Barilla opens the new railway sidings for wheat transport at Parma: this means reducing the emissions of greenhouse gases by 1,100 tons and the number of lorries on European roads by 3,300 units.
«It is **our job** to think of healthy and responsible consumption and its impact on the Planet right from the field to the finished product, a process which is summed up with a plate of pasta, a sauce or a bakery product.

We are convinced that a company can only have a long term presence if **it is committed to caring for people and the environment**. This is why we believe that the “Good for You, Good for the Planet” approach is the only way of doing business for our Group. It is the right thing to do, something Barilla has believed in since 1877, and it is what people are increasingly demanding.

The greater the **contribution everyone** makes to ensuring our work has a positive impact on people’s quality of life, the more positive and relevant this process will be, today and for the generations to come.»

Guido Barilla, Chairman
Luca Barilla, Vice-chairman
Paolo Barilla, Vice-chairman
«2015 was a year of complexities for the global economies: in spite of this, the Group continued to grow and we increased market shares in all our key geographies, developing also in emerging markets.

To be a company open to diversity and inclusion is our core value. We think this is the right thing to do, and a source of competitive advantage for our business.

What distinguishes us is our unique way of doing business, focused on the wellbeing of people, animals and the environment. A commitment that characterizes everything we do from field to fork and which is our mission as a company.

This is the only way we have chosen to grow our brands’ value and strengthen our reputation in all the countries where we are now and will be present in the future».

Claudio Colzani, CEO
Established in Parma in 1877 out of a shop that made bread and pasta, today Barilla is among the top Italian food groups. We are the world leader in the markets of pasta and ready-to-use sauces in continental Europe, bakery products in Italy and crispbread in Scandinavia.

We own 29 production facilities (14 in Italy and 15 abroad) and export to more than 100 countries. Every year, our plants turn out more than 1,800,000 tons of food that is tasted on tables around the world.
OUR PURPOSE

GOOD FOR YOU, GOOD FOR THE PLANET

To be people’s preferred choice promoting wholesome and joyful food habits inspired by the Mediterranean lifestyle.

“Give people food you would give to your own children.”

Pietro Barilla
We are committed, day after day, to improve the wellbeing of people, the Planet and community, with our products and with our work, from field to fork.

**WE HAVE CHOSEN ONLY ONE WAY OF DOING BUSINESS**

**“GOOD FOR YOU” FOR US THIS MEANS...**

Offer people products that are good, safe, of quality and nutritionally balanced.
And promote correct lifestyles, in line with the Mediterranean Model.

- **219** Products improved from the nutritional point of view since 2010

**“GOOD FOR THE PLANET” FOR US THIS MEANS...**

Select the best raw materials, working side by side with the farmers to develop sustainable agricultural practices.
And produce every ton of product in full respect of the environment.

- **-23% CO₂ emissions**
- **-19% water consumption**
  per ton of finished product compared to 2010

**“GOOD FOR THE COMMUNITIES” FOR US THIS MEANS...**

Cooperation with local organisations of the communities where we are present to encourage inclusion of diversity, food security and promote responsible food choices through educational projects.

- **Almost 2,800 tons of donated products**

**THIS IS HOW, IN 2015, WE REACHED**

- **+ 6% VOLUMES COMPARED TO 2010**
FOODS THAT SHOULD BE EATEN MOST FREQUENTLY ARE ALSO THOSE WITH A LOWER ENVIRONMENTAL IMPACT

In 2009 this insight led the Barilla Center for Food & Nutrition Foundation to develop the **Double Pyramid model**, which has become a reference point also for the way of doing business of our Group.

For all scientific data of this model, please visit the BCFN site.
WE GATHERED SOME OF THE HIGHLIGHTS OF OUR ACTIVITIES IN 2015: EVIDENCE OF OUR COMMITMENT TO THE WELLBEING OF PEOPLE, COMMUNITIES AND THE ENVIRONMENT.

GOOD FOR YOU, GOOD FOR THE PLANET IN ACTION

"We want to share our Values and our Way of Doing Business with all Barilla People and all our stakeholders, at all levels and in everything we do."

2015
PESTATI AND PESTO RUSTICO
Like a ready sauce, but much more than just a ready sauce. These are Pestati in Italy and Pesto Rustico in Europe. New products of our line of pasta sauces, characterized by everyday ingredients, of Mediterranean origin, with a decisive flavour and the taste of vegetables, with no additives, preservatives or added colours.

MULINO BIANCO NEW SOFT BREADS
We launched three new recipes to better support our commitment towards people’s wellbeing: a Pagnotta Integrale and two Gran Bauletto.

FEBRUARY

GOOD4 - START UP THE FUTURE
We believe in young people and their ideas, for this Barilla gave its award to the winners of the Good4 - Start Up the Future: an international contest celebrating innovative ideas and food sector start ups promoting sustainability development.

PESTATI AND PESTO RUSTICO

PRONTO: A NEW WAY TO COOK PASTA
The new generations, the so-called "Millennials", have little time to dedicate to cooking and are more at ease with novelties and technology compared to the traditional methods of preparing pasta. For this reason we created a new product: Pronto. Just a frying pan and cold water. Nothing more is needed to prepare, in 10 minutes only, the most traditional Barilla pasta dish.

MIKAELA SHIFFRIN: THREE TIMES WORLD CUP WINNER
The passion and determination of the young athlete Mikaela Shiffrin are an example of passionate and active lifestyle. Barilla shares these values and is happy to promote them. Mikaela won in Vail, Colorado, her third Gold medal at the World Ski Championship.
We inaugurated the new Group’s headquarters in Africa and the Middle East, to be closer to the needs of local markets.

We began the expansion of the plant in Ames, in the United States, to develop two new production lines dedicated to gluten free pasta and better meet our consumers’ requests.

The National Safety Council awarded Barilla America the Occupational Excellence Achievement Award 2015 in celebration of the important target reached at the Ames (USA) plant with over 1,000 days without accidents on the workplace.
COOP’S SUPERMARKET OF THE FUTURE

We inaugurated a corner in Coop’s Supermarket of the Future, one of our Italian large retail partners, during the World Expo 2015 in Milan. We launched a special edition of pasta and sauces completely traceable from field to fork.

DURUM WHEAT STORY TELLING DAYS

We presented “Durum Wheat Story Telling Days” held in our offices in Parma: a journey dedicated to the knowledge of wheat and pasta, for our employees and stakeholder.
JUNE

WALMART SUSTAINABILITY INDEX
The American retailer Walmart gave Pasta Barilla the top place and Wasa second place in their respective categories of its Sustainability Index Program.

ANIMAL WELFARE
Due to our commitment not to perform any type of animal testing, the international organization PETA, People for Ethical Treatment of Animals, declared “Barilla is stepping up and acting as a role model for other food and beverage companies”.

Also in 2015 Compassion in World Farming and World Animal Protection placed Barilla as the highest ranking Italian company in the global benchmark on Farm Animal Welfare, BBFAW.

WORLD PASTA CHAMPIONSHIP
The Chef Daniel Evangelista wins Academia Barilla’s World Pasta Championship, an event dedicated to the promotion of pasta as tasty, healthy and sustainable food.

CUCINA BARILLA
To meet ever more people’s needs, we launched an innovative cooking system, made of a hi-tech Whirlpool oven and special kits containing the ingredients needed to cook pasta, risotto, bread, pizza, focaccias and cakes.

CHÂTEAUROUX INAUGURATION
We inaugurated the biggest bakery products plant in all of France, a state-of-the-art plant for productivity and environmental performance.
WITH BARILLA THERE IS A GOOD DIFFERENCE

We believe in innovation and constant improvement. For these reasons we revisited our pasta recipe and launched a “New Barilla Pasta” in Italy. With a mix of various types of excellent quality durum wheat, we increased the protein level.

HUFFINGTON POST

The famous newspaper Huffington Post named Barilla the “Most Improved Player” among a list of companies that “took to heart the mission of inclusion, and worked hard to increase diversity and promote it in the public opinion”.

CUSTOMER COLLABORATION CENTER

We created in Parma a multi-functional space at the Academia Barilla headquarters to welcome our customers.

MINISTER GALLETTI’S VISIT

Gian Luca Galletti, the Italian Minister for the Environment, visited our plant in Parma, and stated that Barilla holds the highest level of “excellence on environmental protection”.

NATIONAL BASKETBALL TEAM SPONSORSHIP

We believe in a clean sport, that is an example of healthy lifestyle, for these reasons we sponsor the Italian National Basketball Team.

INAUGURATION OF BARILLA OFFICES IN TORONTO

We opened a new headquarters in Canada.

AUGUST

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AUGUST
50 YEARS OF THE RUBBIANO PLANT
The Rubbiano (Parma) plant celebrated 50 years of activity.

NEW BARILLA OFFICE IN PARIS
We inaugurated a new French office, in Boulogne-Billancourt near Paris.

WORLD PASTA DAY
Barilla participated in the World Pasta Day, a day dedicated to pasta, held at the World Expo Milan 2015. IPO, International Pasta Organisation, and AIDEPI, Italian Association of Confectionery and Pasta Industries, promote the event to celebrate pasta, its nutritional quality and its production model sustainability.

COSTA CROCIERE PARTNERSHIP
We started a cooperation with the Italian cruise lines Costa Crociere through the “Pasta in Festa” events, designed and implemented to promote a tasty, healthy and sustainable diet.

50 YEARS OF THE RUBBIANO PLANT
The Rubbiano (Parma) plant celebrated 50 years of activity.

SEVENTH BARILLA INSIEME DAY
We believe that improvement comes from cooperation among many partners: this is why we meet every year our stakeholders and we share results, goals and new projects on the subject of “Good for You, Good for the Planet”.

YOUTH MANIFESTO
The Barilla Center for Food & Nutrition Foundation (BCFN) hosted its international network of young researchers from all over the world. This is how the Youth Manifesto was originated, as an appeal for a new approach towards sustainability in the food sector.

MILAN CHARTER
The Italian Government handed over to the Secretary General of the United Nations the Milan Charter, inspired by the Milan Protocol of the BCFN Foundation.

BARILLA IN RUSSIA
In Solnechnogorsk we inaugurated the first Barilla Pasta production line in Russia.
The Human Rights Campaign in the United States published the annual report on Corporate Equality Index, an assessment tool of the corporate policies towards lesbian, gay, bisexual or transgender (LGBT) people. In America Barilla participated and also in 2015 obtained the maximum index score of 100%.

A NEW PURPOSE FOR BARILLA

Besides being the only way of doing business we have chosen to grow, we have recognized “Good for You, Good for the Planet” as the company’s development purpose for the coming years.

NEW BARILLA OFFICE IN CHICAGO

Also in the United States, in Northbrook, near Chicago, we opened new offices.

SIDING FOR WHEAT TRANSPORT

We invested in the construction of a new rail siding and new storage silos for wheat transport from Ravenna to Parma, into our plant.

DECEMBER

REPUTATION INSTITUTE

In the ranking of the Reputation Institute’s Global RepTrak® 100, leading organization in measuring and managing the reputation of companies, we got a reputation score considered “strong”, i.e. 71.9 in a scale of 1 to 100. We therefore rank 46th at a world level and 4th amongst Italian companies.

A NEW PURPOSE FOR BARILLA

Besides being the only way of doing business we have chosen to grow, we have recognized “Good for You, Good for the Planet” as the company’s development purpose for the coming years.
2020 GOALS

GOOD FOR YOU

IMPROVING PEOPLE’S LIVES
By 2020 Barilla will improve people’s lives by promoting consumer choices in line with the food pyramid.

QUALITY AND NUTRITION

› Raise the global volume of products in line with Barilla’s Nutritional Guidelines from 70% to 90.

85% of product volumes sold.

› 100% of Barilla’s volumes aligned to the most up-to-date standards for food quality and safety proven by external certification bodies.

98.5% of Barilla’s product volume.

› Be the first brand and product choice for people in relation to taste and nutritional profile.

Barilla Brand, #1 choice for:
- Taste
  index 129 vs market average 100.
- Nutritional profile
  index 116 vs market average 100.

© Brand Health Check, Millward Brown

GOOD FOR THE PLANET

REDUCING THE IMPACT ON THE PLANET
By 2020 Barilla will offer people only products at the bottom of the environmental pyramid.

INFORMATION

› Spread information on the “si.mediterraneo” project to all Barilla employees across the world.

100% of employees involved.

› Extend the “si.mediterraneo” project through distribution channels and e-commerce.

Dissemination projects are in progress through catering and food service channels.

› Offer people scientifically relevant information on food and nutrition through brand activities.

71% of products with consumption suggestions on the package and on the website and 34% with printed suggestions for a healthy lifestyle.

GOOD FOR COMMUNITIES

ENCOURAGING THE INCLUSION OF ALL
By 2020 Barilla will promote the inclusion of people through programs for access to food, educational projects and the promotion of diversity.

ENVIRONMENT

› Reduce CO2 emissions and water consumption in the production process by 30% per ton of finished product compared to 2010 values.

Since 2010 Barilla has reduced CO2 emissions per ton of product by 23% and water consumption by 19%.

› Develop Sustainable Cultivation projects for all strategic supply chains.

Projects for all strategic supply chains have been defined.

SUPPLY CHAIN

› Increase the number of farms involved in projects that improve the competitiveness of local agriculture.

1,300 farms.

› 100% of strategic raw materials purchased responsibly.

18% of strategic raw materials.

SOCIAL INCLUSION

› Promote educational projects for young people on issues related to food and nutrition.

In Italy the commitment to the project Giocampus continued, with the involvement of 13,420 youngsters.

EDUCATION

› Achieve equality between women and men in leadership positions.

35% of women in leadership positions.

BARILLA PEOPLE

› Promote social inclusion of people in need through food donations, social projects and support in the event of emergencies.

Almost 2,800 tons of products donated in the world.

› 95% of the employees declare to have the flexibility they need in order to manage a correct balance between work and private life.

77% of employees.

› 100% of Barilla’s products are in the lower part of the environmental pyramid.

94% of Barilla products.

› 100% of strategic raw materials purchased responsibly.

18% of strategic raw materials.

› Increase the number of farms involved in projects that improve the competitiveness of local agriculture.

1,300 farms.

› 100% of strategic raw materials purchased responsibly.

18% of strategic raw materials.

› Promote social inclusion of people in need through food donations, social projects and support in the event of emergencies.

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› Achieve equality between women and men in leadership positions.

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The data given in this report refers to Barilla G. e R. Fratelli S.p.A. for the period 1 January - 31 December 2015. To read the full version of our “Good for You, Good for the Planet” 2016 Report:

visit [www.goodforyougoodfortheplanet.org](http://www.goodforyougoodfortheplanet.org) or write to [goodforyougoodfortheplanet@barilla.com](mailto:goodforyougoodfortheplanet@barilla.com)

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