



BELVEDERE



Taste each **COLOR**

FAMILY AND ITS HISTORY

With over five generations of passion for rice cultivation, the Picco family has transformed their farm into a vertically integrated enterprise. From the development of innovative rice varieties to global distribution, they uphold a legacy of excellence, environmental sustainability, and authentic, delicious products.

COMPANY IDENTITY



VISION

Leading the way in Italian rice excellence, specializing in colored varieties.



MISSION

Enhancing global culinary experiences with Italian rice excellence, blending tradition, sustainable innovation, and unique colored varieties.



VALUES

Family tradition • Quality and authenticity • Innovation and Research
• Respect for the Environment

NUMBERS

- 22.000.000 € Turnover
- 10.400 Tons Volume
- 48% Colored Rice Quote
- 49% Organic Quote
- 2.500 Cultivated Rice Hectares
- 80 Farmers Involved
- 25% Quote From Family Crops

- 54% Italy
- 46% Export (15% Extra UE + 31% UE)
- 15.000 Tons Processed Paddy
- 7.000 Sqm Of The Site
- 7 Packing Lines
- 5.000.000 PCS Packages
- 24 Employees

CERTIFICATIONS



CONTACT



BELVEDERE

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