

**Barilla**

The Italian Food Company. Since 1877.

**Antonio Nespoli**  
**EU Q&FS Senior Manager**

## BARILLA GROUP: 130 YEARS OF HISTORY



**LET'S MOVE FORWARD, MOVE FORWARD WITH COURAGE**



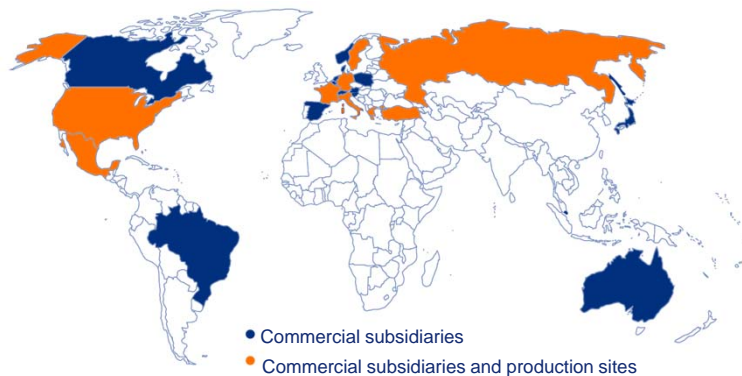
## Barilla Group today

*"In business you live by plans.  
You live imagining the future.  
Everything is done for the future."*

**Pietro Barilla**

**Barilla**  
The Italian Food Company Since 1877.

## BARILLA GROUP TODAY



Barilla is the leader in the world pasta market, in pasta sauces in continental Europe, in bakery products in Italy and in crispbreads in Scandinavia.

**EMPLOYEES: 13,141**

**2011 TURNOVER:**  
3,916 billion euro

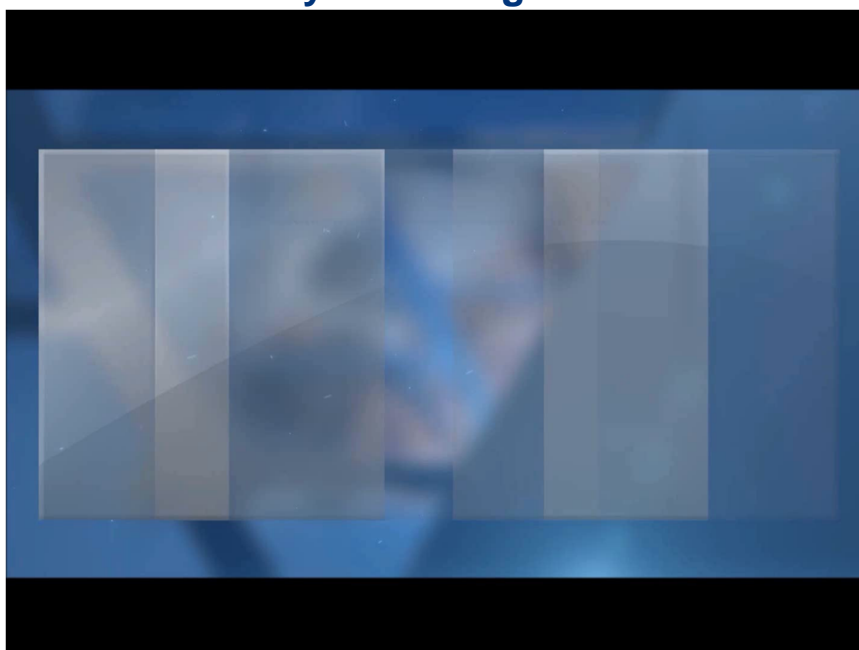
**2011 INVESTMENTS:**  
146 million euro

**Barilla**  
Laboratory  
FOR KNOWLEDGE  
& INNOVATION

## OUR BRANDS, OUR PRODUCTS











## Our way of making business






### BCFN Advisory Board

 <p><b>Barbara Buchner</b> Director of Climate Policy Initiative on Venice</p>	 <p><b>Claude Fischler</b> Director of Centre National de la Recherche Scientifique (CNRS) and Director of Centre Edgar Morin de Paris</p>
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(\*) Sen. Prof. Mario Monti have been part of BCFN board until November 2011 when became President of the Council of Ministers of the Republic of Italy


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# FOOD FOR ALL: BARILLA WAY TO WORK ON FOOD WASTE

October 17th 2013

**Barilla Laboratory**  
FOR KNOWLEDGE & INNOVATION

## Food Paradox

*What is food to one, is to others bitter poison.*

Lucretius (96 BC - 55 BC), *De Rerum Natura*



## Food Paradox

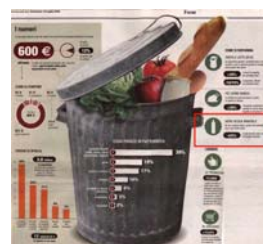
1000 M people underfed



53% of child's death coming from underfeeding in developing countries



1300 Mt of wasted food



>1500 M people overweight





## Food for All

- More than 25 years ago Barilla started to collaborate stably with No Profit Association to help people through product donation.
- One of the Collaborations at that time was with Fondazione S. Vincenzo e Caritas di Roma.



## Food for all

During years to come this strong commitment to support part of population with economic difficulties reinforced. Other partnership were introduced



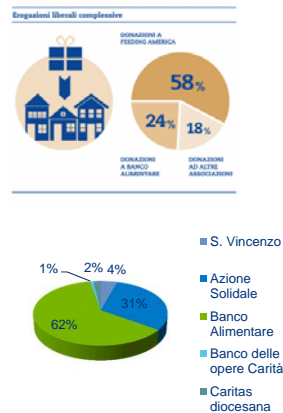
FONDAZIONE S. VINCENZO



## 2011: Some Numbers

4500 tons donated by Barilla Group

1700 tons donated in Italy  
for a value of more than 3 M€



## Why donate food?

Food is never just food.

It's also a way of getting at something else:  
who we are, who we have been, and who we  
want to be.



**Molly Wizenberg** is a young freelance food writer and the creator of the award-winning blog Orangette. *A Homemade Life: Stories and Recipes from My Kitchen Table*, 2009





## What type of product Barilla donates?

- Product that is out of L.S.D. **L does not mean Lisergic...**
- Product that is slightly out of specifications for qualitative parameters
- Products with packaging imperfections
- Products with errors in formulation (an ingredient missing or added). In this case correct ingredient list is provided to be stickered.
- Product coming back unsold from promotion (with the flash Promo on the pack for ex.)



## Efficiency of process: An assessment

*“If you can't describe what you are doing as a process, you don't know what you're doing.”*

**W. Edward Deming (1900-1993)**, father of modern Total Quality Approach



## Efficiency of process: An assessment of 3 years ago system

- Only products with a long shelf life (such as biscuits, pasta, breadcrumbs, sauces etc.) was donated.
- Barilla Orders to No Profit Organization (NPO) were released without a specific timing
- There was not a scheduled planning to collect products from Barilla Warehouses
- Only pack with italian language were donated



## An example of efficient collaboration

*“Politeness is the poison of collaboration”*

Edwin Land (1909-1991) inventor and founder of Polaroid



## An example of efficient collaboration

- Barilla started a process of internal re-organization for Donation Activity opening a direct communication channel with operative representatives of the different partners.
- Operative weekly information exchange was established with No Profit Organizations regarding product availability
- A specific Calendar of product collection from Barilla Warehouses was defined
- Even products with 8-9 days of remaining shelf life are now included in the process
- Export items are included in donation. Barilla provides ingredient list and allergen info in Italian and NPO are stickering packs before distribution.



## Barilla pre-requisites for No profit accreditation

*“Profits! they are like sausages... are esteemed most, by those who know least about what goes into them.”*

Alvin Toffler (1928-) Science Fiction Author



## Barilla pre-requisites for No profit accreditation

- Traceability
- NPO must have a structured approach to evaluate Association's requests to get donations (we ask for audits and frequency of inspections)
- Warehouse general conditions and pest management;
- Hability to manage FIFO
- Possibility to receive and correctly manage export items
- Efficiency of logistic network to distribute quickly product with short remaining shelf life



## Future: Further possible steps

- Continuing improving the efficiency of the process through a scheduled planning and evaluation of available product
- Helping sensibilization of Retailers to donate unsold product in their shops
- SITICIBO projects on going



Because we don't think about future generations, they will never forget us.

Henrik Tikkanen (1924-1984) Finnish Author



## Thanks for the attention

More than ar  
faces a cross  
and utter ho  
extinction.

Let us pray w  
correctly.

Woody Allen (1935 - ), My Speech to the Graduates



mankind  
despair  
total

oose

