

ANDREA ILLY  
CHAIRMAN ILLYCAFFÈ SpA

# virtuousagriculture

A PROPOSAL FOR  
A SOIL TO SOIL  
CARBON CYCLE  
FOR COFFEE AND BEYOND



# fixing climate change



# fixing climate change

IS THE GLOBAL TOP URGENCY:

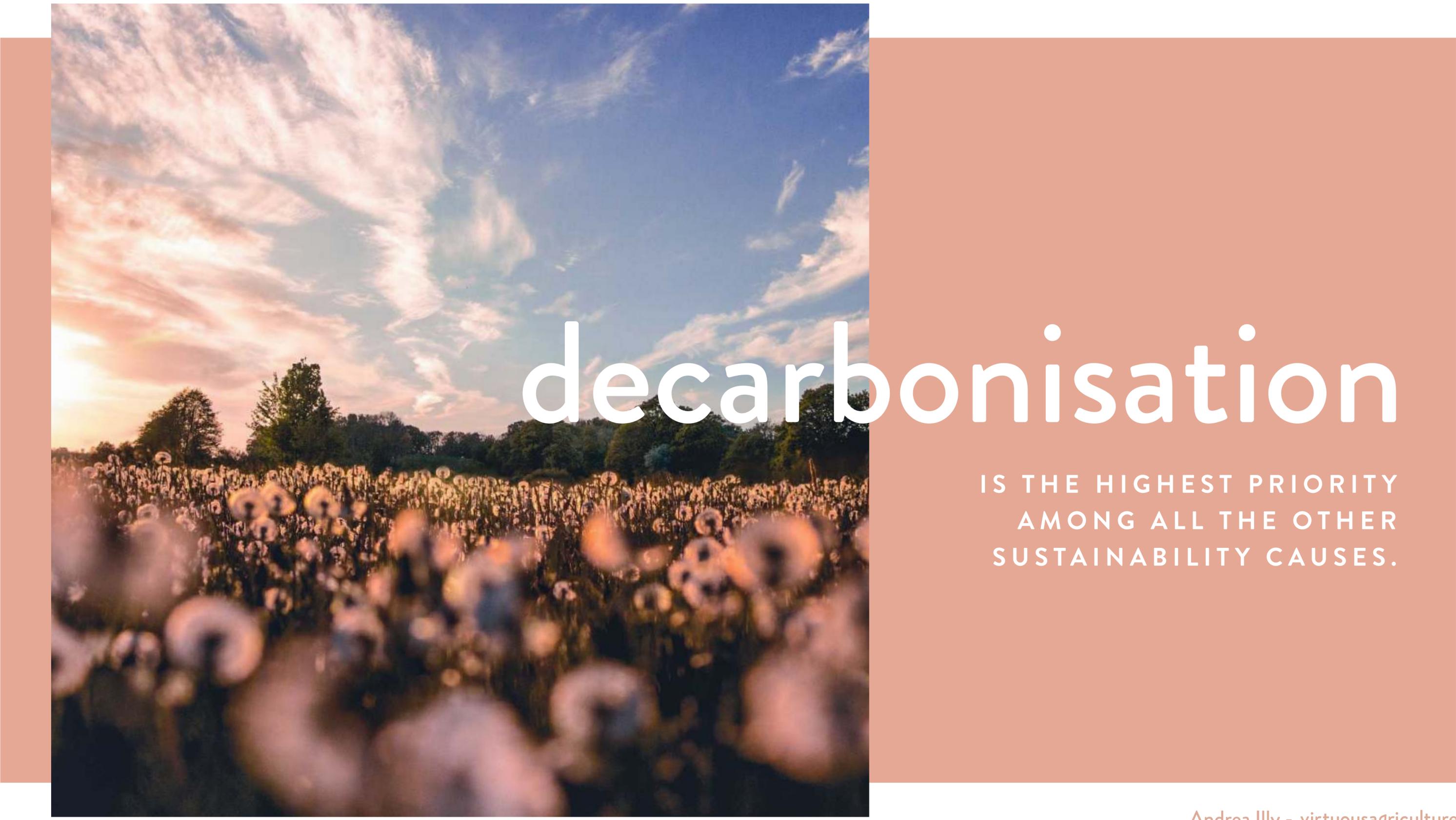


# fixing climate change

IS THE GLOBAL TOP URGENCY:  
THE DAMAGES IT IS PROVOKING  
AT AN INCREDIBLY FAST PACE  
ARE FATAL AND IRREVERSIBLE.

A photograph of a field of dandelions in the foreground, slightly out of focus. In the background, there is a line of trees under a sky with wispy clouds, illuminated by the warm light of a sunset or sunrise. The word "decarbonisation" is written in a large, white, sans-serif font across the center of the image.

# decarbonisation

A photograph of a field of dandelions in the foreground, slightly out of focus. In the background, there are trees and a sky with wispy clouds, illuminated by the warm light of a sunset or sunrise. A large, solid orange rectangular area is overlaid on the right side of the image, containing text.

# decarbonisation

IS THE HIGHEST PRIORITY  
AMONG ALL THE OTHER  
SUSTAINABILITY CAUSES.



AGRICULTURE  
ACCOUNTS FOR 25%  
OF GREENHOUSE  
GASES EMISSIONS.



SINCE 1933  
ILLYCAFFÈ HAS PIONEERED  
SUSTAINABLE QUALITY,  
DELIVERING SUBSTANTIAL  
PROGRESS IN:



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ILLYCAFFÈ HAS PIONEERED  
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DELIVERING SUBSTANTIAL  
PROGRESS IN:

scientific knowledge



SINCE 1933  
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SUSTAINABLE QUALITY,  
DELIVERING SUBSTANTIAL  
PROGRESS IN:

scientific knowledge

agronomical practices



SINCE 1933  
ILLYCAFFÈ HAS PIONEERED  
SUSTAINABLE QUALITY,  
DELIVERING SUBSTANTIAL  
PROGRESS IN:

scientific knowledge

agronomical practices

technological development

A close-up photograph of a person's hand holding a small amount of dark, rich soil. The hand is positioned in the lower-left quadrant, with the soil resting on the palm and fingers. The background is a vast expanse of the same dark soil, creating a textured, granular surface. The lighting is soft, highlighting the texture of the soil and the skin of the hand. The overall composition is simple and focused on the tactile quality of the earth.

# soil's clean soul

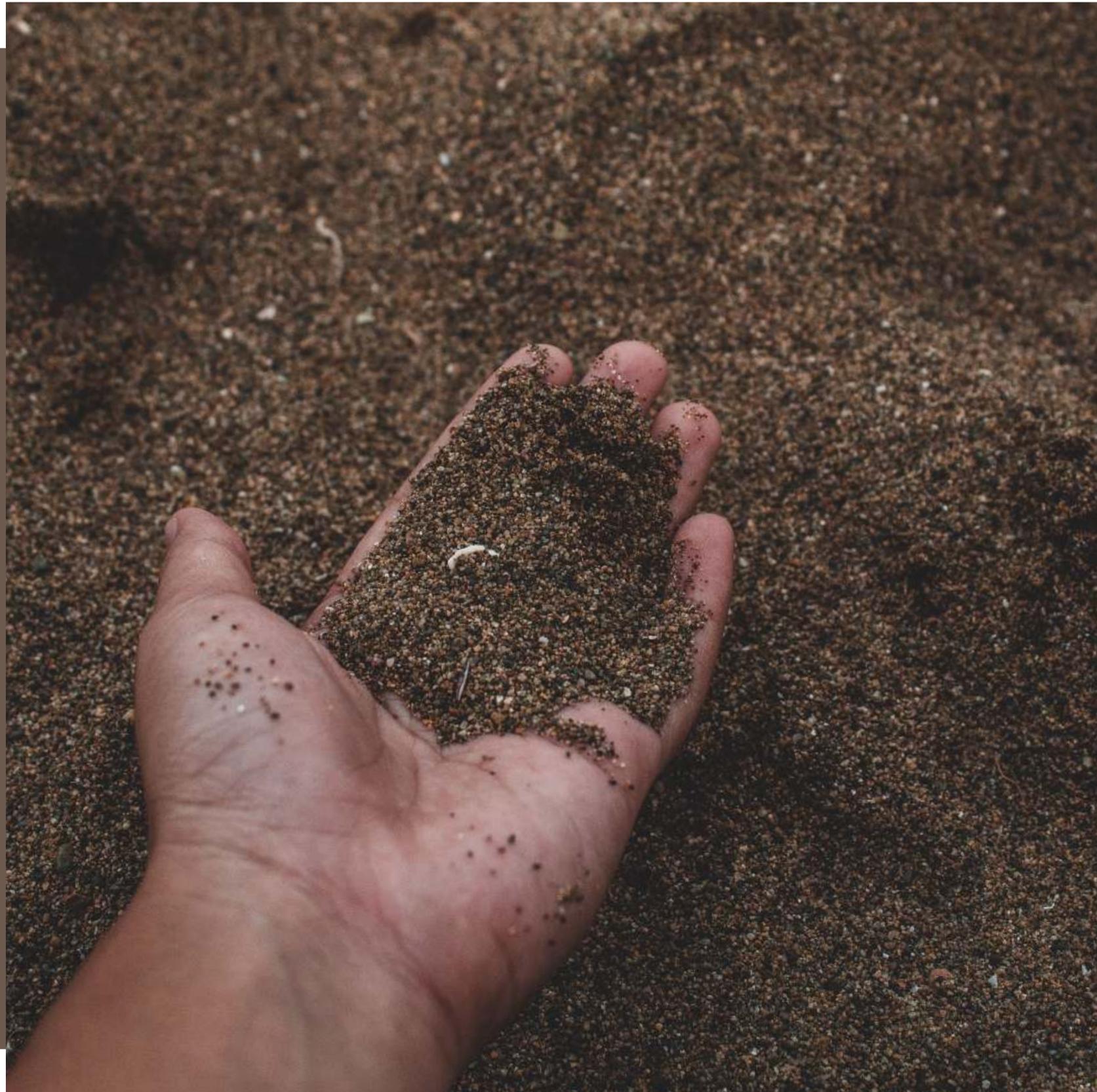


# soil's clean soul

SOIL IS THE SECOND LARGEST  
CARBON SINK AFTER OCEANS,  
WITH A CAPACITY OVER  
3 TIMES THAT OF ATMOSPHERE



ENRICHING AGRICULTURAL  
SOIL WITH **organic carbon**  
(SOC) TO SEQUESTERATE GHG  
AND INCREASE SOIL QUALITY  
AND RESILIENCE, ENHANCING



ENRICHING AGRICULTURAL  
SOIL WITH **organic carbon**  
(SOC) TO SEQUESTER GHG  
AND INCREASE SOIL QUALITY  
AND RESILIENCE, ENHANCING  
**biodiversity, fertility**  
and water retention.



TO SCALE THE  
ENVIRONMENTALLY  
BENEFICIAL PRACTICES,  
IS NECESSARY A STRONG  
ENGAGEMENT OF



TO SCALE THE  
ENVIRONMENTALLY  
BENEFICIAL PRACTICES,  
IS NECESSARY A STRONG  
ENGAGEMENT OF  
**growers**



TO SCALE THE  
ENVIRONMENTALLY  
BENEFICIAL PRACTICES,  
IS NECESSARY A STRONG  
ENGAGEMENT OF

**g**rowers  
& consumers



# the grower

IS THE FIRST  
ACTOR OF change



growers  
NEED A BUSINESS MODEL



growers  
NEED A BUSINESS MODEL  
more rewarding  
THAN CONVENTIONAL  
AGRICULTURE,



WHOSE DECREASING  
RETURN IS DUE TO:



WHOSE DECREASING  
RETURN IS DUE TO:  
levelling off yields



WHOSE DECREASING  
RETURN IS DUE TO:

levelling off yields

adaptation costs  
to climate change



WHOSE DECREASING  
RETURN IS DUE TO:

levelling off yields

adaptation costs  
to climate change

product liabilities caused  
by agrochemical residues



# the consumer

IS THE SECOND ACTOR  
OF change



BUT HIS FOOD CHOICES  
ARE STILL GUIDED,  
IN RANKING, BY:

→ 1. health



BUT HIS FOOD CHOICES  
ARE STILL GUIDED,  
IN RANKING, BY:

- I. health
- II. taste



BUT HIS FOOD CHOICES  
ARE STILL GUIDED,  
IN RANKING, BY:

- I. health
- II. taste
- III. price



BUT HIS FOOD CHOICES  
ARE STILL GUIDED,  
IN RANKING, BY:

I. **health**

II. **taste**

III. **price**

IV. **convenience**



BUT HIS FOOD CHOICES  
ARE STILL GUIDED,  
IN RANKING, BY:

I. **health**

II. **taste**

III. **price**

IV. **convenience**

V. **sustainability**



TO PUSH THE MARKET  
TOWARDS virtuousagriculture  
WE NEED ITS PRODUCTS  
TO BE:



TO PUSH THE MARKET  
TOWARDS virtuousagriculture  
WE NEED ITS PRODUCTS  
TO BE:

healthy



TO PUSH THE MARKET  
TOWARDS virtuousagriculture  
WE NEED ITS PRODUCTS  
TO BE:



healthy  
& protective



TO PUSH THE MARKET  
TOWARDS virtuousagriculture  
WE NEED ITS PRODUCTS  
TO BE:



healthy  
& protective

TO CONSUMERS.



# virtuousagriculture cycle



# virtuousagriculture cycle



BENEFICIAL  
FOR THE  
ENVIRONMENT



# virtuousagriculture cycle



BENEFICIAL  
FOR THE  
ENVIRONMENT

HEALTH  
BENEFITS  
FOR THE  
CONSUMER



# virtuousagriculture cycle

BENEFICIAL  
FOR THE  
ENVIRONMENT

HEALTH  
BENEFITS  
FOR THE  
CONSUMER

REWARDING  
FOR THE  
GROWER



# virtuousagriculture cycle

BENEFICIAL  
FOR THE  
ENVIRONMENT

HEALTH  
BENEFITS  
FOR THE  
CONSUMER

REWARDING  
FOR THE  
GROWER



COMPARED TO ORGANIC FOOD  
virtuousagriculture is not  
a farming standard SINCE:



**does not prohibit**  
**OF SAFE AGROCHEMICALS**  
**OR SAFE INNOVATIVE**  
**BREEDING TECHNOLOGIES,**



**does not prohibit**  
OF SAFE AGROCHEMICALS  
OR SAFE INNOVATIVE  
BREEDING TECHNOLOGIES,



DOES NOT NEED  
**certifications,**



**does not prohibit**  
OF SAFE AGROCHEMICALS  
OR SAFE INNOVATIVE  
BREEDING TECHNOLOGIES,



DOES NOT NEED  
**certifications,**



IT REQUIRES SOLID  
**scientific evidence.**



COMPARED TO  
CONVENTIONAL AGRICULTURE  
*virtuousagriculture*  
IS FOCUSED ON IMPROVING  
THE ENVIRONMENT BY



COMPARED TO  
CONVENTIONAL AGRICULTURE  
**virtuousagriculture**  
IS FOCUSED ON IMPROVING  
THE ENVIRONMENT BY  
enriching soil with SOC



COMPARED TO  
CONVENTIONAL AGRICULTURE  
**virtuousagriculture**  
IS FOCUSED ON IMPROVING  
THE ENVIRONMENT BY

enriching soil with SOC

on direct connecting  
agronomical practices  
with human health.



# virtuousagriculture basic concepts



I.

agronomy and nutrition  
ARE HIGHLY COMPLEX SYSTEM



II.  
environmental and product  
safety MUST BE BASED ON  
scientific projects.



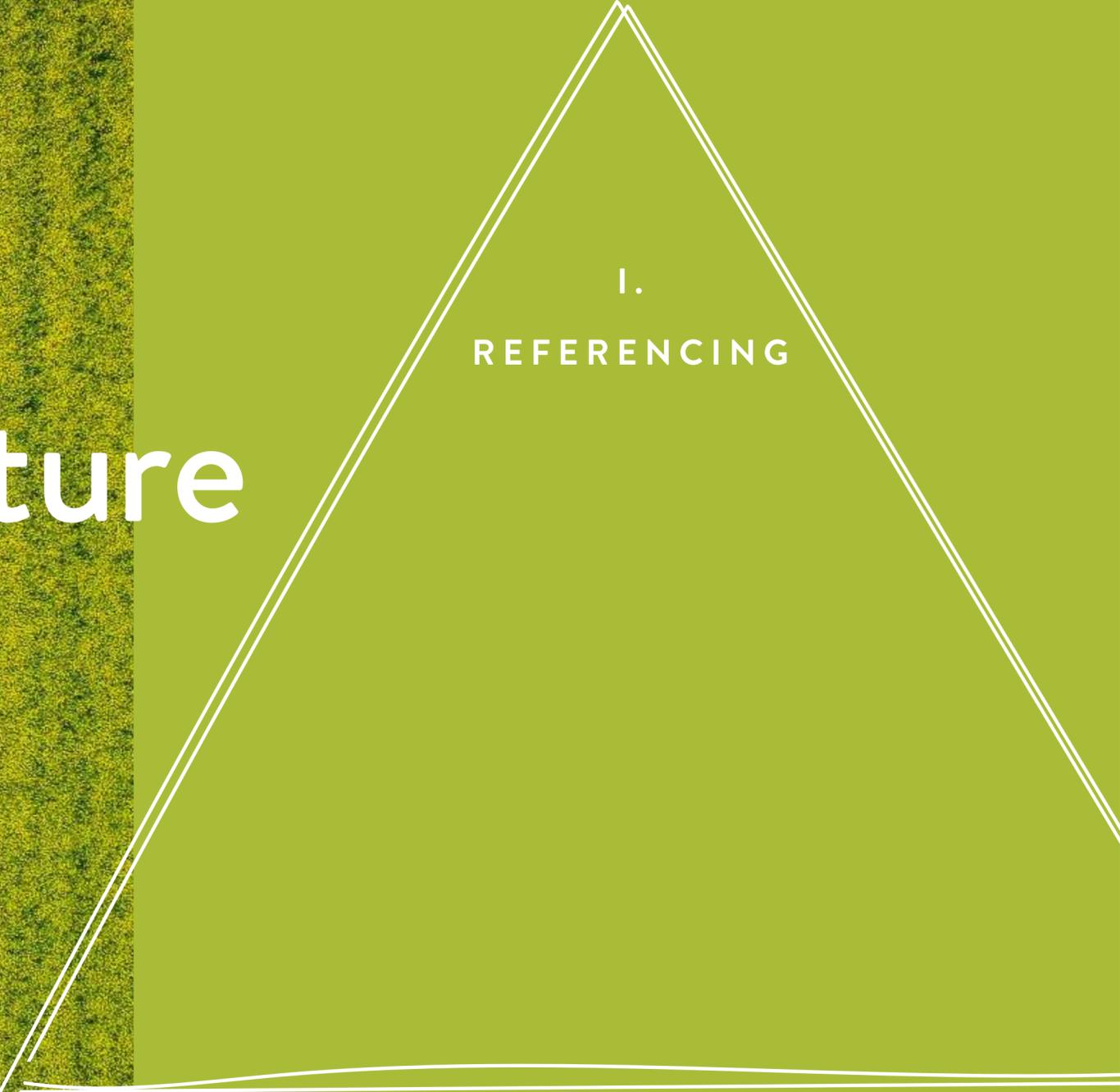
III.  
**consumer confidence**  
**NEEDS transparency.**



# virtuousagriculture strategy



# virtuousagriculture strategy



I.  
REFERENCING



# virtuousagriculture strategy

- 
- I.  
REFERENCING
  - II.  
RANKING  
OF VIRTUOUS  
PRACTICES AND  
PRODUCTS



# virtuousagriculture strategy

- 
- I.  
REFERENCING
  - II.  
RANKING  
OF VIRTUOUS  
PRACTICES AND  
PRODUCTS
  - III.  
REPORTING  
MEASUREMENT  
(GRI's STANDARD)



# virtuousagriculture strategy





# virtuousagriculture organization

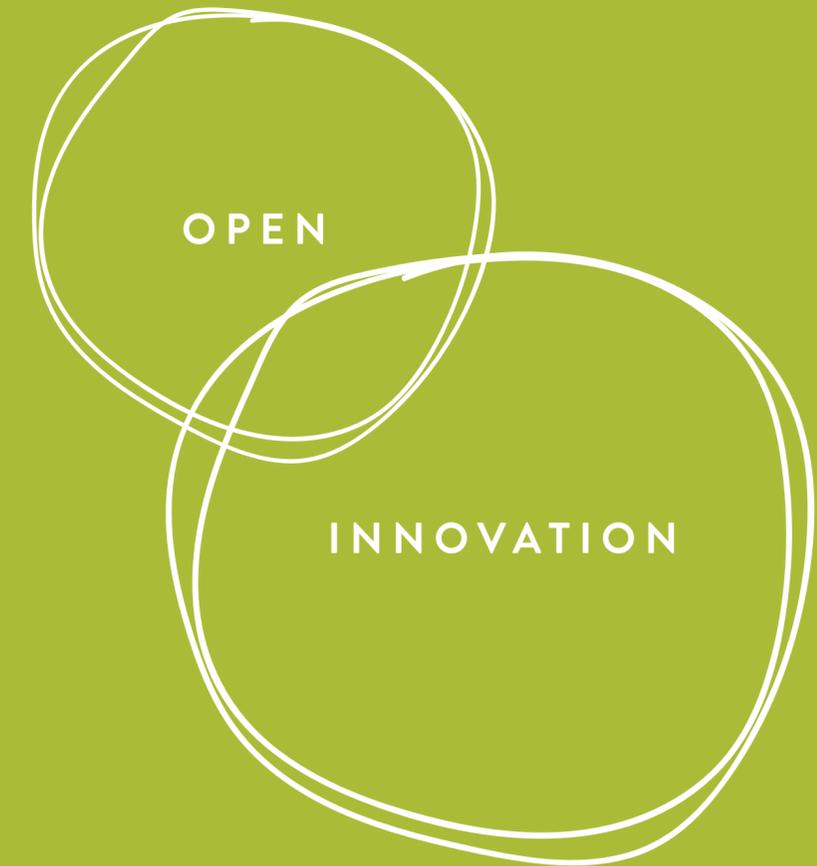


# virtuousagriculture organization



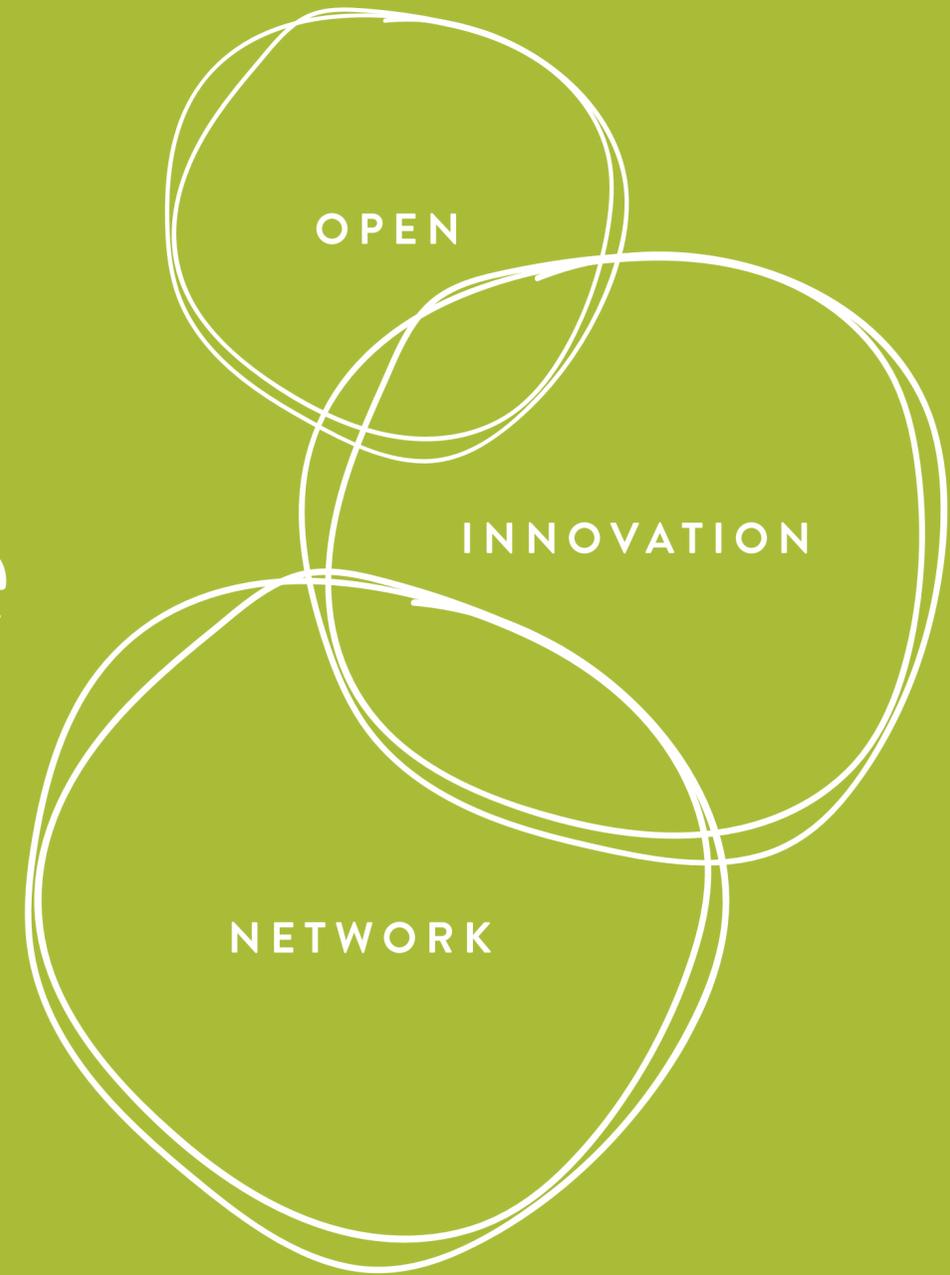


# virtuousagriculture organization





# virtuousagriculture organization





# the goals



CONTRIBUTING TO THE  
**mitigation of carbon  
emissions** BY RANKING



CONTRIBUTING TO THE  
**mitigation of carbon**  
**emissions** BY RANKING  
THE MOST VIRTUOUS  
AGRONOMICAL PRACTICES,



ACCELERATING THEIR  
DEVELOPMENT THROUGH



ACCELERATING THEIR  
DEVELOPMENT THROUGH  
AN **open innovation**  
network,



MAKING  
virtuousagriculture



MAKING  
virtuousagriculture  
more competitive  
THAN CONVENTIONAL  
AGRICULTURE.



# virtuousagriculture

## next steps



# virtuousagriculture next steps



# virtuousagriculture next steps

DEFINING  
THE IDEA



# virtuousagriculture next steps

CREATING  
SCIENTIFIC  
COMMITTEE

DEFINING  
THE IDEA



# virtuousagriculture next steps

CREATING  
SCIENTIFIC  
COMMITTEE

2020

DEFINING  
THE IDEA

# virtuousagriculture next steps



# virtuousagriculture

## next steps

DEFINING  
THE IDEA

CREATING  
SCIENTIFIC  
COMMITTEE

2020

STARTING  
FUNDING

DEVELOPING  
RESEARCH  
PROGRAM

# virtuousagriculture

## next steps



# virtuousagriculture

## next steps



thank you