

# FRUITS OF THE PAST AND THE FUTURE REDISCOVERING ANCIENT FRUITS TO PRESERVE BIODIVERSITY



Invited by the Cittaslow International Network and KIP International School, the [Maioli Frutti Antichi company](#) is presenting its experience in the KIP Pavilion at Expo 2015 from June 15. The ancient varieties of trees produced by Maioli remain in the KIP Pavilion, continuing to provide freshness, history and the aroma of nature.

The Maioli Family has been dedicated in the salvage of biodiversity since 1928, by cultivating traditional varieties of fruits and promoting continuous exchange of ancient fruits at local and national level. The philosophy of their activities correspond both to the theme of Expo 2015 *Feeding the Planet, Energy for life* and that of the KIP Pavilion *Attractive Territories for a Sustainable World*.



Up to now, the collection of *Maioli Frutti Antichi* has more than 1,200 varieties. Contrary to what one may imagine, the ancient fruits are actually much more resistant to diseases, thus they don't require heavy pesticide treatments. Moreover, they contain high vitamin level, in some of the varieties; the percentage of vitamin can reach 29%. The ancient fruits are the guarantee of a genuine and natural product and unchanged aromas and tastes.

Mario Maioli, [the founder of the company who was known as the seeds man](#), since 1928 used to collect seeds and plant them, he was committed to rediscover old varieties, being convinced that even one small scion grafted on the seedlings sown by himself would have avoided the extinction of the variety.

The passion of one man has been inherited by the next generations of the family and become an impressive contribution to the salvage of endangered varieties and to the preservation of biodiversity.

The *Maioli Frutti Antichi* company actually invite the consumers of today to discover how many good things have



been created in the past with the hope that the traditional varieties won't get lost.

The story of the *seeds man* and his successor has been presented to the Rai Talk, a talk show dedicated in the discovery of good experiences of Expo 2015.

Meanwhile, the ice cream *Amalo* company, that is hosted in the KIP Pavilion, has already started producing its ice cream using the ancient fruits produced by Maioli.

### To know more

<http://www.maiolifruttiantichi.it/en/p3/who-we-are/>

<http://www.maiolifruttiantichi.it/en/p28/abouts-us/>

<http://www.maiolifruttiantichi.it/en/p40/foto/>

