

# SUSTAINABILITY AS A DRIVER FOR GROWTH

Silvana Ballotta

Only companies capable to adapt to the new  
market changes will survive


Cooperation among  
companies will be the key  
point of the future business

2,5 bilion people live in rural area and need sustinable business through:

- Decent work conditions,
- A safe work environment from the economical, social and healthy point of view

Climate change have a real  
and heavy impact on the  
current production

According to the FAO, a transition to sustainable production can only take place when there is the right balance between responsibility, equity, transparency, and the rule of law, all backed up by regulation that does not limit the entrepreneurial initiative



Sustainability will only be possible through effective and equitable governance:

- Better technical knowledge on the environmental impact of food
- Promotion of sustainable food consumption
- Reduction of food waste
- Improve the consistency of food policy

# THE ISSUE OF PACKAGING

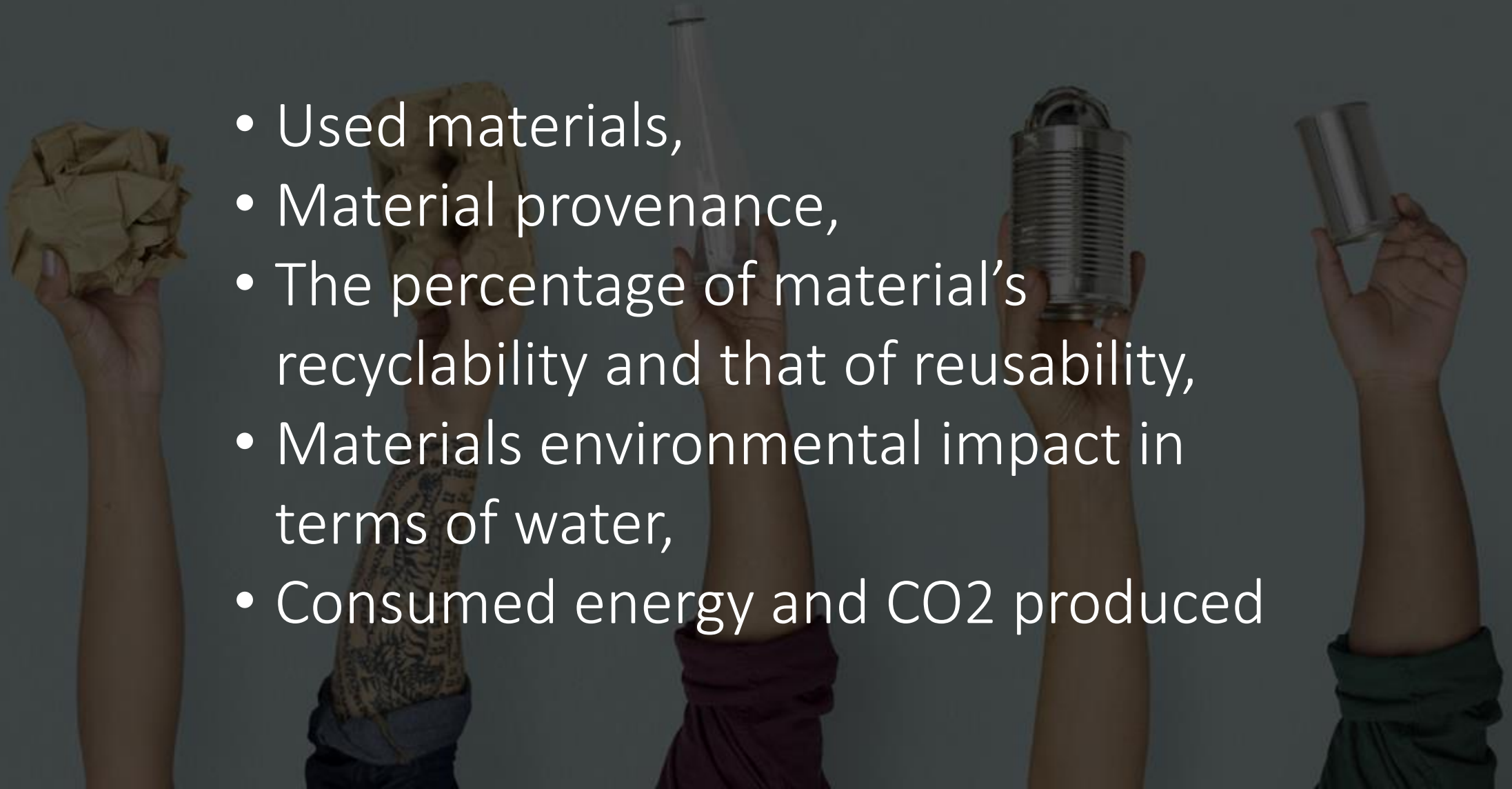




Packaging is the first thing consumers see and  
can heavily influence their purchasing  
decisions.

We need to keep in mind:

- Used materials,
- Material provenance,
- The percentage of material's recyclability and that of reusability,
- Materials environmental impact in terms of water,
- Consumed energy and CO2 produced



To fight food waste, many agri-food businesses are already moving in a circular economy perspective, also exploring innovative solutions to make processes more efficient and strengthen corporate social responsibility

A stylized illustration in shades of green and blue. The background features a city skyline on the left, a sun and clouds in the upper center, and wind turbines on the right. In the foreground, a globe is shown with silhouettes of a family (a man, a woman, and a child) standing on a small island or platform. The text is centered over the globe.

Sustainability is therefore transformed into a stimulus and an opportunity to which farms will have to respond with forecasting and clarity

THANK YOU FOR THE  
ATTENTION



[bsnstrategies.com](http://bsnstrategies.com)



[taste-italy.net](http://taste-italy.net)