

Italy

Farm's performance, restructuring & modernisation

Location

Cerro al Volturno

Programming period

2014 – 2020

Priority

P2 - Competitiveness

Measure

M04 – Investments in physical assets

Funding

Total budget 788 894.88 (EUR)
EAFRD 151 467.82 (EUR)
National/Regional 164 090.13 (EUR)
Private 473 336.93 (EUR)

Project duration

2017 – 2022

Project promoter

Orominerva Srl

Email

info@orominerva.it

Website

www.orominerva.it/en/

CAP funds help modernise production facilities for Italian artisanal food firm.

Summary

Italy's Orominerva company used CAP co-finance to purchase a new production line which has made it possible for them to automate part of the production process and improve the quality of their finished goods. CAP funds were also used to buy new management software, improve logistics, and develop the company's new bilingual e-shop (English/Italian).



© Orominerva

Project Results

Revenue growth reached an average of +30% annually following the project.

Thanks to the acquisition of new machinery, the company is now able to create new types of recipes that were not previously possible.

In 2022, Orominerva obtained the quality certification FSSC22000 for Food Safety Management Systems. In the same year it won the Gambero Rosso Award for the best artichokes in olive oil in Italy.

Lessons & Recommendations

- ❑ The project was the result of a strong partnership with local farms. These provide the company with excellent raw materials. The company works closely with social inclusion associations to provide opportunities for local cohesion and development.

Context

Orominerva is a family company located in a small town of Italy's Molise Region. It produces extra virgin olive oil, artichokes in olive oil, pesto sauces, tomato sauce, spreads, and other products. Water, clean air, and a Mediterranean microclimate create good conditions for growing olive trees and high-quality agricultural products. A love of the land, handed down through family generations and combined with the skilful use of modern machinery, produces a refined artisanal food that respects tradition and is attentive to process innovations and market needs. In the beginning, all the products were produced manually. This type of work guaranteed a 100% artisanal production but required long processing times which could not keep up with growing demand. Therefore, it became necessary for the company to improve its time management and work processes in a way that would not compromise the quality of its products.

Objectives

This project aimed to boost the company's competitiveness by modernising its production processes and procedures in a way that would maintain the high quality of its products.

Activities

CAP co-finance helped the Orominerva company to introduce a new production line with improved safety control, as well as new management software and a new online shop. The warehouse and logistics management were improved with new machinery and equipment which made it easier to speed up the handling and storage of both raw materials and finished products, as well as streamlining the preparation of orders and their dispatch.

Main Results

The company's revenue growth reached an average of +30% annually following the project.

Thanks to the acquisition of new machinery, the company is now able to create new types of recipes for food products that were not previously possible.

In 2022, Orominerva obtained the quality certification FSSC22000 for Food Safety Management Systems. In the same year it won the Gambero Rosso Award for the best artichokes in olive oil in Italy.

Key lessons

The project was the result of a strong partnership with local farms, who provide the company with excellent raw materials.

In addition, Orominerva shows particular attention to social inclusion by creating employment opportunities for young people from reception, recovery, or rehabilitation centres. Some good examples of this are their collaboration with the LAI Cooperative (which hosts people with medium-severe intellectual disabilities, and to whom the Orominerva team teaches the cultivation of agricultural products), and the Alderan Association (who manage a Reception Centre for unaccompanied foreign minors, from where the company has included a significant number of young people in its team).

Additional Information

<https://www.youtube.com/watch?v=cykWxChHzPA>



Funded by
the European Union