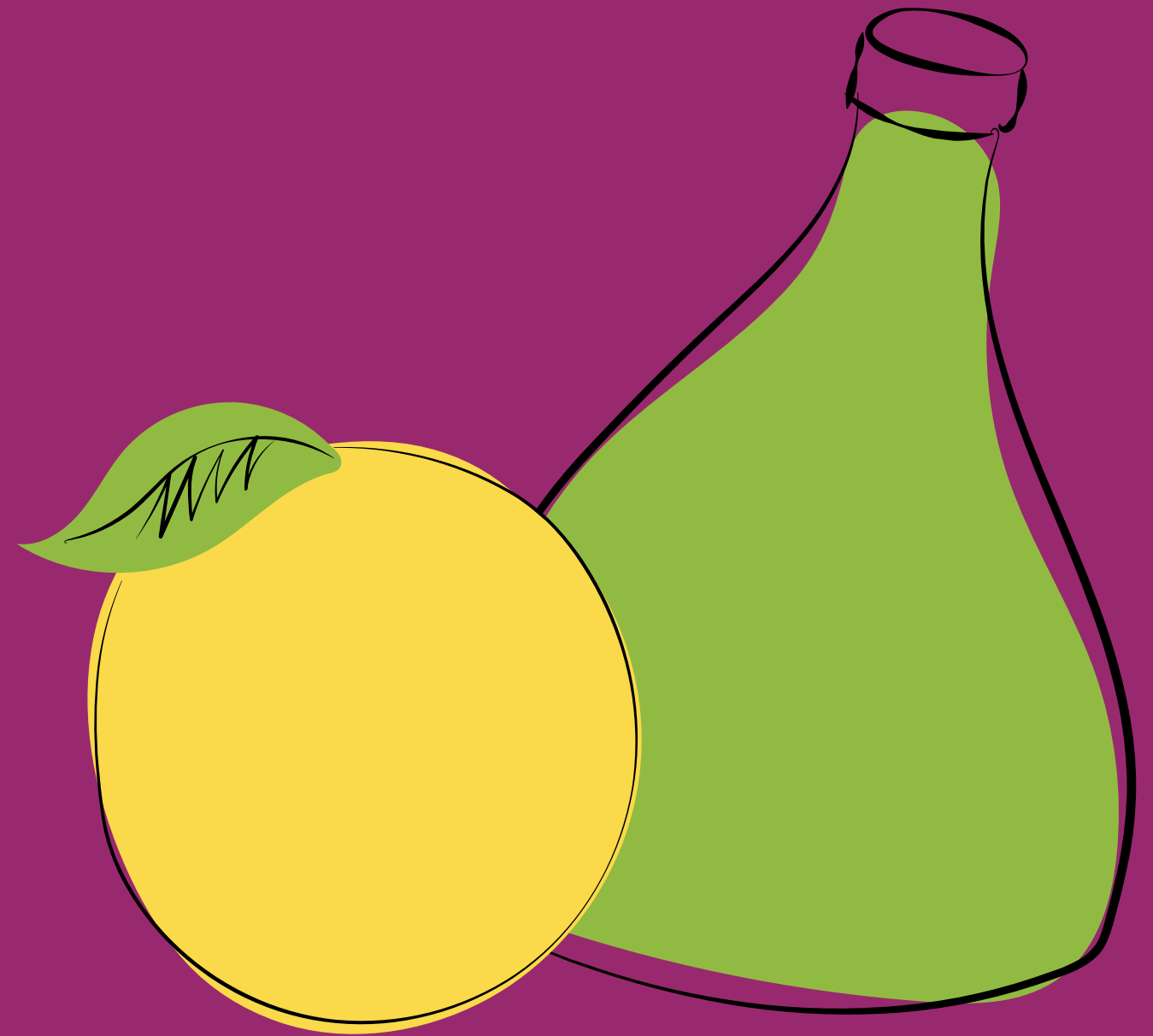


The Colours and Flavours of Made in Sicily



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The project

The Green Valley project was created to make the excellence of Made in Sicily organic farming products known throughout the world.

We were founded in 2016 on the initiative of entrepreneur Nino Lenzo, based in Ficarra, a small village in the province of Messina.



We are primarily dedicated to the production and development of natural and environmentally sustainable products.

We guarantee organic farming products by respecting the land and enhancing quality.

Our Values



**Innovation
Quality Respect
for
the environment**

MISSION

Offering a visual, olfactory and sensorial experience through colours, scents and flavours of the Sicilian land.

VISION

Making the history and products made in Sicily known in the world. Behind every product is the history of the land from which it comes and the work of the farmer with his professionalism, experience and passion.

VALUE PROPOSITION

Offering the market high-value organic products that emphasise the quality of Made in Sicily and break down traditional geographic barriers with 24/48 hour shipping.

Objectives



01

Promoting the Sicilian territory and the quality of products made in Sicily

02

Telling about the company and making the people inside it known

03

Bringing out the aspect relating to environmental protection: all agricultural products and box packaging are obtained in an environmentally friendly and earth-friendly way

04

Exploiting digitisation to break down conventional geographical barriers, directly from producer to consumer in 24 hours

05

Developing an integrated omnichannel strategy in which digital supports traditional sales logic and vice versa

06

Making the user experience and the online purchasing funnel easy, intuitive and fast



Sustainability

Respect for the environment is the basis of our activity and is the core value of our work that we want to convey to the outside world.

Green Valley as a company adopts a form of sustainable agriculture that respects natural resources, preserving them for future generations.

It is located in an area with a predominantly agricultural vocation, rich in water, fields, and in a strategic position between the hills and the sea. Elements that favour cultivation and preserve the environmental and naturalistic value.

Furthermore, it minimises the use of inputs, does not use pollutants and does not alter the environmental balance. Eco-friendly packaging is used to make the gift boxes.



Bio Certification



The organic oriented company certifies itself as Bio AgriCert from the outset to attest to its willingness to work for the common welfare through the production of certified natural products.

Organic farming certification is only granted to companies if a series of rules established in Italy by the Ministry of Agriculture, Food and Forestry are complied with at every stage of production of a given product.

Green Valley has been in organic farming for several years, and strictly follows the indications laid down in EU Regulation 834/2007 on organic production; the company is controlled and certified by the Bio AgriCert certifying body.

Shipping



Green Valley customers are served by couriers and shipments are only made from Monday to Wednesday to allow the

delivery within

48h

**and guarantee fruit that is
always fresh and undamaged!**

Green Valley's shipping philosophy is to pick the product at the time of order, and citrus orders placed on Saturday and Sunday are shipped on Monday.

Products

The company's core business is the organic cultivation of citrus fruits including oranges, lemons, clementines and mandarins as well as the production of extra virgin olive oil extracted from Sicilian olives!



Products



Citrus fruits



Oil



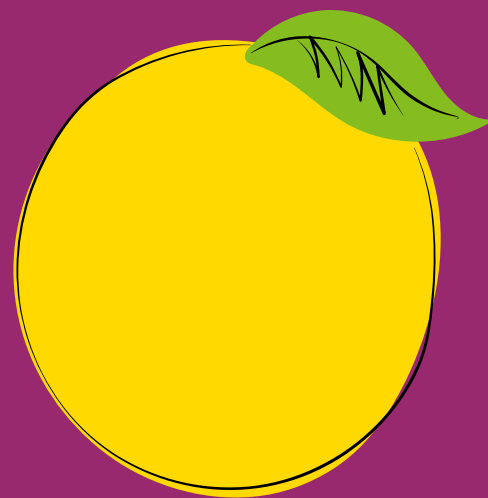
Liquori

TYPES OF PRODUCT

Citrus fruits

Sicilian citrus fruits are the company's flagship product.

They are collected with the utmost care the same day as the date of dispatch.



Post-harvest fruits are not washed to prevent moisture from compromising their natural freshness during transport. In addition, no waxes are used for storage and marketing.

TYPES OF PRODUCT

Citrus fruits



**Washington
Navel oranges**

ORIGIN ITALY



Lemon Verdello

ORIGIN ITALY - SICILY
(JUNE TO AUGUST)



Lemon Femminiello

ORIGIN ITALY - SICILY
(OCTOBER TO MARCH)



Clementine

ORIGIN ITALY



Mandarins

ORIGIN ITALY



You can also compose your own box, entering all available varieties of Sicilian citrus fruits.

FORMATS

5 kg **10 kg**

TYPES OF PRODUCT

Oil
EXTRA VIRGIN OLIVE OIL

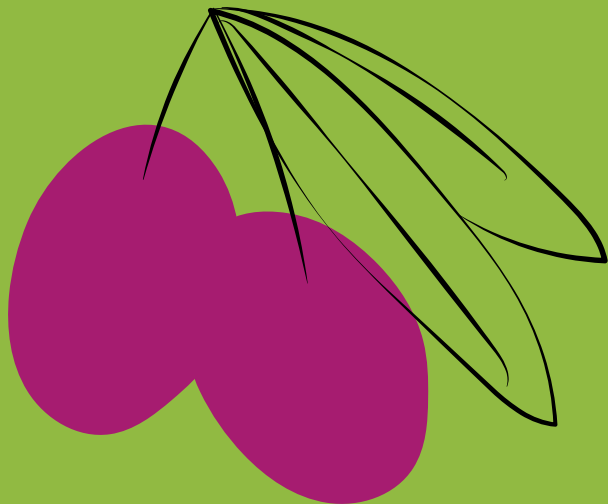
The oil is produced only from Sicilian olives of the Biancolilla, Nocellara and Ogliarola Messina varieties.

FORMATS

250ml

500ml

750ml



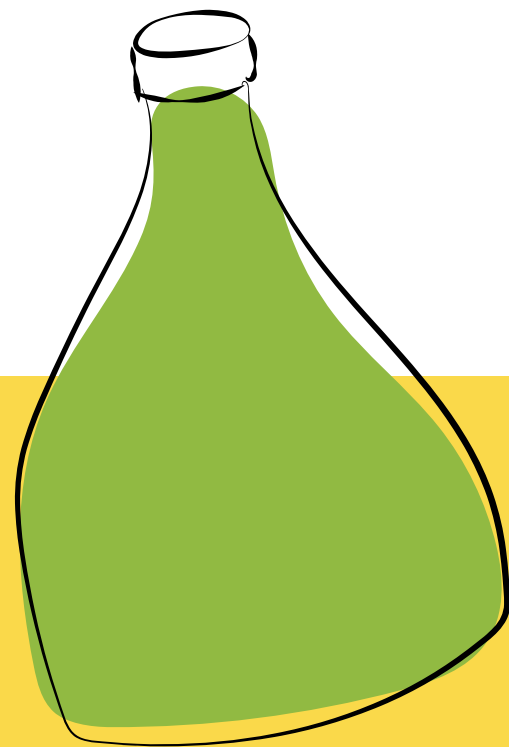
It is obtained according to ancient Sicilian craftsmanship, to maintain the genuine flavours of the earth, starting with the harvest, which is done by hand in October and December, followed by cold pressing.

TYPES OF PRODUCT

Limoncello

LIQUOR

Limoncello di Sicilia is made in strict accordance with the recipe for true Sicilian Limoncello. It is prepared using only untreated Sicilian lemons, with an edible peel and of the highest quality.



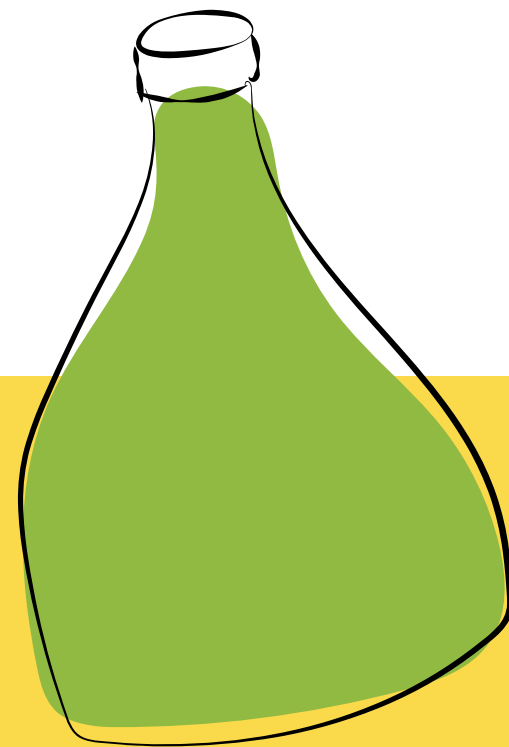
This results in a liqueur with a full flavour and rich in essential oils, perfect to be enjoyed before or after meals and to enhance the flavours of desserts and fruit salads.

TYPES OF PRODUCT

4Lime

LIQUOR

4Lime is a precious four-citrus liqueur, made from an old family recipe that has been handed down for several generations.

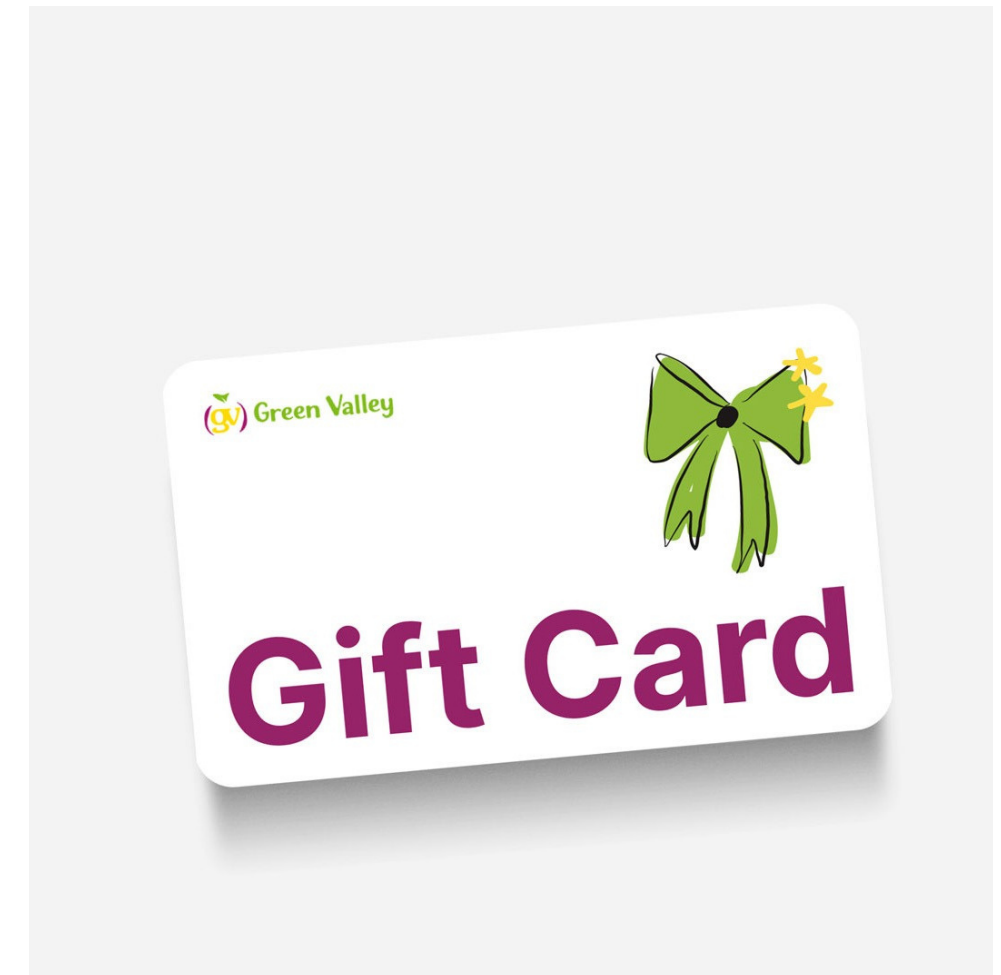


Aromatic and fragrant, it is prepared by macerating lemon, orange, mandarin and finger lime in alcohol, also called also called Caviar Lemon, a special citrus fruit native to Australia.

Gift box

The Gift box is a gift idea of Green Valley products for an experience that always gives emotions among the flavours, smells and traditions of the Sicilian territory.

The box is modular and customisable, you can choose from a variety of products within your budget. The boxes are ideal for an original and elegant gift, each box will be made in the original Sicilian box.



One of our company's flagship products is the Gift Card in the amount of:

50€

100€

200€

The Green Valley Gift Card gives you the freedom to choose and purchase all the products in our shop from citrus fruits, lemons, extra virgin olive oil and liqueurs 4lime and Limoncello liqueurs.

Enter your name and the name of the recipient to complete your gift idea.



Subscriptions

Mixed citrus box

For those who wish to receive Green Valley products every month, a subscription formula has been devised. You can choose between a six-monthly and an annual subscription.

10 kg

For 6 months

25.00 € per month = Total 150.00 €.

For 12 months

23.00 € per month = Total 276.00 €.

5 kg

For 6 months

13.00 € per month = Total 78.00 €.

For 12 months

12.00 € per month = Total 144.00 €.

The quantities of the different products change depending on availability.

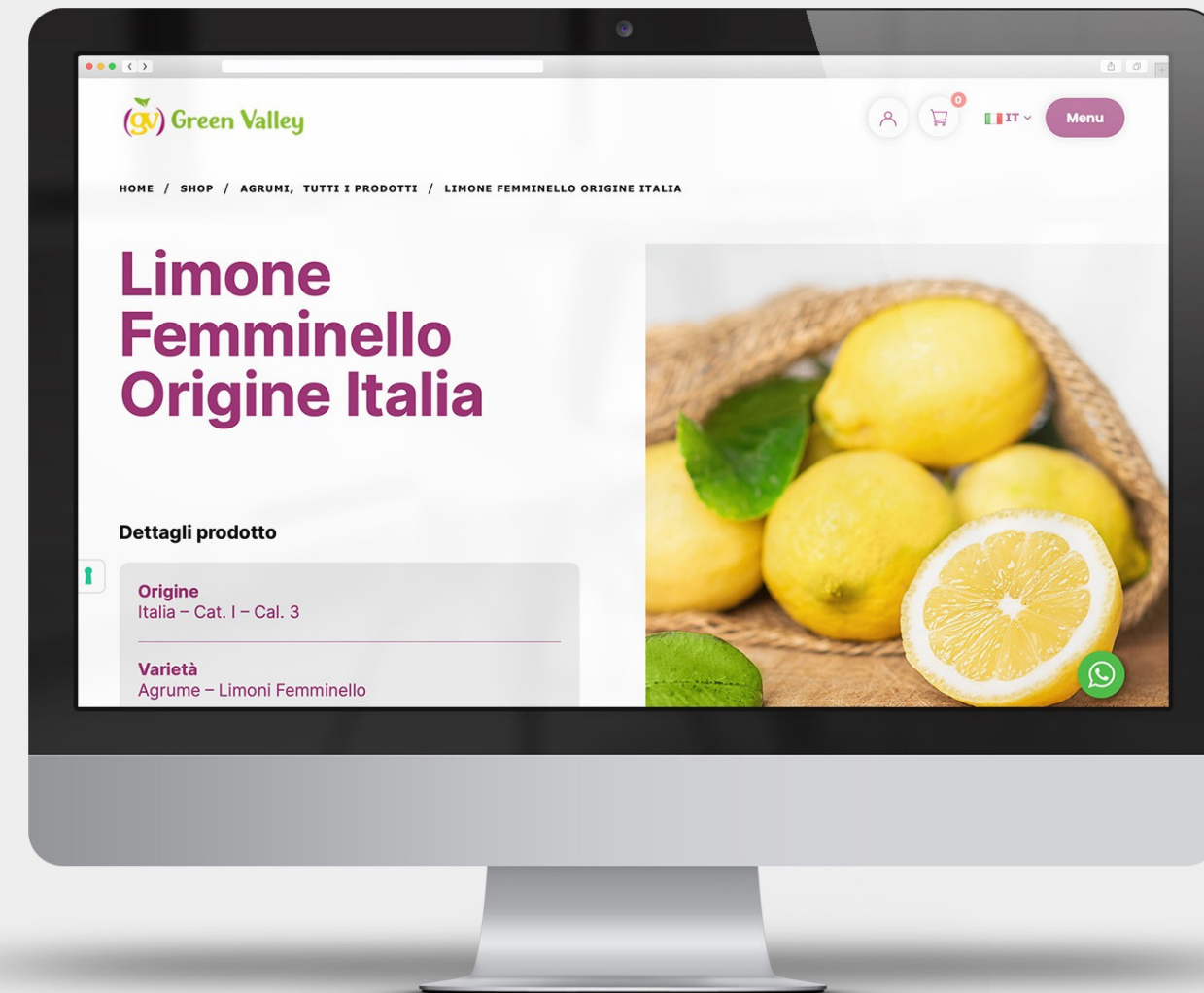


COMMUNICATION CHANNELS

Website / E-Commerce

Through the website, the company offers the opportunity to break down conventional geographical barriers, making it possible to purchase products via e-commerce, directly from the producer, and to receive a fresh product within 48 hours of dispatch.

The website also wants to tell the story of the company and the people within it, especially as producers of organic products, it is essential to give a face to those who cultivate and produce the land. Equally important is to geo-localise the product, bringing the product's narrative to life through the peculiarities of the land from which it comes.



Website / e-Commerce

The e-commerce website is the company's main sales channel.

VISITORS

+ 5000

Per month

VISITED PAGES

+ 12000

Per month

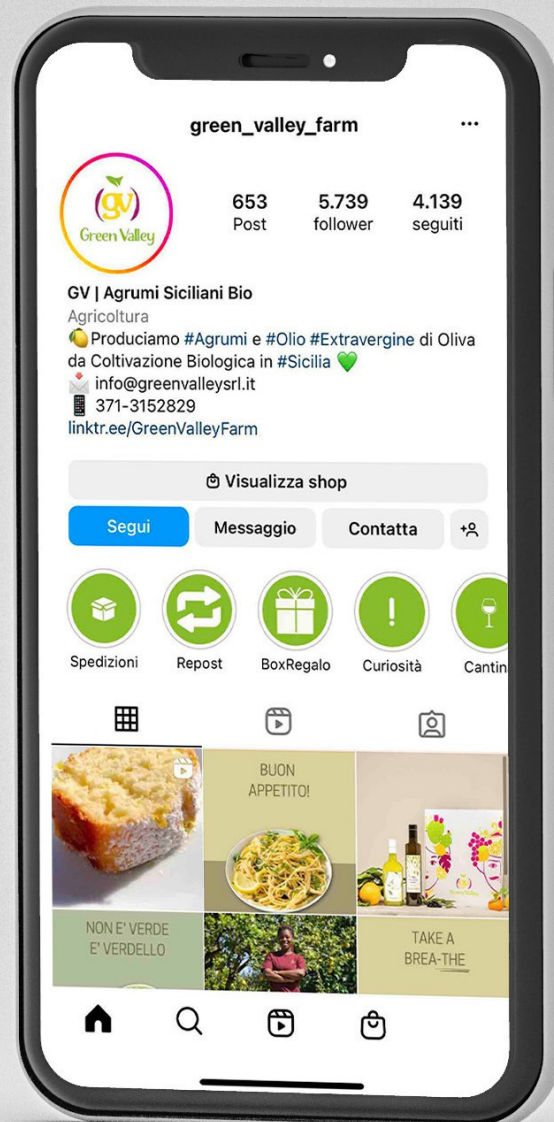
CONTENTS

+ 200

**Including
Recipes,
Curiosities
and Product
Information.**

COMMUNICATION CHANNELS

Social



INSTAGRAM

The instagram profile is the most followed. The platform is used daily to share recipes, trivia, reviews, product and customer photos.



FACEBOOK

It is the secondary social channel.



LINKEDIN

Linkedin is the most professional channel, mainly used as a commercial showcase for Green Valley products.

Where to find us

Mail

info@greenvalleysrl.it

Phone / Whatsapp

+39 371 3152829

Instagram

[@green_valley_farm](https://www.instagram.com/green_valley_farm)

Facebook

[Greenvalleyfarmsrl](https://www.facebook.com/Greenvalleyfarmsrl)

Linkedin

[Azienda agricola Green Valley Farm Srl](https://www.linkedin.com/company/Azienda+agricola+Green+Valley+Farm+Srl)

Website

<https://greenvalleysrl.com>

Address

Contrada Grenne, Ficarra (ME) – Italia



*'Before
you were Sicily, O cloud of rose
Rising from the sea! And in the blue a mountain: snowy
Etna. Hail, O Sicily! Every aura that moves here
throbs a zither or pierces a bagpipe,
And sings and passes... I had arrived where
He who dreams comes.'*