



FRUIT FOR PASSION



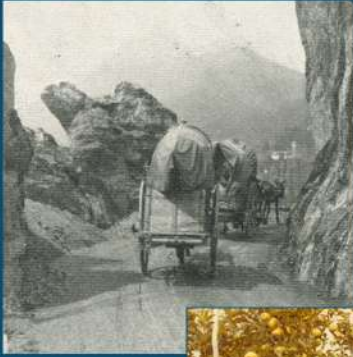
## CASCINA BLU

We are a Piedmontese farm specialized in the production of blueberries. Our company was born recently but with a long tradition concerning fruit. We are producers who pay great attention to the quality of their fruit.

For us it is essential to keep the entire production chain under control, from cultivation, to processing, to packaging till the promotion and marketing of our products.

We want to deserve trust of our customers day by day proposing organic fruit of the highest quality and paying great attention to the details. This is another reason why we are constantly looking for innovations and technologies that can help us produce good fruit while respecting nature.

In our vision appearance and aesthetics are aspects that must obligatorily incorporate quality and goodness. This is what we do every day moved by our greatest strength: passion.



1920



1973



2018

## ROOTS AND FAR OFF ORIGINS

Our roots sink at the beginning of the last century when Giuseppe began his activity as a fruit merchant bringing its products in all the markets of Lanzo and Viù valleys, on the Alps near Turin.

In the years to come, his son Bernardo, continues the activity of his father until the '60s, when he decided to move and becoming a fruit producer in Veneto. His son, Roberto, did not follow his father's footsteps and took other paths as well as Alberto, Bernardo's nephew. But the call of origins and the passion for fruit were too strong.

In 2018 Alberto decided to dedicate to agriculture abandoning architecture. He founded Cascina Blu and begins production of blueberries, dragging in also his father Roberto. We have inherited the passion that binds us to fruit and, today, we try to bring it to a higher level always with the same passion.



## CASCINA BLU QUICK FACTS



The farm, to date, cultivates 22,000 m<sup>2</sup> of flat land in an area with an agricultural vocation.



We use modern agricultural vehicles to reduce emissions of pollutants into the atmosphere as well as guaranteeing greater efficiency.



We have 6,400 blueberry plants , *vaccinum corimbosum*, in 6 prevalent varieties to guarantee a scalar production and excellent quality.



For our plants we use only fertilizers allowed in organic farming and distribute them together with irrigation water to fertilize only where and how much is needed.



We use underground water and by using an advanced micro irrigation system we reduce consumption of water. We also guarantee to the plants the right amount of water without any waste



The farm is close to the cultivated fields and our products, from fields to warehouses, have to travel very little.

# CHARACTERISTICS OF OUR BLUEBERRIES

## Variety

All belonging to the *vaccinium corimbosum* are of 6 different varieties, strictly not genetically modified. They come from the best nurseries in the Netherlands and Italy.

## Harvesting period

It takes place at the right moment of maturation with the evaluation of a specific index. Usually between the beginning of June and the end of July.

## Our soil

Medium mixture characterized by a pH 4.6, perfect for the growth of blueberries.

## Harvesting method

It is done strictly by hand, one blueberry at a time, without the aid of machinery or tools. Preservation of fresh product in controlled atmosphere cold rooms.

## Growing conditions

Annual pruning, performed by hand, in winter. Treatments and plant protection as determined by severe biological certification protocol.



## TRADITION AND INNOVATION

Our roots push us to use traditions but we try every day to bring our farm and our agriculture at a higher level. Because of this we use the best technologies available today and we are developing a production management and control system to optimize costs but also consumption. This because we want to produce more sustainable blueberries and be able to provide the final consumer a series of information about the product that is to savor. This is for us, the way to produce good fruit. All this with the passion that has always guided us in our work.







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