



# THE FEDERBIO INTEGRITY PLATFORM SYSTEM UTILISED BY CASILLO GROUP

**Casillo**  
GROUP

*Feeding passion.  
Since 1958.*



BIOFACH2017 - 15/18 FEBRUARY - NORIMBERGA,  
GERMANIA

**BIOFACH2017**

100% organic

Naturalmente  
coerente.  
Sostenibilmente innovativo.

Norimberga, Germania  
15 - 18.2.2017

**FEDERBIO**  
FEDERAZIONE ITALIANA AGRICOLTURA BIOLOGICA E BIODINAMICA

# New food styles: the increase in BIO shopping

Over the last few years there has been an increase in consumer attention towards **wellness** and good nutrition with **organic foods**, despite a slight growth in the food sector. This confirms the organic sector to be the best choice for reconciling a stable income for farmers, environmental protection and citizens in general.



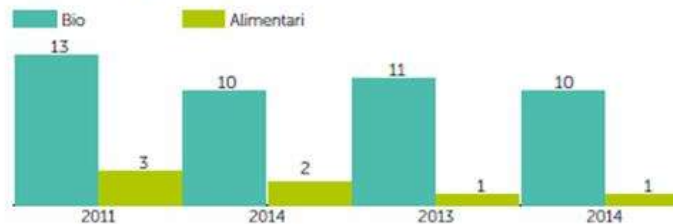
### L'ASCESA COSTANTE DEL BIO: UN GIRO D'AFFARI DA 700 MIONI



Fonte: REF Ricerche su dati Nielsen

### LO SPRINT DEL FATTURATO BIO NELL'ERA POST-CRISI

Var. % sull'anno precedente



Fonte: REF Ricerche su dati Nielsen

Large-scale retail trade sales have doubled over the last 7 years

# Casillo Group organization



12

## FLOUR MILLING

(4 CORATO, 1 SALERNO, 1 ALTAMURA, 1 POZZALLO, 2 LUCCA, 1 ROVATO, 1 MONFALCONE, 1 ORTONA)



5

## STORAGE CENTERS

(CORATO, ALTAMURA, GRAVINA, POZZALLO, ORTONA)



6

## TERMINALS

(BARLETTA, BARI, ANCONA, CATANIA, PALERMO, MONFALCONE)



1

## COMMERCIAL PLATFORM

(CORATO)



3

## TRADING COMPANIES

(Corato, Sao Paulo (Brasile), Nimes (Francia))

# CASILLO GROUP COMMERCIAL OVERVIEW :

## INDUSTRY

**MAIN PRODUCTS** to be sold in bulk

- Organic durum wheat semolina
- Whole-meal organic durum wheat semolina
- Organic soft wheat flours
- Whole-meal organic soft wheat flour



## FOOD SERVICE

- The Group, through the controlled company Selezione Casillo S.r.l, has “decommoditized”, i.e. de-standardized soft and durum wheat flours by creating a dedicated and customized product, tailored to the final user.
- Logistical and commercial platforms of around 12,000 m2, accommodating over 8,000 pallets
- A full range of products with brand promotion and events with trading partners, geo-localised marketing services
- Guarantee of safety and quality of finished products
- Dedicated pre and post sales support



## RETAIL

# CASILLO GROUP COMMERCIAL OVERVIEW :

Investments and a constant commitment to ensure high quality semolina, food safety and high standard of service to our customers, have always been the cornerstones of our business.

## SOTTOVUOTO: ZERO RISCHI, MILLE VANTAGGI

*Vacuum packaging: no risk, many advantages*  
*Sous vide: zéro risques, beaucoup d'avantages*

Possibilità di acquistare grandi quantità di prodotto quando il prezzo è favorevole e tenerlo a magazzino senza alcun problema

*Opportunity to purchase large quantities of product when the price is good and keep it in stock with no problems*

La possibilità d'acquistare grandi quantità di prodotto quando il prezzo è favorevole e di mantenerlo in magazzino senza alcun problema

Non solo leader nella produzione di semola, ma anche nell'offerta di servizi vantaggiosi per i clienti: Casillo, infatti, è il primo fornitore di semola al mondo a lanciare una linea di packaging da 25kg sottovuoto.



Not only a leader in the production of semolina, but also in offering advantageous services for customers: Casillo, in fact, is the leading supplier of semolina in the world to launch a line of 25kg. vacuum packaging.



Non seulement leader dans la production de semoule, mais aussi dans l'offre de services avantageuses pour les clients: Casillo, en effet, est le premier fournisseur de semoule dans le monde qui a lancé une ligne de packaging de 25kg sous vide.

I container possono viaggiare per lunghi tempi e sotto altissime temperature con zero rischi di alterazione del prodotto

*The containers can travel for long periods and under high temperatures with no risk of product spoilage*

Les containers peuvent voyager pendant des longues périodes et sous des températures élevées sans risque de détérioration du produit

0% rischi di muffe all'interno del container a causa dell'umidità

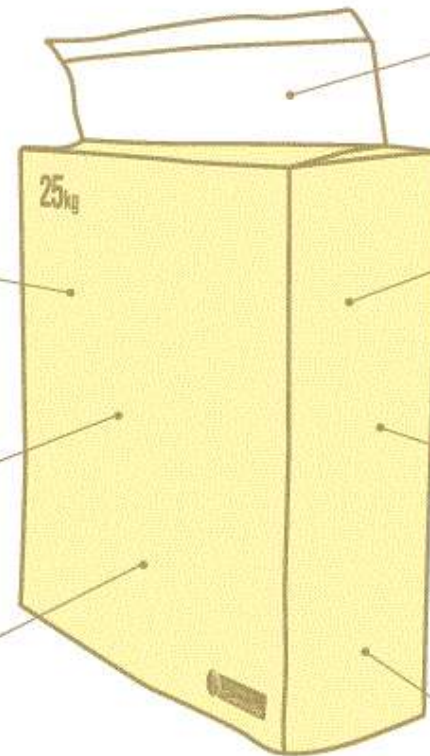
*0% risk of moulds in the container due to humidity*

0% risques de moisissures dans le container à cause de l'humidité

0% rischi di sacchi bagnati a causa delle infiltrazioni di acqua nel container

*0% risk of wet packs due to infiltrations of water in the container*

0% risques de sacs mouillés à cause des infiltrations d'eau dans le container



Shelf life più lunga di 2 anni

*A 2-years longer shelf life*

Une durée de conservation plus longue de 2 ans

0% rischi di assorbire umidità dall'ambiente circostante

*0% risk of absorbing humidity from the environment*

0% risques d'absorber l'humidité de l'environnement

Possibilità di far stazionare i sacchi in luoghi umidi con zero rischi di alterazione del prodotto

*It's possible to leave packs in humid places with no risk of product spoilage*

C'est possible de laisser les sacs dans des endroits humides avec un risque zéro de la détérioration du produit

## “BIO CASILLO” Business Unit

**CASILLO GROUP** has for 50 years been a leader in the transformation and commercialization of cereals. It has always been interested in market development and is already active in organic production, setting up a new specific business unit called “BIO CASILLO”.







Providing a service ever more focused on the customer and their specific needs;



Offering a wide range of products obtained from the milling of durum wheat from certified organic agriculture in order to guarantee a range of high quality products to the customer;



Guaranteeing system safety and timeliness with traceability and reverse traceability is an essential requirement in order to enhance organic productions nationally.

-  **Specialized Flour Milling:** an entire site has been allocated for the transformation of organic durum wheat, obtaining high quality organic semolina.
-  **Technical Assistance:** A team of technical experts offers support and assistance for every technical requirement in order to satisfy customer expectations.
-  **Labour: Food Safety Lab,** is a laboratory of chemical, microbiologic and product analysis, recognized by ACCREDIA the Italian institute for the recognition of Control and Certification Organizations; guarantees excellent service in the cereals sector thanks to advanced technological tools and a specialized team.
-  **On-line traceability systems:** Casillo has promoted and has taken part in the **FederBio Integrity Platform (FIP)**, an innovative IT project aimed at managing production and transaction traceability for organic raw materials.

## FEDERBIO AND CASILLO GROUP:

Working together for the online traceability of organic wheat

CASILLO GROUP has supported the development and implementation of the **FEDERBIO INTEGRITY PLATFORM** project through different steps:

- Studying needs of different supply chain members and analysing system problems;
- Organising training courses with a range of members at national level;
- Offering technical support for the creation and IT development of the platform;
- Officially presenting the **FIP Platform** to press and members.



Casillo Group was the first member to use the **FEDERBIO INTEGRITY PLATFORM** project, officially launched on 10.05.2016 during a meeting at our company in Corato (BA), organized with the collaboration of **FEDERBIO**, in order to explain the project details to our suppliers, customers and journalists.

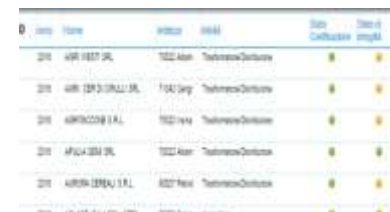
As from 10.05.2016, all our organic wheat suppliers must be registered on the **FIP Platform**, and must demonstrate the suitability of their membership status and integration with the **FIP PLATFORM**.



# FEDERBIO AND THE CASILLO GROUP: Working together for the online traceability of organic wheat

## **SOME DETAILS OF CASILLO GROUP ACTIVITIES ON THE FIP PLATFORM :**

- OVER 100 ORGANIC WHEAT MEMBERS REGISTERED AND ACTIVE ON THE FIP;
- OVER 20,000 TONS OF DURUM WHEAT REGISTERED ON THE FIP



ID	Name	Address	Email	Certificates	Certificates
211	AGRI 1837 SRL	10024 Aste	Test@casillogroup.com	✓	⚠
211	AGRI 1837 SRL	10024 Aste	Test@casillogroup.com	✓	⚠
211	AGRI 1837 SRL	10024 Aste	Test@casillogroup.com	✓	⚠
211	AGRI 1837 SRL	10024 Aste	Test@casillogroup.com	✓	⚠
211	AGRI 1837 SRL	10024 Aste	Test@casillogroup.com	✓	⚠

## **ADVANTAGES :**

- ITS TRACEABILITY FROM CERTIFIED ITALIAN FIELDS THROUGHOUT THE ENTIRE SUPPLY CHAIN;
- COMPLIANCE CERTIFICATES AVAILABLE ONLINE;
- POSSIBILITY OF CONTROLLING THE TRACEABILITY OF RAW MATERIALS ONLINE IN REAL TIME;
- LOWER FRAUD RISK - GREATER SUPPLY CHAIN SAFETY

# FEDERBIO E CASILLO GROUP: Together for on-line organic wheat traceability

## THE MAIN ADVANTAGE:

The **FIP PLATFORM** allows real time control of the compliance certificates and the integrity of the product, when the transaction is registered in the platform, thanks to the «green light».

The platform verifies if the transaction is regular and congruent with the potential amount of a supplier, before production, transformation, storage and product distribution.



Stagione di Prodotto	Nome	Indirizzo	Abitati	Stato Certificazione	Stato di integrità	Importo (€)	Prodotto (N/A/S/M)	ID Prodotto	Prodotto	Stato Com.	Quantità consegnata	Stato Certificazione	Stato di integrità
2018	AGR VESTI DR.	7002 Marone (BA) RO	Testimone/Cerchiute	●	●	101900	101900-Purore	9981000000	GRAND D'OR 90	E	1.916,740	●	●
2018	AGR GPO D'P	7004 Casipol (BA) DA	Testimone/Cerchiute	●	●	101900	101900-Purore	9981000000	GRAND D'OR 90	E	1.279,440	●	●
2018	AGR AZIONE S.	7002 Vico JOCATO	Testimone/Cerchiute	●	●	101900	101900-Purore	9981000000	GRAND D'OR 90	E	410,450	●	●
2018	FRILLA SEN DR.	7002 Marone (BA) DE	Testimone/Cerchiute	●	●	101900	101900-Purore	9981000000	GRAND D'OR 90	E	4,610	●	●
2018	AGR/PA. ZEPAL	6007 Peralta Sotera, 1	Testimone/Cerchiute	●	●	101900	101900-Purore	9981000000	GRAND D'OR 90	E	37,350	●	●
2018	AG AGR. F.LI. DI	7006 Spinosa, 16-F	Agrobio	●	●	101900	101900-Purore	9981000000	GRAND D'OR 90	E	33,810	●	●
2018	ZEPAL. ZEPAL	7004 Sarno e Poggio	Testimone/Cerchiute	●	●	101900	101900-Purore	9981000000	GRAND D'OR 90	E	1.315,180	●	●
2018	ZEPAL. ZEP. 03	7004 Spinosa, 17-F	Testimone/Cerchiute	●	●	101900	101900-Purore	9981000000	GRAND D'OR 90	E	491,020	●	●

# Thank you!

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into organic

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