Salov joins the initiative "Open Companies" for the 1st Made in Italy Day: 34 young students visit the olive grove of Villa Filippo Berio

Vecchiano (PI), 15 April 2024 – Salov SpA, an industrial group among the main global players in the oil sector, owner of the Filippo Berio and Sagra brands, welcomed in its Villa Filippo Berio in Vecchiano (Pisa) olive grove on the occasion of the 1st Made in Italy Day on 15 April the students of the Nicolao Brancoli Busdraghi Agricultural Technical Institute of Mutigliano (Lucca) to offer them the unique opportunity to learn about the world of olive oil at 360 degrees.

The **Made in Italy Day** is an anniversary created by the Ministry of Business and Made in Italy to highlight the excellence of national entrepreneurship with over 200 events distributed throughout the Italian territory, including the Open Days organized by the numerous participating companies to the initiative.
Assitol - the Italian Association of the olive oil industry - has joined the initiative and Salov SpA, an associated company, enthusiastically participated in this project to bring young people closer to the world of oil extra virgin olive oil.

A path that allowed the classes and their teachers not only to learn about company values and missions but also to discover "in the field" the production processes and professionalism that revolve around olive oil, a symbol of culture Italian cuisine in the world. The students, in addition to learning more about the olive oil sector and its modus operandi, carried out tastings of extra virgin olive oil both in the official way, guided by professional tasters, and with the classic combination of bread and oil.

The day's program included a series of activities including a visit to the olive grove of Villa Filippo Berio, a true open-air laboratory in which, in collaboration with the CNR - IBE and other Italian and foreign universities, projects are carried out relating to new precision agriculture techniques, sustainable agriculture, valorisation of biodiversity and tests on cultivars resistant to Verticillium, a fungus that affects the olive tree.
Villa Filippo Berio also hosts the activities relating to Life Resilience, a European project aimed at developing cultivation techniques and genotypes of productive plants capable of combating the pathogenic bacterium Xylella Fastidiosa. Officially concluded by the European Community in autumn 2022 with extremely positive results for all methods, the project is continuing with field tests of the 18 new genotypes potentially resistant to Xylella Fastidiosa which are being conducted in a dedicated section within the olive grove of the Villa.

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“We are very happy to have welcomed the students of the Nicolao Brancoli Busdraghi Agricultural Technical Institute of Mutigliano: ours is a company firmly rooted in the territory and events like this, in addition to being an opportunity for exchange and comparison, aim to bring young people in the world of olive oil from multiple points of view.” – declares Eng. Fabio Maccari, CEO of Salov SpA – “Through research and development in the oil sector, both in the agronomic and industrial fields, we want to support the diffusion of the culture of quality extra virgin olive oil and increasingly become a of reference for the new generations. Olive Oil is a precious treasure that represents an irreplaceable part of our culture, not only culinary, and for us it is of primary importance to make its value and benefits known."

SALOV SpA was founded in 1919 by Giovanni Silvestrini, historic business partner of Filippo Berio, founder of the brand of the same name, and a group of entrepreneurs from Lucca. The company quickly became a point of reference for Lucca in the world. Salov is based in Massarosa, in the province of Lucca, and is among the largest companies in the oil sector with a consolidated net turnover in 2022 of approximately 491 million euros and 120 million liters sold. Since 2015 it has been part of the Bright Food International Group.

The Salov Group has always been present on the Italian market with the historic Sagra brand and at the end of 2019 launched, for the first time in Italy, the Filippo Berio brand, a brand with over 150 years of history present throughout the world and in a position of leadership in the USA, UK and Russia, as well as in Belgium, Switzerland and Hong Kong.

In Italy, Filippo Berio is present with a dedicated range, capable of responding to an increasingly demanding consumer in terms of quality and above all traceability and sustainability. Thanks to the Berio Method, in fact, each phase of the production process is traced and certified starting from the field and the application of sustainable integrated production techniques.

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