

Man is an integral part of the universe and cannot ignore the environment and nature around him, as air, water and food are indispensable elements for human life and everything that grows from the land absorbs the substances contained in it and then in turn, returns them to man. Respecting the land, is therefore, equivalent to respecting yourself. If keeping these concepts in mind, everyone of us chose daily, what to eat and how to eat it, the whole world would be revolutionized, because we could not help but understand, that if the land is devastated and the air and water polluted, we are hurting ourselves. These concepts are an integral part of the Italian company Cereal Terra, which since 1990 has been producing quality preserves using 100% organic raw materials. Nutrition is one of the main ways we can demonstrate our love for ourselves and for others. Starting from the concept that "we are what we eat", Cereal Terra continually invests to combine technology and tradition and guarantee the quality of their products, starting from the selection of the seeds, up to the final product in jars that reaches the consumer's table. In the field of packaging, this Turin-based company recently turned to SMI for the installation of a shrink film packaging machine from the LSK 40 T range, for the packaging of a wide range of jars from its production line, in tray and film or pad and film.

CEREAL TERRA

- **SECTOR: FOOD**
CEREAL TERRA
Cirié (Turin), Italy
www.cerealterra.it
- LSK 40 T shrink wrapper
- Conveyors



VIDEO



GEO LOCATION

THE STORY OF THE LOVE FOR GOOD THINGS

Situated in Ciriè, province of Turin, at the foot of the suggestive Alpine slopes, Cereal Terra, a family run business, was founded in 1990 from the profound conviction that correct and healthy nutrition is the first step towards improving life. Even before the European Community established the standards for organic products, thanks to the art of preserving, transparency and profound respect for nature, this Turin-based company, a pride of "made in Italy", already produced 100% genuine, authentic, organic products. At that time, labels only specified "without preservatives" and "without synthetic chemical fertilizers", but the products of Cereal Terra, now as then, were and are, the result of skills developed from listening and

experience, gained from secrets and from the wisdom of their grandmothers, who in farmhouse kitchens, where the wood on the fire marked the passing of time, taught them how to make the preserve express all the flavors, the perfume and the colors of the earth. "The art of preserving" is not only putting fruit in a jar, as, the nuances of memories and emotions are also being preserved, together with the aromas and flavors of the season. When we taste a preserve, it has to tell us about its moment of life, reminding us of moments that have long been forgotten, but which pleasantly emerge from the memory, making us relive a beautiful moment from our past. For these reasons, Cereal Terra uses only fresh organic



products, picked at the right moment of their harvest, as it is only in this way that they can tell all their story. For a quarter of a century, with passion and enthusiasm, the Piedmontese company has successfully pursued this production philosophy, which guarantees products that are rich with love and tradition, just like the preserves that our grandmothers made. On the contrary, what could a tomato grown in a tunnel tell us? It has never seen the sun and the only heat that it knows, is that generated from a stove.



CEREAL TERRA IN BRIEF:

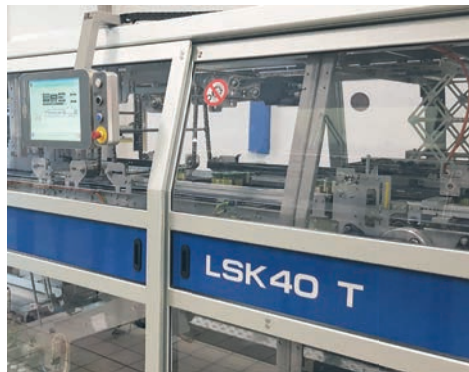
 **Year of founding:** 1990

 **Turnover 2019:** € 7 mln

 **Production:** 100% organic preserves



SMI SOLUTIONS FOR CEREAL TERRA



Cereal Terra has a strong link with the territory in which it operates, putting the main importance on the natural cycle of raw materials, to enhance seasonal varieties. The Piedmontese company has managed to create a strong bond between tradition and family passion, the use of cutting-edge production techniques and cooperation with the entire supply chain, to offer its customers the highest quality products and the ability to trace every step of the raw materials used. Its history can be told through its products, because each jar contains unique aromas and flavors of fresh products, which, after rigorous checks and inspections to ensure impeccable quality, are transformed and sold to the final consumer. Cereal Terra is characterised by its wide range of production, which includes numerous types of jars and glass bottles of appetizers, sauces, pesto, ready-made dishes, etc., packed by an SMI shrink wrapper from the LSK ERGON range in practical shrink film packs with tray or pad.



➔ LSK 40T ERGON SHRINK WRAPPER - PRODUCTION UP TO 40 PACKS/MINUTE

Packed products: 0.12 L / 0.314 L / 0.39 L / 0.212 L and 0.106 L glass jars, 350gr. glass bottles.

Packs worked: Bundles in tray + film in format 3x2 (all the jars and glass bottles) and in format 4x3 for the 0.314 L jars.

Bundles in pad+film in format 3x2 (all the jars and glass bottles) and in format 4x3 for the 0.314 L jars.

Main advantages:

- automatic machine suitable for packing different types of containers
- all LSK ERGON models have a mechanical product grouping system; the format change is manual
- the LSK ERGON packaging machine has small dimensions and represents the most suitable solution to meet the needs of those without large spaces in their production plant
- excellent quality / price ratio, despite the use of cutting-edge technological solutions and highly reliable components, the LSK ERGON range has very competitive prices
- the film cutting unit has a compact design and the blade of the knife is managed by a direct-drive brushless motor, which makes the cutting operation more precise and simplifies maintenance
- carton and pad magazine has been elongated, to guarantee greater operating autonomy and simplify management operations.

➔ CONVEYORS

Function: transport of loose containers entering the LSK 40T ERGON shrinkwrapper and transport of packages leaving the machine.

Main advantages:

- fluid movements and smooth handling of loose products and packs coming from outfeed of the shrink wrapper
- easy to use by the operator, thanks to a simple and intuitive human-machine interface
- simplified maintenance operations
- format change times reduced to a minimum for rapid changeover from one production to another.

FROM APPETIZERS TO READY MEALS: FLAVORS TO BE REDISCOVERED

Choosing to eat products from organic farming, means choosing the path of nutrition well-being, in harmony with the seasons and resources available in nature. It is important for the company to produce foods that contribute to a correct and healthy diet while at the same time respecting nature. Organic products, grown only with the use of natural substances, are the result of sustainable and strictly controlled agriculture. Nutrition becomes a daily lifestyle, thanks to a varied basket of food that ranges from the line of appetizers and sauces to ready made meals (also in vegan versions) to be heated and enjoyed.



Appetizers: a range of products that respects the traditions of the typical recipes of the Italian regions. The flavors of the vegetables used restore the pleasure of flavors that are being lost.

Condipasta: condiments prepared with fresh Italian tomatoes and selected vegetables from organic cultivation, with the flavors and freshness typical of homemade products.

Pesto: made with D.O.P. Genoese basil, a guaranteed traditional product that gives the product its intense flavour and aroma.

Sauces: a large variety of sauces to be used with meats, vegetables, etc., all prepared with products and fresh eggs from organic farming.

Sauces for cheeses: a rich and particular taste that accompanies various types of cheeses and enhances their flavour.

Savory creams: products that maintain the nutritional properties and flavor of fresh, first choice vegetables from organic farming.

Legumes: wide range of vegetable foods rich in protein substances.

Ready to taste: a wide range of soups, velute' sauces, lasagne and ready meals prepared with high quality, organic ingredients.



➤ THE EXCELLENCE OF TASTE IN READY, HEALTHY AND LIGHT DISHES

From the passion for the environment and for the quality of the raw materials used, and respect for the seasons of nature, only healthy, genuine foods are created, such as the 100% organic, ready-made dishes from the "ambient" line. Cereal Terra offers a wide range of soups, velute' sauces, lasagna and ready meals, cooked with top quality organic ingredients. Quick to prepare, they are a good solution for those with little time, but who want a good and healthy meal. In fact, the foods produced by the Piedmontese company, do not contain preservatives, as the stability of the product is guaranteed by heat treatment that extends its lifespan. The ready-made dishes of the "ambient" range are prepared from a particular dietary and nutritional point of view and can also be eaten by celiacs, vegetarians or vegans.

➤ PRESERVING THE SCENTS AND COLOURS OF THE HARVEST

Peppers, aubergines, courgettes and also fruits such as melons, figs, plums; in short, there are many preserves that can be prepared during the harvest period, to then eat all year round. For quality preserves, the raw material must be the best that nature can offer, having reached complete maturity, without any bruising, with firm and compact skin and pulp; only in this way can the perfumes, textures and colours of the vegetables or fruit be best preserved.

NATURAL AND ORGANIC PRODUCTION THAT RESPECTS THE ENVIRONMENT

The corporate philosophy of Cereal Terra is based on ethics and respect for the environment and contributes to the development of a healthier and more sustainable world. The Cirié company is very demanding regards the guarantees of origin, the excellent quality and traceability of the products it uses and, to achieve these objectives, it makes use of an independent laboratory. It also

collaborates with accredited and continually monitored farms and does not limit itself to respecting the current regulations, but imposes productions at the highest quality level. Every single process of transformation takes place in compliance with strict hygiene standards and with the highest respect for the environment, because, from cultivation to conservation, the company wants to show its personality: simple, transparent and attentive to nature. In addition to the attentive manual work carried out by skilled hands, just like in the past, Cereal Terra uses cutting-edge machinery to perform scrupulous safety and quality checks, such as metal detectors, blowers, scales for corrections of the weight of the jars and mechanical closure and the use of highly modern, production techniques alongside a long tradition of artisan excellence.



➤ UNIQUE SCENTS AND FLAVORS, ENCLOSED IN A JAR

The first objective of Cereal Terra is to always obtain the best quality; to do this, it starts from extraordinary and very fresh raw materials that are processed in just one day, preferring manual and artisan production and bottling. For example, to produce pesto, characterised by the unique aroma and taste of freshly picked basil, the Piedmontese company uses exclusively organic products grown on their family farm, the Ciligio, which is located in Sarzana in Liguria, a symbol of an agriculture that respects the land and culture and guarantees genuine and quality products. The Genoese PDO Basil, with which it produces its pesto, is a traditional product guaranteed by a production regulation controlled by the Chambers of Commerce and labeled 100% transparently.



BASIL: CURIOSITY

The basil plant is native to Asia (believed to come from India), where it is still widely used today. In the Mediterranean the first to introduce it were the Greeks and its name derives from the Greek word "basilikon" (royal plant); the etymology is however uncertain. Some interpretations believe it is so called, because it was used to produce perfumes for the king, or in reference to the sacred use of the ancient Hindu populations, or, more simply, for the "royal" importance given to the plant. The greatest diffusion occurred in Italy, where it established itself

as the main aromatic plant, until it became one of the symbols of Mediterranean cuisine. Currently there are officially sixty varieties of basil, which differ from each other in the shape and size of the leaves and the intensity of the aroma. Among the most common there is crepe basil, classic Italian basil, with bright green leaves, a pointed shape and smooth surface and a pleasant and intense aroma; the famous Genoese basil belongs to this species, it can be defined as such, only if grown in Liguria, scrupulously following the specifications of the DOP brand.



QUALITY THAT CAN BE TASTED AND FELT IN THE PRODUCTS

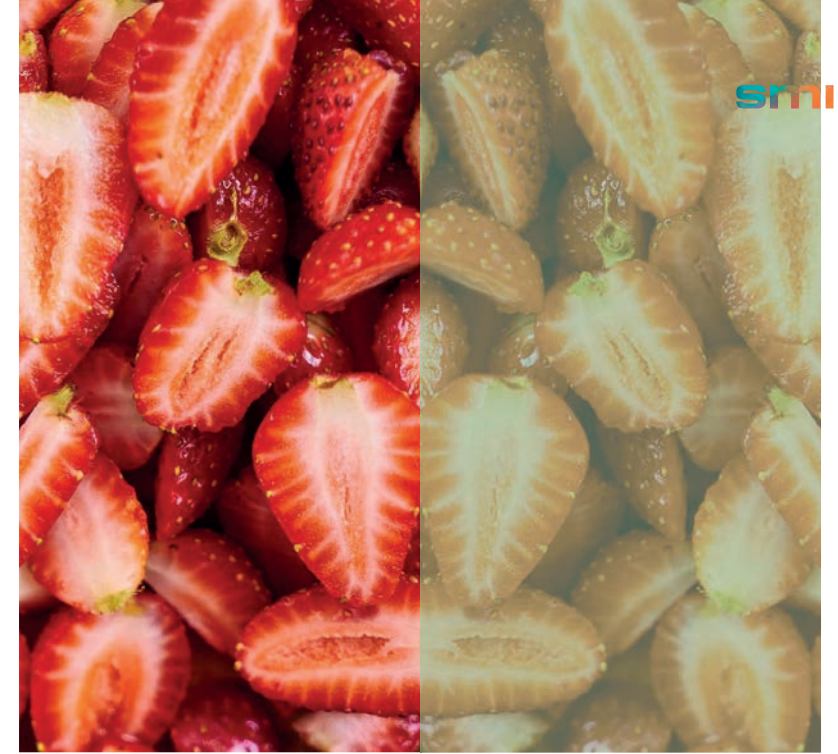
The high quality standard of Cereal Terra products is guaranteed by the most important agri-food certifications, strict compliance with quality and safety regulations and by a controlled supply chain that tracks the production path of each raw material. Attention to quality raw materials, harvested at the right level of maturity, allows the Turin-based company to offer products, every day, that are not only good, but also healthy and genuine. Cereal Terra products are guaranteed by the "Original organic products" brand, which is used at European level to make organic products more easily recognizable by consumers. All the ingredients of agricultural origin that become part of the certified product are in turn certified in accordance with the NOP regulation by bodies recognized by the USDA (United States Department of Agriculture). Equally important is the attribution of the recognition of "Artisan Excellence" conferred by the Piedmont Region, which aims to safeguard and revive ancient prestige craftsmanship.





NUTRITION AND NOT JUST FEEDING

To understand this concept, the difference between feeding and nutrition must first be clarified. The term feeding refers to the act of eating, which allows us to bring energy to our body to allow it to carry out all the processes that keep us alive. Nutrition, on the other hand, is a more complex process, given by the set of biological processes that allow the breakdown of food, the assimilation of nutrients and their use for the survival and activity of the body. This food-health relationship is so strong and direct that a new line of research, "nutrigenomics", has recently been created, which studies how diet affects our genes and consequently our health (for this reason our choices at the table). Today's consumers have learned to eat better and to choose healthier foods, which are good for them and the environment, determining an approach towards organic food and healthy eating. In addition, the growth in the consumption of organic products has also led to changes in agriculture, where part of the land has been converted to completely eliminate the use of chemicals. Even large companies in the food sector are beginning to understand the importance of organic and this means that the offer will be increasingly varied and competitive and will include not only food, but also drinks such as milk and coffee.



➤ HEALTHY EATING: THE FIRST STEP TOWARDS WELL-BEING

In the mid-nineteenth century the German philosopher Ludwig Feuerbach claimed "We are what we eat" and, in the light of the most recent and accredited studies, he was right: health begins at the table, according to the food we consume, because the quality of the substances absorbed by our body affect the quality of life and our physical, mental, emotional and spiritual well-being. The body and psyche are interconnected and therefore, nutrition has an effect on our thinking and on the environment in which we live. Considering that we are all interconnected, every piece of food that ends up on our plate, is the result of a series of events and factors deriving from our choice. Eating organic, in a balanced and varied way means eating healthy, loving yourself and taking care of your health, because fewer nitrates, fewer pesticides, fewer insecticides are ingested; it also means safeguarding the environment and food biodiversity, without polluting or contaminating nature with synthetic chemical additives and without intensely exploiting the earth.

