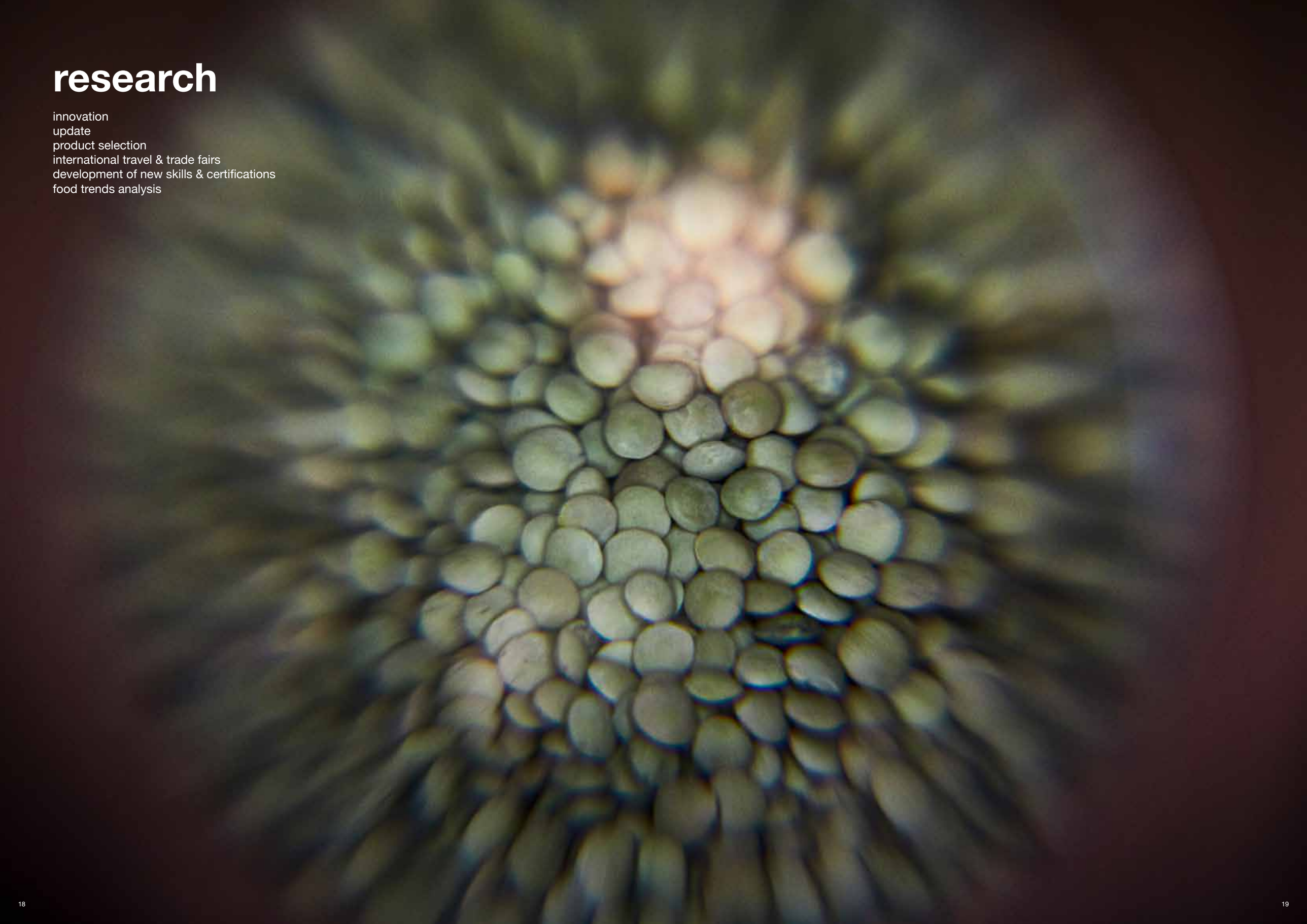
- **CANNING INDUSTRY**
- **WHOLESALERS**
- **CATERING INDUSTRY**
- **SUPERMARKET CHAINS**

Profitability performance is growing year after year, **regularly outlining a winning plan, enhanced and coordinated** by the Management Team.

**Customer research, satisfaction and trust** remain authentic business-goals, so that **any order received**, agreement made and handling undertaken are followed with honesty andintegrity week-by-week.

# research

innovation
update
product selection
international travel & trade fairs
development of new skills & certifications
food trends analysis



# International Trade Fairs | Biofach Nuremberg

**GE.CA LEGUMI SPA** always takes part in the **BIOFACH Fair in Nuremberg**, the world's leading organic food exhibition.

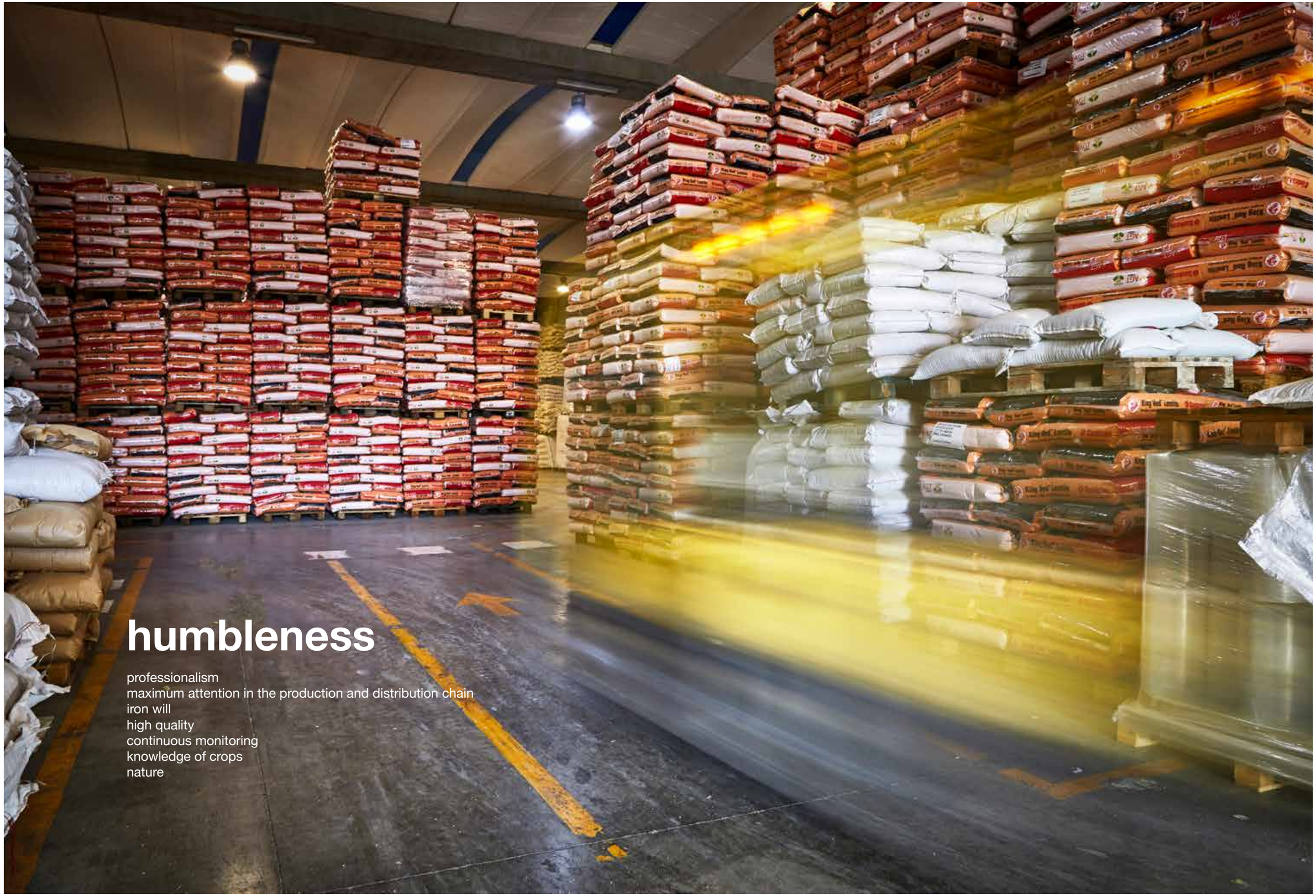
A uniquevariety of organic foods, a **clear commitment to strict admission criteria and consistent certification**: BIOFACH holds the universal leadership in organic food, due to the internationality of the exhibitors and the extraordinary cultural diversity of its visitors.

Because of the scale of the event and **the perspective it gives on the human preferences**, the event is a **real networking platform for the entire organic sector. It is the event that presents innovations, sets trends and movesthe organic world.**

**Curiosity and the obvious desire to keep up to date**, have frequently led Angelo, Matilde and Mena Casillo in the direction of themost important Trade Fairs representing the sector on an international level. BIOFACH is undoubtedly a **case study of organic tradition and innovation for the entire sector** - from pioneers to newcomers - and **is an incomparable mirror of the global organic market** in all its inspiring power.

The event takes place every year in February in Nuremberg, in conjunction with VIVANESS, the International Exhibition of Natural Cosmetics, and brings together **over 3,000 exhibitors and more than 50,000 trade visitors from over 130 countries.**

BIOFACH
into organic



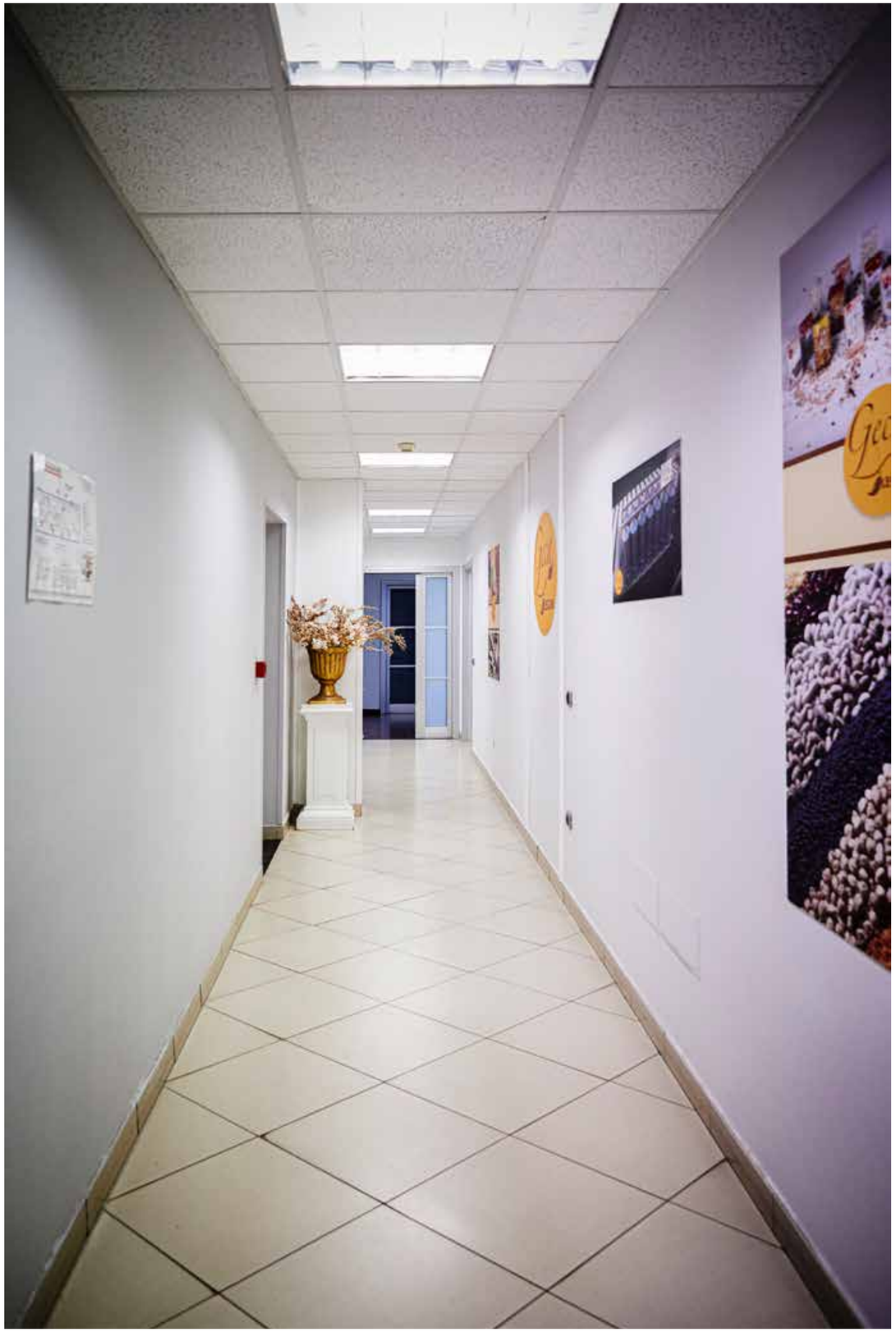
# humbleness

professionalism
maximum attention in the production and distribution chain
iron will
high quality
continuous monitoring
knowledge of crops
nature

# Our Mission

Careful sourcing, selection and processing of our products to bring quality food to consumers' tables, reflecting the love and passion we put into our work.

- **PRODUCT RANGE EXPANSION**
- **RESEARCH & INNOVATION**
- **DIGITAL UPGRADE INVESTMENTS**
- **ADVERTISING & COMMUNICATION ACTIVITIES**



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