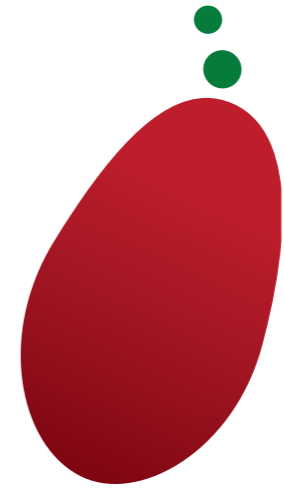


**ITALGOJI**

**The Italian Organic Goji Berries**

**AGRICULTURAL COMPANY LEGGERO LUCA**

**VILLAREGGIA - ITALY**



# Who we are

Agricultural Company **Leggero Luca** enters the Canavese area as a new and innovative agricultural institution, specifically from the municipality of **Villareggia (TO)**.

All company activities share as basic philosophy the farming production according to the **organic method**.

A type of agriculture based on precision and quality, founded on **eco-sustainability** and respect for the natural **fecundity** of the soil subdivided in two company branches:

- **Goji berry production**
- Vine-growing and wine-making production

Registered trademark **"Italgoji"** identifies all the products containing Goji berries (*Lycium Barbarum*) commercialized by Agricultural Company Leggero Luca



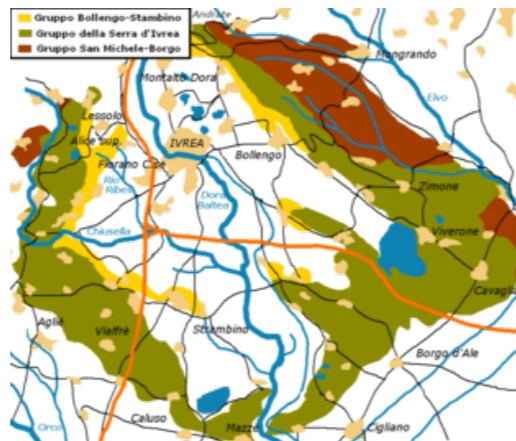
# Our territory

Villareggia is a small municipality in Alto Piedmont, located in the **Canavese** area, the southernmost point of the **Morainic Amphitheatre of Ivrea** originating from deposits left by 3 historical glacial pulses and their subsequent retreat that took place between 2.5 million and 126,000 years ago.

It is here that the **Dora Baltea river** – with its source in the Mont Blanc glacier – continues its flow coming out from the central Canavese plain in order to flow into the bigger Po river.

The landscape created by the Dora Baltea through the complex morainic hill deposits of the Amphitheatre made it so that historians could record our little town as **“Door to the Canavese”**.

Villareggia and its hill are therefore located in the southernmost point of the Serra of Ivrea morainic ridge.






# Why Goji?

The glacial-morainic deposits - originating from the three separate glaciations that shaped the Canavese morainic amphitheatre - give the territory its peculiar characteristics: a soil with high **sand** predominance and **abundant skeleton**.

This is the reason why this land is so suitable for the cultivation of Lycium Barbarum, guaranteeing a high-quality harvest, thanks its limited capacity for **water retention** and **high permeability** together with poor cohesiveness and adhesiveness that make the soil **“light” and loose**.



Guaranteeing a constant improvement of the soil fecundity through the bio-organic cultivation method, the Agricultural Company Leggero Luca offers the possibility to taste the authentic flavour of Goji berries through the peculiar characteristics of this ancient land of ours.

This **“superfruit”** has been very successful among consumers which are more focused on their health.

Its benefits have been documented in Chinese literature for many years already, and as a matter of fact world production is not surprisingly limited to the Ningxia region (central China).



## The organic plant nursery

The project to create a production chain of Italian Gojis in Piedmont started in 2014 with the creation of a **specialized nursery** recognized and authorized by Piedmont regional office and **certified as Organic**. Through the nursery the company selected the best varieties of *Lycium Barbarum* coming from the Ningxia region (China)..

As a result, it was possible to produce and commercialize nursery material on a large scale in a position to guarantee steady quality productions.

# Italian as well as organic production

In 2015 the company took on a veritable production in the goji berry field, planting the **first hectare** of this small red fruit and growing it according to the rules of organic agriculture.

The company decided to go above and beyond:

- The cultivation is exclusively carried out using **organic-based fertilizers**
- No **pesticides or glyphosates** are used
- Plant diseases are exclusively treated with **plant macerates** created in-company.

Moreover, all ripe fruit is **hand-picked**, one by one throughout the summer.

In the following years, due to the increasing consumer demand for healthy "superfruit" of Italian quality, an additional **2.5 hectares** were planted.

Besides the production of the fresh product, Italgoji also deals with the **processing and commercialization** of jams, juices, dry Goji and other processed goods.



# The benefits of Goji berries

## ENERGISING

It reduces fatigue and helps boost your energy after intense physical exertion

## ANTIOXIDANT AGAINST AGEING

It contains a sugar family naturally present in Goji called LBP which are responsible for antioxidant action and against cellular-level ageing

## BLOOD SUGAR, FATS AND CHOLESTEROL

Thanks to LBP sugars it helps reduce the blood level of glucose, triglycerides and cholesterol

## WEIGHT LOSS

Thanks to the presence of Anthocyanin, it acts as an aid in body fat reduction. Moreover, it contains various useful fibres to lower your appetite

## IMMUNE DEFENSES

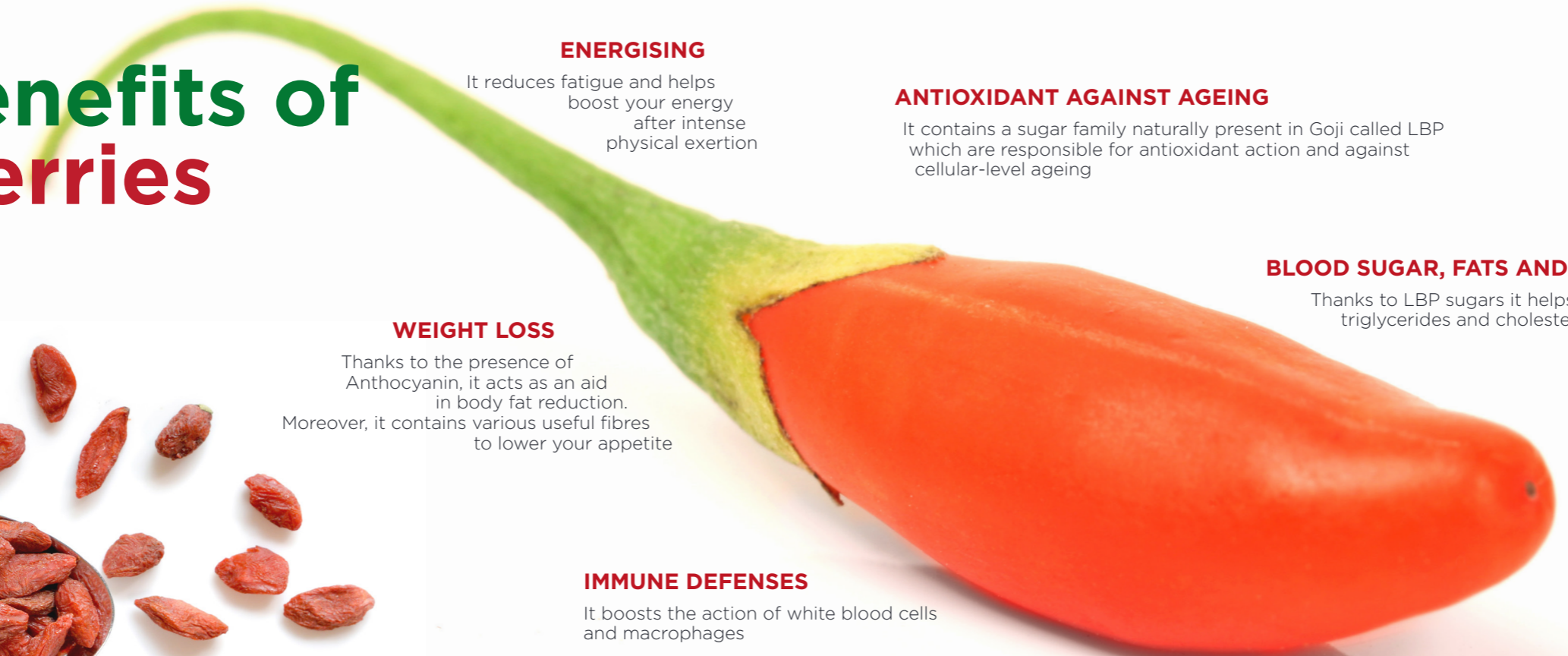
It boosts the action of white blood cells and macrophages

## SIGHT AND MEMORY

It protects the retina and the nervous system from ageing-related effects

## SKIN, HAIR AND NAILS

Rich in vitamins, minerals and amino acids, it helps keep your skin young and have long and strong hair.



# Our products

“GO!” is our Goji berries product line to have in any moment of your day, at breakfast or as a snack to always have on you thanks to its sweet and smooth taste.

## Only three ingredients

**100% Fruit** – Not diluted in water

**100% Italian** – Grown, produced and processed in Italy

**0% Additives** – No preservatives

**With no added sugars**



# GOJI JUICE

**100% FRUIT**  
**0% ADDITIVES**

**No added sugars**

**No preservatives**

The Goji juice of our GO! Line is produced with the best Goji berries of our fields, selected and handpicked.

Processed at low temperatures to keep their various natural benefits and antioxidants intact, no sugars, preservatives or water are added. A genuine, 100% fruit product, with an authentic, sweet and smooth taste. Ideal as fruit-based snack to fill you up with energy!

## **Format**

200ml

## **Ingredients**

Goji berries (53%), apple juice, lemon juice

## **Fruit used**

100g of fruit for 100g of finished product

## **Average nutrition facts for 100ml of product**

Energy	352 kJ - 83 Kcal
Fat, total	0,0 g
- saturated	0,0 g
Carbohydrates	19,0 g
- sugars	16,0 g
Protein	1,7 g
Sodium	0,1 g



# GOJI PRESERVE

**100% FRUIT**  
**0% ADDITIVES**

**No added sugars**

**No preservatives**

The Goji Preserve of our GO! Line is produced with the best Goji berries selected and handpicked in our fields.

It is 100% made of fruit with no added sugars or preservatives.

Creamy and naturally sweet, it is best served for an ultra-healthy Goji-based breakfast.

It is also excellent as a sweet sauce to go with aged cheeses!

## Format

120g

## Ingredients

Goji berries (54g every 100g of finished product), concentrated apple puree, lemon juice

## Fruit used

132g of fruit for 100g of jam

## Average nutrition facts for 100g of product

Energy	389 kJ - 92 Kcal
Fat, total	0,0 g
- saturated	0,0 g
Carbohydrates	21,0 g
- sugars	17,0 g
Protein	1,9 g
Sodium	0,1 g



# GOJI SEEDS

## FLAX, CHIA AND POPPY

**100% FRUIT**  
**0% ADDITIVES**

**No added sugars**

**No preservatives**

A mix of seeds rich in fibres and plant-based proteins.

They help regulate bowel functions and to keep fats and sugars in our blood under control.

Moreover, they contain the so-called “good fats”. They are, in fact, rich in essential Omega 3 and Omega 6, which our body is not capable of synthesizing on its own and that we necessarily must take in our diet.

### Format

30g

### Ingredients

Goji seeds, flax seeds, chia seeds, poppy seeds.

### Average nutrition facts for 100g of product

Energy	2409 kJ – 520 Kcal
Fat, total	38,2 g
- saturated	5,8 g
Carbohydrates	6,5 g
- sugars	0,3 g
Protein	31,7g
Fibre	29,4 g
Sodium	0,1 g





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## **Agricultural Company Leggero Luca**

11, Via Castello - Villareggia (TO),

Postcode 10030, Italy.

P.iva (VAT Number) 10462540013

+39 347 4622804

[info@italgoji.it](mailto:info@italgoji.it)

[commerciale@italgoji.it](mailto:commerciale@italgoji.it)