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 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.
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.
Index
Video of our company with subtitle (3 minutes)
1- Different technique of cultivation in parts of Italy from South to North. (7 minutes)
2- Our Cultivation (5 minutes)
3- Q&A
Our Company Presentation

https://youtu.be/Z7vfFwUgizk
Production in Italy

The Italian climatic characteristics affect the cultivation technique. The main factors to keep under control are the humidity due to the amount of rain and the type of soil. This is necessary to reduce the risk of rottenness and disease and the well growth of corms.
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<td>Green Fertilisation</td>
<td>Corms Diseases Control</td>
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<td>Corms Harvesting /Selection</td>
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**Production in Italy**

**HOW WE CULTIVATE CORMS**

The technique adopted throughout Italy is the "a prode" technique.

*In loamy soils we tend to make "Prode" smaller because the soil must be worked several times between the rows to facilitate oxygenation.*

The planting has an average depth of 15 cm in the annual and higher cycles in the multi-year cycles (up to 20 cm).

On the row a distance of 4-5 cm is maintained (always in relation to the dimensions of the bulbs and the type of implant).

Many plant techniques exist.

Mainly they are based on the creation of parallel rows interspersed with corridors for harvesting or less large depending on the climatic and soil characteristics.

- milling measurements refers the width of the processing means. We recommend not to exceed 80-100 cm in width
- The height of the "Prode" can range from a minimum of 0 cm to a maximum difference in height of 60-70 cm. It depends on the water supply of the ground
- Usually the implant has an average depth of 15 cm in the annual and higher cycles in the multi-year cycles. But it often depends on the equipment and the productivity requirements and the goal of the farmer
Advantages:
• Excellent drainage and water control
• Excellent weed control
• Low disease spread
• Better performance and low competition bulbs
• Easy extraction of bulbs
• Easy working for small vehicles

Disadvantages:
• Low density of plant <20 bulbs / square meters
• Increased of vehicles
• High fertilization needs
• Slow picking of flowers

Notes
• It is an excellent system for multi-year cultivations
• Perfect for the Corms production
Production in Italy

Advantages:
• Excellent drainage and water control
• Good weed control in the Interfile
• Low disease propagation
• Good bulb yield
• Easy to extract and plant the bulbs with a means of adequate width
• Excellent Flower collection Efficiency

Disadvantages:
• Low plant density < 30 bulbs/MQ
• If you lose weed control it becomes difficult to retrieve the field
• Needs manpower in weeding
• Fair fertilization compared to the needs
• Slow collection

Notes
• It is an excellent system for multi-year cultivations
• Perfect for the Corms production
Production in Italy

CULTIVATION

The height of the brave increases as you go to the north.
The rainfall of the place is taken in consideration.
In general it is planted with a vertical drop of 45-50 cm in the north and 10 cm in the south.

L’altezza delle prode aumenta man mano che si va verso nord.
Si tiene conto anche della piuosita del luogo.
In generale si pianta con un dislivello di 45-50 cm al nord e 10 cm al sud.

Planting Video 2:00mins
https://www.youtube.com/watch?v=PHBnrCa-IJQ
Production in Italy

HOW WE WORK

Between the end of October and the end of November. The epoch and flowering production is very variable in relation to several factors:
The thermo-pluviometric trend; Age of planting;
The origin and size of the bulbs.

1. **Moderate rainfall** in late summer or early autumn encourages early flowering;
2. **Frost, snow** hinder the flowering, which can be prolonged by many days compared to the average duration (which can be estimated at about 20 days).
3. **During the time of the harvest** a period is observed where
   1. More intense and concentrated is the production of flowers. In fact, it can be said that the graphic pattern of flowering is certainly Gaussian, and therefore the harvest begins and continues respectively before and well beyond this period.
   2. **In This period you need a high manpower.**
3. **Even the age of planting has its influence on flowering:** generally the more you delays the planting of the bulb-tubers, the more retarded is the harvesting of flower. Therefore in environments where autumn is very cold, it is preferable to anticipate the installation of the Saffron Planting (mid-August)
Production in Italy

OUR EXPERIENCE AND WHAT WE SAW

• Dimensions and origins of bulb-tubers: larger dimensions are early in the flowering, while it has been noticed, from a comparison between bulbs coming from cold and warm environments, the delay of cold bulbs occurs in warmer soils.

• Bulbs of different origin: have a much lower yield (up to <40%) of bulbs grown in the same micro zone.

1. The flowers are harvested in the early hours of the morning before the flower opens due to the action of the sun:

2. The closed-flower collection is quicker, it allows more easily to proceed with the subsequent operation of separating of stigma tepals and stamens and ensures greater resistance to degenerative processes of the flower organs.

3. The collection of flowers and the separation of the stigma from the flower is a delicate process and time-consuming operation.
   1000 flowers require 45-55 minutes and another 100-130 for the cleaning.

Separating Video (4min During explanation)  https://www.youtube.com/watch?v=Xi7PPUY8dxk

• Dimensioni e provenienze dei bulbo-tuberi: dimensioni maggiori sono precoci nell’antesi, mentre si è notato, da un confronto tra bulbi provenienti da ambienti freddi e caldi si verifica, il ritardo di bulbi freddi in terreni più caldi.

• Bulbi di provenienza diversa hanno un rendimento molto più basso (fino a <40%) di bulbi coltivati nella stessa microzona.

La raccolta dei fiori viene effettuata alle prime ore del mattino prima che il fiore si apra per effetto dell’azione del sole:

La raccolta a fiore chiuso è più rapida, consente più agevolmente di procedere alla successiva operazione di “mondatura” dello stigma dai tepali e stami e assicura una maggiore resistenza nei confronti dei processi degenerativi degli organi fiorali. La raccolta dei fiori e la separazione dello stigma dal fiore è un’operazione delicata che richiede tempo.
1000 fiori richiedono 45-55 minuti e altri 100-130 per la mondatura.
Production in Italy

PERFORMANCE

- As for the production of flowers, each bulb-tuber with a diameter of more than 2.5 cm can produce up to 5 flowers;
- flower production depends on numerous factors
- Generally, from one hectare of saffron, 4-5 t of fresh flowers are collected, from which 50 kg of stigmas to be dried are obtained.
- The maximum yield is in the first and second year (second and third flowering); from the third year the yield begins to decrease.
- The harvest of dry saffron can range from 1.5 to 15.0 kg / ha, depending on the seeding density, the plantation age and the climatic conditions during the harvest season

- Per quanto riguarda la produzione fiorale, ogni bulbo-tubero di diametro superiore ai 2,5 cm può produrre fino a 5 fiori;
- la produzione fiorale dipende da numerosissimi fattori
- Generalmente, da un ettaro di zafferaneto si raccogliono 4-5 t di fiori freschi, da cui si ricavano 50 kg di stigmi da essiccare.
- La resa massima si ha nel primo e nel secondo anno (ossia la seconda e la terza fioritura); a partire dal terzo anno la resa comincia a diminuire.
- Il raccolto dello zafferano secco può variare da 1,5 a 15,0 kg/ettaro, in base alla densità di semina, all’età della plantagione ed alle condizioni climatiche durante la stagione del raccolto
Production in Italy

May - Aug

Aug - Sep

Sep

Sep - Oct

Oct - Nov

Oct - Nov

Oct - Nov

Oct - Nov
Determines the quality of the final product. Once the stigmas are dried, they lose more than 80% of their initial weight. It can take place in 2 ways,

- **Natural** is typical of warm areas such as the Middle East and Northern Africa. The stigmas are placed on linen sheets and exposed to the open air left to dry under the sun.

- **Artificial** typical of Italy and the Mediterranean countries is made using heat sources created by man such as fire, gas ovens, electric resistance ovens, wood-fired ovens, embers, or temperature controlled ventilated dryers.
• In the artificial process it is very important to keep a temperature that is always controlled, not excessive, in order to avoid burning the stigmas.
• The dried stigmas are placed in a sieve and placed near the embers, mixing several times for a uniform drying.
• In gas or resistance ovens, the stigmas are placed on grids with a fan-assisted oven and with the door slightly open to let the moisture escape.
• With temperature-controlled dryers, the stigmas are distributed on looms and dried at controlled temperatures.
Production in Italy

DRYING

- At the end of the saffron drying must be less than 10% of its initial weight. If the humidity is too high it can cause mold formation during storage. The dried saffron is highly hygroscopic (being in contact with the air it absorbs humidity), so it is a good idea to keep it in glass jars with an airtight seal without rubber gaskets which could infuse bad smells. The jars are stored in dry places and in the dark avoiding contact with light.
- Saffron is divided into small batches so that you do not lose all the production in case of problems.
Cultivated by us
Chosen by our bees

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