# Introducing AGRIFUTURE, the new MartinoRossi in-field laboratory

## 330 THOUSAND SQUARE METERS DEDICATED TO RESEARCH AND EXPERIMENTATION INTO NEW HYBRIDS AND NEW CULTIVATION METHODS

MartinoRossi is today the major market supplier of flours, grains and functional ingredients made from cereals and pulses and free from gluten, allergens and GMOs. The company's strong point has always been its responsible choice to closely supervise every single stage of the production cycle: all MartinoRossi flours and products in fact come from controlled supply chains, where all the stages of the process, from sowing to cultivation, from threshing to transport, drying and storage, up to transformation, are directly managed by the company, within its own plants. A method that not only zeroes the risk of contamination by allergens, but also enables MartinoRossi to use the supply chain as if it were one big research laboratory, allowing experimentation of new seed varieties and fine-tuning of product quality.

This is precisely the philosophy behind **AGRIFUTURE**, the new MartinoRossi project for promotion of sustainable high-quality agriculture. This special farming company lies just ten kilometres outside Cremona and just a few metres from the headquarters in Malagnino. Special because it was set up with a different purpose: research rather than production, with study results tested directly in the field. "It is like a big open-air laboratory," explains Arrigo Artioli, Supply Chain Director, "where we will keep sowing new kinds of cereals and pulses. We have been working with our agronomists and the R&D divisions for a while now. Our aim," he states, "is to provide greater input for research, optimising processes and making the passage from theory to practice almost immediate."

The 33 hectares of fields will be planted with oats, pulses and different varieties of corn, all for consumption as foodstuffs and naturally free from gluten, allergens and GMOs, just like the rest of the MartinoRossi range of products. “We will be doing research into hybrids,” he continues, "to find out how they adapt to better select them for food use (with new consumer trends in mind especially).”

But that’s not all: **AGRIFUTURE** will also be where new techniques for precision farming are tested, based on instrumental monitoring of the field and calibrated intervention to meet the needs of crops and soil. Furthermore, valuable collaboration with ERSAF (the regional body for services to agriculture and forestry) and its agronomists will allow constant long-term agronomic monitoring of the structure and composition of the terrain’s surface layer, checking the organic carbon content of the soil and the presence of worms and arthropods. The data collected will be an important tool for improvement in land farming techniques.

**AGRIFUTURE** therefore intends to become a benchmark for both the food industry and the world of farming, through the diffusion of innovative sustainable technologies to be applied to crops, like *sub-irrigation*, already in the 10th year of experimentation with the aim to considerably reduce the consumption of water and resources, and *minimum tillage*. “We then want to share our knowhow with the entire sector,” Artioli ends by saying, “with open days and meetings here at the company, inviting our clients, buyers, institutions and university representatives, to talk about sustainability and the future of agriculture.”

*Example of experimental cultivation*