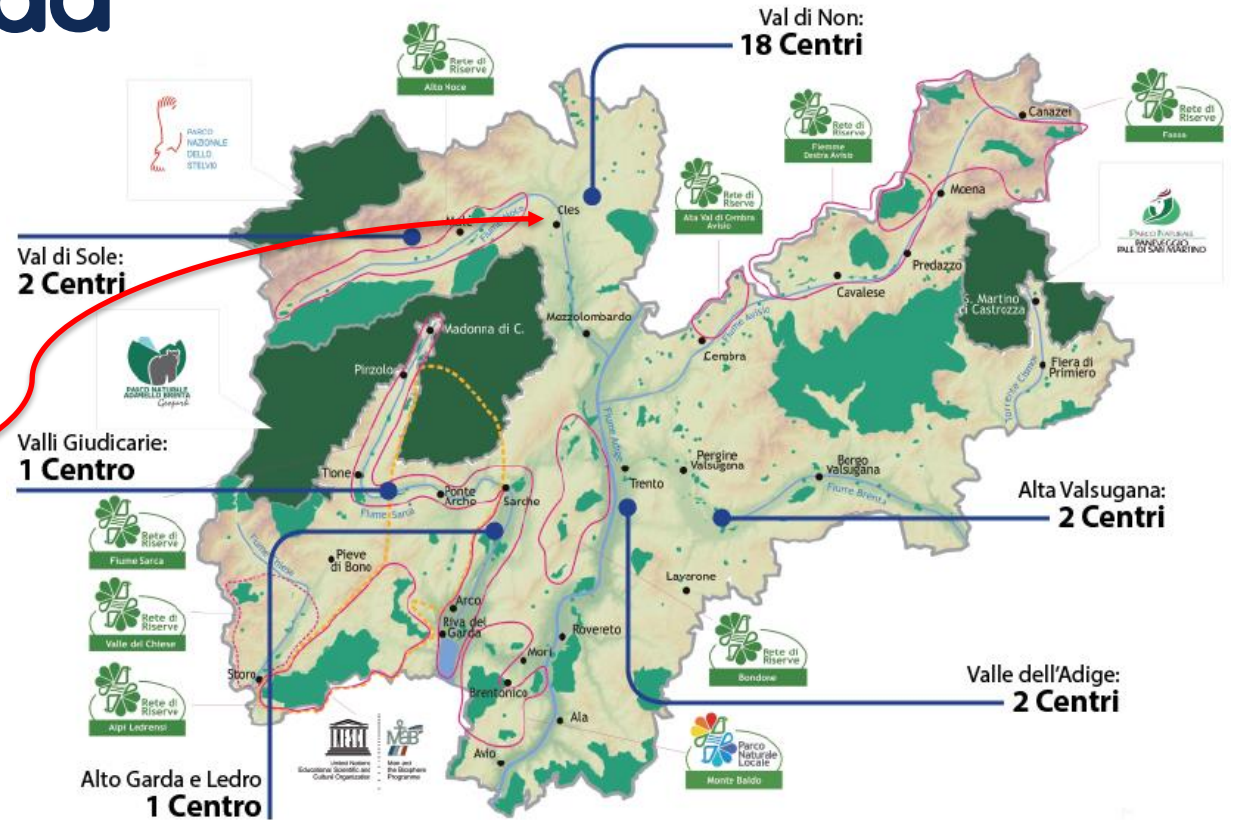




Bioeconomia circolare nell'ortofrutta: innovazioni del Consorzio Melinda

Roma 10 luglio 2025

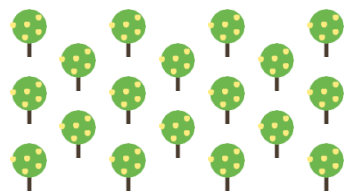
luca lovatti, r&D consorzio melinda



MELINDA TODAY

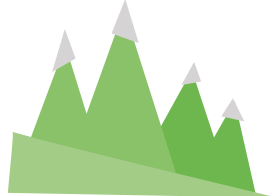


We are set in the heart of Trentino, in the Non and Sole Valleys, home of the world's finest apples.



6.700

cultivated hectares



400-1.000

metres above sea level



3.800

fruit-growing families as partners



1.350

employees



2.000

yearly hours of sun



water

from Trentino springs



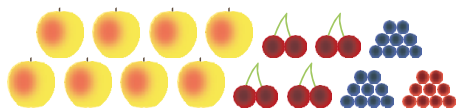
16

cooperatives



6

processing rooms equipped with latest-generation automatic sorter machines



400.000

tons of apples and other mountain fruit produced annually



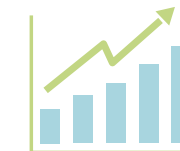
15.000

tons of organic apples produced annually



15 km

of tunnels and warehouses in the heart of the Dolomites for underground storage

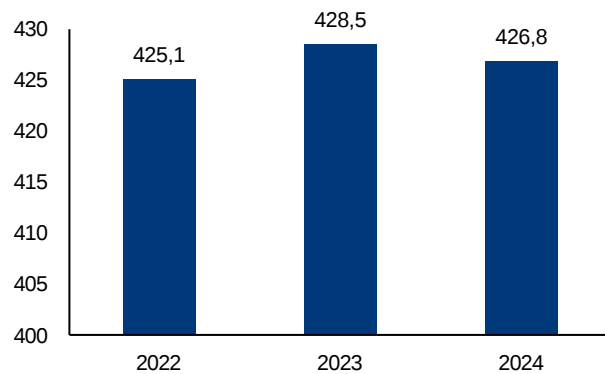


300 million

euro average turnover

La Bioeconomia utilizza tutte le risorse biologiche rinnovabili, scarti inclusi, per produrre beni, servizi ed energia sostenibili.

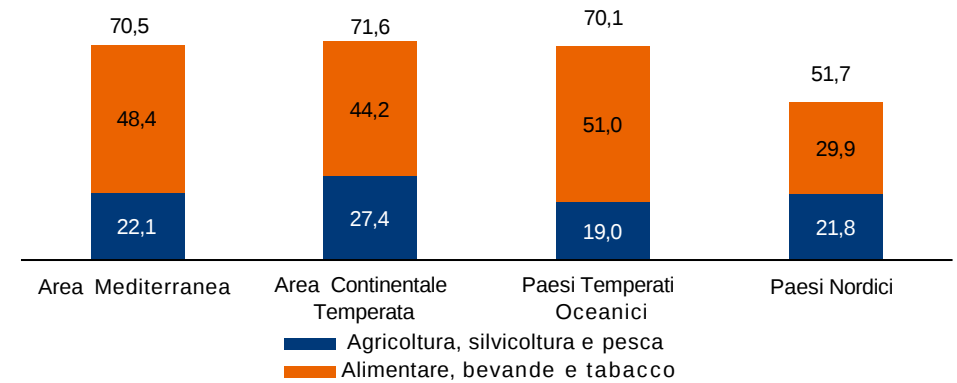
Il valore della produzione della Bioeconomia in Italia (miliardi di euro)



Fonte: elaborazioni Intesa Sanpaolo su fonti varie

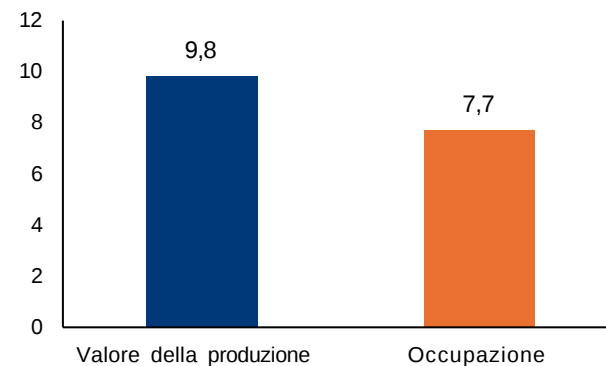
BIOECONOMIA CIRCOLARE

La filiera agro-alimentare nei diversi cluster climatici (incidenza % sul valore della produzione della Bioeconomia, 2024)



Fonte: elaborazioni Intesa Sanpaolo su fonti varie

Il peso della Bioeconomia sul totale dell'economia italiana (%)



Fonte: elaborazioni Intesa Sanpaolo su fonti varie

SOSTENIBILITA'



SOSTENIBILITA'

ECONOMICA: VALORE AL TERRITORIO

SOCIALE: BENESSERE FAMIGLIE DEI PRODUTTORI E DIPENDENTI

AMBIENTALE: AZIONI CONCRETE PER L'AMBIENTE

PROGETTI PER L'AMBIENTE:

BIODIVERSITA' (AVIFAUNA, SUOLI)

ACQUA (IRRIGAZIONE A GOCCIA)

AGRICOLTURA RIGENERATIVA (CARBON FOOTPRINT)

VARIETA' RESISTENTI e PIU' ADATTE AL CLIMATE CHANGE

BIOECONOMIA CIRCOLARE



SOSTENIBILITA' ECONOMIA CIRCOLARE

CELLE IPOGEE

- ❖ The unique worldwide underground storage of apples in **hypogeal cells**, in the heart of Dolomites (Italian mountains on the Alps, **UNESCO World Heritage**)
- ❖ A natural fridge to **respect environment** and to **preserve apples quality**





TRENTINO

Apples in the sky

The world's first and only cable car
that will transport apples.

Safe and environment friendly.

greater safety at work

29 cabins

1300 m of plant length

460 bins of fruit
transportable every hour

87 m of difference in height
covered by the cable car

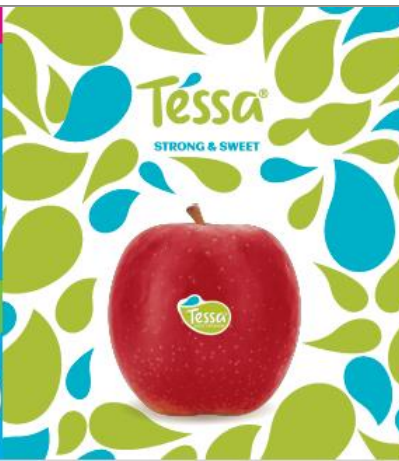




<https://youtu.be/y1Wd5zTnkKo?si=nmfdk7xwbBSQly4v>



LE VARIETA'



CLUB
APPLES



Melinda brand : quanto è importante ?

Il marchio più importante
dell'ortofrutta in Italia



Prodotti trasformati



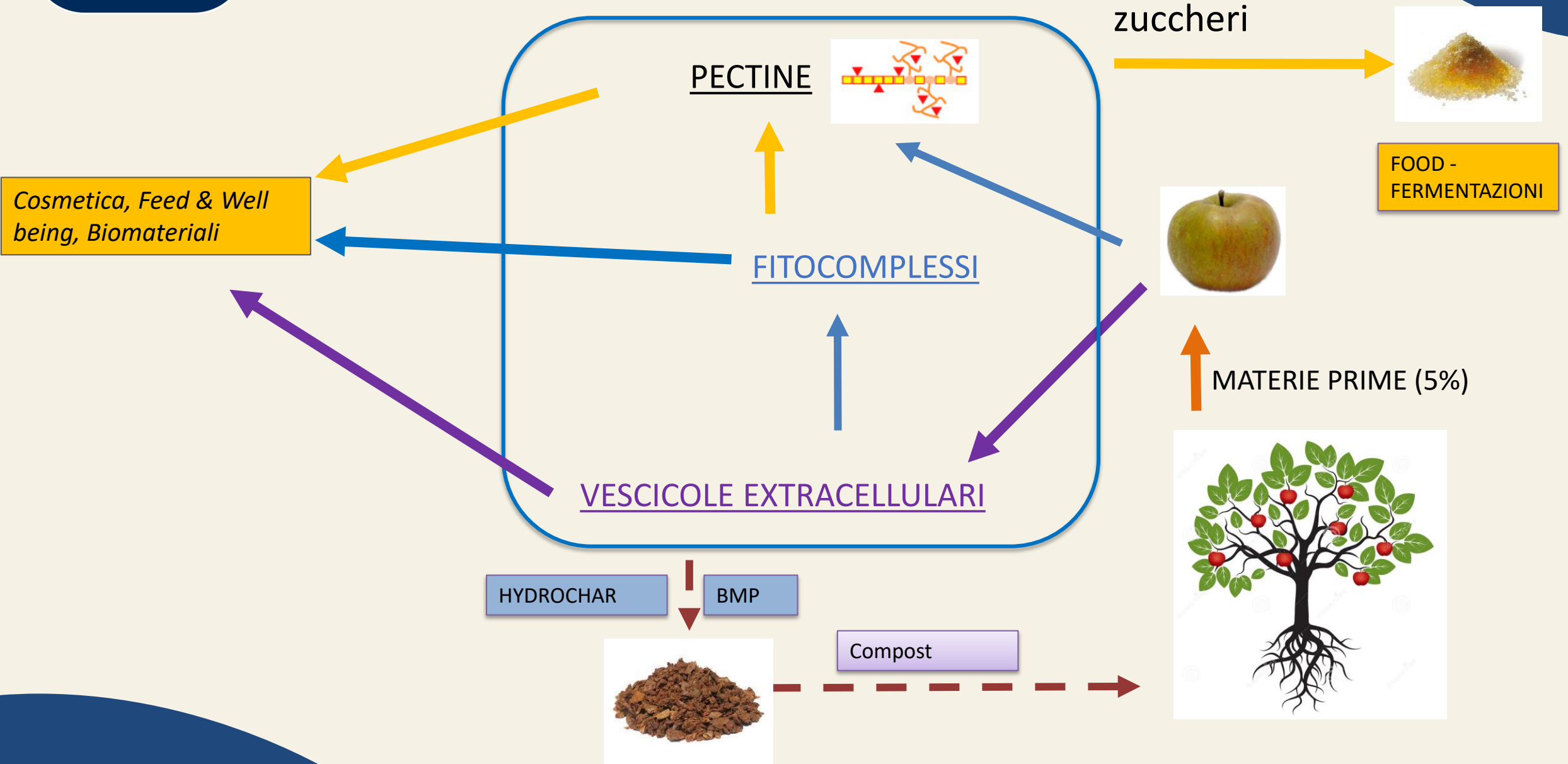
Mousse in tubs	BIO mousse	Mousse Lax in tubs	Mousse TROPIC in doypack	Mousse SQUEEZ in doypack	Apple juice
Mousse with fruit pieces in tubs	Dried fruit bars	Dried apples	Mousse LAX in doypack	PRO mousse in doypack	Apple vinegar



Innovazione



BIOECONOMIA CIRCOLARE

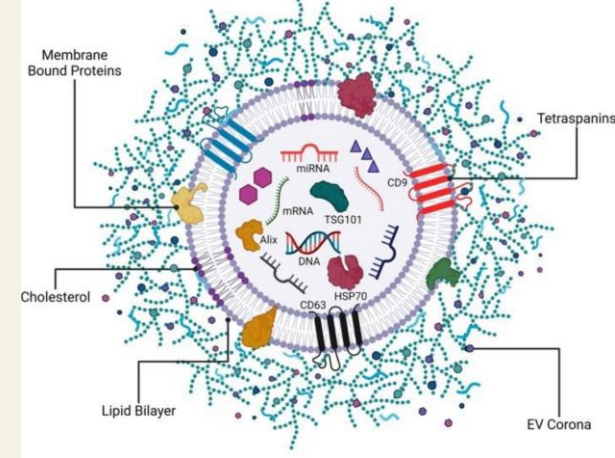




Malus domestica fruit extract ADEV

Studi *in vitro*, *ex vivo* e *in vivo*:

- Mezzo per la comunicazione intercellulare
- Sono riconosciute dalle cellule animali
- MoA: antinfiammatoria (macrofagi), riduzione dei ROS, interazione microbiota
- *In vivo*:
 - Cosmesi (inflam'aging, riduzione rughe e aumento collagene)
 - Intestino (IBD-CIE)





GRAZIE