

2015



SUSTAINABILITY
REPORT



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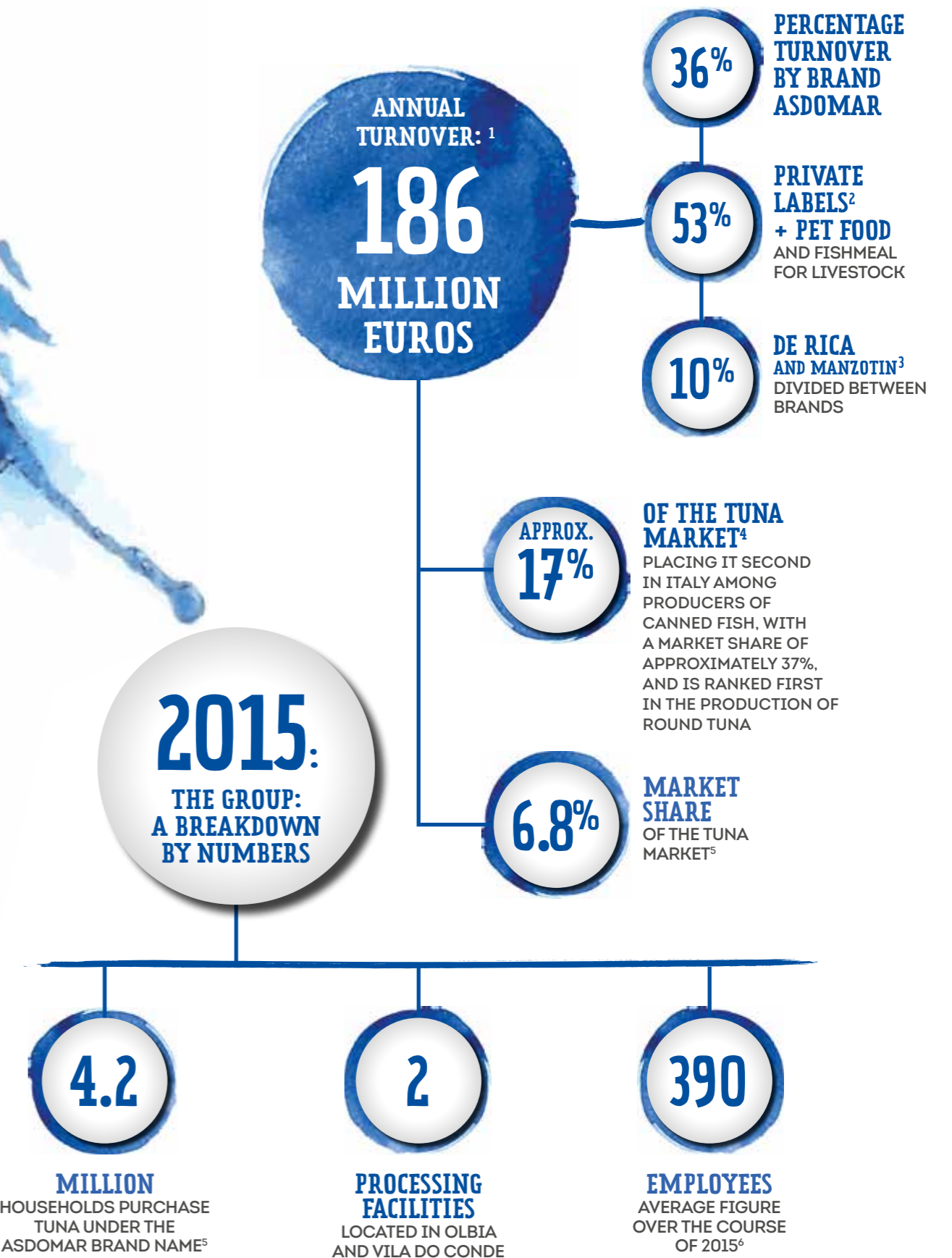


1

**Company
profile:
Generale
Conserve**

1.1

About us: overview of Generale Conserve Asdomar



¹ Turnover is reported as a gross figure before year end deductions for discounts, allowances and bonuses.

² Approximately 37% of Generale Conserve private label production is carried out by the facilities in Olbia and Vila do Conde, while 61% is produced by the Spanish partner for canned fish, Frinsa at the facility in Ribera, and 2% by other suppliers.

³ In January 2016, the Manzotin brand was sold to Inalca Group. The operation ensured that the brand would remain "made in Italy".

⁴ 2015 year end market for tuna in oil < 300g Super + Iper channel, market share in terms of value. Includes the ASDOMAR brand and the Private Label products. Source: Nielsen.

⁵ 2015 year end market for tuna in oil < 300g Super + Iper channel, market share in terms of value.

⁶ This figure also includes employees with temporary contracts working during peak production periods.

Our history



The ASDOMAR brand appears for the first time with large-format products (3-4 kg cans), distributed at first only in delicatessens and in grocery stores, which is then sold by weight.

1940s

The ASDOMAR brand, consisting exclusively of Premium products, begins to expand nationwide in large retailers, with continuing to grow since.

2000

Assumes management of the Vila do Conde facility in Portugal for its production of canned mackerel.

2006

The company becomes a producer of tuna through its decision to "localise" in Italy, with the repair and recommissioning of systems and machinery at the production facility in Olbia, that had previously ceased production. The Medium line is launched, for a daily consumption of tuna, alongside the traditional and "historic" Premium line.

2008

Generale Conserve S.p.A. expands its position in the Italian food market - maintaining its values and the drive towards sustainability, quality and innovation - through the acquisition of the De Rica brand (Manzotin, acquired in 2013 and later sold in early 2016).

2013

The Torre Giulia, one of the most valued fishing vessels in the European fleet, and the first and only to fly the Italian flag is integrated in the vertical supply chain of the company. In autumn, ASDOMAR achieves first place, and - truly, significant, news - is the only brand in the green band to be ranked in the Italian classification compiled by "Il Rompiscatole" Greenpeace, for the sustainability of canned tuna.

2015

1990s

In 1989 Generale Conserve SpA is established for the purpose of marketing canned food under the name ASDOMAR, a brand exclusive to Italy, produced in the Azores Islands (Portugal). The marketing of ASDOMAR in smaller 100gr and 200gr formats through large retailers also begins in the 90's. At the time, distribution of the brand is still limited only a few regions.

2001

Vito Gulli becomes a partner in the Company, and is named Chairman and Chief Executive Officer.

2005

Vito Gulli becomes the main shareholder in the Company. The share capital in ASDOMAR is entirely Italian.

2010

The new facility in Olbia is inaugurated. The first round tuna is cut on 26 February 2010. The production site in Sardinia is now one of the most modern fish processing facilities in Europe, where innovation and traditional craftsmanship coexist. Acquisition of the facility in Vila do Conde, Portugal, was completed. The facility had already had been processing mackerel and other fish, exclusively for Generale Conserve SpA since 2006.

2012

The laboratory at the facility Olbia receives UNI CEI EN ISO/IEC 17025: 2005 certification.

2014

This year marks the arrival of the Valsecchi family when Adolfo Valsecchi takes a stake in the Group's share capital in February 2014 and is named CEO of the Company. Giovanni Battista becomes General Manager in May of the same year.

1.2

We are sustainable: the factors which distinguish us



PRODUCTS OF SUSTAINABLE FISHERIES

We only purchase and process adult yellowfin tuna, certified as being at least one-meter-long and weighing at least 20 kg, to ensure continued reproduction and conservation of the species, and skipjack tuna only if certified as caught using pole & line. **Only fish certified by Friend of the Sea is used**, fish caught and sourced according to the strict criteria for sustainability of fishing and social responsibility, with independent observers aboard all purse seine fishing vessels.
www.friendofthesea.org



"MADE IN ITALY" PRODUCTS

The entire production cycle of yellowfin tuna is kept in Italy, to produce true Italian Quality; we do not take semi-processed fish and "just put it in a can". The art and experience in selecting, cutting, cooking and cleaning the tuna are the basis of our Quality.



SOCIALLY RESPONSIBLE PRODUCTS ALONG THE ENTIRE VALUE CHAIN

Our full respect for labour and human rights is the reason why, for over 5 years, we have chosen to certify our corporate social responsibility management system in Italy, in accordance with **international standard SA8000**, which allows us to monitor our own social and ethical performance, and that of our suppliers and business partners along the entire value chain.



Keeping the entire production cycles of yellowfin tuna in Italy, and mackerel in Portugal, without succumbing to the temptation of relocating the most labour intensive stages to third countries, helps to support local employment and satellite industries, offering a real boost to the virtuous circle of increased employment, more purchasing power, more consumption and more jobs, again.

Company policy is aimed at the progressive reduction in environmental impact. Particular attention is paid to the containment of atmospheric emissions and environmental waste, water and odour management. **ASDOMAR has achieved the important goal of "zero manufacturing waste"** for its production process thanks to the introduction of a modern system, at the facility in Olbia, for the production of fishmeal intended for animal husbandry and animal feed, as well as in Portugal, where waste is managed in the same way by a specialised, external company.

ASDOMAR ensures maximum traceability of the tuna, mackerel and salmon used for its products, **allowing the consumer to be informed when making their purchase**. Tuna packaging (external clusters for canned products, information tags for glass jars) already list the species (common and scientific name), fishery (ocean and fishery zone as defined by the FAO) and the method of fishing. The ASDOMAR website provides the automatic service that allows all consumers to know the traceability of the purchased product in real time, by entering the production lot code printed on the packaging
<http://storieinscatola.asdomar.it/>

PRODUCTS THAT SUPPORT THE LOCAL ECONOMY AND EMPLOYMENT



PRODUCTS WHICH RESPECT THE ENVIRONMENT



PRODUCT TRANSPARENCY FOR THE CONSUMER



1.3



What we do: discovering the ASDOMAR supply chain

In 2015, 79% of expenditures for purchases related to packaging materials and 38% of those relating to secondary ingredients for products was paid to suppliers which have an environmental management system certified in accordance with international standard ISO14001, and who publicly declare they have implemented policies in favour of the environment*.

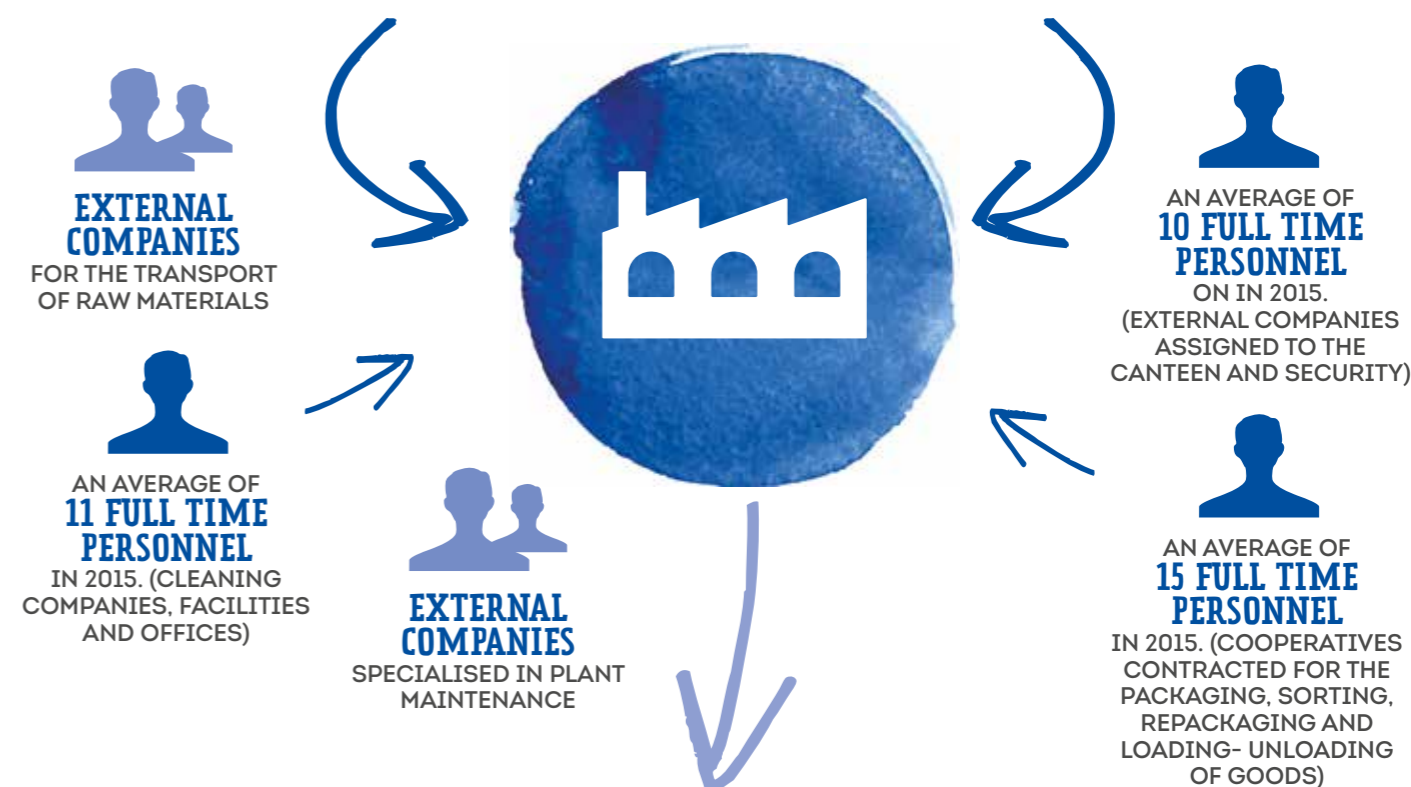
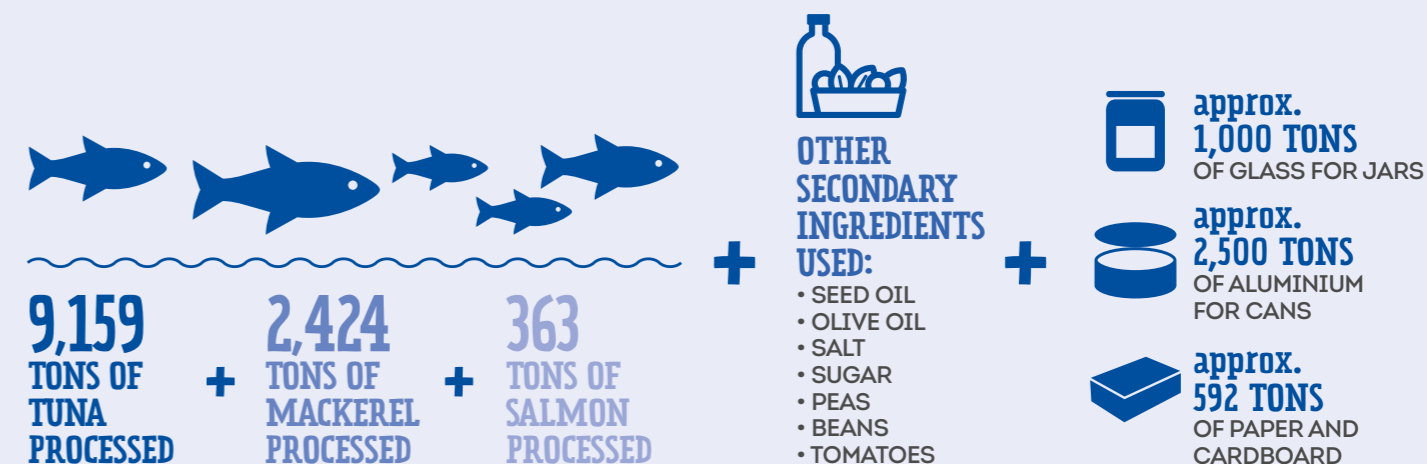
A significant percentage of the materials used for packaging consists of recycled raw materials, such as:

- 90% OF PAPER AND CARDBOARD**
- 50% OF STEEL FOR CANS***

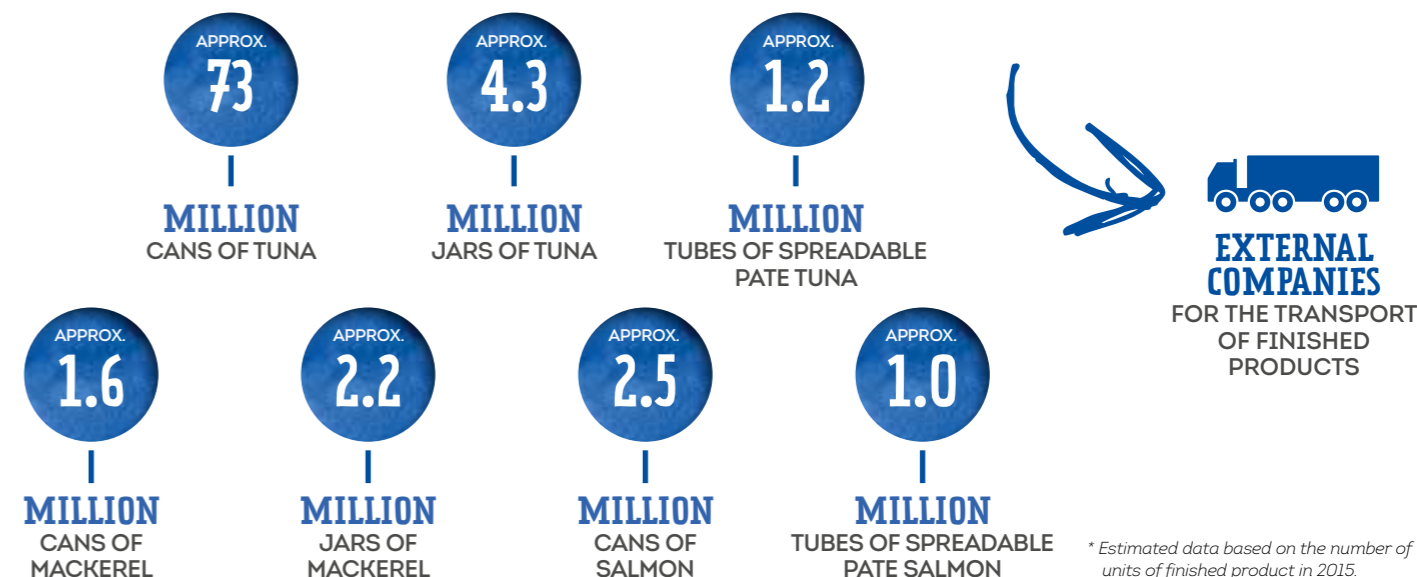
The packaging for ASDOMAR products uses eco-friendly water-based paints, free of any oils and toxic substances.

ASDOMAR obtained (a gap analysis is also underway in Portugal) SA8000 certification for its operations in Italy, the international standard for corporate social responsibility, which requires, among other things, monitoring of the working conditions and human rights of the workers employed by its suppliers.

* Data refers to suppliers to the facilities in Olbia and Vila do Conde.
** Data as declared by suppliers to the facility in Olbia.
*** EUROFER data (Europe).



PRODUCTION IN 2015:*



* Estimated data based on the number of units of finished product in 2015.



2



**“Made in”, local
production and
support for the
regional economy**

2.1

Our choice for localisation



390

PEOPLE:

AVERAGE NUMBER OF PERSONNEL EMPLOYED BY THE GROUP IN 2015, CONTRIBUTING TO EMPLOYMENT IN ECONOMICALLY DEPRESSED REGIONS.

EMPLOYEES ARE MOSTLY WOMEN,

SPECIALISED IN THE CLEANING AND PROCESSING OF TUNA, MACKEREL AND SALMON, WHOSE KNOWLEDGE HAS BEEN HANDED DOWN FROM GENERATION TO GENERATION, A VALUABLE SKILL WHICH MAKES ASDOMAR PRODUCTS UNIQUE.

ASDOMAR HAS ADOPTED **ITS OWN CODE OF ETHICS**, AVAILABLE FROM WWW.ASDOMAR.IT/PDF/CODICEETICO.PDF

ASDOMAR'S HERITAGE CONSISTS OF MEN AND WOMEN WHO, WITH THEIR PASSION AND EXPERIENCE, MAKE A DAILY CONTRIBUTION TO THE INCREASED QUALITY OF THE PRODUCT AND SUCCESS OF THE BRAND.

Strengthened by this belief, the company pays great attention to the health, safety, welfare and job satisfaction of employees in the workplace.

The facilities in Olbia and Vila do Conde are equipped with a system of rules and procedures whose aim is to minimise, as much as possible, accidents in the workplace and ensure compliance with national and European laws, regulations and directives.

The company provides professional training courses whose main focus is on issues of safety in the workplace, and hygiene and food safety. The company has also chosen to certify the aspects of its business management relating to social accountability in accordance with the provisions of international standard SA8000. By nature, this standard involves the whole company through the implementation of a system that can be verified by certification entities, with a view to protecting and improving working condition. Particular attention is paid to the protection of maternity leave, verifying prospective new hires have reached the minimum employment age, and working hours are respected and wages are properly paid. The Group is careful to meet the needs of a work-life balance for the employees.



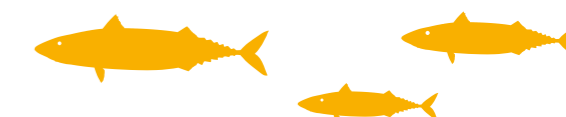
In Italy, in this period of extreme offshoring **ASDOMAR was one of the very few Italian companies to bring production into the Country** in 2008, through the acquisition of machinery and equipment of a tuna processing facility in Olbia, which had previously ceased production, resulting in the redundancy of former employees.

With an investment of **OVER 25 MILLION EUROS** ASDOMAR subsequently built, without any public funds, a new facility nearby, inaugurating it in February 2010.



ASDOMAR yellowfin TUNA ENTIRELY PROCESSED IN ITALY

The decision to use only round tuna and not - semi-processed product is linked to the desire to manage the entire production cycle in Italy. In fact, all phases of processing ASDOMAR yellowfin tuna are carried out in Sardinia at the facility in Olbia. Yellowfin tuna arrives as a whole, not as a semi-processed product which has been previously cut, cooked and cleaned, therefore preserving the valuable experience and skill of manually processing round tuna, that workers have handed down from generation to generation.



ASDOMAR MACKEREL PORTUGUESE QUALITY

Every stage in the production of ASDOMAR mackerel is carried out in Portugal at its facility in Vila do Conde. The mackerel is fished mainly in the waters off the Atlantic coastline where the processing facility is located. Most of the processing is performed by local Portuguese women who are expert in the cleaning and preparation of mackerel by hand.



In 2006, Generale Conserve assumes exclusive management of the processing facility in Vila do Conde in Portugal, replacing a local supplier which had previously carried out production for the company and nearing bankruptcy. In 2011, the facility was bought outright by Generale Conserve where it now produces mackerel and salmon. In this case, as well, the operation allowed the **KNOWLEDGE AND EXPERIENCE OF APPROXIMATELY 150 WORKERS** skilled in the traditional processing of mackerel to be preserved, a tradition which would have been lost had the production facility been closed.

2.2

The contribution to the regional economy OLBIA

+68

EMPLOYEES HIRED IN OLBIA LAST YEAR.*



COORDINATED INTERVENTIONS ON EMPLOYMENT

ASDOMAR participated in the ICO project (coordinated interventions on employment) financed by the region of Sardinia to assist businesses in the recruitment of personnel, through a training program carried out by the company. **60** former seasonal employees of ASDOMAR attended a 3-and-a-half-month course focused specifically on the procedures and working methods of the new equipment installed in the facility. **At the end of the course, all students were hired on a permanent basis.**

TRAINING PROJECTS

Within the framework of the national initiative "garanzia giovani", 15 seasonal workers under 24 years of age attended a course of theoretical training at the Edugov school. **At the end of the training period, ASDOMAR hired 10 on a permanent basis.**

FLEXIBILITY AND WORK-LIFE BALANCE

The company listened to the concerns of the workers in Olbia, conveyed through their Union representation, and took action on their request for collective holidays, closing the factory on specific days such as long weekends and days prior to public holidays.

CURRENTLY UNDER ASSESSMENT

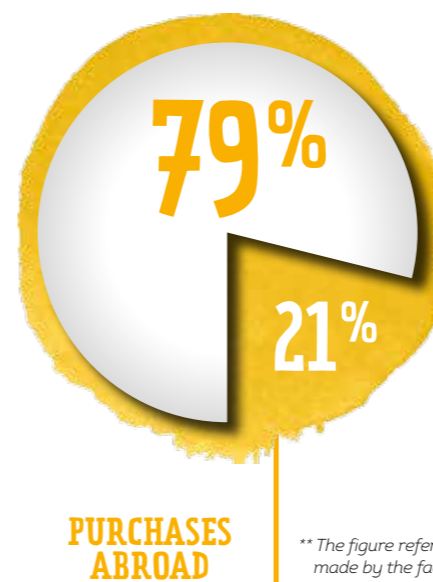
A plan for implementing the certification of the health and safety management system in accordance with the international standard OHSAS 18001 is in progress.



* As of 31 December 2015, compared to just two employees who left the company during the year.



PURCHASES IN 2015**



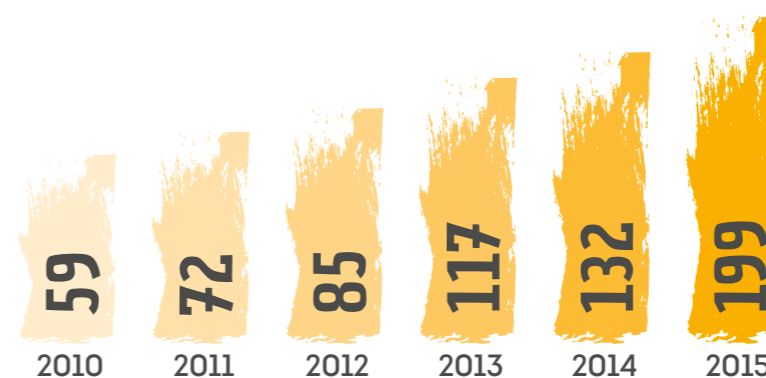
PURCHASES IN ITALY OF WHICH 21% IN SARDINIA

79% OF PURCHASES MADE BY OLBIA IS FROM NATIONAL SUPPLIERS, OF WHICH **21%** IS FROM SARDINIAN SUPPLIERS FOR A VALUE OF **4 MILLION EUROS** (excluding whole fish raw material whose purchase in Italy is not possible for industrial production. The source of the whole fish raw material is listed on page 41 Fishing zones and methods).

** The figure refers to purchases made by the facility in Olbia and excludes whole fish raw material.

EVOLUTION OF THE PERMANENT STAFF AT THE OLBIA FACILITY*

* As of December 31.



The contribution to the regional economy VILA DO CONDE



HEALTH AND SAFETY IN THE WORKPLACE

In early 2016, a health and safety in the workplace, hygiene and food safety manager was hired (formerly the matter was managed by an external company). The new manager is responsible for the supervision and training related to these issues that are critical to the business.



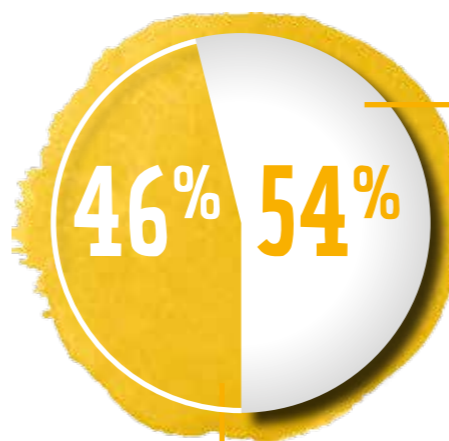
A SPACE FOR CHILDREN

The facility in Vila do Conde has a dedicated space available, where employees can bring children and grandchildren if necessary.

SHORT-TERM OBJECTIVES

- Conducting an audit in collaboration with an external company to verify the current situation respects the requirements of SA8000;
- Perform an analysis of the causes of injury to define a specific staff training plan based on its results.

PURCHASES IN 2015**



PURCHASES ABROAD

** The figure refers to purchases made by the facility in Vila Do Conde and excludes whole fish raw material.

PURCHASES IN PORTUGAL
OF WHICH

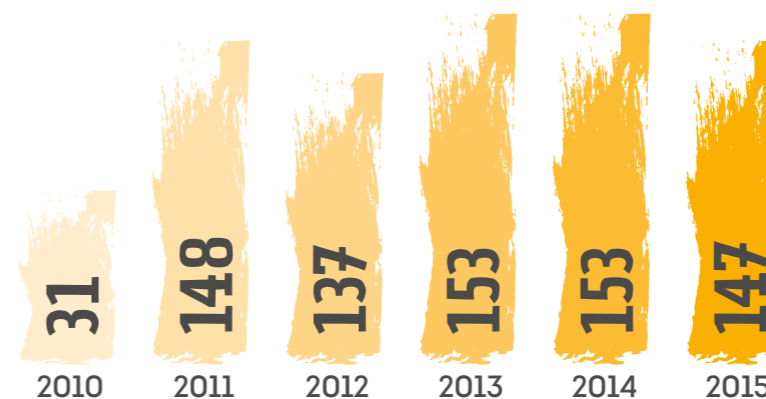
62%

WERE IN THE AREA OF PORTO



EVOLUTION OF THE PERMANENT STAFF AT THE VILA DO CONDE FACILITY*

* Data as of 31 December 2015.





Sustainable fishery and environment conservation



3.1

Our criteria for a sustainable fishery



WE MONITOR EVERY PURCHASE TO ENSURE IT COMPLIES WITH THE INTERNAL PROCEDURES AND REQUIREMENTS OF OUR SPECIFICATIONS AND WE VERIFY THE TRACEABILITY OF THE WHOLE FISH RAW MATERIAL.



TRACEABILITY ON THE LABEL

We provide consumers the opportunity of full traceability of our products in terms of their source and sustainability, both on the label and through a dedicated channel on our website, which in early 2016 became "on demand".



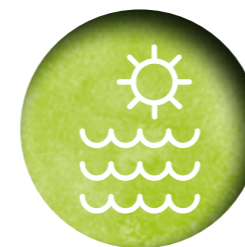
ONLY MATURE SPECIMENS

TO ENSURE CONTINUED REPRODUCTION AND, THEREFORE, CONSERVATION OF THE SPECIES.



ONLY IF CERTIFIED BY FRIEND OF THE SEA

All ASDOMAR brand products are certified according to the requirements for sustainable fisheries and social responsibility, monitored by inspectors and observers appointed by Friend of the Sea aboard fishing vessels.



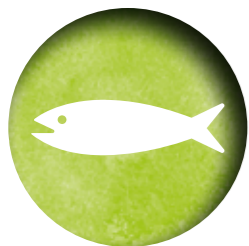
OCEANS AND SEAS WHOSE STOCK IS NOT OVERFISHED

We only source tuna and mackerel from stocks whose biomass is not overfished on the basis of the most recent data of the Regional Fisheries Management Organizations (RFMOs) - supported by FAO.



WE DO NOT PURCHASE WHOLE FISH RAW MATERIAL FROM MARINE RESERVES,

nor from areas intended to become a reserve.



SKIPJACK TUNA (*Katsuwonus pelamis*)

> 1.8 Kg
(approx. 45 cm)
Caught with pole & line

YELLOWFIN TUNA (*Thunnus albacares*)

> 20 Kg
(approx. 1 mt)



DOLPHIN-SAFE

We ask all of our suppliers for whole fish raw material which is sourced only from vessels certified as Dolphin-Safe by the Earth Island Institute, as required by the Friend of the Sea standard.



NO ENDANGERED SPECIES

We do not purchase Bluefin tuna (*Thunnus thynnus*), nor specimens of the Bigeye species (*Thunnus obesus*).



SELECTIVE FISHING METHODS

We only use fish caught using the most selective methods with lower impact (fishing with pole & line and purse seine on free schools). We don't use tuna caught with long liners or large driftnets. Generale Conserve Spa avoids sourcing from companies that were the subject of proceedings for illegal activities linked to fishing or the trade in fish, or which have been involved in shark-finning.



ONLY REGISTERED VESSELS

We only purchase whole fish raw material from fleets and vessels not listed in the IUU (illegal fishing) list, and only from vessels identified by a European health register. We purchase whole raw fish material not transhipped at sea, unless with independent observers on board.



ONLY SALMON CERTIFIED BY FRIEND OF THE SEA

For ASDOMAR brand products, we only use salmon from sustainable aquaculture farms certified by Friend of the Sea.

It is statistically proven that yellowfin tuna of this size has already bred at least once. In addition, specimens of these sizes are only compatible with the techniques of fishing 'on free schools', therefore without the use of FADs, a fishing aid that generates high numbers of juvenile specimens being caught.

3.2

The sustainability of ASDOMAR products

1



Fishing fleets request Friend of the Sea the certification for the sustainability of their fishing. Major international certification bodies appointed by FoS send their expert auditors to conduct inspections for the issue of certification that is renewed through additional inspection visits every 18 months and confirmed through a renewal audit every 3 years.

2



The auditors verify that fishing by fleets which request certification does not take place in over-exploited zones, and with unsustainable catching techniques (such as those having a negative impact on the seabed). The following items are also monitored: limits of accidental catches (the limit imposed by FoS is 8%), absence of fishing in protected habitats. Documentation on crew training must be provided. The following items are verified: release techniques of non-target species, other environmental and social aspects such as proper waste management, atmospheric emissions, no child labour is used, and the fairness of salaries and working conditions.

3



Purse seine fleets that receive certification agree to host an accredited FoS observer on each vessel. These are scientists and marine biologists who, as regards the fleets from which ASDOMAR takes supplies, mainly belong to the Research Institute for Eastern Atlantic fisheries monitoring (AZTI) and the PNA (The Parties to the Nauru Agreement), an organization which monitors fisheries in the Atlantic Ocean and in the Northwest and Central Pacific Ocean.

4



The certification bodies appointed by FoS also conduct audits on traceability in the processing facilities of Olbia and Vila do Conde, tracing the finished product back through the chain to the fishing details of the whole fish raw material.

5



In addition to FoS certification, ASDOMAR is the only producer in Italy to require suppliers to provide round **ADULT YELLOW FIN TUNA, weighing either a minimum of 20 kg or is 1 meter in length, caught** on free school with purse seine, which effectively excludes the use of FAD (Fishing Aggregating Devices) which also "aggregate" small, immature fish (called Juveniles), or other species. ASDOMAR also uses skipjack tuna only if certified as caught with pole & line.



"IL ROMPISCATOLE" FOR THE FIRST TIME A BRAND ENTERS THE GREEN BAND: ASDOMAR

In October 2015, the fourth edition of the Italian ranking of Greenpeace on the sustainability of canned tuna was published, compiled by comparing all the main brand names which, together account for more than 80% of the country's market.

ASDOMAR tuna is first, once again. But, for the first time, a brand has entered the green band.

TONNO IN TRAPPOLA



www.greenpeace.it/tonnointrappola

And, no surprise, it was ASDOMAR, the only company in Italy to be "promoted" based on specific criteria including product traceability, the presence of a written policy for sustainable supply, label transparency, the promotion of sustainable methods of fishing, and the monitoring of its social accountability policy on vessels.

TORRE GIULIA, BUILT IN 1997

and continuously updated according to the highest technological standards, is a flagship of the Italian fleet,

EQUIPPED WITH STATE OF THE ART EQUIPMENT

for the detection and documentation of fishing operations.

25

CREW
MEMBERS
can be
accommodated
on board

1,800

CUBIC METERS
of storage
capacity



THE OCEAN-GOING FISHING VESSEL TORRE GIULIA

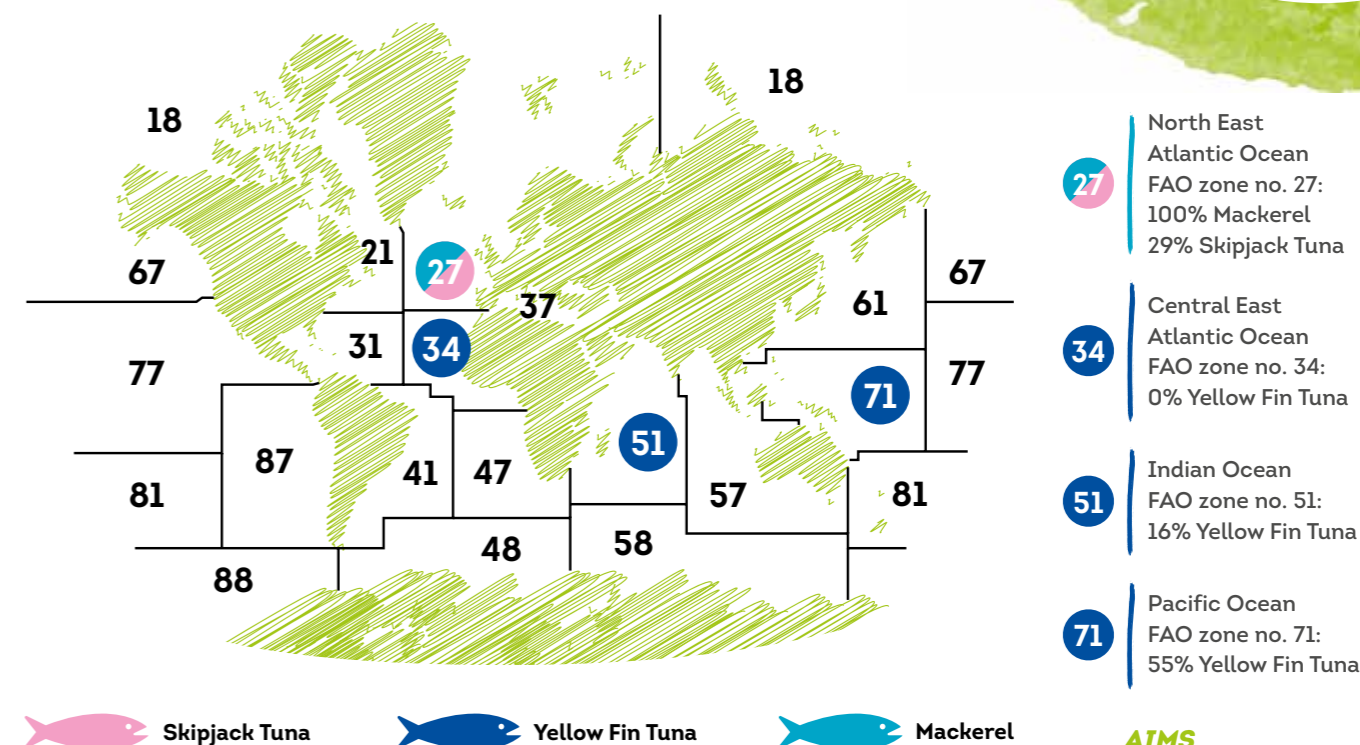
In autumn 2015, the ocean-going fishing vessel Torre Giulia, one of the most renowned in the European fleet, was integrated in the vertical supply chain of ASDOMAR with the goal of having direct control over the entire supply chain. The Torre Giulia vessel is the first and only ocean-going tuna vessel flying the Italian flag. In the past, the vessel

has been host to important scientific research on the sustainability of fisheries. ASDOMAR will exploit this know-how and the ability to directly monitor certain phenomena, such as accidental bycatch, to start research and activities "at sea" aimed at continually improving the commitment to a sustainable fishery.

Fishing methods and FAO zones

3.3

FAO defines the guidelines for fish products on the basis of information received from the RFMOs (Regional Fisheries Management Organizations) which monitor the stocks and catch levels in view of the long-term sustainability of the various species.



Data relating to the catch rates in the different FAO zones relate to the production of tuna and mackerel carrying the ASDOMAR brand.

In 2015, it successfully **completed the Yellow Fin Tuna supply suspension strategy in FAO zone 34**, considered to be over-exploited according to data provided by the RFMO of the Atlantic Ocean (ICCAT, International Commission for the Conservation of Atlantic Tunas).

Over 50% of suppliers of whole fish raw material provided the "Captain's statement" to ASDOMAR. This is the official document drafted by the Master of the vessel that contains all the information related to the fishing trip and the declaration of fishing on free school.

AIMS

- Increase the percentage of suppliers that provide the "Captain's statement"
- Conduct studies and activities, in the medium-term, related to the sustainability of fishing on the company-owned, fishing vessel Torre Giulia.

YELLOW FIN TUNA AND MACKEREL

FISHING WITH PURSE SEINER

Fishing method practised with large fishing vessels that remain at sea for several weeks, using typical nets, called seine, which are closed at the bottom to form a bag which catches fish that live in schools.

SKIPJACK TUNA

POLE & LINE FISHING

Fishing method with a low risk of accidentally fishing other marine species, carried out at a short distance from the coast. The schools of tuna gather around the vessel thanks to the bait thrown into the sea, where the tuna is then individually caught with the hook using a 2 to 3 meter-long fishing rod.

3.4

Environment: the facility in Olbia

The processing facility in Olbia, newly built in 2010, employs technologies that ensure levels of energy efficiency and very high environmental performance.

SHORT-TERM OBJECTIVES

- Expand the recovery systems for process water, e.g. of fishmeal system condensers, to achieve a savings of about 5% of the water used;
- Creating a system for the recovery of water in the glass jar sterilisation circuit to obtain an additional savings of about 10% of total water consumption;
- Expand the refrigerated storage with a new 1500 tonne unit to rationalise the use of electricity for the storage of whole fish raw material;
- Bringing the coefficient of reactive energy (COS) to 0.95;
- Convert the lighting in the facility from fluorescent tubes to LED lamps, a more efficient and sustainable technology;
- Use LNG by 2020, to improve the parameters related to atmospheric emissions and the efficiency of the boilers.

491,674€

SPENT ON ENVIRONMENTAL
INVESTMENT
IN 2015



NO FORMAL COMPLAINT OR LITIGATION

due to environmental impacts of the facility, in 2015 again, nor fines or penalties imposed for non-compliance with regulations and environmental laws.



ZERO WASTE TUNA

TUNA PROCESSING GENERATES MORE THAN 50% OF THE WASTE THAT IS NORMALLY DISPOSED OF IN LANDFILLS. **ASDOMAR REUSES 100% OF THIS WASTE FOR THE PRODUCTION OF FEED FOR ANIMAL HUSBANDRY.**



CURRENTLY UNDER ASSESSMENT

- A project to increase the added value of processing waste obtaining fish oil, in addition to fishmeal.
- A new plant for a centralised high-pressure wash with better performance in terms of water consumption.
- A project to improve the aspects related to odour emission from the fishmeal production plant.
- Finding a solution for the reuse of the tuna cooking broths.



THE OLBIA FACILITY USED
100% RENEWABLE ENERGY

provided by the Romagna Energia consortium.



THE OLBIA FACILITY REUSED
ABOUT 30% OF THE COLLECTED WATER

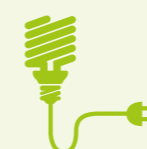


100% OF RECYCLABLE PLASTIC, STEEL, WOOD, PAPER AND CARDBOARD HAS BEEN RECYCLED



A NEW WASTEWATER PURIFICATION PLANT WITH ADVANCED ENVIRONMENTAL PERFORMANCE WAS INSTALLED

THE MAIN ENVIRONMENTAL IMPACTS ATTRIBUTABLE TO THE PRODUCTION CYCLE OF TUNA AND MACKEREL PROCESSING AT THE TWO FACILITIES OF THE GROUP CONSIST OF:



ENERGY CONSUMPTION
(87,099 GJ)



EMISSIONS OF CO₂
(5,123 tonnes scope 1 and 2)



WASTE
(11,377 tonnes)



WATER CONSUMPTION
(282,246 m³)

3.5

Environment: the facility in Vila do Conde

Over the last three years, the facility in Vila do Conde has recorded a gradual improvement in environmental performance thanks to a three-year project (2012–2014) whose total expenditure was over 2 million euro, 30% co-financed by the European Union and the Portuguese government for the modernisation, the improvement of industrial processes and the reduction of environmental impact related to energy consumption, emissions into the atmosphere and water consumption.



SHORT-TERM OBJECTIVES

- Realisation of a new waste water treatment plant with improved environmental performance by modifying and implementing the existing plant.

22,134€

ENVIRONMENTAL INVESTMENTS FOR MITIGATION OF ENVIRONMENTAL IMPACT IN 2015



IN 2015, ONCE AGAIN, **NO FORMAL COMPLAINTS OR LITIGATION**

due to the environmental impact of the facility nor fines or penalties imposed for non-compliance with regulations and environmental laws.



ASDOMAR MACKEREL AND SALMON GENERATE "ZERO PROCESSING WASTE"

THANKS TO THE TRANSFER OF WASTE TO THE FACILITIES OF EXTERNAL SUPPLIERS FOR THE PRODUCTION OF FISHMEAL INTENDED FOR ANIMAL HUSBANDRY AND THE PRODUCTION OF ANIMAL FEED.



CURRENTLY UNDER ASSESSMENT

- Depending on the expected production increase with the addition of the new tuna line and the extension of the existing product range of mackerel and salmon, projects will be assessed to reduce and rationalise the energy consumption of the facility in Vila do Conde.



IN THE LAST THREE YEARS **CO₂ EMISSIONS HAVE BEEN REDUCED BY ABOUT 20% AND PARTICULATE MATTER HAS BEEN TOTALLY REMOVED**

thanks to the switch from fuel oil to liquid natural gas in the cooking process of the raw material.



100% OF RECYCLABLE PLASTIC, STEEL, WOOD, PAPER AND CARDBOARD WAS RECYCLED



THE FACILITY HAS IMPLEMENTED **A SYSTEM OF REUSING THE STEAM CONDENSATE**

produced by the boilers that allows hot water to be obtained for domestic use at the offices and in the processing facility.



THE MAIN ENVIRONMENTAL IMPACTS ATTRIBUTABLE TO THE PRODUCTION CYCLE OF TUNA AND MACKEREL PROCESSING AT THE TWO FACILITIES OF THE GROUP CONSIST OF:



ENERGY CONSUMPTION
(87,099 GJ)



EMISSIONS OF CO₂
(5,123 tonnes scope 1 and 2)



WASTE
(11,377 tonnes)



WATER CONSUMPTION
(282,246 m³)

4

**Transparency and
communication
about sustainability**



4.1

Transparency on the label of ASDOMAR products



The confidence that our customers have placed in us is the result of the transparency related to the information provided on the packaging of our products.

For this reason, ASDOMAR took up the cause of food labelling long before EU Regulation 1169/2011 on food labelling came into force, so that the general public and the institutions focused on the part of the rule regarding the removal of the obligation to list the production facility on the label, and contributing to the victory in the cross-party battle in defence of food transparency in Italy.



SHORT-TERM OBJECTIVES

- Continued support, as well, for the battle to list the facility on labels in Europe.



COMMUNICATION ABOUT PRODUCTS

In addition to the requirements of the law (nutritional information, ingredients, etc.), all packaging of ASDOMAR products list:

- SPECIES (common and scientific name)
- FISHING ZONE (ocean and FAO area)
- FISHING METHOD
- FoS CERTIFICATION

Tuna fillets packaged in glass jars carry a **manually placed** information label which lists the criteria adopted by ASDOMAR to ensure fishery sustainability.



COMPLIANCE WITH LAWS AND REGULATIONS

Over the course of 2015, once again **there was no instance of non-compliance** with regulations or voluntary codes concerning the impact on health and product safety throughout the life cycle, nor cases of non-compliance with regulations or voluntary codes concerning product information and labelling. Nor did the company receive any complaints regarding breaches of customer privacy or the loss of customer data. Moreover, **no fines and/or penalties** for noncompliance with laws and regulations concerning the provision and use of products were imposed.

TRACEABILITY: MONITORING BY GREENPEACE

In 2014, Greenpeace conducted the second survey on transparency of information related to food traceability on tuna packs in Italy. **ASDOMAR is the company that has made the greatest improvements to the dissemination of information to consumers, making it the only brand that enters the green band with all + marks in the evaluation rankings.** http://www.greenpeace.org/italy/Global/italy/file/2014/infografica_tonno_2014.pdf

THE SERVICE FOR TRACEABILITY

Since the beginning of 2016, the automated service has been available on the Internet site <http://storieinscatola.asdomar.it/>. This service makes it possible for all consumers to know, in real time, the traceability of the purchased product by entering the production lot code and the barcode printed on the packaging.

The tool allows consumers to learn, in real-time, about the fishing areas and methods, the production sites, the workers, the production process, and receive insights and detailed information.

To promote the discovery and use of this site, a contest was organised. Prizes of two weekends for two people in Sardinia and Portugal were on offer, encouraging consumers to tell the "final chapter" in the story about the ASDOMAR product, i.e. the part of the story from the purchase onwards.



4.2

Our Communication

In the communication to consumers, ASDOMAR has always focused on the company's values and on clarifying the key concepts related to a sustainable fishery, the concept of "made in", the support for the region and the fairness in dealing with people.

SHORT-TERM OBJECTIVES

- Creating a new advertising campaign aimed directly at the consumer and clarifies the concept of product sustainability.



La Qualità e il Rispetto

NELLA LAVORAZIONE

TELEVISION

ASDOMAR has chosen to focus its communication on the values inherent to the product, in line with the strategy of Quality and Compliance.

2015 was the year ASDOMAR 'set sail' for the first time on full-programming television channels.

Besides the "classic" advertising aired on LA7, in fact, the commercials were scheduled in the months with the highest concentration of sales (June, July and August) on RAI channels, as well.

This new communication strategy has resulted in TV planning that combined the quality and the characteristics of the audience of a network such as LA7, with the large numbers that a full-programming TV is able to reach. The outcome was successful and the Top of Mind recognition of the brand **increased from 5.9% in June (during the Pre-test) to 12% in July.**

The worker who put up the Italian flag in 2015 was the most remembered item, followed by the brand and then the packaging.

SOCIAL MEDIA CAMPAIGN

THE "MADE IN/MADE OUT OF ITALY"

was launched by ASDOMAR in 2015 on its social media channels to inform and encourage consumers and businesses to carry out concrete actions for Italy through their daily choices. The campaign was the liaison with the numerous video appointments with President Vito Gulli.

A press release was prepared for each topic and was then updated regularly throughout the year.

The social media campaign, which received **MORE THAN 160,000 VIEWS AND 6,000 INTERACTIONS INCLUDING COMMENTS AND REACTIONS**, was conveyed through an infographic divided into three themes:

- 1 transparency of #etichette
- 2 power of the #consumatore
- 3 paths of #rilocalizzazione delle imprese

#QUANTOCIVUOLE (as much as it takes)

In the summer of 2015, after the announcement in the media of the alarming data regarding the presence of plastics and other waste in the oceans and seas, ASDOMAR launched the campaign **#quantocivuoole**, a post which compared the time it took to throw out garbage and the time required for its degradation in the sea.



5



Food
safety

5.1

Quality and safety: the ASDOMAR policy



The constant focus on consumers' needs is the basis of our company policy, inspired by maximum transparency and excellence in the quality, safety and sustainability of our products.

The quality of the finished product is also guaranteed through the attention to care with which the organoleptic and food safety tests are carried out.

The ASDOMAR brand product guarantee is also extended due to the fact that all processing stages of round tuna and mackerel are performed in the same facility.

FOOD SAFETY CERTIFICATIONS

The food safety management system implemented by ASDOMAR at the facilities of Olbia and Vila do Conde has been certified for several years according to internationally recognised standards:



THE INTERNATIONAL FOOD STANDARD (IFS) created by the French and German food retailers.



THE BRITISH RETAIL CONSORTIUM (BRC), a voluntary standard developed by the consortium of British retailers to ensure food quality and safety.



The facility in Olbia also received **THE HACCP (HAZARD ANALYSIS AND CRITICAL CONTROL POINTS) CERTIFICATION** in compliance with UNI 10854.

5.2

A laboratory of excellence

The facility in Olbia is equipped with its own laboratory, accredited by Accredia* as and external body for analysis on the food safety of tuna (mercury, TVB-N, histamine) and oil.

The analyses performed by the laboratory of Olbia have official status at the international level and allow access to foreign markets without having to undergo additional tests.

This ensures ASDOMAR, compared to its competitors, has a higher sampling and analysis frequency on the incoming raw material, during production and on the finished product.

THE TESTS ON TUNA



ON AVERAGE, 210 TESTS ON FOOD SAFETY OF TUNA

- HISTAMINE, MERCURY, AND VOLATILE BASIC NITROGEN (TVB-N)
- ARE PERFORMED EVERY DAY AT THE FACILITY IN OLBIA.



MOREOVER, EVERY YEAR **1100 TESTS ARE PERFORMED ON OIL QUALITY AND SAFETY**, WITH THE AID OF SOPHISTICATED EQUIPMENT SUCH AS THE ULTRA HPLC.

IN 2015 ALSO 360 CENTESIMAL ANALYSES WERE PERFORMED ON FISHMEAL USED FOR ANIMAL HUSBANDRY.



IN 2015
THERE WERE ALSO NO CASES OF NONCOMPLIANCE WITH LAWS AND REGULATIONS ON FOOD SAFETY OF MARKETED PRODUCTS.

QUALITY ANALYSES ARE ALSO CARRIED OUT, INCLUDING:



SENSORY EVALUATION

ON THE WHOLE FISH RAW MATERIAL, THROUGH A FIRST "COOKING TEST" AND ON THE FINISHED PRODUCT.



FREE WATER TESTS AND THERMOSTATIC STABILITY TESTS



PRESENTATION OF THE PRODUCT



LEVELS OF CHLORIDES (SALT)



NET WEIGHT AND DRAINED WEIGHT



CENTESIMAL ANALYSIS
(MOISTURE, ASH, TOTAL LIPIDS AND PROTEINS)

* http://www.accredia.it/accredia_labsearch.jsp?ID_LINK=293&area=7&dipartimento=L_S&desc=Laboratori&numeroaccr=1326

5.2

A laboratory of excellence

The ASDOMAR lab was found to be among the best international labs within ring challenges that certify the technical competence in performing analyses on histamine and mercury on raw fish.

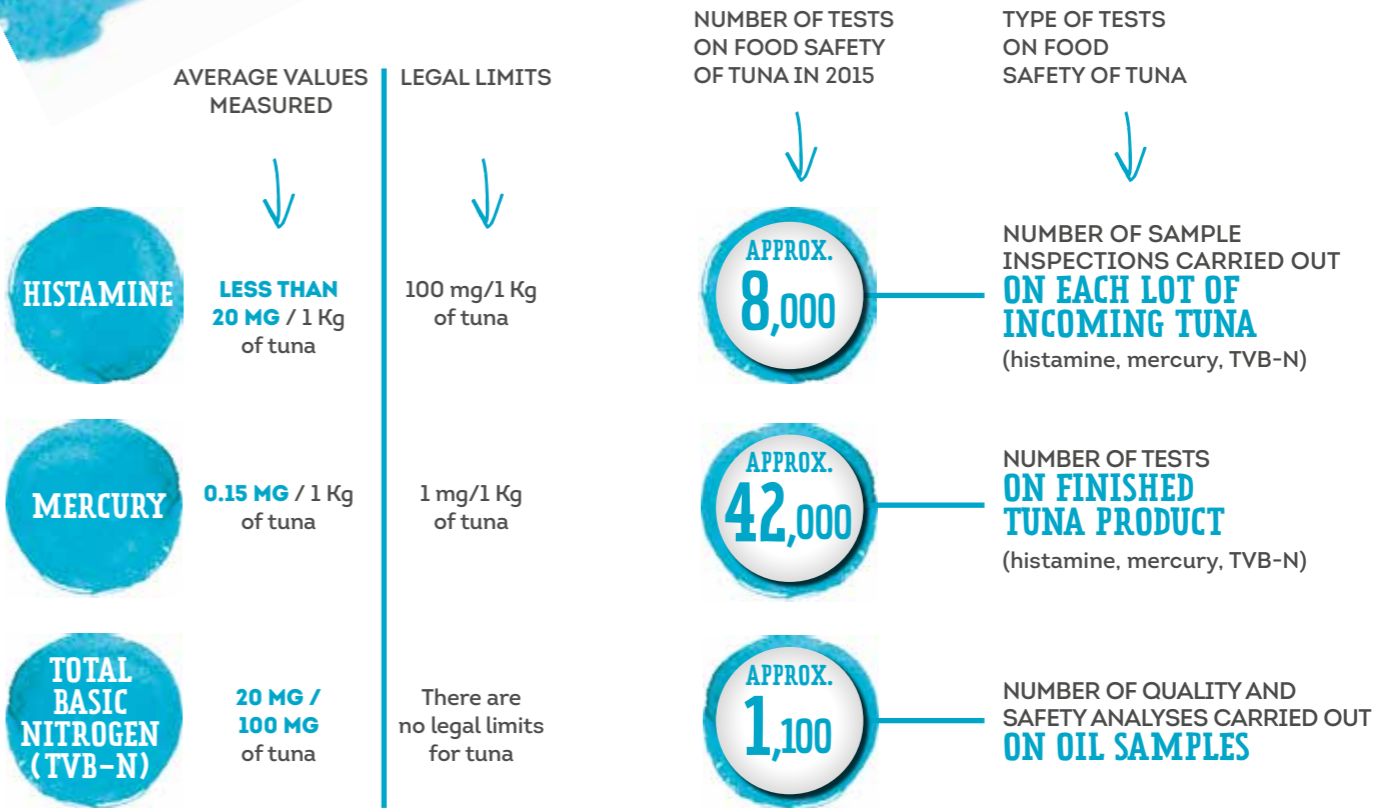


MACKEREL AND SALMON

SPOT CHECKS ON MACKEREL AND SALMON CONCERNING THE LEVEL OF HISTAMINE, VOLATILE BASIC NITROGEN (TVB-N) AND MERCURY ARE ALSO PERFORMED IN PORTUGAL.

HEAVY METAL LEVELS ARE TESTED BY AN INDEPENDENT LAB ON SAMPLES TAKEN FROM INCOMING BATCHES OF FISH FROM DIFFERENT AREAS OF ORIGIN AT DIFFERENT TIMES OF THE YEAR, FROZEN AND STORED FOR ANALYSIS.

HEAVY METAL LEVELS IN TUNA AND SALMON ARE NEGLIGIBLE GIVEN THE SIZE AND THE DIFFERENT POSITION THEY HAVE IN THE FOOD CHAIN.



The dialogue with stakeholders

Concrete facts and actions taken in respect of all the stakeholders that revolve around the company: the concepts of quality and compliance which guide the strategy of ASDOMAR materialise from this process.

“The dialogue with its stakeholders is for ASDOMAR a way to improve and seize on new trends and the needs and expectations of its stakeholders.”



THE INSTITUTIONS

ASDOMAR met the President of the region of Sardinia to present the new management and to confirm **its desire to remain in the region of Sardinia and also promote Sardinia** through the growth of local satellite industries.

Company management joins the Councillor for Industry and the Councillor for Agriculture on their visit to the Olbia facility to illustrate the logistics project designed to increase the storage capacity of tuna using a large refrigerated room that will be SA8000 certified and operational starting from 2017-18, to ensure better business continuity and greater flexibility in production. During the visit the feasibility study of the supply of biogas from the Olbia municipal landfill was also discussed.



THE RELATIONSHIP WITH LARGE RETAILERS

In 2015 President Vito Gulli led a series of workshops to demonstrate **sustainability in the canned fish industry to leading large retailers**. The meetings were attended by representatives of the sales, quality, legal and purchasing departments. The aim of the meetings was to inform and raise awareness in bodies which can play a leading role in the diffusion of sustainability in the food industry. The meetings were also an opportunity to discuss possible initiatives and partnerships in this area.



UNIVERSITIES

Final year students of the University of Sassari attended a 4-day training course provided by the Director of ASDOMAR's accredited internal laboratory. The personnel in charge of the facility's accredited internal laboratory, through classroom lessons and tests in the factory, have communicated to the students the main concepts related to **the procedures and techniques for food safety in food processing** and showed the **food safety management systems** implemented by ASDOMAR in accordance with international standards HACCP, IFS, BRC.



La Qualità e il Rispetto.

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