



Clesia.it



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We offer to our **customers producers** the best
raw materials and services for the production,

To our **consumers** simple products at a
competitive price.

We always seek innovation

BEEKEEPING AND SAFFRON

OUR MISSION

Founders



GIADA PAPUCCI

CEO & PRODUCTION

SPECIALIST

15+ years experience in Farm Management

Agriculture Business Management

Apiculture Specialist

Queen Bee / Swarm Production Specialist

Saffron Production Consultant



GAETANO DE FELICE

GENERAL AND PROJECT

MANAGEMENT

Master's Degree in Management Engineering

Master in Project Management - London

Master in Finance and Strategy – Rome

10+ years experience in Entrepreneurship

Project Manager and EU Grant Opportunity

Management Consultant

Who We Are

BORN FROM A PASSION

Born in 2010

The two Founders **Giada Papucci** (Expert farmer) and **Gaetano De Felice** (managing engineer) have studied the opportunities and the innovative cultivations on which to build a company exploiting the Know-how over time.

2010: First Saffron Production

2014: Professional selling of Corms and Saffron in Italy

2015: Beekeeping Production Started

2016: Organic Company certified

2017: 200+ Customers in Italy for Corms. Our Production are sold in Germany, Emirate Arabian. Introduction of Scrum and lean production

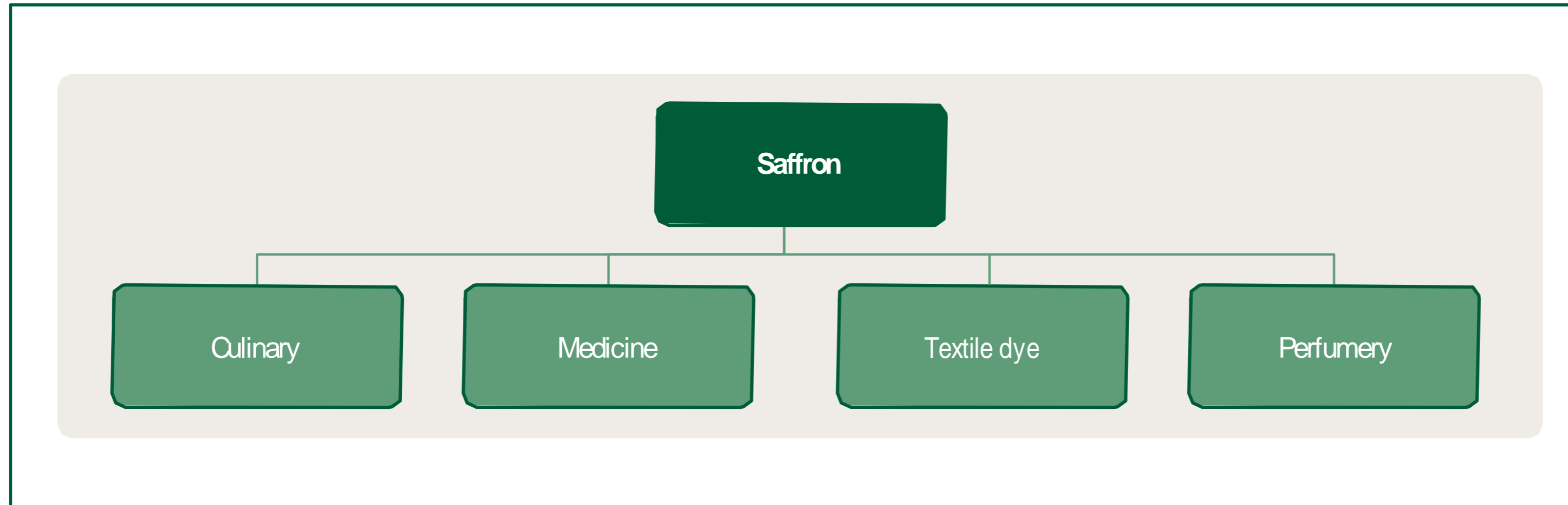
2018: 700+ Customers in Italy for Corms. Queen Bee Production Started

2019: 100+ Customers In Italy. Forecasts 2000kg Bulbs in Italy and 3000+ Queens bee in Italy.



Business in Saffron

THE VERSATILE QUEEN OF SPICES: SAFFRON PRODUCT MAP



Food industry: Saffron enjoys a coveted and highly valued status in the culinary world. It is widely used as a seasoning in European/Mediterranean, Middle Eastern, North African and Asian cuisines. Saffron is used as an herb and a spice as well as a flavouring ingredient. It is also increasingly used as an alternative to chemical additives, especially in western markets.

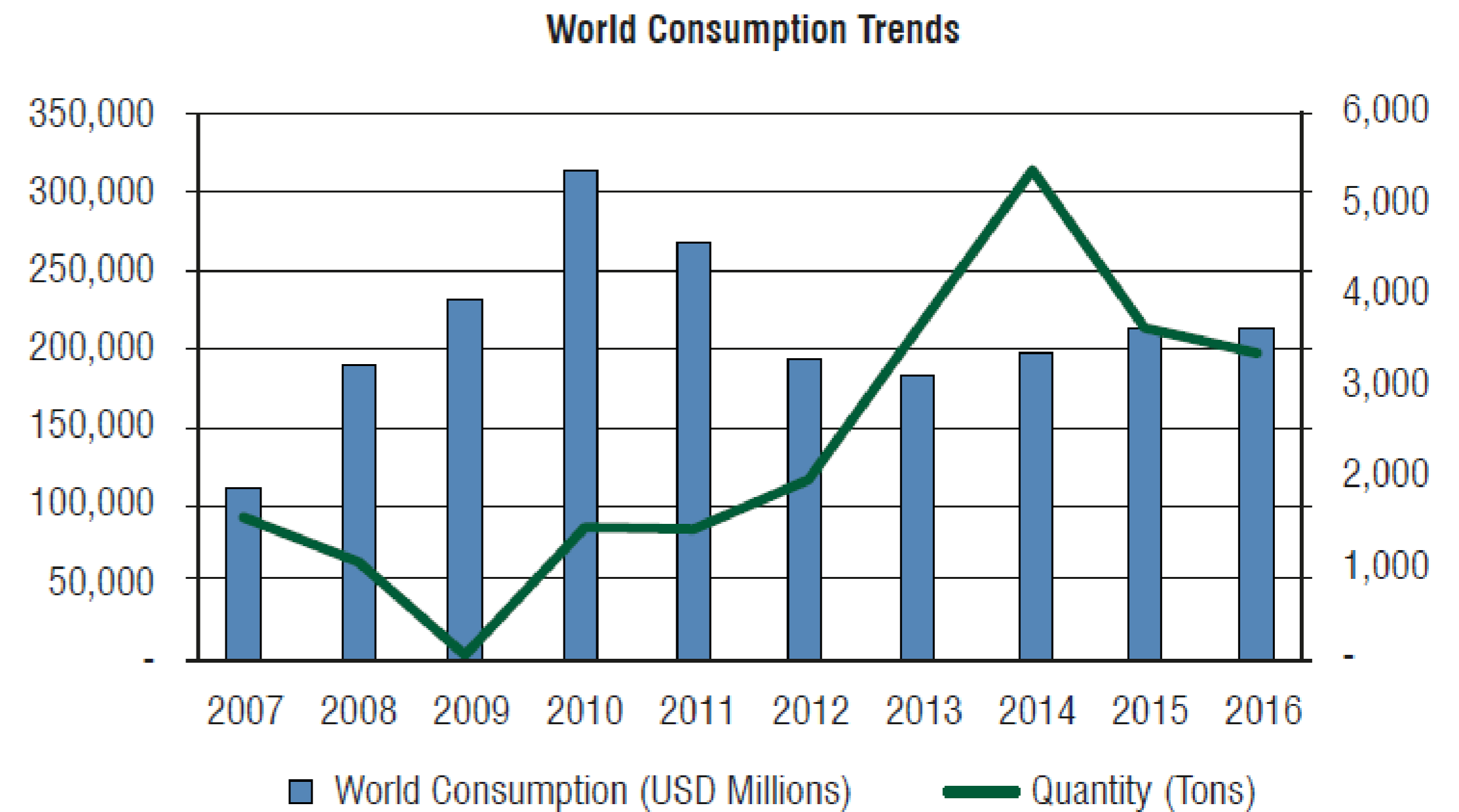
Medicine: Saffron has been used in traditional medicine in Persia, Egypt and Europe for millenniums. In the age of modern medicine, pharmaceutical firms are researching the potential of saffron as a health supplement. A recent United Nations Industrial Development Organization (UNIDO) report summarizes the medicinal benefits of saffron as follows:

Textile dye: Saffron is used as a fabric dye, primarily in Asian countries such as India and China. Although not particularly cost-effective or stable (with colours fluctuating over time), the popularity of saffron as a dye stems from the status it conveys, a trait that endures to the present day.

Perfumery: The attractive quality of saffron's complex aroma has also been recognized by the perfumery world, although this is not a significant market segment yet.

Business in Saffron

THE TRENDS POORTUNITY



- Global imports of saffron grew 7 % annually between 2012 and 2016, indicating that the industry has long-term sustainable growth potential. Most of the current leading importers in Europe appear enthusiastic about importing ever-greater quantities of saffron for the demonstrated profits generated from re-exports.
- Turkey, the United Arab Emirates (UAE) and Hong Kong (China) have also recognized the profit potential of saffron processing and re-export and are increasing their import volumes accordingly.
- In South Asia, strong growth in saffron demand is coming from the fourth-largest saffron importer, India. India's explosive economic growth has made saffron accessible for an ever-increasing number of middle- and high-income households.
- Other fast-growing economies such as Argentina, Saudi Arabia, Kuwait and China have contributed to the increased worldwide demand for saffron.

Fast-paced growth in the global south has meant more saffron in more kitchens in more countries, with the trend likely to continue.

Business in Saffron

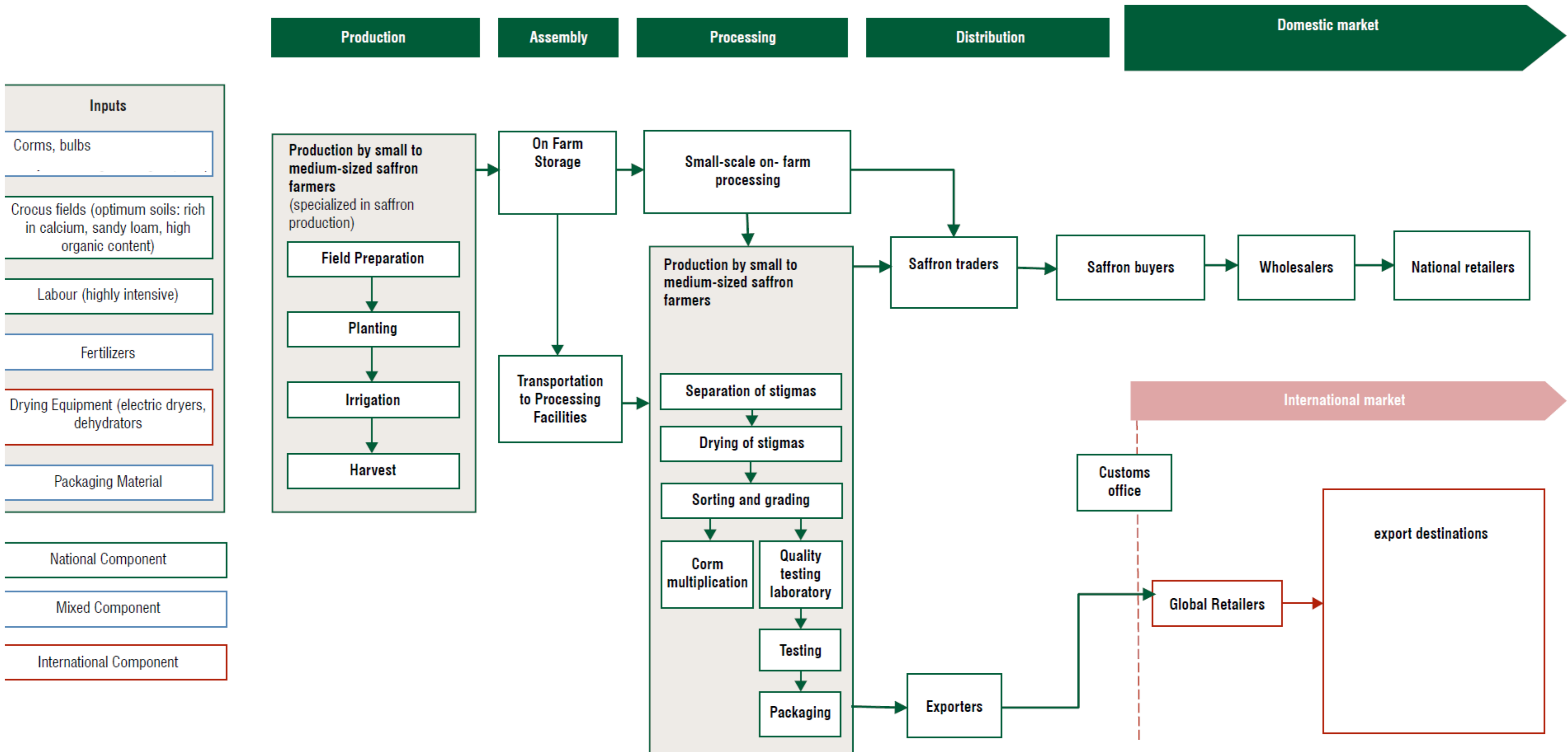
PACKAGE IS IMPORTANT



Branding and distribution channels strongly controlled by Italy and Spain, while Republic of Iran is the biggest producer in the world.

The main value of the world's saffron harvest is captured by re-exporters such as Spain, France and Italy, which have sophisticated, well-established packaging methods and distribution channels. The latter applies as well to the Islamic Republic of Iran, which maintains well-established trade networks. For emerging producer nations, it remains a challenge finding a niche in the market independent of the existing distribution channels controlled by re-exporters.

Business in Saffron VALUE CHAIN

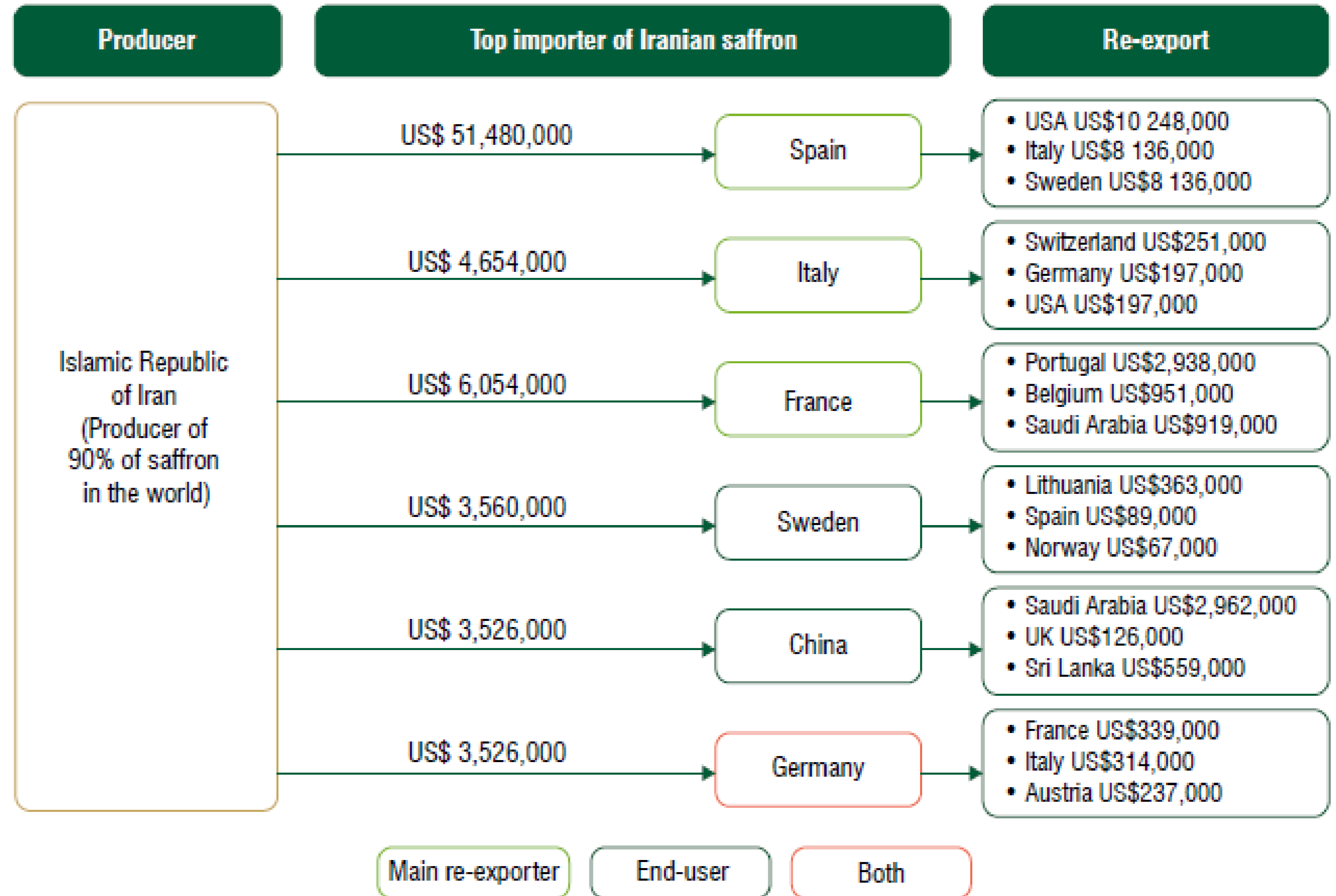


2 STRATEGIES

SHORT-TERM :
 COMPETE ON QUALITY AND CULTIVATE RELATIONSHIPS WITH LEADING IMPORTERS, ESPECIALLY, IN THE EU AND MIDDLE EAST AND LOCAL DISTRIBUTION

LONG-TERM :
 CAPITALIZE ON ESTABLISHED BRAND AND ADVANCE UP THE VALUE CHAIN

WHERE THE MARKET IS (2016)



You Don't Sell Saffron



BUCATINI
(SPAGHETTI)
TOMATOES
SAUSAGE
SAFFRON

People buy your Value

Tips to sell INDIA

DIFFERENT MARKET, DIFFERENT STRATE

Strategy for the Indian market:

- **Increase production volumes** to allow for stable, bulk shipments of saffron to India.
- **Improve packaging standards** to further enhance the reputation of your saffron among Indian wholesalers and retailers.
- **Enhance legal business relationships** between your country sellers and Indian buyers to counter the allure of smuggling (considering the interest of both parties in avoiding the 35% tariff).

Why India:

Population growth, increased urbanization and higher household incomes have driven the growth of saffron consumption in India. While India has the largest area under saffron cultivation after the Islamic Republic of Iran, it is insufficient to meet this growing demand. As a result, saffron imports to India have risen 23 % annually over the past five years.

Tips to sell EUROPE

DIFFERENT MARKET, DIFFERENT STRATE

Strategy for the European market:

- **Certification:** High Recommended Organic certification.
- **Marketing and story telling:** People want to know what is your value and characteristics of the product.
- **Attractive Packaging and Communication mix:** People used to understand what buy and want to find you immediately in store on line. They are sensitive to attractive labeling.
- **Use the network of re-exporters :** Link with retail distribution networks through a branded chain retailer network.

Target market	Market segment	Distribution channel
France	Re-exporters, wholesalers, saffron processors	Wholesalers, retailers, resellers
Germany	Supermarkets, shops/pharmacies, Internet	Wholesalers, retailers
Spain	Re-exporters, wholesalers, saffron processors	Wholesalers, retailers, resellers
Italy	Re-exporters, wholesalers, saffron processors	Wholesalers, retailers, resellers

Why Europe:

The European market **provides the best short-term opportunities** for market diversification. The region saw growth in saffron imports of 7 % annually between 2012 and 2016

European markets also act as **re-exporters for prestige quality** from all over the world. Therefore, re-exporters with a strong network serve as important export destinations, as they have high interest in high-quality saffron

Saffron is mainly **distributed to European households** through supermarkets, and to industries through wholesalers and re-exporters. Besides the classical distribution channels, **online supply has started to emerge**

Saffron is widely used for consumption but also as a **fragrance or dye, and in medicine**. Its health benefits and unique flavor are widely known in Europe

Notes About Europe

LEGAL REQUIREMENTS IN EUROPE AND EACH COUNTRY

Requirements for saffron in the EU market :

Legal requirements – “musts”:

- **Food safety** : Full compliance with European laws regarding safe food production (EC Regulation No. 852/2004), in particular : »»Hazard Analysis and Critical Control Points and hygienic measures
- **Traceability** from farmer to final packing ready for export
- **Compliance** of packaging materials to EU laws.
- **Meet legal EU requirements mentioned in the QMD** Quality Minimal Document of the European Spice Association.
- **Regulations to meet** : Association, General Food Law Regulation EU 178/2004, Microbiological Criteria for Foodstuffs Regulation 20783/2005, Traceability Regulation EU No. 178/2004, and Regulation 1169/2011 on Labelling and Allergens.
- **Meet strict EU labelling requirements** by developing delivery of adequately packaged saffron, or consider entry into the EU market with unpackaged products and leave packaging to the destination market in

Tips to sell USA

DIFFERENT MARKET, DIFFERENT STRATE

Strategy and requirements for the United States market

- **Produce a logo or emblem** to distinguish your saffron in the United States market.
- f* **Meet preferences of United States importers**, whether this entails shipments in bulk, packaging or retail-ready packaging.
- f* **Registration with the United States Food and Drug Administration**, with a designated agent closely coordinating with Administration regulators on SPS, health and quality compliance issues.
- f* **Meet key standards** and regulations for food safety.
- f* **Meet regulations issued** by the United States Food and Drug Administration, Department of Agriculture and Environmental Protection Agency.
- f* **Obtain certification** for quality standards.
- f* **Strengthen** production and marketing of organic saffron.

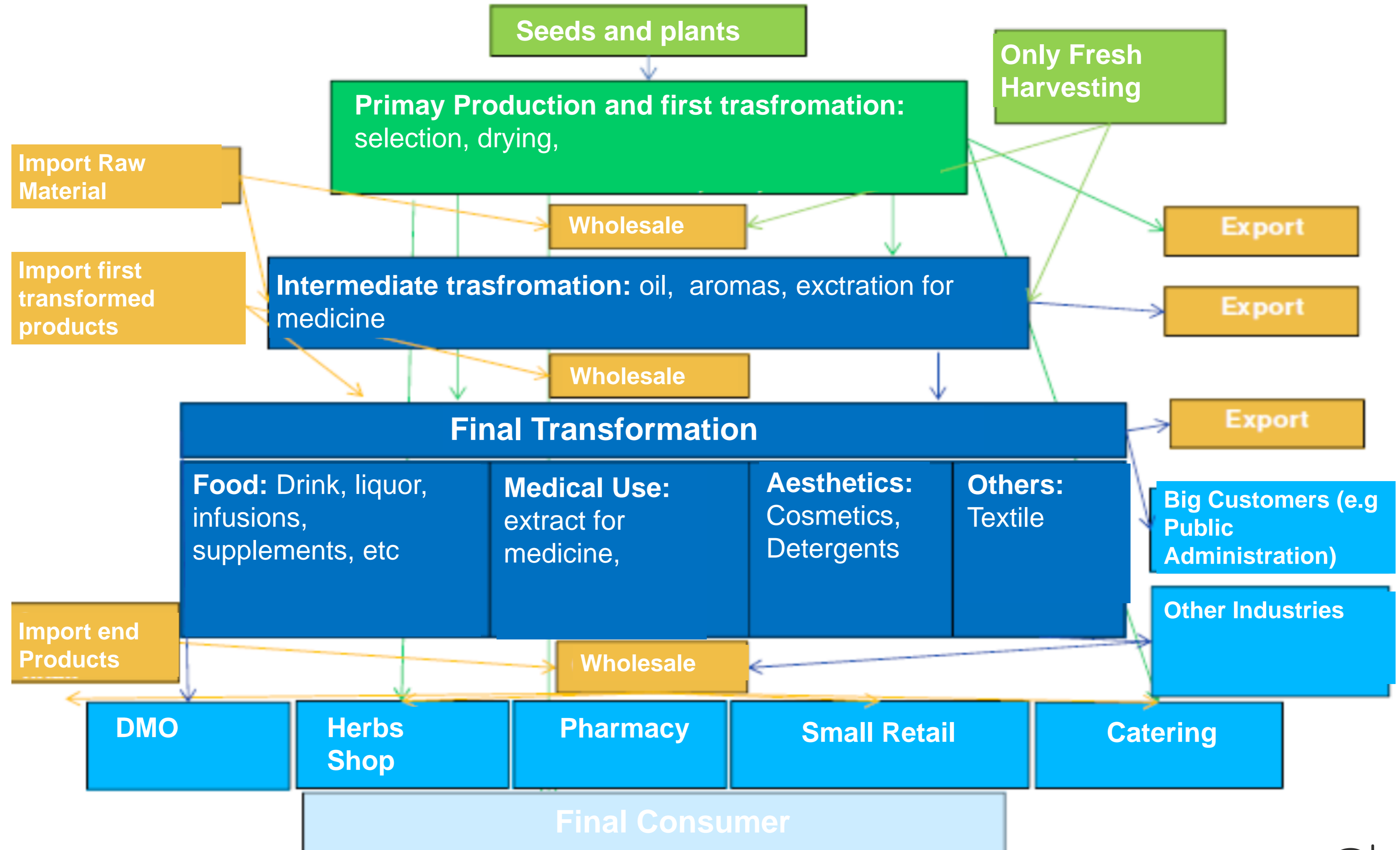
Why Usa:

- The majority of saffron **exported** to the United States is **distributed** to supermarkets and industrial clients through wholesalers.
- **Besides traditional distribution** channels, online sales platforms have emerged as another popular means to purchase Afghan saffron.
- The United States market is increasingly interested in **organic products**

Target market	Market segment	Distribution channel
United States	Supermarkets, shops/pharmacies, Internet	Wholesalers, retailers

Follow the chain

EACH CHAIN RING HAS A MARKET




What We Do

OUR BUSINESS EXPERIENCES

We diversified the market

We product and sell

- **Raw materials** for producers as Corms, swarms, queen bees, dedicated to market at the begin of supply chain
- **Food Products** dedicated to end user.
- Certification and Packaging
- **Research and Development.** We are improving our processes and studying better techniques for producing (queenbee and corms)



**Cultivated by us
Chosen by our bees**

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