



Punta Stilo Association

Organic products from Calabria from a controlled

Ass. Punta Stilo products presentation

CALABRIABio.

quando il biologico diventa eccellenza.

Rete di Imprese Punta Stilo | Via R. Salerno 8, 88065 Guardavalle (CZ) | P.Iva 03362810792 / C.F. 97074540796 | marketing@calabriabio.it

www.calabriabio.it



Introduction

Today more than ever the need to know what we eat has become a priority: for health and environment protection but also to rediscovery lost flavours.

Calabria was very rich in agricultural varieties adapted over the centuries to the places, resistant to adversity and with unique flavours. A dramatic impoverishment of the genetic heritage has been carried out by big seed companies which promote high yield plants also through genetic modification. Fortunately, many farmers and consumers have learned that the promise of an higher production hides the swindle of having not resistant plants which require continuous treatments.

Punta Stilo Association is engaged in creating a network of organic agricultural companies in Calabria that can guarantee a production chain controlled in all its phases and then be able to reach the final consumer directly without intermediaries.

Most of the producers are certified organic according to the Reg. CE 834/07. The others are working to get certification soon, but the role of the Association is precisely to act as guarantor.

We are working for:

- carry on honest companies in Calabria;
- give the chance to work in agriculture to those who want;
- give you the opportunity to come and visit us, discover what we do and enjoy the best of what this land can give.

A project that requires a lot of work and many difficulties to overcome. Fortunately there are already many people believing in us.

Realizing a dream

Our Association groups companies and individuals with the main objective: promoting and valorising typical Calabrian handicraft and agricultural products.

Punta Stilo is the location from which the Association project started. An area that someone has called "middle ground", a sort of nobody's land. Every family here knows the tragedy of emigration and entire areas are abandoned.

Our ambitious project is to build another image of Calabria. We believe that producing according to the organic method, respecting the environment and workers, is the right direction. Then, monitoring the production processes in all of its phases, we guarantee that also the raw material is totally Calabrian.

We are working to give hope to those who want

- to live in Calabria without emigrating and living with an honest job
- to restoring abandoned land.
- to grow a company despite the politics, the crime and the financial system
- to recover ancient crafts and productions that have been abandoned such as natural fibres (broom, hemp, flax, etc.)

CALABRIABio.

quando il biologico diventa eccellenza.

Rete di Imprese Punta Stilo | Via R. Salerno 8, 88065 Guardavalle (CZ) | P.Iva 03362810792 / C.F. 97074540796 | marketing@calabriabio.it

www.calabriabio.it



We want to create a system in which we are protagonists of our choices, where we can know exactly what we're buying. A sort of large community in which both producers and buyers are protected, avoiding useless intermediaries and costs.

We started a few years ago and it seemed an impossible task. Today over 30 companies have joined the Association, from which you can have excellent and healthy products of our land.

The Punta Stilo associated companies

The Punta Stilo Association work is not limited to the field of selling agricultural products. We are convinced that we must also protect and enhance the territory where we live: there are many places with enormous historical and environmental value, abandoned to themselves, with the risk to fall in some "speculation". We want to take care of this aspect too.

Calabria is an Italian region with an history of migration due to the lack of work and the presence of illegal activities. In short, we want Calabria to return to being a region that can be chosen serenely to travel or to live. For those who live here and those who wants to come as tourists, we want to create a services network to permit the access to quality and healthy products and to enjoy wonderful places through a series of paths between the different farms and companies involved in the project.

For these reasons, among the associated companies there are also tourist facilities, restaurants and beautiful agritourisms with educational farms which could offer varied experiences in a unique rural and environmental context, as well as hikes in ancient villages, archaeological sites and mountains.

All the products offered by Punta Stilo, as well as in the associated receptive structures, must meet the association production specifications and the Service Charter: the PuntaStilo brand guarantees the services and products along the whole supply chain from the ethical point of view and respect for the environment.

CALABRIABio.

quando il biologico diventa eccellenza.

Rete di Imprese Punta Stilo | Via R. Salerno 8, 88065 Guardavalle (CZ) | P.Iva 03362810792 / C.F. 97074540796 | marketing@calabriabio.it

www.calabriabio.it



Products overview



Citrus fruits

Oranges of different qualities (Navelina, Washington, Tarocco, Moro, Valencia), lemons, CLEMENTINESs (Mandalate, Fortune), mandarins (Ciaculli) are processed by an organic producers cooperative whose main objective is to take care of the consumers' health, the environment and the workers dignity.

Also the new "Calabrian gold", the bergamot, is worked in the cooperative I Frutti del Sole and supplied by several companies as well as by the "Consorzio Bergamot": hundreds of producers who share the objective of protecting and enhancing the essence and any other bergamot derivative.



Flour and derivatives

Durum wheat semolina, type 0 flour, wholemeal flour and biological pasta, all obtained from the Senatore Cappelli wheat variety, are supplied by the farms Squillacioti, Tedesco, Galati as well as by other associated producers.

Thanks to its lower gluten quantity and the fact that the gluten molecule has not been modified, the Senatore cappelli flour is much more digestible and presents a lower risk of intolerance compared to modern durum wheat flour. For these reasons it represents a refined and exquisite alternative for the preparation of all products based on traditional wheat: bread, pasta, pizza and desserts.



Oil EVO

The extra-virgin olive oil from Calabria has all the credentials to be presented to the most demanding customers. Moreover, the enhancement of this product would permit us to recover and protect millennial olive groves in areas that today are affected by fires and unauthorised pastures.

CALABRIABio.

quando il biologico diventa eccellenza.

Rete di Imprese Punta Stilo | Via R. Salerno 8, 88065 Guardavalle (CZ) | P.Iva 03362810792 / C.F. 97074540796 | marketing@calabriabio.it

www.calabriabio.it



Extra-virgin olive oil var. Carolea, Geracese, Ottobratica, Dolce di Rossano, is obtained from the our associated producers who share the same methods: olives cultivated according to the organic method, hand-picked and pressed the same day at low temperatures.



Chili pepper

The 100% Calabrese Chili is grown and produced in the province of Reggio Calabria. The pepper plant crops we use belong to the Capsicum Annum species: Cultivar True Cayenne (high spiciness) and Casalese / Casalino autochthonous cultivar (medium spiciness and sweet pepper).

Once the peppers on the plant reach spontaneous ripening (which we remember to take place several times, because not all the fruits ripen at the same time) directly in the fields exposed to the sun in the Piana di Gioia Tauro, they are harvested by hand and immediately taken to our factory, everything takes place from 3 to 6 hours from harvest.



Jams

An assortment of jams: Red oranges, Mandarins, Lemons, Kiwis, Figs, Blackberries, Raspberries, Pomegranate and then also Figs, Figs and Chocolate, Oranges, Mandarins, Lemons.

Jams produced by "Officine Conserve Alimentari" end "Artibel" has an ancient history, always based on the love for the earth and its fruits. The care and expertise characterizing the work of the family business, allow to get even better results. Continuing the process of improvement that allows us to use the wonderful heritage that nature offers in a natural and sustainable way.

CALABRIABio.

quando il biologico diventa eccellenza.

Rete di Imprese Punta Stilo | Via R. Salerno 8, 88065 Guardavalle (CZ) | P.Iva 03362810792 / C.F. 97074540796 | marketing@calabriabio.it

www.calabriabio.it



Bergamot juices

In Calabria popular tradition has always considered bergamot juice as an important aid in controlling the cholesterol level in the blood.

The land considered as a resource and a lifestyle, to rediscover a lost genuineness and offer it to the consumers. The Associazione Punta Stilo goal is to understand the importance of a cultivation carried out in synergy with the surrounding environment and able to give the right meaning to the expression “healthy living”.

The Association is organizing in order to become a fruit producer and transformer to obtain juices or preparations for juices: Frozen Strawberry Fruit, Frozen Raspberry Fruit, Frozen Bergamot Juice, Frozen Lemon Juice, Frozen Red Orange Juice, Frozen Pomegranate Juice.

Wine

Since ancient times, Calabria is a land of wine. It is not by chance that the Greeks called it Enotria (land of wine).

First of all Cirò, now considered the Earth's oldest wine, and the famous Greco, a vine that the Greeks transplanted on these lands in the eighth century B.C.

We have different types of wines from the DOC areas of Calabria

Guardavalle wine from Guardavalle

The territory of Guardavalle (Catanzaro) can boast a long winemaking tradition with an enormous varietal heritage. Many people have drawn from this wealth selecting precious vines that have been transplanted elsewhere.

Recently the interest in wine is growing, especially for the qualities linked with the territory.

This is an area that can offer important job opportunities and income, so the Associazione Punta Stilo supports companies that want to invest in this field.



The project to re-launch the wine vine cultivation was born with this intent, with the aim of producing the wine Guardavalle which has the same name of the vine and the country in which it is produced. Something very rare and appreciated by the market.

The results of this ambitious project are the Guardavalle Bianco and the Spumante Guardavalle.

CALABRIABio.

quando il biologico diventa eccellenza.

Rete di Imprese Punta Stilo | Via R. Salerno 8, 88065 Guardavalle (CZ) | P.Iva 03362810792 / C.F. 97074540796 | marketing@calabriabio.it

www.calabriabio.it