



## FLOSOLEI #IORESTOACASA

### ON FLOS OLEI WEBSITE THE TOP FARMS JOINING THE *SHIPMENT FREE* CAMPAIGN

#### THERE ARE ALREADY 100: DISTANT BUT CLOSE TO CONSUMERS IN THE EMERGENCY COVID19

The producers of quality extra virgin olive oil are in turmoil, and want to give a signal of unity and encouragement in this dark moment that sees us all involved in the Coronavirus emergency. **Flos Olei, the only guide in the world** entirely dedicated to the best olive production of the various continents, tries to give them voice, while at the same time interpreting their needs.

After starting a fundraising campaign in support of the **Italian Civil Protection** ([www.flosolei.com](http://www.flosolei.com)), aiming to involve the best farms in the sector, Flos Olei is now available to encourage the sector, but also to support it in a concrete way with an important initiative, aimed at the **500 top producers** included in its Guide, for many years an essential reference point for all the workers in this vital chain and, above all, for millions of consumers. Flos Olei proposes them to use its platform free of charge and only for promotional purposes, to convey their commercial products to all those final consumers who care about agri-food excellence.

*«In this situation of absolute emergency - observes **Marco Oreggia**, Flos Olei editor and publisher - quality producers themselves represent one of the most damaged sectors. But, while expressing tension and concern, they are showing that they know how to react and be active and supportive in this crisis. This is why we felt we had to lend them a hand to make them all part of a virtual community ready to offer a service to consumers by making them feel their presence».*

Our idea is to create a list of farms among those present in the 2020 edition of the Guide, willing to join our **SHIPMENT FREE** campaign consisting in not charging the shipping costs of the product to the customer, of course based on a minimum quantity (which they can decide), provided that shipment is within their national borders. The list has already exceeded the number of one hundred producers: a page will be dedicated to these and others who will respond positively to the initiative on Flos Olei website ([www.flosolei.com](http://www.flosolei.com)).

*«We are experiencing a challenge - comments **Laura Marinelli**, Flos Olei editor - that we would never have, even remotely, imagined having to face. It is putting us to the test as professionals, workers, but also as mere consumers, as well as above all as human beings. We want to go through this moment with initiatives like this, which contribute to making us feel a little less alone and distant. In fact, only through common action will we be able to raise our heads and go back to living».*



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