



From our fields to the store in less than 24 hours

carrots

Our core business consists of the selling of fresh carrots, with or without leaves. Our strength is the speed in the product management from the picking up to the delivery to the store, following the characteristics and format the customers ask for.

The guarantee of freshness is ensured by the quality certifications owned by the company and by the own-handled processing.

Production

Carrots and other vegetables are cultivated both on our and on partners' fields in Fucino Valley, Agro Pontino and Germany. The areas give excellent products having an earth with positive organoleptic qualities and clean air; a good contribution is given by expert workers, specialised in the cultivation and elaboration of products at all levels.

Elaboration and management

For all vegetables and especially for carrots the two washing phases together with the cultivation skills and packaging play a very important role. Freshness and product integrity is given by the great attention paid to the management of the work of specialised and qualified workers, in order to sell our products in home and International markets.



BULK



IN BUNDLE



IN PLATE

from the earth to the store in less than 24 hours



our figures

3

three selection phases

60

sixty carrot varieties

500

metres from the storing center to the selling place

55.000

packaged carrots in sacks

1.350.000

carrot plates

4.090.000

Kg of carrots

8

eight expert selectors

85%

of the garden varieties

20.000

square metres owned

350.000

square metres which partners cultivate for us

1.250.000

carrot bundles with leaves

6.000.000

Kg of vegetables



i salad

Everyday we offer a lot of salad and vegetables types thanks to our long relationships to local producers (Regione Lazio) and specialized Italian suppliers. Local production with actual references are smooth escarole and endive, lettuce, trocadero, canasta salad, valerian and arugula. Radicchio (red and long varieties) is directly delivered by Veneto, Abruzzo and Lazio producers.

Products are sent to the costumers in various possible packages. Every year we manage over 1006.800 kilos of it.



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i Aromatic herbs

Basil and parsley are dealt by the Forcina Firm with particularly solid freshness measures; products are taken by near suppliers, with a very strong relationship to them. Products are sent with various packaging types. The total year production is over 166000 kg.

history

Integrity and Trust

The Forcina Firm's story dates back to the beginning of 20th century when Salvatore Forcina, following the typical peasant tradition, concluded his business by "shaking hands" just dealing with integrity and trust the goods' delivery to the final consumer. After many decades these values still represent the family business and are appreciated and confirmed everyday through the remarkable positive feedbacks we are given after each professional intercourse.

From orange to carrot

The factory develops rapidly thanks to the increase in the export of Fondi's "blood" orange that reached European markets within the Twenties; in the 50s it was an intuition of Paolo Crescenzo, the founder's nephew, that led the factory to a specialization in the production of carrots and selling of carrots, getting remarkable national and foreign positive feedbacks.

A steadily developing firm.

From the early years after 2000 the family tradition went on with Marco Forcina that worked on the optimization of the internal management and logistics, setting forth for a steady increase of the presence of the firm not only in traditional markets but also in the great food distribution so granting very fast deliveries of all products all over Europe just a couple of hours after the picking up.

The firm is characterised by the trading of several vegetables, but carrots are the core business: they are produced in Germany, in our own fields, in partner farmers' fields of Fucino Valley, in the Agro Pontino (near Rome) and in Germany.

Our processes to great value

The Forcina firm follows high quality production and processing standards and service.

The respect for the environment and the people daily working for the creation and increase of value contribute to ethical values that are lived in home and foreign markets.



Forcina Marco & C. S.a.s.

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