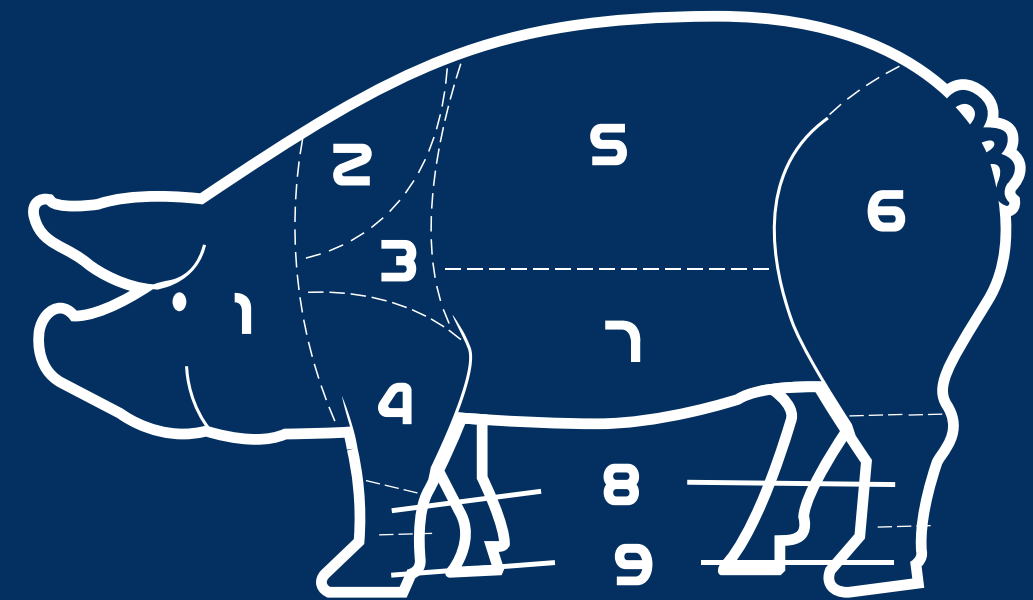


# ADD **SMARTER** PROCUREMENT TO YOUR RECIPE FOR **SUCCESS**



BEEF/LAMB - FISH/SEAFOOD - **PORK** - POULTRY - VEGETABLES

# Our customers' recipes for success are as varied as Europe's many cuisines.

They'll never reveal every ingredient that goes into their secret sauce. But they all agree that smarter procurement is one of them.

Traditions run deep for food producers everywhere. Recipes are handed down through the generations. Each ingredient is selected with care, scrutinized for quality – and not something that is changed on a whim.

At the same time, the food business is, well, a business. Everything between the top and bottom lines – from delivery times to credit days – matters, too.

That's why smart food producers partner with NOWACO when they need new solutions to their procurement challenges. The right quality at the right price? Always necessary, but not always sufficient. Sometimes flexible payment terms and creative logistics are what it takes. One thing that matters every time is personal attention to every order, big or small.

Read our customer's stories to learn how smarter procurement became part of their success.





“NOWACO has helped us navigate two obstacles to growth. One was a supply chain issue, the other was a liquidity issue. We are now poised for continued growth.”

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ALPA SALUMI

# NOWACO helps growing Italian sausage maker overcome credit limits and source more local pork



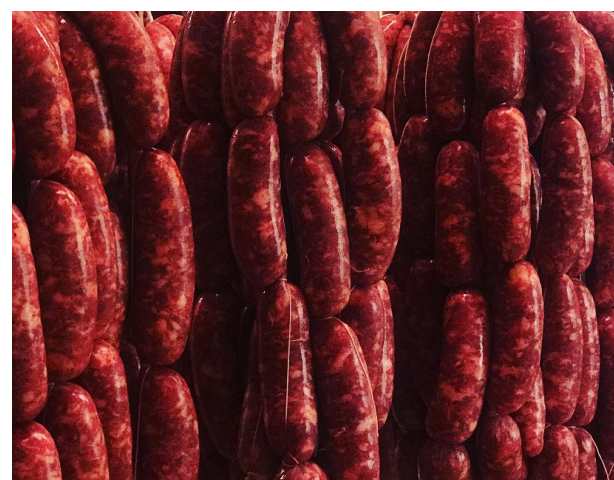
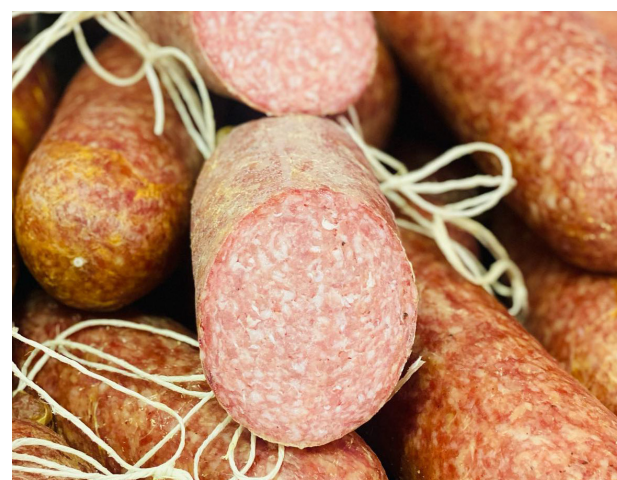
*As managers at any growing business know*, liquidity can be a barrier to growth. Although demand for finished products might be increasing, procuring enough raw materials to increase production is often hindered by credit limits. This was the situation for Alpa Salumi, a family-owned sausage producer located outside of Rome, before NOWACO helped them source greater supplies of Italian pork with more flexible credit terms.

*Alpa Salumi produces a delicious range* of traditional Italian sausages and hams. Located in Lazio between Rome and Aprilia, the family-owned business purchased some imported pork from NOWACO, but otherwise sourced most of its raw materials itself directly from Italian slaughterhouses. That changed in 2021.



The challenge:

**Source enough Italian pork to meet Alpa Salumi's growing needs**



ALPA SALUMI

The solution:

**NOWACO finds alternative Italian supplier – and works with credit insurer to lift limits**

→ *“Our Italian supplier informed us that due to a big contract, it would no longer be able to supply us with the pork we needed,”* explains owner Sergio Albani. *“While significant and growing, the quantities we needed were too low for the slaughterhouse to prioritize our needs, and their credit limits were often problematical. After getting the same message from a number of other Italian slaughterhouses, we asked Luca from NOWACO what they could do. We had bought some imported pork from them for a few years, but wanted to use more Italian product – was this something they could help us with?”*

*According to Luca Di Gennaro, NOWACO’s sales manager in Italy, because NOWACO has bought from many of Italy’s major slaughterhouses for years and maintains good relationships with them, sourcing enough Italian product to meet Alpa Salumi’s growing needs was not a problem. Liquidity, however, did prove to be a challenge.*

*“Enabling our customers to take advantage of NOWACO’s economies of scale and relationships with slaughterhouses across Europe is at the heart of what we do,”* says Di Gennaro. *“So, sourcing the right volumes at the right quality was not an issue. But because Alpa Salumi’s demands were growing, the credit limit our credit insurer gave us for them was not optimal for their business.”*



**“Credit insurers go strictly** by the numbers, that’s their job. They normally don’t want to hear anything that does not fit into their straightforward calculations. But we knew both Alpa Salumi’s numbers and their business, so we were able to work with our credit insurer to lift the credit limit and keep them supplied with enough pork to produce the sausages their customers were buying more of.”

**After switching** more procurement to NOWACO, Alpa Salumi continues to increase production of its popular range of traditional charcuterie products.

**“Like many other food producers,** we have experienced growing demand during the pandemic,” says Albani. “Consumers are buying more quality food products, and among COVID’s many problems for so many people, this has been good for business. NOWACO has helped us navigate two obstacles to growth. One was a supply chain issue, the other was a liquidity issue. We are now poised for continued growth.”



ALPA SALUMI

The results:

**Steady supply means steady growth – and improved credit rating**

#### **About Alpa Salumi s.r.l.**

*Based in Lazio, Italy, Alpa Salumi s.r.l. produces cold meats and fresh products derived from the processing of pork – skillfully transformed by combining traditional recipes with modern quality standards. The products offered are of excellent quality and satisfy the most demanding palates, made in compliance with current regulations. Our mission: Goodness, Taste and Passion.*



“When the Spanish market situation changed due to ASF, getting enough local supply at the right price was a challenge that NOWACO helped us overcome. Their network and buying power enabled us to stay competitive.”

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INTEXUR

# NOWACO leverages European market insight and negotiating strength for Spanish lard maker



*Although the European Union* ensures the free flow of goods between member states, pork prices and availability still vary by country – sometimes significantly. Local supply fluctuates with everything from changes in the weather and legislation to the sudden occurrence of an infectious disease. When Spanish prices for pig fat shot up, Industria Transformadora Extremeña del Sur, one of Spain’s biggest rendering companies, turned to NOWACO for better prices.

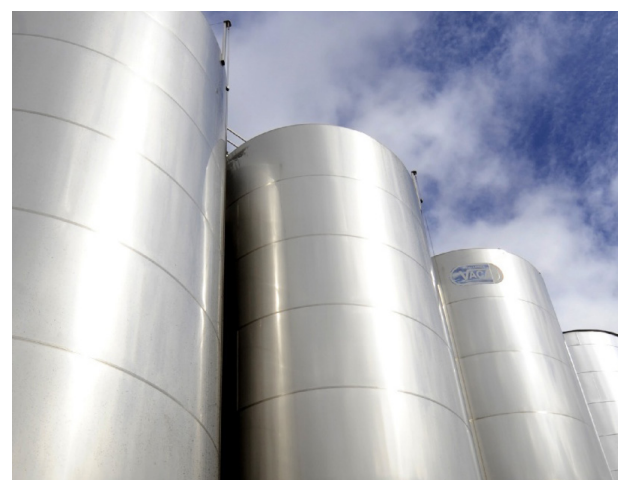
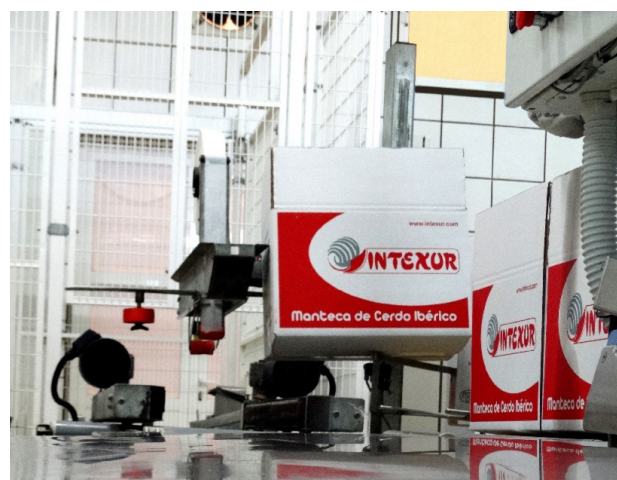
*As one of Spain’s biggest renderers*, Industria Transformadora Extremeña del Sur requires large quantities of pig fat at a good price every day.



The challenge:

**Find significant volumes of pig fat at very competitive prices – fast**





The solution:

## NOWACO works its European network – and negotiates the best prices

→ **“Demand for rendered products is strong,”** says General Manager, Jose Antonio Ramos at Industria Transformadora Extremeña del Sur, “and the market is competitive. Sourcing enough fat at the right price is absolutely essential to our business.”

**Industria** Transformadora Extremeña del Sur normally buys pig fat in Spain, where it has good relationships with slaughterhouses and shipping costs are low. But this changed when African swine fever (ASF) appeared in China and Chinese companies began importing from ASF-free countries like Spain.

**“African swine fever** has had a significant impact on Spanish fat prices over the last few years,” explains General Manager, Jose Antonio Ramos. “Although Spain fortunately has not yet experienced any ASF, outbreaks in China and several EU countries meant that demand for fat from ASF-free countries went up, along with prices. To stay competitive, we had to shop for fat more widely than just in Spain. And this is where NOWACO’s market insight and networks across Europe really made a difference.”

**According to** Patricia Pulgarin Cortes, Area Manager for NOWACO Spain, prices for pork fat vary widely across Europe and can change quickly.



“**Keeping track of changing** pork prices around the world and knowing where and when to buy what is more than a full-time job. That’s why NOWACO maintains a team to collect and analyze data from hundreds of international sources every day. This helps us offer customers the best possible match of quality, price, and volume right now, and suggest alternatives as market conditions change.”

Cortes found several options for Industria Transformadora Extremeña del Sur in other EU countries. “Even though this was the first time these slaughterhouses shipped to my customer in Spain, NOWACO was able to negotiate good prices because of our total purchasing volume with them.”

Industria Transformadora Extremeña del Sur continues to source significant volume from NOWACO.

“When the Spanish market situation changed due to ASF, getting enough local supply at the right price was a challenge that NOWACO helped us overcome,” says General Manager, Jose Antonio Ramos. “Their network and buying power enabled us to stay competitive, and we continue to rely on it as our business grows.”



The results:

**New sources  
maintain  
competitiveness**

### **About Industria Transformadora Extremeña del Sur SL:**

*Since 1994, Intexur has been devoted to the production of Iberian pork fat. At INTEXUR we rely on the excellences offered by Iberian pork to produce the highest quality pork lard and other pork products for clients around the world. We are committed to continuous evolution in terms of quality, safety and technology. This allows us to adapt to ever-changing market conditions and the needs of each of our customers.*

# Add smarter procurement to your recipe for success

If you are looking to grow revenue and market share through more effective procurement, talk to your local NOWACO representative.

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