



CUAL

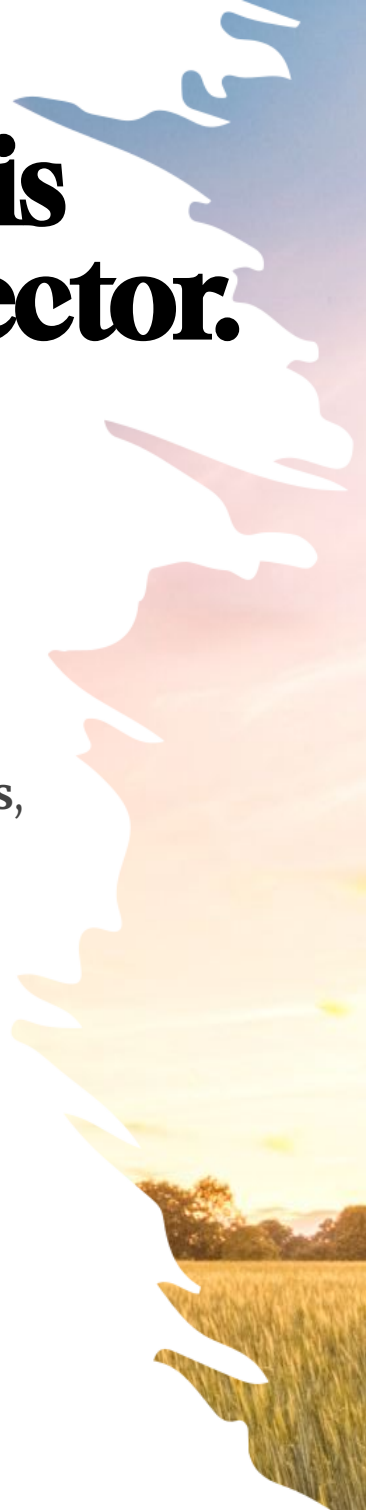
company profile

Independent analysis for the agri-food sector.

We analyze and communicate the market to the supply chain, in a simple way.

CLAL is an independent company based in Italy that conducts market analyses, including **forecasts**, in the agri-food sector, with an entrepreneurial approach. It communicates in a simple way the complex mechanism of the market to all the operators in the supply chain.

CLAL offers a **comprehensive picture** of agri-food supply chains in their entirety, including production inputs and factors such as economy, climate, animal welfare and transports.



A young and unbiased team.

Active since 2002, the CLAL Team is recognized for being **unbiased**.

Francesco Branchi
Manager

Alberto Lancellotti
Senior Analyst - Dairy
and Supply Chain inputs

Mirco De Vincenzi
Senior Analyst - Dairy

Elisabetta Viari
Customer relations
and Communication

Marika De Vincenzi
Analyst - Meat

Elisa Donegatti
Analyst - Cereals
and Oilseeds

Lucrecia Miguel
Junior Analyst - Dairy

Francesco Fenzi
Junior Web Developer

Having the skills to both analyze the market and to develop IT tools that enhance analysis, the Team members offer a **unique approach** which is a distinctive feature of CLAL.



Reference point for the dialogue.

We provide the informational basis for a supply chain's dialogue and for the transparency of the market.

CLAL's websites communicate market data in a user-friendly and innovative way, **supporting businesses' decision-making processes**, and have thus become a reference point for the sector.

With a robust and promptly updated data collection, CLAL's websites provide a basis for a constructive supply chain's dialogue worldwide, consisting of **objective and shared data**, aiming for the transparency of the agri-food market.



A collection we carefully curate.

We continuously select and update new data to fuel our analyses — and yours.

Spanning a **long historical period**, the data come from accredited sources and are carefully selected and overseen by the Team with a **critical approach**. Some data are proprietary, collected directly by CLAL from supply chain operators.

The data cover the following sectors:



DAIRY
MARKET



BEEF
MARKET



PORK
MARKET



ANIMAL
FEED



ENERGY,
CLIMATE +



Heterogeneous and global audience.

13,000+ subscribers to our newsletters

Average monthly web performance:

172,000 unique page views

89,000 visits from

196 countries

period: April 1, 2025 - March 31, 2026 | source: Matomo | websites:

CLAL.it

CLAL News

TESEO
teseo.clal.it

Information recipients include:

farmers, agricultural organizations (economic and trade unions), processing companies, distribution companies, tech companies, animal health and animal feed companies, consortia for quality assurance, government agricultural departments, institutions, media, and more.



Supported by the entire supply chain.

Over 150 companies
rely on us as an essential
source of analysis.

CLAL's Sponsors contribute financially to the
Team's activities and, through their **requests**,
help improve the information we provide.

These Sponsors include more than 150
businesses that benefit from analyses shared
by the Team, **tailored** information services,
in-depth studies and analysis meetings.

See the Sponsors on [CLAL.it](https://www.clal.it) and [TESEO](https://www.teseo.it) >



Premium services that grow with you.

Meetings with supply chain operators to analyze and discuss markets;

Forecasts of production, export and prices of selected dairy products;

Payout calculating the theoretical value of Italian pigs, cured ham and young cattle;

Customizations: tailored web content and new tools for information and training;

Slideshow: presentations for market analysis with always up-to-date data;

Milk Atlas: milk self-sufficiency and livestock in regions and countries worldwide;

Dairy World Trade: import/export of dairy products worldwide, by region, country or product;

Visibility on our websites for our Sponsors and their products.



Expand your information now.

CLAL Srl

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REA number 235954 Modena

Share capital 10.400,00 fully paid-up

PEC: amministrazione-interna@pec.clal.it



What does “CLAL” mean?



After a career as a manager in dairies, Angelo Rossi wanted to expand and share his knowledge of the sector with the world, through the web. Thus, in **2002**, CLAL was born as we know it today: the beginning of a continuously evolving Team activity.

Angelo Rossi - President, General Management and Coordination, Founder of CLAL.

CLAL is the acronym for Centro Latte Alimentare Lendinara (Drinking Milk Center in Lendinara): this was, in fact, the company's activity when Angelo Rossi originally founded it in 1962.