

GRUPPO  
**MANARA**<sup>®</sup>  
AGRICOLTURA | ENERGIA | AMBIENTE

GARDEN & PET FOOD  
**OLIVI**





Gruppo Manara is a leading organization in the agriculture sector thanks to the combination of **experience and innovation**

The Seed Activity in addition to the marketing of numerous varieties of small-grain cereal, also deals with the selection, drying and storage of seeds through high-tech facilities. Alongside these activities, Gruppo Manara creates important synergies with the agri-food sector through **supply chain contracts** with the local farms.

The **product marketing activities for agriculture** covers the territories of Veneto and Lombardy thanks to a structured network of **technicians able to guarantee experience and professionalism**. Our technicians offer assistance to farmers advising them on commercial and agronomic choices.

Gruppo Manara is present on the territory with **11 stores** dedicated to the **Garden&Pet** world. Inside the shops there is a wide range of **products and accessories for animals and for the garden**, an **attentive and trained staff**. These activities are accompanied by flower compositions, the sale of animals and the whole world linked to gifts.

Among the various activities of the Gruppo Manara there is also the **production of rapeseed and sunflower oil**: the state-of-the-art facility produces 250 tons of oil annually through cold pressing, obtaining a high-quality product with multiple uses.

The Group has long been investing in **technological development**, state-of-the-art facilities, collaborating for **genetic research** aimed at obtaining the best varieties, respecting the environment, in people and their training.

**65 years'** experience

**45 varieties**  
of cereal grains  
produced and sold

**35 specialist  
technicians**  
across the region

wide range of  
**agricultural  
supplies**

**11 outlets**  
**40,000**

Garden & Pet **products**

investments in  
**training** and  
**innovation**

**2,000 tons**  
of seed oil annually





# MISSION

**By 2050**

the world population will reach **9 billion**.

This means **70% more food** will need to be produced.

Gruppo Manara invests in **TECHNOLOGICAL INNOVATION**,  
working together with leading institutes of **GENETIC RESEARCH**  
to develop and distribute varieties



that are increasingly resistant to climate change



offering higher yields



whilst using up less land



and less water

# SEEDS



- Numerous varieties: **common wheat, durum wheat, barley, hybrid barley, triticale, peas, soy and rapeseed.**
- Investments in varietal research: working with Europe's leading institutes of genetic research, Gruppo Manara offers an extensive and advanced range of **the best varieties available in Europe**, selecting those which are **most suitable** for Italy.



# AGRICULTURAL SUPPLIES



- A wide range of **products from the leading brands, suitable for all farming methods and production systems.**
- Supply chain agreements offer the chance to create trusting relationships with mutual interests at heart, ensuring the availability of products and equipment, together with ongoing **support from our specialist technicians.**
- **Online order management**, stock check, consultation of the Quaderno di Campagna, information via SMS of the incoming delivery.

# OIL PRODUCTION



- State-of-the-art equipment is used for the production of cold-pressed oil to **preserve all the flavour and aroma characteristics** of rapeseed and sunflower seeds.
- We produce a top-quality products that are suitable for a variety of uses from **food to cosmetics and energy.**







## GARDEN

- Vegetable, fruit and herb plants
- Indoor and outdoor flowers
- Arrangements and gifts
- Accessories and equipment
- Hobby supplies
- Seeds

## PETS

- Food
- Clothing and accessories
- Health and beauty
- Up-to-date **support and assistance from staff** in store.



## INNOVATION

- By 2050 the world population will reach 9 billion. This means **70% more food will need to be produced**.
- What's more, consumers are demanding **higher standards of safety, quality and respect for the environment**.
- Gruppo Manara invests in genetic development and technological innovation to create **varieties that are increasingly resistant to climate change, offering higher yields whilst using up less land and water**.





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