

Agricola Conte



LONDON 2019

## AGRICOLA CONTE ASPARAGUS



We are an important company that produces high quality of asparagus SINCE 1990, based in Verona in the North Italy.

In the last 30 years, our company has specialized only in Asparagus production, and we have a total of 50 hectares and we are one of biggest companies in northern Italy.

## TYPES OF ASPARAGUS

### Green Asparagus

The most familiar sight you will see on shelves is the green asparagus. It got its color from the process called photosynthesis where plants convert the energy it gets from the sun into fuel or energy. This conversion is associated with the green pigment chlorophyll where the green asparagus got its color.

When cooked properly, the color of the green asparagus becomes even greener and brighter, its texture crisp yet tender. Speaking of tender, one common misconception about asparagus is with regard to its size. People believe that the thinner the spear, the younger the asparagus, therefore the more tender it is.

But this is not true. The fact is that the thicker the asparagus, the tender its texture is. That's because asparagus has a fixed set of fiber which is not so obvious in thicker spears.

### White Asparagus

White asparagus is exactly like the green kind except for its color alone. Typically, asparagus turns pink as it sprouts from the ground and when fully exposed to the sun, turns a full green. White asparagus is white because it is grown in the dark. This type of asparagus is more expensive than the green ones—the price is almost double in fact—because it's hard to come by and because of the high cost it takes to produce it. In Europe, white asparagus is considered a delicacy.

### Purple Asparagus

This variety is of a totally different kind, not just because of its color but also because of its content. Because it has high levels of the antioxidant, anthocyanin, the spear of the purple asparagus is well, purple. It is also more tender compared to the green and white kind because it has less fiber. It is also sweeter because of its high sugar-content.



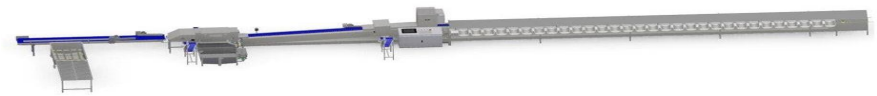
We produce three types of asparagus, green, purple and white, all our products are cultivated in the most natural way possible. Our new mission is to increase our production of organic products.

## PROCESSING AND CERTIFICATION

### Growing



### Picking



The processing of our products is done by using a specific computer machine that allows us to divide and select the perfect shape and diameter of the asparagus.

All our products are checked and certified:

- HACCP
- Traceability
- GLOBAL G.A.P.

# AGRICOLA CONTE ASPARAGUS

Fresh



Jar



tips: less than 15 cm.

long: 22 cm

Decks, for diameter from:

<12: with a diameter of less than 12 mm

12-16: with diameter between 12 mm and 16 mm

16-20: with diameter between 16 mm and 22 mm

> 20+: with a diameter exceeding 20 mm.

Packaging with classic "handkerchief", 500 gram top-quality decks.

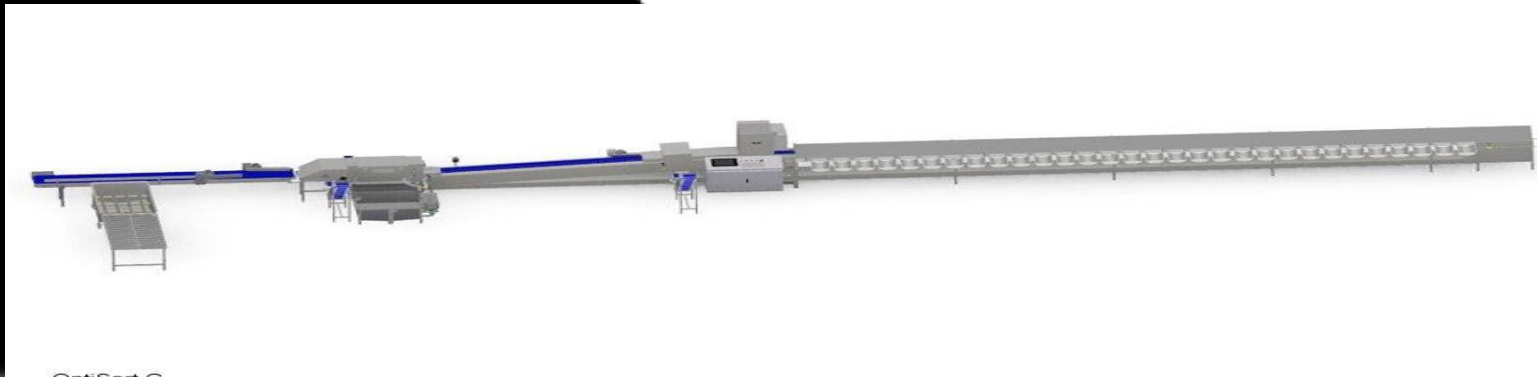
Packaging on cardboard Loose, 5 kg bulk asparagus.

Packaging in classic bunches, from 1 kg.





COMPUTER WORKING  
MACHINE FOR  
CHECKING AND  
DEVIDE DIFFERENT  
TYPE BY  
VIDEOCAMERA AND  
SENSORS



## QUESTIONS



We hope to have the possibility to do business with you.  
For any further question don't hesitate to ask me or visit our website that you can find on our business card.



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