




Description of the social enterprise – information sheet

Agraria Riva Del Garda Agricultural cooperative enterprise



A. Identification data	
1. Name of the enterprise	<p>AGRARIA RIVA DEL GARDA</p>  Agraria Riva del Garda
2. Location/Address of the enterprise	via S. Nazzaro 4, 38066 Riva del Garda - TN
3. Website of the enterprise	www.agriva.it/en/
4. Legal organisational form	Agricultural cooperative enterprise
B. Good practice of the social enterprise	
Aspects that recommend the social enterprise as a good practice in the particular sector.	<p>The Riva del Garda Agraria was founded through the love of local farmers for their territory 90 years ago. Now it is a cooperative that has grown through the years guided by the insight and passion of its members, a shining example of modern cooperative entrepreneurship typical of Trentino, strictly bound and rooted to the territory – there are around 300 grape producing members and 1200 olive growers, 80 of whom supply their products to the Riva Agraria. The Agraria can be considered an integrated economic system for territorial development, as it provides support for its members with both on-site field consultation and agricultural products in addition to the collection and processing of olives and grapes, marketing, direct sales and promotion of the final products of wine and olive oil.</p>
C. Context:	
1. Year of Founding	1926 originally established as the Agricultural Association, that became a cooperative in 2000
2. Context of start-up – problem that the enterprise was set up to solve, economic social rationale	The very first Association was founded to promote and boost the local agricultural production. In order to better support the specific production of the Garda lake area, in 1957 a wine cooperative and cellar were founded and in 1965 the oil-mill.
3. What are the Main Activities of the entity?	Food production (wine, beer, oil) and food market (fruit, vegetables, preserves, honey, bakery, butchery products, etc.)
4. Who are the Main stakeholders (i.e. members, clients, producers, etc.)?	Farmers, producers, workers, clients, tourists.
5. Geographic coverage with respect to:	All the production comes from the 'Alto Garda' territory (upper Lake Garda area), the most southern part of the Trentino-Alto Adige region, and includes the northern shores of Lake Garda and the fertile lands surrounding the towns of Riva del Garda, Nago-Torbole, Tenno, Arco and Dro, in addition to a small hilly area in Val di Ledro. This area is collectively known as the lower Sarca valley. Clients and consumers are from all over Italy and eventually from abroad.
i) to production of services and/or goods and	
ii) market/consumers or beneficiaries, clients, etc.	

D. Ownership Structure

1. What is the ownership structure of the entity: i.e., does the entity have shareholders, owners/members, donors, trustees, investors, etc.?	Members have the ownership.
2. If membership, is membership open or closed? Is exclusivity required?	Membership is opened to farmers, individuals or associations, that won't manage their own enterprise in competition with the Agraria. Financing members are admitted too.
3. Is a capital contribution required? If so, how much? Is equity capital unallocated or individualised?	Yes, there is a capital contribution. Each member signs up for his/her contribution, which generally varies from €25 - 100€.
4. Describe in a few words the voting distribution (e.g. one member-one vote; proportional to equity contribution; proportional to use, etc.).	One member-one vote
5. Describe in a few words the main benefits for members or owners.	The main monetary benefit is the earnings, but the importance of being a member of Agraria is that it provides for the transformation, packaging, trade and promotion of members' raw production. Agraria buys machineries, provides technical assistance and the facilities to process raw harvest, which otherwise would be extremely expensive for the single producers.
6. Indicate any <u>main changes</u> in ownership over the lifetime of the entity.	Constant increase in the members and workers' numbers.

E. Governance

1. Describe the governance structure of the entity (board, management, committees, etc.), number of members and method of selection (appointed or elected and by whom).	<p>Governance bodies are the members' meeting, the management board and statutory auditors (if appointed). The general assembly approves by absolute majority.</p> <p>Board members are elected by the members' general meeting by relative majority or eventually by unanimous vote.</p> <p>Governance bodies are: Members Assembly; board members; supervisory committee.</p> <p>The board is made up of a minimum 9 members to a maximum of 11, plus the president. Board members are elected by the members' General Assembly by relative majority (or eventually by unanimous decision).</p> <p>There is also 1 executive manager who is not member of the board.</p>
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2. Is there an entity or process for oversight of the board?	No
3. Are there external independent board members?	No
4. Are there term limits for board members?	Board members can vary between a minimum of 7 to a maximum of 11, are elected by relative majority by the general assembly and have to be representative of the territory. Board members are elected every 3 years, and a third of the board must be renovated at each term. They can be re-elected in the limits provided by the law.
5. What is the gender composition of the board?	100% men (9 out of 9)
6. Describe management and board salary/compensation policies and how they are decided/determined?	The board members have to respect a principle of equal treatment towards members. They are paid on the basis of attendance fee determined by the General members' assembly. The amount is between 0€ - 200€ per each participation in the meeting. The board can decide an extra compensation for the board members with specific tasks. The cooperative managers' salaries are calculated in accordance with the national contract foreseen by the relevant category plus a further amount agreed by the board members
F. Profit/ benefits/ surplus distribution policies	
1. Describe briefly the distribution policies and procedures for profits / benefits / surplus	Earnings are shared among members, according to the quantity and quality of harvest supplied. Members are liable for the amount of social capital they have signed for at the acknowledgement of their membership admission.
2. Are members/owners liable for losses of entity? Describe how liability is shared.	Members are liable for losses only with their capital stock. Conditions are foreseen in the coop statute and Civil Code.
G. Strategy: highlight approaches adopted to address the identified challenges	
1. Describe briefly the business strategy looking at aspects like: main products/services, market niche, market share, quality and pricing/costs and <u>main changes</u> occurred in time.	Promotion of the local territory and its agricultural products come first and foremost at the Agraria Riva del Garda. For these reasons, it proudly promotes the concept of "zero km products" – local products available directly from the producer to the consumer, with direct traceability for both quality and agricultural sustainability. In recent times, Agraria has opened a food court (Corte del Tipico) where consumers can both taste and purchase DOP Garda Trentino Extra Virgin Olive Oils and Agraria selected wines (their typical production), in addition to high quality selected typical Trentino specialties (more than 50 products labeled and guaranteed by the main Agraria brand and mostly produced by local cooperative and producers like cheese, cold cuts, meat, grappa, honey, jams, pickles, preserves etc.).

	Started as farmers' association, Agraria is now a well-reputed quality brand, widely known also outside the region's borders, winner of international prizes for quality and genuinity of its oils and wines (e.g. the Golden Award at Yearly Index for the World's Best Olive Oil in New York, 2014).
2. Describe briefly the relation between the business strategy and the social mission of the enterprise.	Agraria's social mission is to preserve and promote the territory, so all its business strategy is oriented towards the promotion and enhancement of the local production, with high quality standards. Agraria's market brand is its territory, as synonym of quality and authenticity.
3. Please describe briefly the strategic partners or alliances that the enterprise has.	Agraria has strategic partnerships with the local administration and municipality, the local international exhibition centre (Riva del Garda Fierecongressi), touristic promotion bodies, the local agrarian research institute Mach Foundation, consortia of wine and oil producers, and is part of the Trentino Federation of Cooperation.
4. Please describe briefly the methods and practices of communication/relationships with Stakeholders (members, community, donors, NGOs, etc.),	Agraria has a very detailed website in 3 languages (Italian, English and German), where people can find all information about the cooperative. It has a dedicated press section, where events and prizes awarded are published and advertised. People can subscribe to a newsletter, and follow Agraria on the main social networks (Facebook, Twitter, and Instagram). Customers can refer to online catalogues that display in details all products that can be purchased at Agraria.
5. Innovation and key performance factors	Agraria has a mutualistic purpose and aim to benefit the members by valorising, sustaining and increasing production of wine and olive oil, and their commercialization under the same brand. The Agraria has recently invested in production of organic olive oil improving its quality.
6. Human resources - personnel	
- No. of employees	1 director; 19 employees
- No. of volunteers	280 grape grower members
- No. of members	80 olive grower members
H. Outcomes: results achieved and lessons learned	
- Assets (raw numbers)	0€
- Capital (raw numbers)	756.292€
- Production	7.742.127€
- Turnover /sales	7.337.065€
- Profit/loss	14.948€