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A scuola d'arance da **McDonald's**

Il Giardino delle Arance. Alberi veri e giochi a tema nei vari ristoranti della multinazionale del panino, un'iniziativa per i più piccoli

ALIMENTAZIONE

Etnafood, la società che gestisce diversi ristoranti **McDonald's** in Sicilia Orientale e Calabria insieme a Oranfrizer - azienda del gruppo Unifrutti, fornitore delle arance dei McCafè di tutta Italia - presenta "Il Giardino delle Arance", un progetto educativo nato per introdurre i bambini nel mondo dell'arancia rossa e avvicinarli a un "tesoro" del comparto agroalimentare italiano.

«Il Giardino delle Arance è un progetto nel quale credo fortemente - ha dichiarato Pietro Vadalà, ad di Etnafood - poiché sono convinto che il nostro ruolo è quello di supportare la comunità locale partendo proprio dalle giovani generazioni. Con questo progetto vogliamo portare i valori di **McDonald's** anche nelle scuole e diffondere un'eccellenza del territorio italiano come quello dell'arancia rossa, coltivata dai nostri produttori locali. Già con l'iniziativa «Generazione Blu», dedicata alla difesa e alla tutela dei mari e con «Bee@school», per la salvaguardia dell'ape nera sicula, abbiamo scelto di stare a fianco degli istituti scolastici per educare i più piccoli alla

tutela dell'ambiente e allo sviluppo sostenibile».

«L'iniziativa che stiamo svolgendo con **McDonald's** fortifica il legame che vi è fra le nostre due realtà, ambedue fortemente consapevoli dell'importanza di educare i responsabili di acquisto di domani a una corretta alimentazione e al rispetto dell'ambiente», ha sottolineato da parte sua Nello Alba, ceo di Oranfrizer

«Il Giardino delle Arance è un'esperienza che coniuga buona alimentazione e rispetto per la comunità - ha continuato Salvo Laudani, marketing manager di Oranfrizer-Unifrutti - nell'ottica della valorizzazione delle produzioni agricole made in Italy».

I bambini delle scuole primarie avranno infatti la possibilità di comprendere da vicino l'importanza del settore agricolo per il territorio siciliano partendo da uno dei frutti più rappresentativi. L'arancia è infatti protagonista assoluta di tutto il percorso didattico che si svolge in un primo momento all'interno delle classi coinvolte e successivamente all'interno dei ristoranti **McDonald's** coinvolti nel pro-

getto, che si trasformeranno in veri e propri "giardini" per accogliere i piccoli studenti in luoghi davvero magici. Colte direttamente nella Piana di Catania alle pendici dell'Etna, le arance rosse "racconteranno" ai bambini non solo le loro proprietà ma anche la sostenibilità delle attività agricole in Sicilia, il rispetto della natura, la stagionalità degli agrumi e tanto altro. Tutto questo con l'aiuto di alberi veri, giochi e tanto altro a disposizione degli alunni. S'inizia domani e fino al 24 nel ristorante di Catania Stesicoro; dal 28 febbraio al 2 marzo sarà nel ristorante di Catania Ulisse; dal 7 al 9 marzo sarà la volta di Caltagirone; dal 14 al 16 marzo nel ristorante di Enna; dal 21 al 23 marzo sarà nel ristorante di Messina Maregroso; dal 28 al 30 marzo nel ristorante di Reggio Tangenziale.

McDonald's acquista ogni anno 1.000 tonnellate di arance di Sicilia. Dal 2020, inoltre, stagionalmente è disponibile anche l'arancia rossa di Sicilia Igp di cui la multinazionale del panino acquista ogni anno 190 tonnellate. Nel 2022 Oranfrizer ha fornito 360.310 kg di arance rosse di Sicilia Igp.





La presentazione del progetto ieri mattina a Catania

I TEMI CHIAVE

Sostenibilità in agricoltura, rispetto della natura, stagionalità

Da domani in diverse città siciliane al via un progetto itinerante per “educare” al consumo

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 PI TVSTVMIX P HM UYIWX S JVYXXS WIGSRHS MP GEPIRHEVMS WIKYIRXI

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&KLXGHQGR TXHVWR EDQQHU VFRUUHQGR TXHVWD SDJLQD R FOLFFDQGR TXDOXQTXH VXR HC
GL SL• R QHJDUH LO FRQVHQVR D WXWWL R DG DOFXQL FRRNLH YDL DOOD VHJLRQH

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1HZ SGYHUWLVPHQW

- VMW XSVERXM 1G(SREPH~W HM 'EX
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2ULHQWDOH H &DQDEHDD 2UDQIULJHU GD GHQ JUXSSR 8QLIUXWWL IRUQLWRWHM KPM EXXM
GHQDQFHHL 0F&DIq GL WXVWVHMDVLDLQ *LDUGLQR GHQOH \$UDQFH' WXEFPMPAAE^MSRI F
SURJHWWR HGXFDWLYR QDWR SHU LQWURGXXUH L EDPELQL QHO PRQR GHOO\$UDQFLD 5F
DYYLFLQDUOL D XQ WHVRUR GHQ FRPSDUWR DJURDOLPHQWDUH LWDOLDQR

%WWSPXS ERGLI MR
/LQLJLDWLYD q SURPRVVD GDL ULVWRUDQWL 0F'RQDOGIV GL &DWDQLDW WDEWDS LURQHWXQF
H 5HJJLR &DODEULD JHVWLWL GDO IUDQFKLVHH 3LHWUR 9DGDOj H LO VXR WHP
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3,O *LDUGLQR GHOOH \$UDQFH q XQ SURJHWWR QHO TXDOH FUHGR IRUWHPHQWHOSR LFkP VI
FRQYLQWR FKH LO QRVWR UXROR VLD TXHOOR GL VXSSRUWDUH OD FRPXQLWj ORFDOH SI
SURSULR GDOOH JLRDQL JHQHJDJLRQL &RQ TXHVWR SURJHWWR YRJOLDPR SRUWDUH L Y
0F'RQDOGIV DQFKH QHOOH VFXROH H IDU FRQRVHUH XQIHFFHOHQJD GHQ WHUULWRULR
FRPH TXHOOR GHOO\$UDQFLD 5RVVD FROWLYDWD FRQ FXUD H DWWHQJLRQH GDL QRWUL
ORFDOL *Lj LQ SDVVDWR FRQ OILQLJLDWLYD @*HQHJDJLRQH %OX^ GHGLFDWD DOOD GLII
WXWHOD GH L PDUL H FRQ @%HH#VFKRRO^ SHU OD VDOYDJXDUGLD GHOOIDSH QHUD VLFX
DEELDPR VFHOWR GL VWDUH D ILDQFR GHJOL LVWLWXWL VRODVWLFL SHU HGXFDUH L SL
WXWHOD GHOOIDPELHQWH H DOOR VYLOXSSR VRVWHQLELOH 4XHVWIDQQR FRQ ,O *LDUG
\$UDQFH LQ FRODERUDJLRQH FRQ 2UDQIULJHU GLDPR FRQLQXLWj DO QRVWR SHUFRUV
HGXFDWLYR YROWR D FRLQYROJHUH OH QXRYH JHQHJDJLRQL VXOOILPSRUWDQJD GHOOIH
LQ PRGR VRVWIDIFLPHHQJLDWSDRGOj \$PPLQLVWUDWRUH 'HOHJDWR
(WQDIRQLFHQJLDWIDULR 0F'RQDOGIV GH L ULVWRUDQWL GHOO 6LFLOLD 2ULHQWDOH H GL
5HJJLR &DODEULD

3/LQLJLDWLYD FKH VWLD PR VYROJHQGR FRQ 0F'RQDOGIV IRUWLILFD LO OHJDPH FKH YL
QRVWUH GXH UHDOWj DPEHGXH IRUWHPHQWH FRQVDSHYROL GHOOILPSRUWDQJD GL HGXF
UHVSRQVDELQGL DFTXLVWR GL GRPDQL D XQD FRUHHWD DOLPHQWJLRQH H DO ULVSH
GHOOIDPELPHQWHIDRSDOED &(2 GL 2UDQIULJHU

3,O *LDUGLQR GHOOH \$UDQFH q XQIHVSHULHQJD FKH FRQLXJD EXRQD DOLPHQWJLRQH H L
SHU OD FRPXQLQXD 6DOYDNDXGDLQ PDQDJHU GL 2UDQIULJHU
8QLIUXWWLHLOIRWWLFD GHOO YDORULJJDJLRQH GHOOH SURGXJLRQL DJULFROH PDGH LQ ,

'XUDQWH OIHGXWDLQPHQW GH 3,O *LDUGLQR GHOOH \$UDQFH' L EDPELQL GHOOH VFXROH SUI
DYUDQQR LQIDWWL OD SRVVLELOLWj GL FRPSUHQGHUH GD YLFLQR OILPSRUWDQJD GHQ VH'
SHU LO WHUULWRULR VLFLOLDQR SDUWHQGR GD XQR GH L IUXWWL SL UDSSUHVHQWDLYL ,
SURWDJRQLVWD DVVROXWD GL WXWR LO SHUFRUVR GLGDWWLFR FKH VL VYROJH LQ XQ S
DOOILQWHUQR GHOOH FODVVL FRLQYROWH H VXF FHVVLVDPHQWH DOOILQWHUQR GH L ULVW
FRLQYROWL QHO SURJHWWR FKH VL WUDVIRUPDQR LQ YHUL H SURSUL JLDUGLQL SHU DFFR
VWXGHQWL LQ OXRJKL GDYYHUR PDJLFL &ROWH GLUHHWDPHQWH QHOOD 3LDQD GL &DWDQL
GHOOI(WQD OH \$UDQFH 5RVVH SRVVRQR UDFFRQWDUH DL EDPELQL QRQ VROR OH ORUR S
PD DQFKH OD VRVWHQLELOLWj GHOOH DWLWLYLWj DJULFROH LQ 6LFLOLD LO ULVSHWWR GHQ
VWDJLRQDOLWj GHJOL DJUXPL H WDQWR DOWUR

6RQR VHL L ULVWRUDQWL 0F'RQDOGIV DOOILQWHUQR GH L TXDOL VDUj DOOHVWLWR SHU WUH
3,O *LDUGLQR GHOOH\$UDQFHJLRFKL H WDQWR DOWUR SHU VFRSULUH GD YLFLQR OH
SURSULHWj GL TXHVWR IUXWWR VFRQRGR LO FDOHQGDULR VHJXHQWH

- 'DO DO VDUj QHO ULVWRUDQWH GL &DWDQLD 6WHVLFRRR
- 'DO DO VDUj QHO ULVWRUDQWH GL &DWDQLD 8OLVVH
- 'DO DO VDUj QHO ULVWRUDQWH GL &DOWDJLURQH
- 'DO DO VDUj QHO ULVWRUDQWH GL (QQD

- 'DO DO VDUj QHO ULVWRUDQWH GL 0HVVLQD 0DUHJURVVR
- 'DO DO VDUj QHO ULVWRUDQWH GL 5HJJLR 7DQJHQJLDOH

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6LFLOLD JUDJLH D (WQDIRRG OD VRFLHWj FKH
JHVWL VFH GLY HUVL ULVWRUDQWL OF'RQDOG V LQ 6LFLOLD 2ULH
2UDQIULJHU DJLHQGD GHO JUXSSR 8QLIUXWWL IRUQLWRUH GHO
OF&DIq GL WXWWD ,WDOLD

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,O *LDUGLQR GHOOH \$UDQFH q XQ HGXWDLQPHQW QDWR JUDJLH D
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JLRFKL OHWWXUH H YLGHYR DYYLFLQHJ L EDPQLQL DO FRPSDUW
LWDOLDQR H VL VYROJHUj SHU WUH JLRUQL QHL ULVWRUDQWL OF
&DOWDJLURQH (QQD OHVVLDQ H 5HJJLR &DODEULD JHVWLWL GD
3LHWUR 9DGDOj H GDO VXR WHDP

,O *LDUGLQR GHOOH \$UDQFH q XQ SURJHWWR QHO TXDOH FUHGR
VRQR FRQYLQWR FKH LO QRVWUR UXROR VLD TXHOOR GL VXSSRI
ORFDOH SDUWHQGR SURSULR GDOOH JLRYDQL JHQHUDJLRQL FRF
9DGDOj DPPLQLVWUDWRUH 'HOHJ DWR (WQDIRRG /LFHQJLDWDUL
GHL ULVWRUDQWL GHOOD 6LFLOLD 2ULHQWDOH H GL 5HJJLR &DO

&RQ TXHVWR SURJHWWR YR JOLDPR SRUWDUH L YDORUL GL OF'RC
VFXROH H IDU FRQRVVFHUH XQ HFFHOHQJD GHO WHUULWRULR L
GHOO \$UDQFLD 5RVVD FROWLYDWD FRQ FXUD H DWWHQJLRQH G
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GHOO DSH QHUD VLFXOD DEELDPR VFHOWR GL VWDUH D ILDQFR
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VRVWHQLELOH 4XHVW DQQR FRQ ,O *LDUGLQR GHOOH \$UDQFH
FRQ 2UDQIULJHU GLDPR FRQWLQXLWj DO QRVWUR SHUFRUVR HG
FRLQYROJHUH OH QXRYH JHQHUDJLRQL VXOO LPSRUWDQJD GHOO
PRGR VRVWHQLELOH FRQFOXGH9DGDOj

/ LQLLDWLYD FKH VW LDPR VYROJHQGR FRQ OF'RQDOG V IRUWLI
YL q IUD OH QRVWUH GXH UHDOWj DPEHGXH IRUWHPHQWH FRQVI
GHOO LPSRUWDQJD GL HGXFUDH L UHVSQRVDELOL GL DFTXLVWR
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,O *LDUGLQR GHOOH \$UDQFH q XQ HVSHULHQJD FKH FRQLXJD EXI
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 , PDWHULDOL DOWHU
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'XUDQWH O HGXWDLQPHQW GH ,O *LDUGLQR GHOH \$UDQFH L ED
 SULPDULH DYUDQQR LQIDWWL OD SRVVLELQWj GL FRPSUHQQHUI
 O LPSRUWDQJD GHO VHWWRUH DJULFROR SHU LO WHUULWRULR V
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\$UDWUR WDOSD PHJC
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 FRQWL FRQ O XOWLFF
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/ DUDQFLD q LQIDWWL SURWDJRQLVWD DVVROXWD GL WXWWR LO
 VL VYROJH LQ XQ SULPR PRPHQR DOO LQWHUQR GHOH FODVV
 VXFFHVVLDPHQWH DOO LQWHUQR GH L ULVWRUDQWL 0F'RQDOG
 SURJHWR FKH VL WUDVIRUPDQR LQ YHUL H SURSUL JLDUGLQL
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 / DJUL YROWDLFR FRF
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&ROWH GLUHWWDHQWH QHOOD 3LDQD GL &DWDQLD DOOH SHQGI
 5RVVH SRVVRQR UDFRQWUOH DL EDPQLQL QRQ VROR OH ORUR
 DQFKH OD VRVWHQLELQWj GHOH DWWLYLWj DJULFROH LQ 6LFL
 QDWXUD OD VWDJLRQDOLWj GHJOL DJUXPL H WDQWR DOWUR

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6RQR VHL L ULVWRUDQWL OF'RQDOG V DOO LQWHUQR GHl TXDOL
JLRUQL ,O *LDUGLQR GHOOH \$UDQFH

\$OEHUL YHUL JLRFKL H WDQWR DOWUR SHU VFRSULUH GD YLFLQ
TXHVWR IUXWWR VHFRQGR LO FDOHQGDULR VHJXHQWH

v 'DO	DO	VDUj	QHO	ULVWRUDQWH	GL	&DWDQLD	6WHVLFRU
v 'DO	DO	VDUj	QHO	ULVWRUDQWH	GL	&DWDQLD	8OLVVH
v 'DO	DO	VDUj	QHO	ULVWRUDQWH	GL	&DOWDJLURQH	
v 'DO	DO	VDUj	QHO	ULVWRUDQWH	GL	(QQD	
v 'DO	DO	VDUj	QHO	ULVWRUDQWH	GL	0HVVLQD	0DUHJURVV
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,O SURJHWWR HGXFDWLYR GL 2UDQIU LJHU LQ FROODERUDJLRQH FRQ OF'RQDOG V

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(¶ VWDWR SUHVHQWDW,OL* D SURJQR VFRHOX \$ D VFRUH GPHLO D JLD D V W D H W R G K H J H V W L V F I
OF'RQDOG 16 LFLOLD 2ULH2UDQIU L H H O O D E G H D H J U X S S R 8 Q L I U X W W L I R U Q L W R U H G H O O H \$ U
3,O *LDUGLQR GHOOH \$UDQFH' q XQ HGXWDLQPHQW QDWR JUDJLH DOOD FROODERUDJLRQ
YLGHR DYYLFLQHuj L EDPELQL DO FRPSDUWR DJURDO LPHQW DUH LWDOLDQR H VL VYROJH
&DODEULD JHVWLWL GDO IUDQFKLVHH 3LHWUR 9DGDOj H GDO VXR WHDP

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3,O *LDUGLQR GHOO SURJHQR QHO TXDOH FUHGR IRUWHPHQWH SRLFKp VRQR FRQYLQW
SURSULR GDOOH JLRYDQL JHQYRUDJLDFRL S&RQD MHVW KDSFRUHLQHOH'RVF&G H VH IDU FRQRV
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GLIHVD H DOOD WXWHOD GHLPDUL H FRQ ©%HH#VFKRRO^a SHU OD VDOYDJXDUGLD GHOO
SLFFROL DOOD WXWHOD GHOOJDPQLHQWH H DOOR VYLOXSSR VRVWHQLELOH 4XHVWJDDQ
SHUFRUVR HGXFDWLYR YROWR D FRLQYROJHUH OH QXRYH JHQHUDJLRQL VXOOJLPSRUWDC
'HOHJDWR (WQDIRRG /LFHQJLDWDULR 0F'RQDOG V GHLPVWRUDQWL GHOO 6LFLD 2U

3/JLQLJLDWLYD FKH VMLRFR OYRQVHQGR EGR OHJDPH FKH YL q IUD OH QRVWUH GXH UHDOWJ
UHVSQRVDELQGL DFTXLVWR GL GRPDQL D XQD FRUHHWR BOEFLQVDDJRLQH HU DO ULVST
3,O *LDUGLQR GHOOJH\$IDQLHQJD FKH FRQLXJD EXRQD DOLPHQDQYR RQFDDQLHWSHOWVPSBJ
8QLIUXWWL ± QHOOJRWLWFLD GHOO YDORULJJDJLRQH GHOOH SURGXJLRQL DJULFROH PDGH

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'XUDQWH O1HG,XW1LDQF-LQVR GHLEDP \$LUDQGHOOH VFXROH SULPDULH DYUDQQR LQIDWWL OI
DJULFROR SHU LO WHUULWRULR VLFLOLDQR SDUWHQGR GD XQR GH L IUXWWL SL• UDSSUH
SULPR PRPHQWR DOO1LQWHUQR GHOOH FODVVL FRLQYROWH H VXFFHVVLVLYDPHQWH DOO1L
JLDUGLQL SHU DFFRJOLHUH L SLFFROL VWXGHQWL LQ OXRJKL GDYYHUR PDJLFL &ROWH (DL
EDPELQL QRQ VROR OH ORUR SURSULHWj PD DQFKH OD VRVWHQLELOLWj GHOOH DWWL

6RQR VHL L ULVWR DDQMLQWHBQBGGHVTXDOL VDUj DOOHVWLWR SHU WUH JLRUQL 3,O *LI
SURSULHWj GL TXHVWR IUXWWR VHFRQGR LO FDOHQGDULR VHJXHQWH

- ‡ 'DO DO VDUj QHO ULVWRUDQWH GL &DWDQLD 6WHVLFURUR
- ‡ 'DO DO VDUj QHO ULVWRUDQWH GL &DWDQLD 8OLVVH
- ‡ 'DO DO VDUj QHO ULVWRUDQWH GL &DOWDJLURQH
- ‡ 'DO DO VDUj QHO ULVWRUDQWH GL (QQD
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- ‡ 'DO DO VDUj QHO ULVWRUDQWH GL 5HJJLR 7DQJHQJLDOH

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`^ \J kRFJkFQJ IoR EJ^JORFR HJ\\= HRJn=]JHRnJkk=^J=š J Io\\J I`In=^zJ =^nR`IIRH=^nR hkJIJ^nR R^ Pk=^ jo=^nRnA ^J\\= Okonn=š \J =k=^FJ k`IIJ R^ o\nR]R HJFJ^AR I`^ In=nJ IJ]hkJ hRs kRt=\on=nJ J =hhkJzz=nJš R^ jo=^n` C Ink=`kHR^=kRJ ^`^ I` \ HR tRn=]R^J]= ^FQJ HR =^n`FR=^Rš hkJzR`IJ I`In= =hh`kn=^` Pk=^HR EJ^JORFR =\ = ^`Ink= I=\onJÿ 0`^`š R^ EkJtJš hRP]J^nR FQJ F`^OJkRIF`^` \= F` \k`k=zR`^J - R^]=^RJk= hRs `]J^` R^nj^I= = IJF`^H= HJ\\= `k` jo=^nRnA - = jo=IR nonnJ \J hR=^nJ J =R `k` OkonnRÿ \ F` \k`J I E\o HJR OkonnR HR E`IF`š HJ\\°ot=š JFFÿ N O`k^Rn` hk`hkR` H= joJInJ I`In F` \k`k=^` R^nj^I=]J^nj =^FQJ P\ R IhRFFQR HJ\\J =k=^FJ HJ\\= -z`^= HJ\\° n^ ,R=^= HR =n=^R=ÿ = `k` =zR`^J Io\\= ^`Ink= I=\onJ N]`n` R]h`kn=^nJ h` F`]J Q=^^`]JII` R^ \oFJ \J kRFJkFQJ IFRJ^nRORFQJš `nkJ =H =tJkJ =zR`^J =^nR`IIRH=^nJ I`^ R^ Pk=H` HR hk`nJPPJkH=R noj`kRš H=R hk`E\J]R F=kHR`t=IF` \kR J H=\ kRIFQR` HR HR=EJnJÿ

= Pk=^ jo=^nRnA HR =^n`FR=^R hkJIJ^nR ^J\\J =k=^FJ k`IIJ ^`^ N H`ton= I` =\ = t=kRJnA HJR OkonnR - =H JIÿ R nRhRFR .1=k`FFQR, -]= ^FQJ =R O= hk`HozR`^J HR I`In=^zJ F` \k`k=^nR H= h=knJ HJ\\J F`^IJPoJ^z= HJ\\= O`knJ HROOJkJ^z= HR nJ]hJk=r IR t`P\R= - Ok= R\ PR`k^` J \= ^`nnJÿ "J\\J z`^J H H=\° n^=š \°=kR= OkJHH= IFJ^HJ^H` H=\J hJ^HR PJ^Jk= o^°JIFokIR`^J nJk]RF=]=PPR`kJ HR FoR k joJInJš \J t=kRJnA k`IIJš kJ=PRIF`^` hk`HoFJ^H` hRs =^n`FR=^Rÿ



.oJIn= OJ\RFJ F`]ER^=zR`^J Ok= PJ^JnRF= J]RFk`F\R]= N In=n= InoHR=n= =^R O= =^FQJ H=\ `Q^ ^AJI J^nkJ HR "`kuRFQš kR=^w kJn=P^= R^ F` \k`k=zR`^J F` \ J^nk` HR /RFJkF= hJk \° Pko]RF` \nok=J \J ` \nokJ !JHRnJkk=^JJ HR FRkJ=\J - n-ÿ ^ IJPoRn` =\J `k` kRFJkFQJ N In=n` RHJ PJ^J HJ\\= hR=^n= HR =k=^FJ k`IIJ FQJ IR =nnRt= F`^ R\ nRhRF`]RFk`F\R] ,`RFQN R^ =IIJ^z= HR joJInJ F`^HRzR`^R =]ERJ^n=HRQR=H=Hÿ FJ\\J]R]JHJIR]J tJ^P`^` F` \nRt=nJ R^ =\nkJ h=knR HJ\]`^H`- R OkonnR ^`^ kRlo\n=^` k`IIR] =II`]RP\R=^` =\J F=\IRFQJ =k=^FJ ER`^HJš =Ilo]J =on`] =nRF=]J^nj O`^H=]J^n=\J R]h`kn=^z= R\ F=k=nnJkH nRhRF` Jn^J` HJR k`IIR =Pko]R F`^ =^n`FR=^Rÿ

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