Case Study.
Dalma Mangimi.
Italy/Central Europe.
Agriculture, Food and Beverage.

Quantifying the value of 100% circular products to the meat industry

Dalma Mangimi are the leading processor of former foodstuffs in the Italian market. They transform excess product from food manufacturers—bread, cereals, sweets, snacks and so on—into ingredients for animal feed, called 'biscuit meal', which they sell to compound feed manufacturers and, in some cases, sell directly to livestock farmers.

Challenge
Dalma Mangimi products represent efficient use of resources for food and feed producers. Because the raw materials used by Dalma Mangimi consist only of former foodstuffs, their products are 100% circular—they represent a significant benefit in terms of CO2 emissions and land and water use.

Still, the environmental impact of livestock production is strongly related to feed production.

dss+ Approach
Dalma Mangimi reached out to dss+ to help craft and publicise their sustainability message to stakeholders. The first step was a comprehensive life cycle assessment which compared the environmental performance of Dalma Mangimi biscuit meal to other typical Italian livestock feeds.

The results were incorporated into a beautifully designed brochure and two-minute video that highlight the exceptional environmental advantages Dalma Mangimi products offer to stakeholders on both sides of the food chain.

Assignment
Quantifying and conveying a unique environmental advantage to stakeholders.

Offering
Sustainability implementation and communication.

Impact
A cow milk supply chain pilot showed a 20% reduction in greenhouse gas emissions when former foodstuffs are incorporated into the feed.
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