

Editorial



Citrus Production

The Challenge of Adaptability

There is no doubt that 2023 has been a challenging year due to, on one hand, the global context characterised by volatility and oversupply, and, on the other, national macroeconomic instability.

Nevertheless, at Citrusvil, we have carried out our operations with a strong commitment to continuous improvement, competitiveness, sustainability and innovation as cornerstones of our strategy.

One of the notable features in our everyday management is the sustainability of our activities. With our sustainability policy, every year we improve every aspect of performance. This year we have put special emphasis on carbon neutrality.

Thanks to great teamwork in all the company, we have introduced organic production, got it certified, and, during the past months, we have started to sell organic products, which is a new long-term challenge. As a result, we have expanded our quality-assured product portfolio.

Apart from offering innovative solutions and quality products, we focus on exceeding our customers' expectations.

We establish deeply collaborative business relations where active listening and adaptability are key to meet our customers' changing and demanding needs.

We aim that our excellence in customer service, together with our competitiveness, can be the hallmark of our brand.

These great challenges will keep demanding our best efforts so that our actions together with our strategy drive us to attain a solid and sustainable future.

I want to thank and recognise our teams' commitment and the trust placed by Grupo Lucci's directors, who support and motivate us to keep working and be the best option for our customers.

We want to share various initiatives which confirm our leadership in the sustainable food production to the world.



Martín Carignani

Citrusvil CEO