



# Organic growth

A company that offers products with consistent, high quality is bound to win, and that is precisely the situation for Sipo SRL. Providing services such as marketing, packaging, distribution and logistics for the produce industry in addition to its own production, the firm from Bellaria Igea Marina near Rimini, Italy, has been writing its success story for nearly 50 years.

*illustrazione 2*



*Sipo's core business is the production and sale of leaf lettuces*

Sipo began as an agricultural business founded by Dario Ceccarini, grandfather of today's managing director, Massimiliano Ceccarini. Then in 1964, Dario Ceccarini's son Orazio transformed the operation from pure production to include sales. It was then that the company took on the name Sipo.

## Growing and flourishing

The 1970s was a decade of growth, with Sipo selling to supermarket chains in Italy. 1985 saw the introduction of the IV. Gamma range: an assortment of ready-to-use foods, such as washed and cut salads. Sipo was a pioneer in Italy with this product pallet. Over the years, the organic-certified company has made leaf lettuces, both fresh and ready-to-eat,

partnerships. "We have strong relations with our suppliers," explains Mr. Ceccarini, managing director. "They have the necessary know-how and production technology for both of us to succeed." Sipo produces its own label called

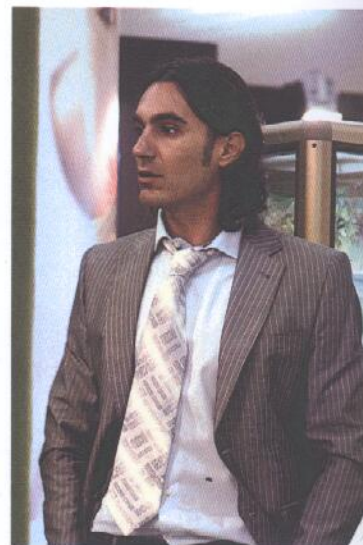
Sapori del mio orto, meaning 'flavour from my garden,' as well as for the private label Almaverde Bio, the leading Italian brand for organic produce. One of Sipo's latest innovations is a line of ready-to-use mushrooms. "This is such an innovation because mushrooms are difficult to process," says the managing direc-

tor. "They are very fragile, making this a niche product with a high market value." In the meantime Sipo is a holding company with six employees responsible for distribution. A staff of 70 work for subsidiary N.I.C.O., a cooperative that produces for Sipo Earning eight million EUR in 2010, Sipo exports less than 4% of its product, with the Baltic States, France, Spain and Germany being its main export countries.

**"Our partners have the necessary know-how and production technology for both of us to succeed."**

## Reaching its customers

Sipo's main customers are the major supermarket chains in Italy, though the company hopes to expand into the catering industry in the near fu-



*Massimiliano Ceccarini, managing director*

*illustrazione 1*

ture. Trade fairs afford the company the opportunity to make new contacts and enter partnerships with wholesalers and direct distributors. Sipo is an exhibitor at the Macfruit in Cesena, the most important fair in Italy for fruits and vegetables, and it visits the Fruit Logistic in Berlin. Mr. Ceccarini sees Sipo's future in export. "The development of the European market will make internationalisation increasingly important," he says. "SMEs like Sipo will have to enter partnerships to stay competitive and have a stronger presence on the market. We would like to expand our export activities for all our products and hope to bring a few new ones to the market." ■



*Sapori del mio orto ready-to-use salads were groundbreaking in Italy*

## Contact

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