

## History

The cultivation of our orange groves is done as it was introduced in Sicily by the Arabs during their



occupation, without using any fertilizer, herbicide and pesticide. The hilltop location south of Etna of our orchards, due to the changing temperature of the area determines the accumulation of anthocyanins in our oranges, which give the meat its characteristic red color. In light of the prices which they practiced and traders in the industry on the products pending the tree, in 2005, at the risk of losing the entire production, decided to go directly to consumers, and not to yield more speculators our productions. In those days still no suspects, in our small way we were able to create that short chain of which today is so much talk. Everything there was possible thanks to the Internet. Today, after years, we are satisfied of the work done so far, even though we are not yet 100% of our

expectations. We can access through internet to sell most of our products direct to consumers, recapitandogli our freshly collected at home, with the help of couriers who are able to deliver our orders within 72 hours throughout Italy including islands, and also on throughout the Maltese. The periods of our products is from mid-November through May.