

MIRBi[®]

Mirtilli Biologici & Trasformati



Dal 1990





MIRBi®
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Dal 1990

a Berry
a Territory
an Excellence



THE ORIGINS

THE ORGANIC BLUEBERRY OF *MIRBI* SINCE 1990

This **family-run** company was born from the dream of a father, Renato, who in 1990 decided to plant the **first blueberry plants** in an area that had never known this plantation before. Dad Renato, a computer technician, with his wife Caterina's help, decided to **challenge the agricultural tradition** of that land by introducing a completely innovative plantation in the Moncrivello fields. Forerunner in the blueberries' cultivation, Mirbi was **the first** to believe in a different agricultural model and to bet that our hilly territory could yield something different from wheat and corn, something nourishing in harmony and respect of the environment. These plants are still producing excellent blueberries thanks to a management of the field that respects the life cycles of the plant with annual pruning and manual weeding.



HISTORY

BLUEBERRY: THE PLANT AND THE FRUIT

The blueberry plant (*Vaccinium*) belongs to the Ericaceous family. This is a type of vegetation that spontaneously grows in the northern hemisphere and counts approximately **130 species**. Currently in Mirbi's fields there are five biotypes: blueray, powder blue, blue crop, duke and patriot; but in the future at least sixty of them are going to be planted in order to create an experimental field, where this type of cultivation will be tested in order to find the best suited one for different atmospheric conditions.

Our blueberry belongs to the most cultivated species in Italy and it's called *Vaccinium corymbosum*, also known as the **American Giant Blueberry** and is native of North America. It reaches heights between one and three meters, it's a particularly cold-resistant plant, which yields bluish-black berries gathered together in clusters. The giant blueberry is a rather **demanding** species that requires light soils rich with **organic substance** (at least 5-10%), particularly **acidic** (pH 4 -5.5) and devoid of limestone. Our fresh blueberry is a true niche product, also thanks to its indisputable properties: **antioxidant, anti-inflammatory, vasodilating agent**.

EXCELLENCE

THE PROPERTIES OF THE BLUEBERRY

The blueberry is rich with vitamins, especially vitamins A and C, mineral salts such as potassium and phosphorus, beneficial substances as polyphenols, organic acids, antioxidants and fibers. Let's see together in detail the properties.

Antioxidant: blueberry has the ability to fight the harmful consequences of free radicals thanks to a good quantity of antioxidants, especially anthocyanin, which slow down the aging process of cells.

Vasodilating: it improves the circulation and helps in case of hypertension. It prevents issues of venous insufficiency, legs' swelling and heaviness. It counteracts many visual problems by promoting ocular microcirculation. An English report says that during the Second War the pilots who had to patrol the London skies at night ate a lot of blueberries and still today some airline companies give blueberries to pilots who fly at night.

Natural anti-inflammatory: blueberries help to relieve intestinal problems and cutaneous inflammations.

Ally of memory: again thanks to anthocyanin, it boosts memory capacity.

Pain relieving action: blueberry also contains salicylic acid, a natural analgesic that helps to alleviate various kinds of pain.

Antitumor action: thanks to the presence of quercetin, the blueberry is also helpful in cancer prevention.

Warning: The reported information isn't a medical advice and may not be accurate.
The subjects are for illustrative purposes only and do not replace medical advice.

**EXCELLENCE**

THE INDISSOLUBLE BOND BETWEEN BLUEBERRY AND TERRITORY

A slightly acidic but **rich soil**, with a particular microclimate and the optimal exposure of our fields give us a unique blueberry, which we harvest and work with love, turning it into quality products. It's precisely the peculiar story of the land around us that enriches our blueberry with an exceptional flavor and authenticity. Our land is located on the moraine hill south of the Canavese basin.

The moraine amphitheater of Ivrea (AMI) is a moraine elevation of glacial origin that is located in the Canavese area; it dates back to the Quaternary period and it's the result of a sediment transport towards the Po valley, which took place during the glaciation of a big glacier that swept through the **Dora Baltea** valley. Between the moraine ridges we can find many small and beautiful lakes, whose formation is closely linked to the melting of the ice and the geological event of the AMI.

The Moncrivello lake, Lanuccio, is located precisely between the hills which form the front moraine and in the past it was used as a fishing reserve and by washerwomen.

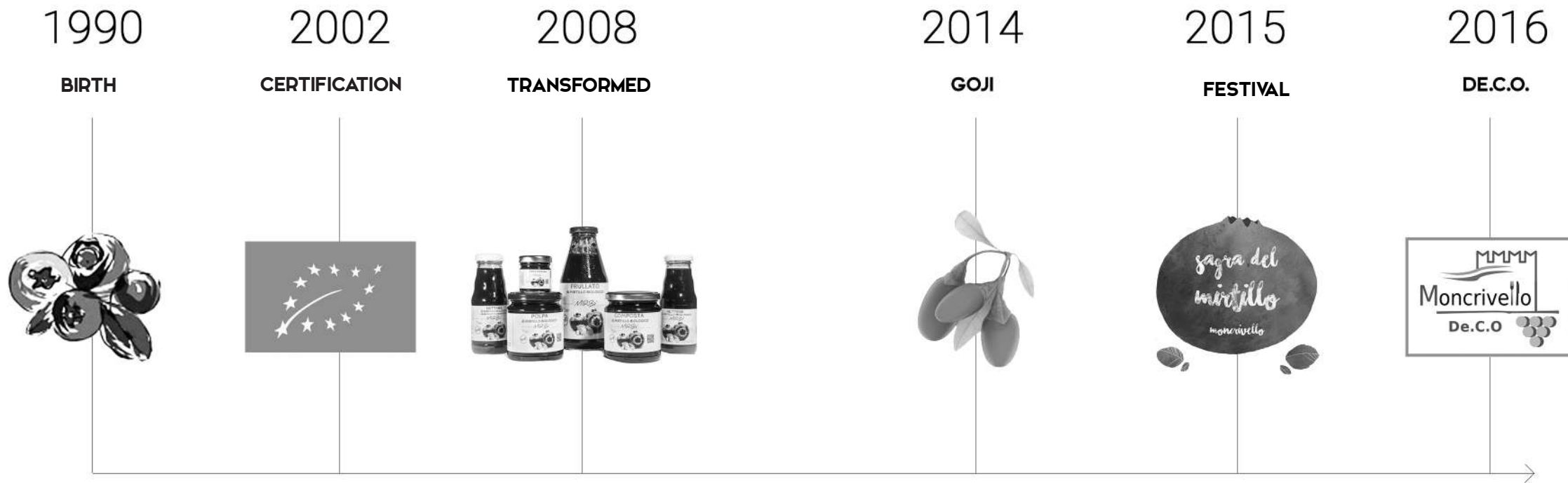
**EXCELLENCE**

MONCRIVELLO: THE MIDDLE EARTH

Geologically it's part of the Canavese area, though its historical events have always been linked to Vercelli. It's located on a moraine hill south of the Canavese basin, which acts as a **watershed** between the Canavese area and the Vercelli plain. **The Vercelli area**, embracing the entire course of the Sesia river, from Monte Rosa to the Baraggia natural reserve, passing by the traditional Walser villages, to the scenic mirror of the rice fields, between historic villages and art cities, up to the mountains of Alta Valsesia. The Vercelli area is one of the largest rice producers in the world and the rice fields are a characteristic sight of the landscape. Not only rice, but also sweets and fine wines are produced here, including the Erbaluce DOCG, which distinguishes our district. **The Canavese area** is an historical-geographic region of Piedmont extended between the Serra of Ivrea, the Po, the Lanzo's Stura and the Graian Alps, which hosts lakes and hills of morainic origin with different microclimates. Crossed by the Via Francigena, which today is traced and enhanced by places of great panoramic, architectural and cultural importance, this area has always been the transit route that leads pilgrims from Central Northern Europe to the city of Rome. It's a land of tradition, where agriculture and, in particular, viticulture play a leading role.

THE PATH OF THE *MIRB* BLUEBERRY

6



PASSION

LOVE

THE PATH OF THE *MIRB* BLUEBERRY

7

2017

REPLANTING BLACKBERRIES
AND RASPBERRIES



2018

BEAUTY LINE



2019

LIQUEURS



2020

MORAINIC VERMOUTH



2021

PROJECT: THE PATHS OF
HONEY AND SMALL FRUIT

PROGETTO

"MONCRIVELLO: I SENTIERI DEL MIELE"



2022

THE PATH CONTINUES ...

#COOMINGSOON

PASSION

LOVE

EXCELLENCE

ORGANIC AGRICULTURE AND KMO

Our blueberries' production is linked to the philosophy of Km0 and of "Bio" as a symbol of authenticity, freshness, health and flavor. Weeding is carried out not by using chemicals but by surrounding the base of the plant with hemp cuttings that prevent the growth of harmful herbs. **Organic farming** represents the return to tradition and constitutes the first step towards a sustainable development. "Organic" doesn't only mean natural, but also healthy, as our cultivation techniques do not use synthetic chemicals, but are carried out with the utmost respect for nature, for people and for animals. The safety of irreproducible resources (land, water, air) and biodiversity became the pillars of a more conscious, healthy and equitable diet. First of all the crops are protected in a preventive manner, through the selection of disease-resistant species and thanks to the use of appropriate agronomic techniques. Compared to large-scale distribution, often linked to lots of waste and high costs, the "**zero kilometer**" market proves to be convenient in many ways:

1. **Quality:** local products are always fresh and the risk of inadequate inspection on foreign crops is avoided.
2. **Territory and tradition:** the direct knowledge of producers, the collaboration between producers and consumers, the chance to visit and control the companies, the development of interpersonal relationships, as well as the recovery of flavors and tastes typical of traditional local foods and recipes.
3. **Cost reduction:** the absence of any intermediary between producers and consumers, combined with the reduction of shipping and fuel costs, allows for lower costs.

TERRITORY

THE BRAND De.C.O.

In 2016 Mirbi obtained the De.C.O. mark

The De.C.O. (Municipal Designation of Origin) is a guarantee mark that is granted to a product by means of an approval of the municipal administration. The municipal denominations of origin (De.C.O.) represent an important recognition granted by the Municipal Administration to a product generally closely linked to the territory and its community.

In 2022 our goal is to obtain the PAT (Prodotto Alimentare Tradizionale, Traditional Food Product) which belongs to those products rooted in the territory for decades, since our plants are 30 years old.



TERRITORY

THE BLUEBERRY FESTIVAL
OF MONCRIVELLO

As the first blueberry producer in Moncrivello, Mirbi has actually made it possible to organize the related festival which, born in 2015, is now an event which is recognized at a local and national level; every year it attracts **more than 10,000 people**. Established by the Municipality to which it belongs with the supervision of all the major institutions and associations, it offers tastings, events, shows and workshops involving hundreds of local operators and companies with excellent products and it takes place in the last weekend of June. The "square of taste", where it's possible to taste typical products and various blueberry-based specialties, such as Frullato, Nectar, Biscuits, Jam, can be considered one of the poles of attraction of the event, together with exceptional shows, sports competitions of all kinds and world-renowned guests.

TERRITORY

THE CONSORTIUM FOR THE PROTECTION AND THE ENHANCEMENT OF THE BLUEBERRY AND THE SMALL FRUIT



Mirbi, founded in 2018, has been part of the TVM Moncrivello Consortium since 2018, by embracing its principles and goals. The "Consortium for the Protection and Enhancement of Blueberries and Small Fruits" was born in March 2018 with the aim of becoming a **reference point** for the production of top quality blueberries. The goal is to protect and enhance this production and other niche products born in our territories and to **provide technical, ethical and commercial** skills to those who intend to invest in this rapidly growing market sector. It provides **consulting** activities, which help planning and designing all the processing phases in the best possible way, from harvest to pruning, weighing, storage and product selling. Equally important and fundamental, it acts as an **intermediary** in the requests for European funds/ contributions and in relations with local, regional, national and international administrations.

TERRITORY

MIRBÌ BETWEEN EXPERIMENTATION
AND INNOVATION

However, our company has maintained the same “avant-garde” spirit of the early 90s and, in a completely experimental and innovative way, in 2014 the planting of **1500 organic Goji plants** took place, with the aim of maintaining the combination of small fruit and multiple properties. In 2018, with the technical support and collaboration of agronomist Francesco Follis, we expanded the crop variety with the planting of organic **blackberry and raspberry plants**. Over the last few years we have installed state-of-the-art irrigation systems to optimize water consumption and reduce waste. In 2021 a **90-meter deep** well was built and it always ensures the plants clean water, free of any chemical substance.

Our main prerogatives are continuous development and accurate research of each **technique** and **methodology** of the **latest generation in 360° cultivation**, in order not only to **improve our products** but also to **minimize the environmental impact**.



MIRBi®

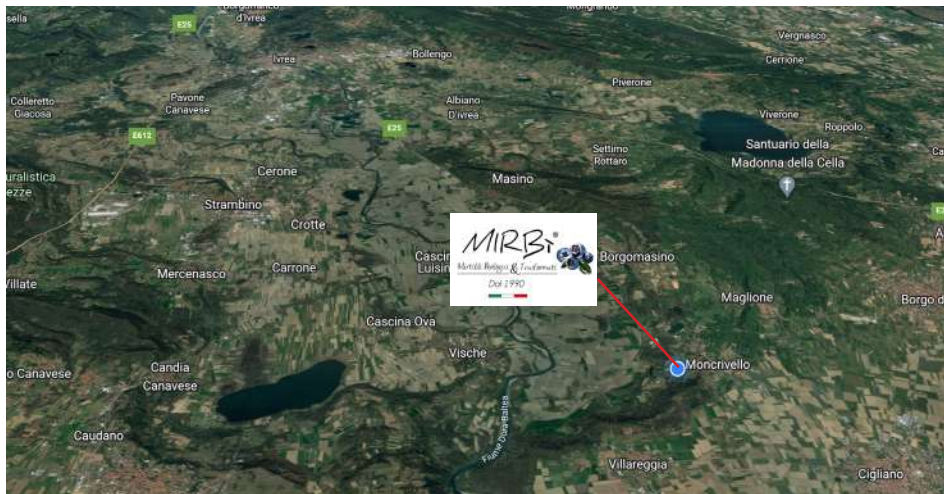
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company associated with:



**CONSORZIO PER LA TUTELA E LA
VALORIZZAZIONE DEL MIRILLO**
e del piccolo frutto



COMUNE DI MONCRIVELLO



PROVINCIA DI
VERCELLI



REGIONE
PIEMONTE



CONSORZIO OPERATORI
TURISTICI
VALLI DEL CANAVESE



#Lovingmirbi

MIRBi
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Dal 1990

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