

NEW

# What are the advantages of “ZERO RESIDUE” agriculture?

**Belgravia**

## FOR THE ENVIRONMENT

## FOR THE CONSUMERS

Major savings of water

Drastic reduction in the use of agrochemicals

Lower environmental impact

Products of higher quality,  
guaranteeing their total  
traceability

Safeguarding health



belgravia.it



**FOR US, SUSTAINABILITY IS  
A DAILY COMMITMENT**



100% ITALIAN PRODUCT



GLOBALG.A.P.





# Belgravia

## 'ZERO RESIDUE' BABY LEAF

Belgravia is the first European company to bring to the table Zero Residue Certified Baby Leaf, a guarantee of love for people and the environment. It is the result of outstanding work that, for 5 years, involved all the corporate departments, which worked tenaciously to revolutionise all the production processes with a single shared goal: **"respect the environment and people's health."**



**FOR 50 YEARS, BELGRAVIA COMPANIES HAVE BEEN COMMITTED TO REDUCING THE USE OF AGROCHEMICALS AND THE WASTE OF NATURAL RESOURCES**



## WHY DID WE CHOOSE TO BE ZERO RESIDUE?

### BECAUSE SUSTAINABILITY IS A DAILY COMMITMENT FOR US

We have always invested in **innovation**, we have a flair for **excellence**, a value that determines the superior quality of our crops.

### BECAUSE WE WANT TO ANTICIPATE THE FUTURE

We are responding to market demand, which is increasingly concerned over the needs of the environment. We are adopting early the **EU directives** on limitation of the use of agrochemicals, which will be increasingly restrictive in agriculture in the near future.

### BECAUSE WE CARE ABOUT OUR CONSUMERS AND PARTNERS

The need for **quality, well-being and safety** is growing all the time, and we want to offer guarantees and certainties to all our partners and the major retail chains. For us, the health of consumers and the environment are priority values, that's why we comply with all the environmental regulations and continue to certify our cultivation methods in order to offer increasingly ethical and responsible products.

## WHAT DOES "ZERO RESIDUE" MEAN?

A product is **certified "Zero Residue"** solely and exclusively when the **phytosanitary residues** of chemical synthesis are **lower than or equal to 0.01 mg/kg (10 ppb)** at harvest time.



**"Zero Residue"** is the evolution of **"integrated pest management"**: it adds further limitations on the use of agrochemicals to the already restrictive parameters laid down by the regulations for this type of product.

We obtain and guarantee **"Zero Residue"** by adopting:

- innovative agronomic practices;**
- varietal selections of the most suitable seeds;**
- a responsible and limited use of agrochemicals;**
- use of advanced technologies with digital control of the greenhouses;**
- numerous analytical controls in the field;**
- numerous laboratory tests to confirm the absence of chemical residue.**



## COMPARING PRODUCTIONS

	LOTTA INTEGRATA	ORGANIC	RESIDUO ZERO Belgravia
<b>PRODUCTION</b>	Process guarantee	Process guarantee	<b>Product and Process guarantee</b>
<b>RESIDUES</b>	Law limits	Law limits	<b>Strictly &lt; 0,01 mg/Kg</b>
<b>PESTICED TREATMENTS</b>	Only when needed	Only when needed	<b>NOT AT ALL</b> (except in few cases as long as residues < 0,01 mg/Kg)

