

Ready to feed futures?

# FEED

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**sovena**  
Feeding Futures

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Reading time: 15 minutes

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## So Yummy

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## Up to Date

Interview with João Basto  
**New Ventures & Sustainability  
Director**

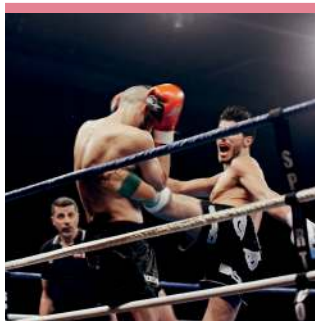
Sustainability is  
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## What's up

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The oldest factory of  
the group, representing  
the legacy of its founder,  
Alfredo da Silva



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## B-side

Edgar Véstias finds an  
escape in kickboxing for  
releasing stress



## Zucchini, a healthy choice



Opting for healthy food is a growing trend for families. Nutritionist Carmo Cabral reminds us of some of the properties of the zucchini. It is a food with a low calorific value, providing significant quantities of copper and manganese (21% and 17% of the recommended daily intake), vitamin C, phosphorus and magnesium (13%, 10% and 10% of the RDI), a lot of water and also fiber (9% RDI). It must also be highlighted that it provides carotenoids such as zeaxanthin and luteolin (especially in yellow zucchini and using the peel), which are beneficial for vision. Zucchini seeds are rich in carotenoids and vitamin E, as well as unsaturated fats. Consumption of this vegetable provides

health benefits, for example, helping to control weight, for eye health, and preventing macular generation. It also contributes to good stomach health, a healthy bladder, and reduces benign prostatic hyperplasia.

In Brazil this vegetable has become very popular in cooking, being used as an ingredient in salads, starters, sauces, carpaccio, risottos, soups and fillings, among other dishes. Here we present a recipe from the Brazilian market, where Andorinha oil delights consumers, adding a special flavor to this recipe. Organic Extra Virgin Olive Oil is the star ingredient, produced following the strictest standards of organic agriculture.





## Stuffed zucchinis







TYPE OF DISH:  
*Starter*



PREPARATION TIME:  
*25 minutes*



SERVINGS:  
*6 people*



DIFFICULTY:  
*Easy*

## INGREDIENTS

*2 tablespoons* of Extra Virgin Olive Oil

*6* zucchinis

*3* cloves of garlic

*1* onion

*2* cups of fresh mushrooms, finely chopped

*1* grated cauliflower

*1* red pepper, chopped

*½ teaspoon* of Calabrian pepper

Fresh thyme leaves

Salt to taste

Freshly ground black pepper

*1 cup* buffalo mozzarella

## PREPARATION:

Cut the zucchinis in half horizontally. Using a spoon, remove the flesh inside to form a sort of canoe. Keep the part you removed.

Heat a large pan with a drizzle of Extra Virgin Olive Oil on a medium-high heat. Add the garlic and sauté lightly.

Add the flesh from inside the zucchinis, the chopped mushrooms and a pinch of salt. Sauté until the mushroom starts to dry, then add the cauliflower, chopped red pepper, Calabrian pepper and thyme.

Season to taste with salt and pepper, mix well and sauté for 3 more minutes. Fill the zucchinis with the sautéed vegetables, add the buffalo mozzarella and drizzle with Extra Virgin Olive Oil.

Place in an oven preheated to 400°F for 15 minutes or until they begin to brown. Serve immediately and enjoy!



## We are committed to using 28% recycled plastics in all plastic materials by 2025

The ongoing search for the best sustainability practices throughout the production chain is an everyday reality for Sovena.

João Basto, New Ventures & Sustainability Director, highlights that the 2021-2023 Sustainability Strategy is designed with a focus on assessment of the impact of the Group's activity on ecosystems, people and the business.

### **What strategy has Sovena Group adopted to guarantee good sustainability practices?**

We constantly seek to identify and adopt the best practices throughout our production chain – that is, from agriculture to packaging and logistics – through close contact with our suppliers, clients and consumers, to ensure the alignment of the whole supply chain of our products.

### **The group defined a plan for 2017-2020 with priorities in this area. What are the next steps for the coming years?**

We are creating the 2021-2023 Sustainability Plan and Strategy, reviewing all issues in all business areas. We intend to align the new objectives in a framework which facilitates the assessment of the impact of our activity on ecosystems, people and communities, and of course, on our business. We intend to define commitments, objectives and targets which are clear and shared by everyone, for the sustainability areas that we identify as being a priority.

### **Can you tell us what the priorities are for the next three year period?**

The creation of the plan began in the last quarter of 2020. Since then, we have had the opportunity to listen to many of the most important stakeholders (managers, employees, suppliers, clients, partners, sectoral associations, universities, opinion leaders, competitors, etc.). This was a comprehensive consultation, which with the support of a new, highly experienced team, has helped us to look at the issues from a different perspective, calibrating our priorities.

The process allowed us to confirm our awareness of a new set of issues, but also



**The incorporation of 28% of recycled plastic will replace more than three thousand tons of virgin plastic by 2025**

emphasized the importance of others that we were perhaps less aware of.

In parallel, we also focused on aligning a set of commitments, specifically in the area of plastics and food waste. These commitments and targets, in general, were no more than systematising and giving greater visibility to initiatives and objectives that we had already taken on internally.

### **Can you give practical examples?**

Since 2019, using recycled PET has become a priority for Sovena. Both at the level of our brands, with incorporation in the Oliveira da Serra and Fula bottles, and as a solution in orders from our own-brand clients. This decision, as well as others in progress will allow us to increase the recyclability of



our packaging, as well as the reduction of pigment in PET bottles and the replacement of the black pop-up to a transparent pop-up, were the basis for our application to sign the Global Commitment of the Ellen MacArthur Foundation, the leading global initiative for reducing and rationalising the use of plastic.

Joining a movement in which the main global businesses participate only gave greater visibility to an internal decision, with our commitment to reinforcing the scope of the initiatives underway, and thereby fulfilling the objective of 28% of the plastic used at Sovena being recycled plastic by 2025.

**At the base of the creation of this new department was the awareness of the need to maintain sustainability at the center of all decisions**

In the case of food waste, membership of the United Against Waste Initiative, a platform co-led in Portugal by the Food Bank, is another example which benefits from the visibility of the set of initiatives in place at Sovena. These include the participation of Oliveira da Serra in the Too Good To Go platform, which allows it to avoid the destruction of quality olive oil stock when it reaches its expiry date; and the association of Fula with Filipa Gomes, raising consumers' awareness of taking advantage of leftovers to make new dishes.

**But waste reduction doesn't stop there...**

No. We do much more. At Nutrifarms there is a zero waste policy in olive groves and oil mills, and in factories there is management of water and energy, and an ongoing effort to make waste into by-products with commercial value.

**Is it possible to quantify the benefits of this commitment to good sustainability practices?**

For example, the current plastic consumption at Sovena is 11,200 tons per year. The incorporation of 28% recycled plastic will replace over three thousand tons of virgin plastic by 2025.

**Have you been able to involve employees in this issue?**

Whether voluntarily or involuntarily, our employees have been the main drivers of these initiatives, because they are all the result of or dependent upon their daily activity in the different locations where we operate. But there is still much to do. By creating this new department, we were aware of the need to maintain sustainability at the center of all our decisions, and to continue seeking ways







to increase commitment and involvement in the improvement of Sovena's practices. As previously mentioned, our objective is to define commitments, objectives and targets, shared by all, to help bring together our efforts in specific directions to improve our impact in the communities and ecosystems in which we operate.

#### **Sovena recently joined BCSD Portugal...**

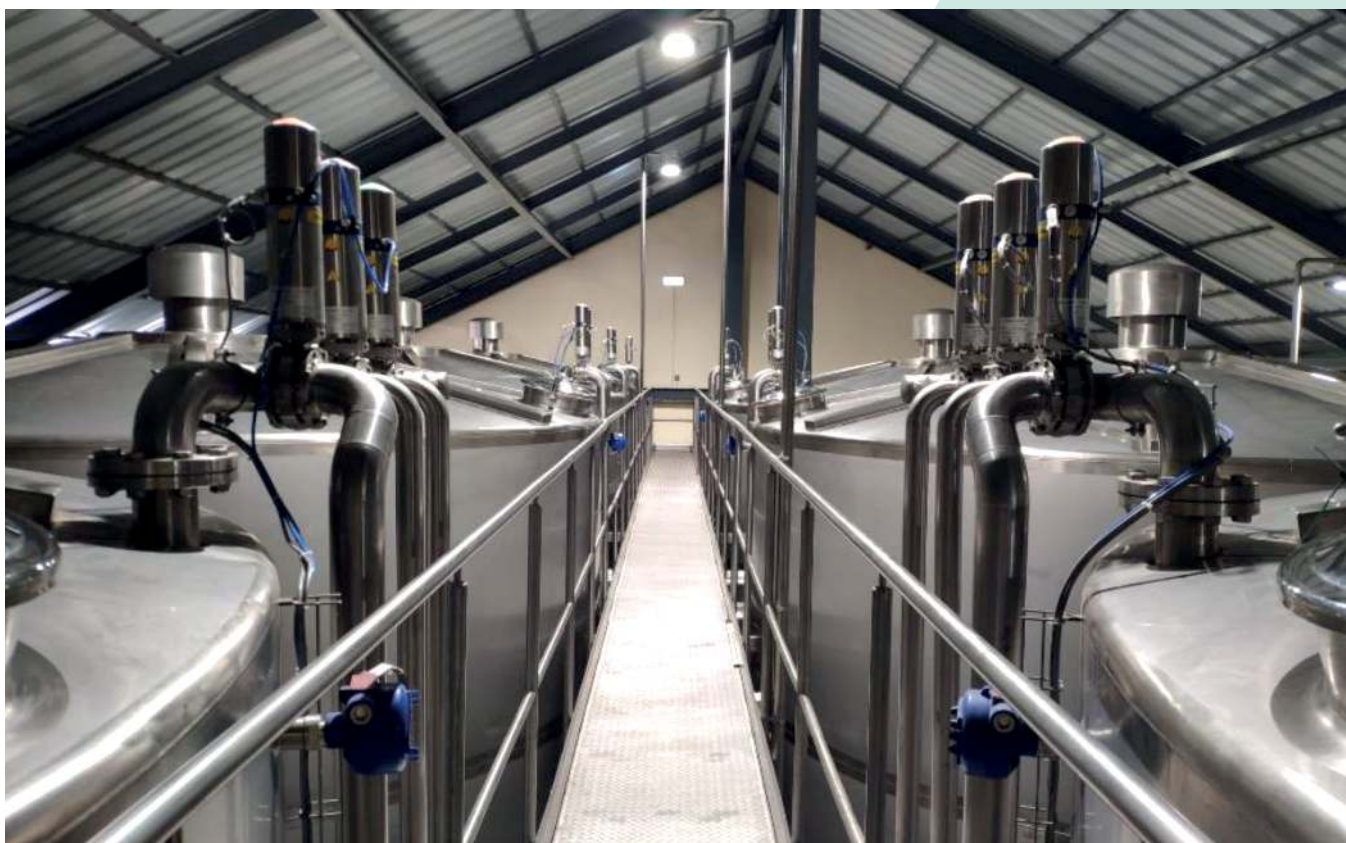
Exactly. BCSD Portugal is part of the WBCSD – World Business Council for Sustainable Development, an association which brings together companies with a vision for the future, which work together to accelerate the transition toward a more sustainable world. In fact, Nutrinveste was its founding partner. Being partners allows sharing, but above all learning from the experiences of others with regard to different

stakeholders in general, and consumers in particular.

#### **Do consumers already recognise concerns about sustainability?**

It is increasingly necessary to maintain authenticity and alignment of commitments with the profile of the company in an active and informed way. In this regard, when listening to our stakeholders, it is with great pride that the integrity, ethics and quality of our products were highlighted as a basis for the high level of trust existing in consumers relationships with Sovena. This type of reputation is not created overnight. It is the result of the example and attitude of all those who have represented the company over several generations. We must all honor and continue this legacy.

# History and Culture in the Barreiro Industrial Unit



The Barreiro Industrial Unit has a special symbolism, perhaps due to its historical and cultural side, directly linked with the CUF (Companhia União Fabril) and the Mello Family. Today, the Fábrica do Barreiro is the oldest operating industrial unit of the Group, and it could even be said to belong to the direct legacy of Alfredo da Silva, whose mausoleum is attached to the factory's installations, with the prominence that such a tribute deserves.

In addition to this industrial legacy, very

good memories can also be found, present among some of our staff who have been linked with the Group and this location since it began, having played sports, spent holidays and even gone to the cinema at the CUF facilities in this place.

Over one hundred years after it was opened, today the factory has installations with capacity for refining 380 tons of seed oil each day, and packaging over 1,000,000 liters of olive and seed oils in plastic, glass and tins each day.





The 111 employees who guarantee the activity of the factory, divided into different areas (production, logistics, maintenance and quality, among others), are organised into different shifts, ensuring a 24 hour response for the market they serve. Today, much of our population is made up of residents of the towns near the factory, which has allowed us to see an evolution in the mobility patterns of our employees, who in addition to the usual cars and public transport, also increasingly use bicycles and even electric scooters.

The Barreiro Industrial Unit does not only produce the leading brands on the market –Oliveira da Serra, Andorinha and Olivari – in the olive oil sector; but also older, iconic brands of the Portuguese food industry, such as Fula.







## On the front line to help those in greatest need

Helping needy families have access to healthy food is the mission of the partnership between Sovena USA and United Way, a non-profit organization in the city of Utica, New York, dedicated to the education, health and financial stability of disadvantaged communities. Social solidarity forms part of the DNA of Sovena, and at a time when the pandemic maximises the needs of the less fortunate, it cannot remain indifferent. With this spirit it committed to this partnership, which created the "Take and Make" food boxes, providing 1,700 needy families five different menus and respective cards with the recipes. In total, the initiative created 42,500 meals. These were delivered on the 21st of February, and families received fresh produce, meat and other ingredients. Sovena USA took charge of donating

1,700 miniature servings of Olivari extra virgin olive oil, as well as 1,700 miniature servings of Olivari balsamic vinegar, which helped United Way to create healthier, tastier meals.

Regarding this initiative, Natalie Jennings, from the Sovena USA marketing department, highlighted that "At Sovena we are lucky to maintain normality in our operations. It is therefore more important than ever to help those in need, especially those who are closest to us."

The Executive Director of United Way MV, Erin Gutierrez Matt, highlights that "COVID-19 has affected us all in some way, and many have experienced financial difficulties. However, no one should have to worry about access to food." She explains, "This distribution of food provides fresh, healthy meals to the tables of thousands of families in our region."







## Oliveira da Serra thanks the people of Portugal for the extra support

Each day, Sovena Group directs its actions toward applying best practices in social responsibility. These are practices which are not just empty words, but which have a direct impact on society and which we hope will serve to inspire and motivate more people to improve the lives of others.

It was with this spirit of purpose that the Oliveira da Serra brand presented itself in blue in the final months of last year, with the aim of supporting the Food Bank to combat hunger.

The charity challenge was more than exceeded, resulting in the brand's donation of over 30 thousand liters of extra virgin olive oil to the Food Emergency Network, created during the pandemic by the institution led by Isabel Jonet.

Oliveira da Serra has not forgotten that the success of the "Together we will give extra support to Portugal" action is the result of the joint effort of everyone in Portugal who joined the initiative, thereby contributing to helping many needy families. It is therefore also

thankful for the gesture of solidarity of the people of Portugal for having supported this cause. The marketing director of the group, Loara Costa, highlights the importance of unity and support of the people of Portugal, stating that "We feel proud of the excellent results achieved, which once again demonstrate the spirit of social solidarity existing in Portugal. It was only possible to reach this extraordinary donation thanks to the active support of the people of Portugal, and we are very satisfied to have exceeded our target, allowing us to donate over 30,000 liters of oil, which will be distributed to the families that need it the most. We are grateful for the extra support of each person who in the supermarket aisle chose our blue label oil and decided to support this cause". She added, "The figures reached send an important message: if each one of us chooses to act in solidarity, together we can improve the lives of others. We hope to have inspired and motivated other people to provide support, because now is the time to act and come together."

For the successful result of this action, Oliveira da Serra highlights the role of the Food Bank, also thanking it and praising the work carried out by its teams, whose action was essential for undertaking this and many other direct donations to the families supported by the Food Emergency Network, which currently has 79 thousand people.





## A healthier lifestyle will win you an award

Adopting a healthier lifestyle is a trend which is increasingly prominent in society.

In this regard, in the United States Sovena has once again partnered with the American Heart Association to sponsor the “Healthy for Good Lifestyle Change” award, for the tenth consecutive year. This award distinguishes a member of the community who has adopted a healthier lifestyle.

The award will be issued on the 15th of May, the date on which the Heart Run and Walk event is held. Each year, Sovena USA is inspired by the testimonies it receives, and applauds those who are taking control of and taking care of their own health. For the group, this association serves to honor those who are already making healthy changes in their lives and to encourage more and more people to do so.

The mission of Sovena USA is perfectly aligned with the American Heart Association, above all because being committed to food and a healthy lifestyle is intrinsic to the work the group carries out each day.

## Sovena Get in Touch... Time to talk about Sovena

Sovena Get in Touch (GiT) is an initiative for company employees who wish to show a little more about what we do at Sovena, presenting us as a Group.

This initiative is part of the People & Culture plan for 2021, and has been defined through the inputs received at Sovena Culture 2020 and the Focus Groups carried out, which identified the need to reinforce knowledge related with Sovena Group and the work carried out by the different business units. Sovena Get in Touch (GiT) has a schedule of monthly sessions lasting one hour and open to all regions simultaneously. All sessions will be in the native language of the speaker, facilitating the use of simultaneous translation (English) a tool available on the communication platform used, TEAMS. We are using this initiative to involve all employees and to show them what we are doing today in each one of our business units, thereby contributing to an improvement in communication, collaboration and team spirit within Sovena Group. At the first session we discussed Marketing and Trade Marketing, with the theme of “Our Brands”. In April we will discuss Innovation. We’re counting on you to join us!

**Sovena *Get in Touch***





## Nutrifarms

13 years after it began, the Elaia Project has become one of the largest integrated olive grove and olive oil projects in the world, achieving its own excellence in addition to its size. Naturally, members felt the need to take new and different strategic options for their activity, therefore deciding to follow separate paths. Thus, Nutrifarms, the agricultural branch of Sovena, was created in 2020.

Today, Nutrifarms manages over 17,297 acres and two oil mills in Portugal and Morocco. The farms and oil mills are managed in order to guarantee high quality production, with respect for natural resources and good integration with

the surrounding environment.

With a young, specialised team motivated by the challenge of constantly doing better,



Nutrifarms seeks to combine innovation and sustainability to obtain products of excellent quality.

## Andorinha launches the Lucky Olives Promotion

On the 15th of March, the Andorinha brand launched a great promotion for the Brazilian market: the Promoção Oliveiras da Sorte.

Until the 14th of May, when purchasing any Andorinha product, consumers will be able to participate in the weekly giveaway of several

prizes of 1000 reais and a final grand prize of 100,000 reais (the Brazilian currency).

To advertise it, a campaign was launched with the participation of three celebrities who are very famous in Brazil: actress Paolla Oliveira, chef Rodrigo Oliveira and digital influencer Thaynara OG. The promotion is advertised on Globo, the main public television channel in Brazil, in digital media and at points of sale.

It is a fun campaign which highlights the irreverent, light-hearted personality of the Andorinha brand, as well as the undeniable quality of its products.





# B-side

**EDGAR VÉSTIAS**

Packaging operator

## *Releasing everyday stress with kickboxing*

Kickboxing came into the life of 40 year old Edgar Véstias when the packaging operator was just 15 and he could not hide his passion for martial arts. At that time, the majority of his friends began to go to gyms to do bodybuilding exercises. However, Edgar, faithful to his taste for martial arts movies, didn't hesitate to sign up when a space for this sport opened in the area where he lived. "I started at 15, and today I'm almost 41," the kickboxing enthusiast remembers.

At the beginning, practicing this sport was just a hobby. However, he soon discovered his taste for competition and participated in several tournaments in Portugal and the Iberian Peninsula. Edgar participated in competitions until 2017, but as the father of 3 daughters, difficulty in combining schedules and family life forced him to give up this hobby.

"It's a sport in which you have to train a lot, and it takes up a lot of the day. With work and my daughters, I had to leave something aside," Edgar admits.



Even so, he proudly remembers the 16 titles he has won during his career, including the national championship. Before this, he was regional champion, winner of the Lisbon Cup, Iberian Peninsula runner-up, national runner-up, regional runner-up, Lisbon Cup runner-up. Some of these titles he won more than once. Today he continues to practice, although only two or three times per week, also maintaining the friendships he has formed over the years. He promises to continue training, at least “as long as my body lets me”.

He is certain that in everyday life “kickboxing contributes to wellbeing, relieves stress and is

an escape. When we train, we don’t think about anything else, and we can let go of frustrations and problems,” Edgar Véstias reveals.

The packaging operator joined Sovena in 2001, at that time working in the soap factory which was later sold, then moving to packaging. During his free time, he also likes to ride motorbikes and occasionally practice underwater fishing.

There are currently around four thousand kickboxing federation members. The combat sport combines the art of traditional boxing with kicking techniques from martial arts such as karate and taekwondo.





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