



## Press Release

### **AGREEMENT BETWEEN AIA AND THE CREMONINI GROUP SIGNED. A step forward in food safety.**

Andrea Belloli, President of the AIA, (Italian Breeders Association) and Luigi Cremonini, Chairman of the Cremonini Group, have signed an agreement for programming the supply and slaughtering of cattle.

The agreement concerns the breeders and co-operatives that are members of the AIA and APA (Provincial Breeders Association).

AIA and the Cremonini Group, which is amongst the major European slaughterers, will collaborate to provide breeders with a service that will facilitate the placing of beasts and the delivery to the industry of a certified "traceable" product in line with new market requirements and recent European Community directives.

The fundamental points of the project are:

- Certification in terms of cattle feeding;
- Certification of the provenance and health of the animals;
- Programming the slaughtering;
- Correct classification of the animals;
- Optimizing the sales price of the beasts.

The Ministry of Agricultural Resources has granted INALCA, of the Cremonini Group, and AIA a certificate of conformity with European Community Regulation 820/97 for meat labelling in terms of food safety.

This bilateral agreement forms part of the plan of maximizing the value of Italian beef production and the programme of total control of the rearing of herds.

The Cremonini Group, which has over 3,000 employees and achieved consolidated revenues of Lire 2,019 billion in 1998, is one of the largest food groups in Europe, focusing on three integrated business areas: production (meat and cured meats), distribution (to the catering sector and door-to-door) and the restaurant business.

The Group's beef sector, absolute leader in Italy, achieved a turnover of Lire 856 billion in 1998. With the acquisition of Guardamiglio Carni it is estimated that the 1999 turnover will rise to Lire 1.200 billion.

Castelvetro, 21 October 1999

Press Office