



Research and Consultancy Group – Modena

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## **Parmalat: Keep and increase the value of milk**

Quality, together with the good procedures that mark the entire chain from the production to the transformation, from the packing to the commercialization, is what gives value to milk; in the same way the last, final glow of a pearl is the result of the coats which cover it in layers.

The recent events which shook the “Parmalat galaxy” bringing the financial problems to light with bad consequences on the whole image, may induce people to think that the resurrection of the dairy sector should start focusing exactly on the value of milk, on its preciousness as a “pearl of the chain”, value that deserves to be defended and improved.

To protect the value of such a pearl no more time must be wasted and, each of us within our own sector, we should look for the right measures, ideas and solutions to allow the whole chain not to be put down by a single event.

Given that every proposal, to be effective and credible, must declare purpose and strategies, it seems appropriate to me orienting the searching of possible solution keeping in mind that:

- 1) the main purpose is to keep the market alive, and within the market Parmalat brand has impact and supporters;
- 2) the way to proceed is internal recognition: it is a good procedure to individuate, within a precarious healthy organism, not just the affected part but also the healthy ones and to start the healing process from them.

In conclusion I believe that, to protect the dairy market, it is necessary to find something strong to hold on to, even in such a critical moment: Parmalat has placed, in Italy (as it is reported in the following) and in the rest of the world many logistic-productive structures. They are already there and could potentially become an important outpost for the distribution of dairy products made in Italy.

A resource is never lost in case of crisis; but it can be a support step in order to stem the crisis.

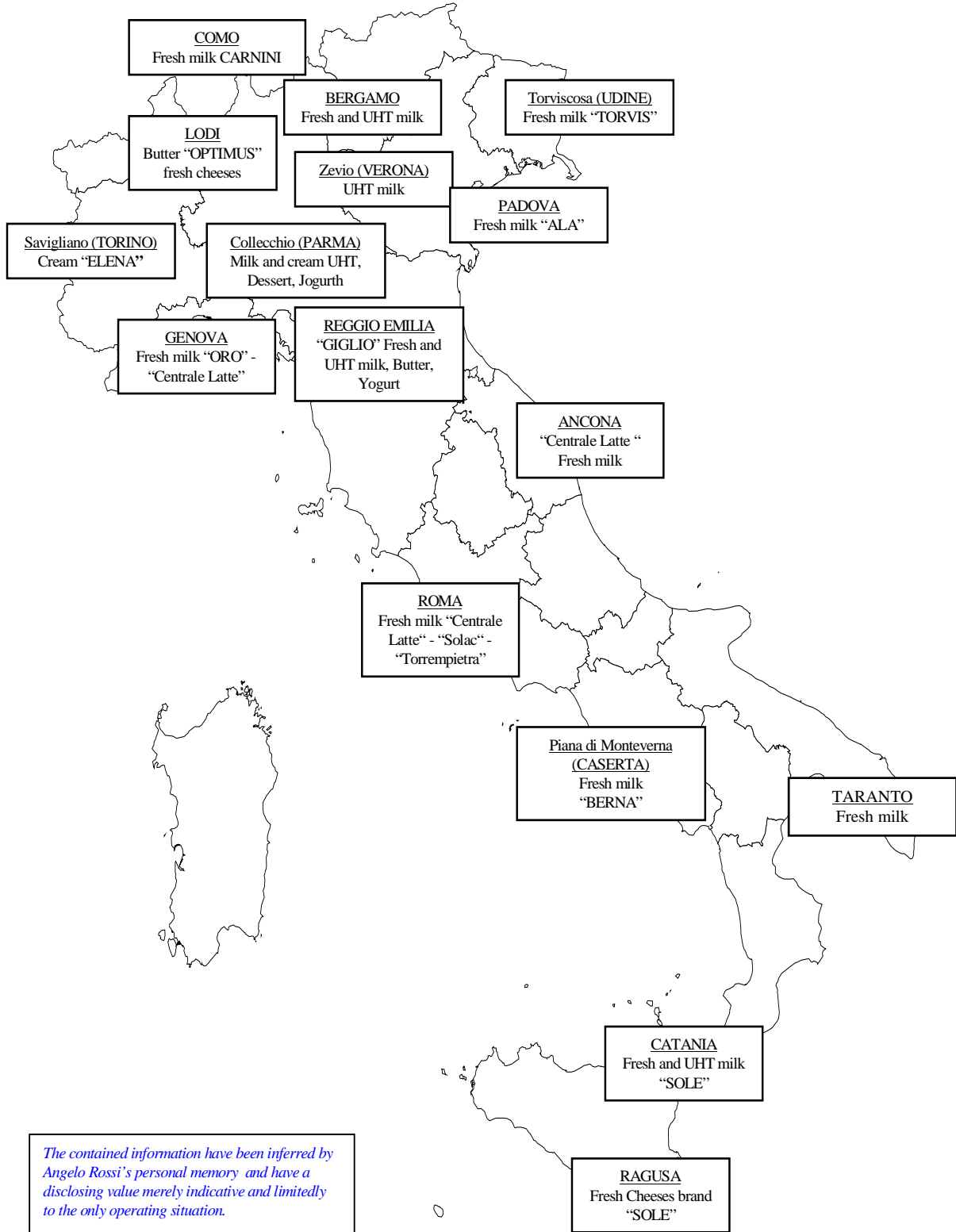
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**PARMALAT ITALIA activities  
(Dairy sector)**



*The contained information have been inferred by Angelo Rossi's personal memory and have a disclosing value merely indicative and limitedly to the only operating situation.*