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THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE

YEAR 10 - N° 6 • JULY 2022
MANAGING DIRECTOR: ANGELO FRIGERIO

organic edition

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Plant-based deli slices

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ITALIAN QUALITY
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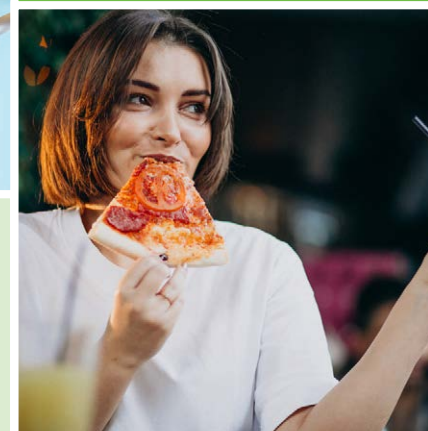
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EDITORIAL

by Angelo Frigerio

A 5-star crisis

The pandemic, the outbreak of war, a leap in inflation, the explosion in energy and logistics costs, and the breakdown of a number of international supply chains. These are the 5 risk factors that are currently challenging the Italian agri-food sector. One or two critical factors at a time seem hard to tackle, but five look like an insurmountable obstacle, capable of discouraging even the most optimistic entrepreneur. And yet, this is actually the case for around 1.2 billion Italian agri-food companies, as described by The European House – Ambrosetti on the past June, in Bormio, on the occasion of its Food & Beverage Forum.

If we take a closer look at these issues, we see that inflation reached its highest peak, in Italy, over the past 30 years, with severe consequences for Italian households - the cost of the grocery basket rose on average by 3 percentage points - and manufacturers: between April 2020 and April 2022, the price of wheat increased by +230%, that of corn by +130%. Beside the inflationary trend, another disrupting factor of the Italian agri-food industry is the Russia-Ukraine conflict. Although the total value of imports from the two countries stands at just 2%, they have a strategic role for the supply of certain raw materials. Namely, 63% of Italian imports of sunflower seed oil

come from Ukraine, 30.4% of seeds come from these two countries, as well as 26.6% of corn and 15% of urea. Because if the Italian agri-food sector is so vulnerable to external shocks, it also depends on its strong dependence on foreign supply chains for raw materials that are crucial to its survival.

"A perfect storm", as Ambrosetti called it, that casts its shade on the Italian agri-food industry's many accomplishments. With 65 billion euro of value added in 2021, the sector is 1st in Italy for contribution to the GDP, it generates a total turnover of 204.5 billion euro, where 50.1 come from exports (up 10.8% in 2021 over 2020), and with a positive trade balance of 3.3 billions.

Italy is also the 1st country in the world for the number of national restaurants in the largest metropolitan areas (Hong Kong, Tokyo, New York, Los Angeles, Beijing, Melbourne, Buenos Aires), the 1st producer and the 2nd major exporter of wine (21.2%), the 1st exporter of peeled tomatoes (78.4%) and the 2nd of apples (12.7%). Italy is also the 1st food and wine destination in the world: 14% of foreign tourism is prompted by culinary reasons.

And then, in this stormy sea, we need to hold the ship's wheel firmly and straight. We are going in the right direction. The storm will pass.

Una crisi a 5 stelle

La pandemia, la guerra, l'inflazione, l'esplosione dei costi energetici e logistici, l'interruzione di alcune grandi filiere di approvvigionamento. Sono cinque i grandi fattori di rischio che mettono in difficoltà, giorno dopo giorno, il nostro settore agroalimentare. Una o due criticità da gestire contemporaneamente sembrano già tante. Cinque tutte insieme assumono le sembianze di una montagna invalicabile, capace di far vacillare anche il più ottimista degli imprenditori. Eppure è questo il contesto in cui 1,2 milioni di imprese italiane si trovano a operare, come raccontato da The European House – Ambrosetti nel corso del Forum Food & Beverage che si è tenuto a Bormio lo scorso giugno.

Se guardiamo a queste criticità un po' più da vicino, scopriamo che l'inflazione ha toccato, in Italia, il picco più alto degli ultimi 30 anni. Con gravi ricadute sia sul consumatore finale - il cui carrello della spesa costa in media il 3% in più - sia sull'industria di produzione. Il paragone

tra aprile 2021 e aprile 2022 mostra che il prezzo del grano è cresciuto del 230%, quello del mais del 130%. Insieme alla crisi inflattiva, l'altro fattore di disruption è il conflitto Russia-Ucraina.

Sebbene il valore totale delle importazioni dai due Paesi sia attestato solo al 2% circa del totale, questi ultimi hanno un ruolo strategico per la fornitura di alcune materie prime fondamentali: il 63% dell'import di olio di girasole deriva dall'Ucraina, il 30,4% di semi proviene dai due Paesi, così come il 26,6% del mais e il 15% di urea. Perché se la filiera agroalimentare italiana è così vulnerabile agli shock esterni, questo dipende in buona parte anche della sua forte dipendenza da filiere estere per materie prime strategiche al suo sostentamento.

"Una tempesta perfetta", come l'ha definita Ambrosetti, che mette in ombra i tanti traguardi già raggiunti dalle aziende italiane del settore. La filiera agroalimentare è la prima per contributo al Pil nazionale. Con 65 miliardi di euro di valore aggiun-

to, genera un fatturato di 204,5 miliardi di euro, di cui 50,1 miliardi provenienti dalle esportazioni (nel 2021 la crescita è stata del 10,8% sul 2020), permettendo alla bilancia commerciale di registrare un surplus pari a 3,3 miliardi di euro.

Siamo poi il 1° Paese al mondo per presenza di ristoranti nazionali nelle principali metropoli mondiali (Hong Kong, Tokyo, New York, Los Angeles, Pechino, Melbourne, Buenos Aires), il 1° produttore ed esportatore mondiale di pasta (il 25% della pasta consumata al mondo è Made in Italy), il 1° produttore e il 2° maggiore esportatore di vino (21,2%), il 1° esportatore al mondo di pomodori pelati (78,4%) e il 2° di mele (12,7%). L'Italia è anche la 1° destinazione enogastronomica al mondo: vengono dall'estero, in cerca di buon cibo e vino, il 14% dei nostri turisti.

E quindi, in questo oceano in burrasca, bisogna più che mai tenere ben saldo e dritto il timone della nave. La direzione è quella giusta. La tempesta, prima o poi, passerà.


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NEWS

UK ORGANIC MARKET
IS NOW WORTH OVER 3 BILLION POUNDS

In 2021 the UK organic market hit the 3-billion-pound mark (3.5 billion euro), thus growing 23% compared to 2019. This is what emerges from the data illustrated in the report 'Organic farming statistics United Kingdom 2021', issued by DEFRA (Department for environment food&rural affairs). Last year, the areas under organic farming increased by 3.6% as well, for a total of 507,000 hectares. This has been mainly determined by a 34% increase of the land converted to organic agriculture compared to 2020. Thus far, the fields under organic farming account for 2.9% of the total agricultural land area in the UK. In 2021, growers and processors registered with the approved organic control bodies in the UK amounted to almost 6,000.

Regno Unito: mercato bio oltre i 3 miliardi di sterline

Nel 2021, il mercato biologico del Regno Unito ha superato i 3 miliardi di sterline (circa 3,5 miliardi di euro), registrando una crescita del 23% rispetto al 2019. È quanto emerge dai dati presentati nel report 'Organic farming statistics United Kingdom 2021', rilasciato da Defra (Department for environment food&rural affairs). Anche le superfici coltivate con metodo biologico sono aumentate del 3,6% lo scorso anno, occupando 507mila ettari. Questo è stato determinato principalmente da un incremento del 34% dell'area in conversione a terreno bio rispetto al 2020. Ad oggi, la superficie coltivata con metodo biologico rappresenta il 2,9% della superficie totale delle aziende agricole del Regno Unito. Nel 2021, i produttori e i trasformatori registrati presso gli organismi di certificazione biologica in UK erano quasi 6mila.

ABAFODS COMPLETES THE EXPANSION
OF ITS PRODUCTION PLANT IN THE VENETO REGION

Abafoods, company of the French group Ecotone specialized in the production of organic food, has recently completed the expansion of its production site in Badia Polesine, in the province of Rovigo (Veneto region). This operation, for which over 20 million euro have been invested, has provided the plant with 4.0 technologies. The firm, certified B-Corp since 2018, has implemented solutions and technologies which can minimize the environmental impact, ensuring the highest quality and sustainability standards. Among them, the use of packaging made of cardboard, coming from responsibly managed forests, and a cogeneration plant, which allows the company to recover energy from production processes. "The Italian site is a pillar of strategic importance for the growth of the group and the expansion of our variety of organic products and vegetal drinks," says Christophe Barnouin, the CEO of Ecotone. Thanks to the introduction of a fifth line, today Abafoods has a production capacity of over 120 million liters of vegetal drinks per year, manufactured in Italy and distributed under their own and third-party brands across international markets.

Abafoods, completato l'ampliamento del sito di Badia Polesine (Ro)

Abafoods, società del gruppo francese Ecotone specializzata nella produzione di alimenti biologici, ha recentemente completato l'ampliamento del proprio sito di Badia Polesine, in provincia di Rovigo. L'operazione, che ha visto l'investimento di oltre 20 milioni di euro, ha dotato lo stabilimento di tecnologie 4.0. L'azienda, certificata B-Corp dal 2018, spiega di aver implementato soluzioni e tecnologie in grado di minimizzare l'impatto sull'ambiente, garantendo i più alti standard di qualità e sostenibilità. Tra queste, l'utilizzo per il confezionamento di cartoni provenienti da foreste gestite in modo responsabile, e un impianto di cogenerazione, per recuperare energia dai processi produttivi. "Il sito italiano rappresenta un pilastro di importanza strategica per la crescita del gruppo e per continuare il percorso di affermazione nella produzione di alimenti biologici e bevande vegetali", afferma Christophe Barnouin, Ceo di Ecotone. Grazie all'introduzione di una quinta linea, Abafoods dispone oggi di una capacità produttiva di oltre 120 milioni di litri di bevande vegetali per anno, ottenute in Italia e distribuite a marchio proprio e di terzi sul mercato internazionale.

ANTONIO BRUZZONE (BOLOGNAFIERE'S GM):
"IN 2024 WE WILL TAKE ITALIAN ORGANIC WINE TO LOS ANGELES"

In 2024 BolognaFiere will fly to the USA, claims Antonio Bruzzone, the general director: "In 2021 we invested a lot in organic wine, launching the first edition of Slow Wine Fair. A second edition will follow next year once again in Bologna with a new international rendezvous: the Natural Products Expo West in Los Angeles, where we will be present in 2024."

Antonio Bruzzone (BolognaFiere): "Nel 2024, porteremo il vino biologico italiano a Los Angeles"

Nel 2024 BolognaFiere volerà negli Stati Uniti. Lo conferma il direttore generale, Antonio Bruzzone: "Nel 2021 abbiamo investito molto sul vino biologico lanciando la prima edizione di Slow Wine Fair. Seguirà una seconda edizione l'anno prossimo sempre a Bologna, con un nuovo appuntamento internazionale: la Fiera Natural Products Expo West di Los Angeles dove andremo nel 2024".

SANA 2022: FROM 8TH TO 11TH SEPTEMBER
ON SHOW AT BOLOGNAFIERE

The 34th edition of Sana, the international exhibition of Organic and natural products, will take place at the Bologna Exhibition Center from 8th to 11th September 2022. The trade show will put on display an ever growing industry. As a matter of fact, in 2021 (year ending in July) the organic agri-food segment's sales were worth almost 4.6 million euro in the Italian market. Exports, instead, increased by 11% on the same period in 2020, reaching almost 3 million euro. There will be four protagonists on display at Sana: Organic food, a space dedicated to the entire organic and natural agri-food products; Green Lifestyle, designated for an ecological, healthy, responsible and ethical lifestyle; Sanatech, the professional exhibition dedicated to the agri-food, livestock, organic and eco-sustainable welfare supply chain, with multiple product categories; and lastly the Care&Beauty area, the reference point for the world of certified and natural cosmetics, and all those products dedicated to wellness.



Sana 2022: dall'8 all'11 settembre a BolognaFiere

La 34esima edizione di Sana, il salone internazionale del biologico e del naturale, si terrà nel quartiere fieristico bolognese dall'8 all'11 settembre 2022. La fiera metterà in risalto un comparto in continua crescita. L'agroalimentare bio, infatti, nel 2021 (anno terminante a luglio) ha raggiunto quasi 4,6 milioni di euro di vendite sul mercato italiano. Con l'export ha registrato un +11% sul periodo precedente, raggiungendo quasi i 3 milioni di euro. Saranno quattro le realtà protagoniste in fiera: Organic food, dedicato a tutto il mondo agroalimentare biologico e naturale; Green Lifestyle, l'area incentrata su diversi settori merceologici che si ispirano a uno stile di vita ecologico, sano, responsabile ed etico; Sanatech, il salone rivolto alla filiera agroalimentare, zootecnica e del benessere biologico ed ecosostenibile di diverse categorie; e lo spazio Care&Beauty, punto di riferimento per il mondo della cosmesi certificata e naturale, e di tutti i prodotti dedicati al benessere della persona.

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ITALIAN ORGANIC SALES CONTINUE
TO GROW LED BY E-COMMERCE

The growth of the organic market in Italy continues. Last year it reached 7.5 billion euro (exports included), thus earning a key role on the international market. In 2019, in Europe, Italy ranked 1st in terms of exports (2.4 billion euro) and processing companies (21,419), 2nd as far as producers (70,540), 3rd in terms of retail sales (3.6 billion euro) and areas (1.99 million hectares). These figures are illustrated by the 15th edition of the Bio Bank report, which provides an overview of 3,700 organic businesses which were surveyed in 2020. Nonetheless, the organic businesses of the three monitored segments (e-commerce, restaurants, shops) have grown unevenly between 2016 and 2020, thus realizing an overall increase of only 4.6%. They were 2,265 in 2016, and they grew to 2,370 in 2020. More specifically, e-commerce websites dedicated to organic products once again ranked first. The latter have grown at a double-digit rate (+67.8%). This trend was further triggered by the pandemic.

Continua la crescita del biologico in Italia,
trainata dalle vendite e-commerce

In Italia continua la crescita del mercato biologico. Che lo scorso anno ha raggiunto i 7,5 miliardi di euro (export compreso), guadagnandosi un ruolo chiave nel panorama internazionale. Nel 2019, in Europa l'Italia si trovava al primo posto per export (2,4 miliardi di euro) e aziende di trasformazione (21.419), al secondo per produttori agricoli (70.540), al terzo per vendite al dettaglio (3,6 miliardi di euro) e superfici (1,99 milioni di ettari). Questo quanto emerge dalla 15esima edizione del rapporto Bio Bank, che fornisce una fotografia di 3.700 attività biologiche censite nel 2020. Nell'arco di tempo tra 2016 e 2020, però, le attività bio dei tre canali monitorati (e-commerce, ristoranti, negozi) sono cresciute in modo differente, mettendo a segno in totale un incremento solo del 4,6%. Erano 2.265 nel 2016, e sono cresciute a 2.370 nel 2020. Più nello specifico, al primo posto si confermano i siti di e-commerce di alimenti bio. I quali hanno realizzato una crescita a doppia cifra pari al +67,8%. Un trend ulteriormente ampliato dalla pandemia.

LAUNCH OF THE NEW PROJECT BIOREST
TO SUPPORT ORGANIC AGRICULTURE IN TUNISIA

At the end of May, the Ministry of Agriculture, Water resources and Fisheries alongside the Food and Agriculture Organization of the United Nations (FAO) signed an agreement for the project to support the development of a sustainable and resilient organic agriculture in a context of climate change in Tunisia, titled BioRest. A steering committee will be established under this agreement, made up of representatives of the Ministry, FAO, the Swiss Agency and of the EU. The aim of the project is to develop organic agriculture and safeguard agricultural systems from climate change, but also to create jobs for the rural population. Moreover, the project aims to establish good practices as far as organic farming is concerned, particularly in the cereal, oil and dairy sectors, as well as ensure food security in Tunisia.

Tunisia: al via il progetto BioRest
a sostegno dell'agricoltura bio

A fine maggio, il ministero dell'Agricoltura, delle Risorse Idriche e della Pesca e l'Organizzazione delle Nazioni Unite per l'alimentazione e l'agricoltura (Fao) hanno sottoscritto un accordo per il progetto di sostegno allo sviluppo di un'agricoltura biologica sostenibile e resiliente in un contesto di cambiamento climatico in Tunisia dal titolo BioRest. Sulla base di tale accordo verrà istituito un comitato direttivo composto da rappresentanti del ministero, della Fao, della cooperazione svizzera e dell'Unione europea. Il fine del progetto è sviluppare l'agricoltura bio e salvaguardare i sistemi agricoli dai cambiamenti climatici, ma anche la creazione di occupazione per la popolazione rurale. Il progetto mira anche a stabilire buone pratiche per l'agricoltura biologica, in particolare nel comparto cerealicolo, oleario e lattiero, oltre che garantire la sicurezza alimentare in Tunisia.

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FelsineoVeg: Italian quality and flavour

Organic and plant-based yet full of taste. The Benefit Corporation member of the network Le Famiglie del Gusto showcases the innovations of the Good&Green range. The latest sustainable projects and international consumers' requests. Interview with Costanza Manzini, export manager.

The sharp ability to grasp the ever-changing consumer requests, alongside the strive to supply meat alternatives to the Italian traditional deli slices without sacrificing flavour have prompted Felsineo Group – a reference for Mortadella in Italy and around the world – to founding FelsineoVeg S.r.l. Società Benefit in 2016. Headquartered in Zola Predosa (Bologna), the company is a landmark in plant-based deli slices, providing the so called 'flexitarians' with a wide range of organic and veggie delicacies, produced in its dedicated facility.

We talked about it all and more with Costanza Manzini, export manager of Le Famiglie del Gusto, the network which embraces Italian deli-meat producers Felsineo, Coati, Bordoni, San Michele, and plant-based deli producer FelsineoVeg, founded in 2017 with the main objective of strengthening these companies' presence on international markets.

First of all, how is FelsineoVeg's range composed?

Our plant-based range is quite varied. More in detail, the Good&Green line of veggie and organic deli slices is rich in proteins and low in fat. Rich in flavours – among them the Classic, Fairtrade Pepper, Lupin and Carpaccio flavoured options – the deli slices are all produced using the Mopur process.

That is?

Mopur is a production process combined with an exclusive recipe that requires the use of sourdough, as well as organic cereal and legume flours, which provide a distinctive aroma and a unique texture. Furthermore, through the innovative process we are able to preserve the integrity of the ingredients, also thanks to the natural fermentation triggered by sourdough and hot water cooking.

Have you recently launched any new organic products?

The Mopur with Fairtrade Pepper is actually a novelty. It allows Fairtrade-pepper producers to access new market opportunities, supporting them in setting up social and environmental projects for the benefit of their communities. Moreover, this specific product offers blockchain technology to ensure maximum transparency of the entire production chain.

How does it work?

By scanning the QR code and adding the batch number on the packaging's back label, the consumer can discover the story of the product: from the raw materials' selection, through the processing to the final slicing.

Sustainability and transparency are indeed high on the company's agenda, so much so that it became a Benefit Corporation in 2021.

Both Felsineo and FelsineoVeg are Benefit Corporations from 17th December 2021. This status is the result of the efforts made as far as social and environmental sustainability issues are concerned. Efforts that have been and are still declined in a variety of segments: from supply chain transparency, through ensuring the safety and well-being of our employees and the community, to guaranteeing the lowest environmental impact possible.

Speaking of global markets, are they a big part of the business?

They are indeed. Overall, Le Famiglie del Gusto recorded a 20% increase in 2021, scaling to a 260-million-euro turnover. And our business is expected to grow even further in 2022, by the end of the year the network will be worth 300 million euro. Out of this figure, exports accounted for over 40 million euro in 2021.

And where are they mainly directed?

Europe is the main destination market for our products. But we also have many customers in the UK, Chile, South Africa, New Zealand, the Middle East, Canada and the USA. Over the last months we have been focusing especially on the latter two by setting up a variety of projects. Furthermore, we are very proud since all the companies of the network are listed with the FDA.

What about the requests coming from international customers?

Apart from an ever-growing demand for assortment and healthiness of our ranges, our international customers have been showing particular interest towards sustainability, which we consider very important. As a matter of fact, we have been investing heavily in R&D in order to design sustainable paper packaging coming from responsibly managed forests.



Le Famiglie del Gusto

With 10 production sites and 360 employees total, Le Famiglie del Gusto is a landmark of Italian deli meats. The foundation dates back to 2017, when three leading Italian cured-meat companies – Verona-based Coati, Felsineo in Bologna and San Michele, headquartered close to Crema with production factories in Langhirano (Parma) – established a network in order to strengthen their presence on international markets. And in January 2022, it grew even further with the addition of Bordoni (Valltellina, Lombardy). All four companies are family-run and boast an over 50-year experience in cured-meat production. Felsineo Group also added in the last years a meat-alternative offer, with the company FelsineoVeg, fully dedicated to plant-based products.



FelsineoVeg: qualità e gusto tutti italiani

Biologici e 100% vegetali, ma al contempo gustosi e versatili. Sono i salumi della linea Good&Green firmata FelsineoVeg. La società membro della rete d'impresa Le Famiglie del Gusto rivela gli ultimi investimenti in materia di sostenibilità, le preferenze dei consumatori internazionali e i nuovi lanci di prodotto ideali per una dieta flexitariana. La parola a Costanza Manzini, export manager de Le Famiglie del Gusto.

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SCENARIO

It's a natural world

2021 has certainly left us with a complicated year full of twists and turns. The United States, for example, witnessed the election of Joe Biden as the new president. While pro-Trump protesters decided to 'take a trip' to the Capitol by storming it. Then, it was the turn of the mega cargo ship stranded in the Suez Canal blocking it for days with major consequences on world trade and oil prices. Of course, all this was accompanied by the Covid-19 pandemic, which did not give us a break at any time. And how could 2022 not have us face new challenges? Amidst health, economic, environmental and social emergencies, a great battle has been waged on a global scale, which now clashes with

the war in Ukraine which, in addition to pain and destruction, has caused increasing difficulties in the purchase of raw materials. If we then add to this the drought emergency that is leading towards water rationing in Italy, the plagues seem endless. All in all, it is not a bright scenario that opens up to many questions about the future of the agri-food sector. In spite of all this, the organic industry looks ahead and continues its race towards the ecological transition.

The data collected in the latest Bio Bank Report, as a matter of fact, take a snapshot of the tireless development of this sector: the world is slowly adopting a more responsible approach, paying more attention to

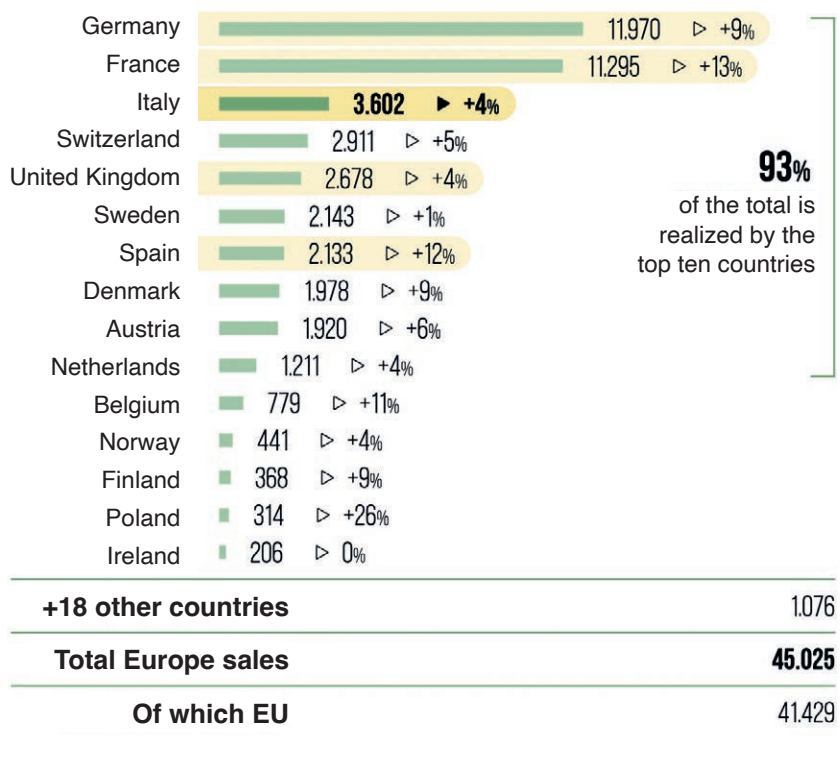
Leading countries in the organic sector in Europe and in the world (2019)

	Europe	World
Retail sales (million euro)	Germany 11,970 France 11,295 Italy 3,602	Usa 44,721 Germany 11,970 France 11,295
Per-capita consumption (euro/year)	Denmark 344 Switzerland 338 Luxembourg 264	
Organic sales share (%)	Denmark 12% Switzerland 10% Austria, Sweden 9%	
Export (million euro)	Italy 2,245 Spain 890 France 826	
Farmers (number)	Turkey 74,545 Italy 70,540 France 47,196	
Processors (number)	Italy 21,419 France 19,311 Germany 16,162	
Surface areas (millions hectares)	Spain 2.35 France 2.24 Italy 1.99	Australia 35.69 Argentina 3.67 Spain 2.35
Organic share out of cultivated agricultural area (%)	Liechtenstein 41% Austria 26% Estonia 22%	Liechtenstein 41% Austria 26% São Tomé e P. 25%

Bio Bank elaborations based on data from Fibi-Ifoam, Nomisma, Sinab
Bio Bank 2021 Report

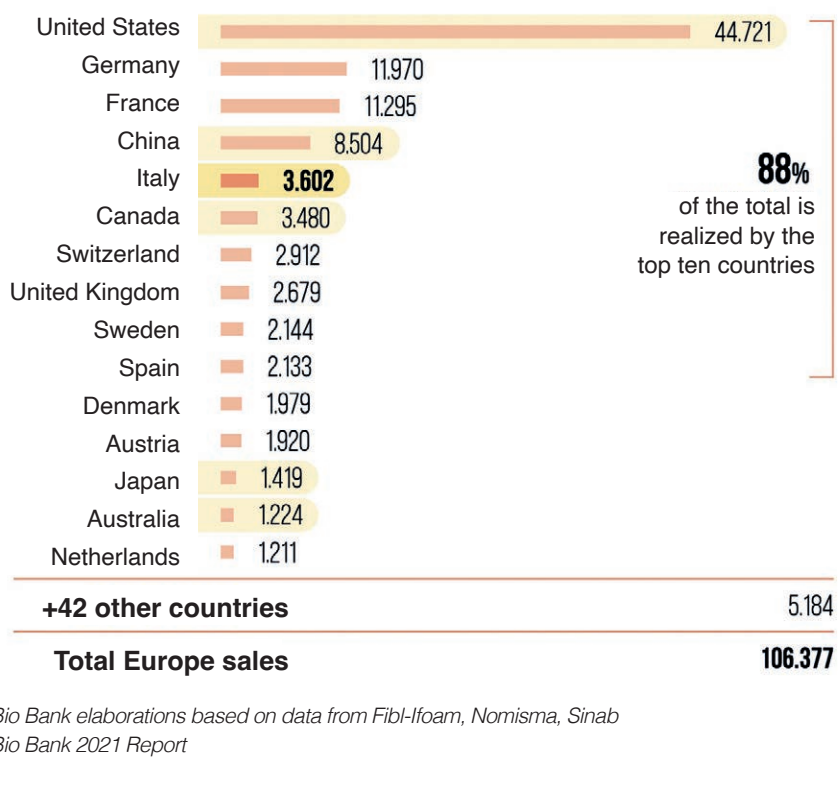
Retail sales – Europe 2019

Organic food retail sales in Europe, in millions of euro, compared with 2018



Retail sales – World 2019

Organic food retail sales worldwide, in millions of euro



Bio Bank elaborations based on data from Fibi-Ifoam, Nomisma, Sinab
Bio Bank 2021 Report

Un mondo sempre più bio

Il rapporto Bio Bank 2021 scatta una fotografia del settore. Che oggi vale 106,4 miliardi di euro. E cresce soprattutto grazie alla maggiore consapevolezza delle persone per il benessere umano e ambientale.

In a year full of challenges, the organic sector has not given up. People have developed a greater consciousness towards human and environmental well-being. The result is a 139% growth, for a value of 106.4 billion euro. Analyses and statistics of the global organic food market according to Bio Bank's data.

waste and preferring healthy and local products in favor of the environmental and social sustainability of the planet. In the past two years, due to the global context, people have developed a greater consciousness towards the connection and reciprocity between human and environmental well-being, driving further growth in the development of these sectors. This is also why the European Union aims to halve pesticide use, reduce fertilizer use by 20%, and triple organic areas to 25% by 2030, compared to 8% in 2019.

Within the organic sector

Data from this new study, referring to 2019, says the global organic food market reached 106.4 billion euro in 2019, more than double if compared to 2010 (44.5 billion euro), recording a growth of 139%. While in Europe, considering the 47-country geographic area, sales exceeded 45 billion euro

in 2019. Within Europe, Italy is in the first place for exports, with a turnover of 2.4 billion euro. It is followed by Spain and France with 0.9 and 0.8 billion euro. Another Italian record, a figure closely related to exports, is the number of processing companies, more than 21,000 out of the European total of nearly 82,000.

In other words, one in four European processors operates in Italy. They are the driving force behind organic Made in Italy, so sought after and appreciated across international markets. France has more than 19,000, Germany over 16,000, Spain only 5,000, and the United Kingdom just 2,500. Speaking of retail sales in the domestic market, Germany ranks first with 12 billion euro, followed by France with 11.3. Italy ranks 3rd with 3.6 billion euro, the United Kingdom at 2.7 and Spain at 2.1. The top 10 countries total 93% of sales. Per capita consumption, on the other hand, is led by

Denmark with 344 euro, while France and Germany are 173 and 144 euro, respectively. In Italy it is around 59 euro. In short, within the organic sector, all indicators are growing, with the exception of the rate of specialty store openings which, partly as a result of the two-year pandemic, have lost ground to e-commerce.

The Demeter certification

Today, most conventional companies that have diversified into organic are switching to biodynamic for a further quality leap. The Demeter certification, indeed, are in great demand on international markets where biodynamic products are the spearhead of organic. According to Demeter International, in the 2010-2020 timeframe, Demeter-certified companies in the whole world increased from 4,583 to 6,429 (+40%) and areas grew from 140,000 to 221,000 hectares (+57%).

Authentic Sicilian Taste!

campodoro.com

BIOFACH 2022
into organic
Come and visit us
26th-29th July 2022 / Nuremberg
Hall 4 stand 4-409

VANINI
NEL CUORE DEL CACAO

SINGLE ORIGIN
UGANDA

6 organic chocolate bars, made with an incredible and unique Uganda cocoa from Bundibugyo cooperatives, where ICAM founded a company to support the cultivation and harvesting process of cocoa. Uganda organic bars respect Nature at 360°: they are born with an industrially compostable wrapping made up of 80% renewable raw materials.

Passion for taste, love for the planet!

56% CIOCCOLATO FONDATE BIO CON PISTACCHI SALATI
ORGANIC DARK CHOCOLATE WITH SALTED PISTACHIOS
85g e

85% CIOCCOLATO FONDATE BIO
ORGANIC DARK CHOCOLATE
85g e

CIOCCOLATO GIANDUJA BIO CON NOCCIOLE
ORGANIC GIANDUJA WITH HAZELNUTS
85g e

93% CIOCCOLATO FONDATE BIO
ORGANIC DARK CHOCOLATE
85g e

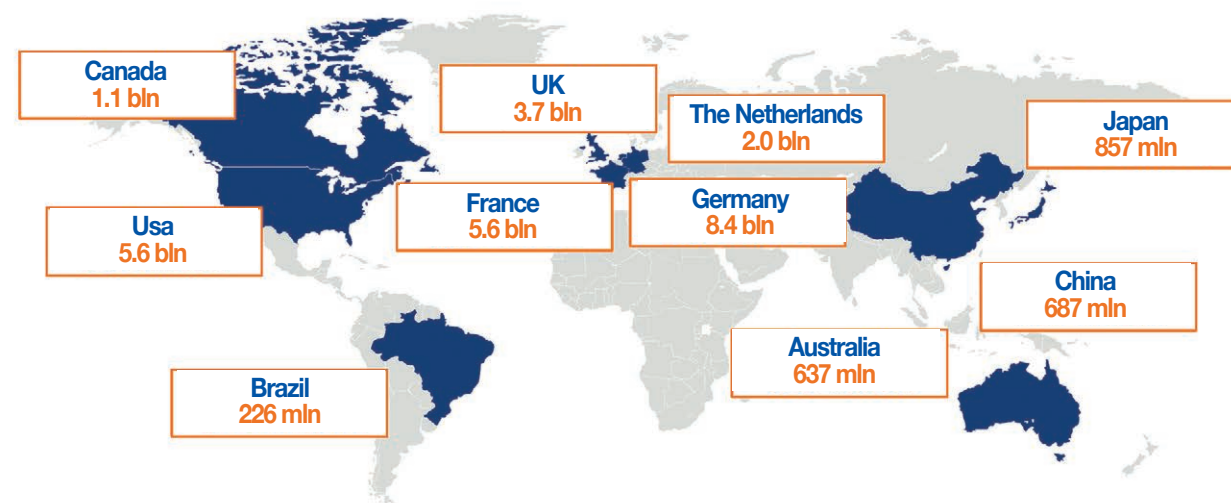
56% CIOCCOLATO FONDATE BIO CON MANI E SALE DI
ORGANIC DARK CHOCOLATE WITH MANI AND SALT
85g e

www.vaniniocioccolato.com



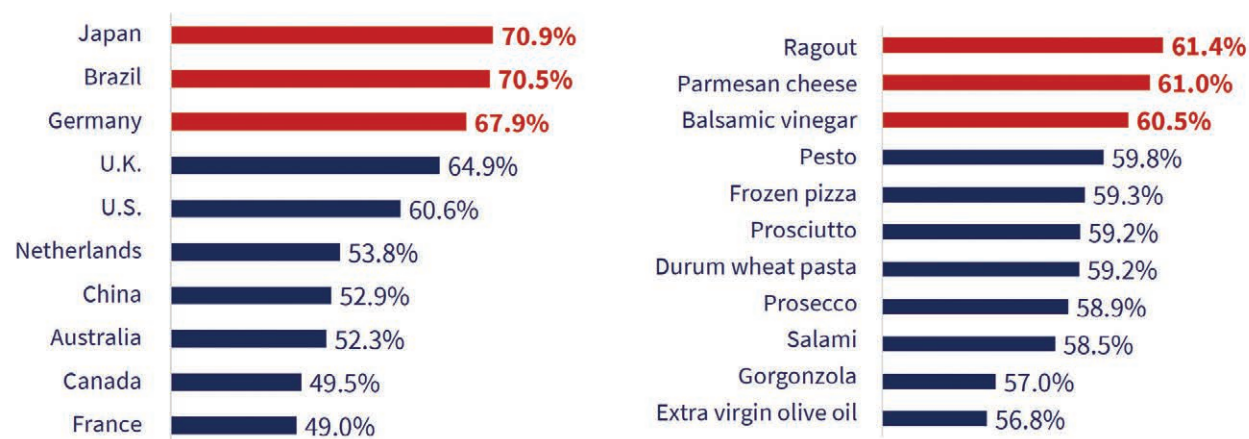
ZOOM

Value of Italian agri-food exports in the countries where Italian Souding is more widespread (euro), 2021



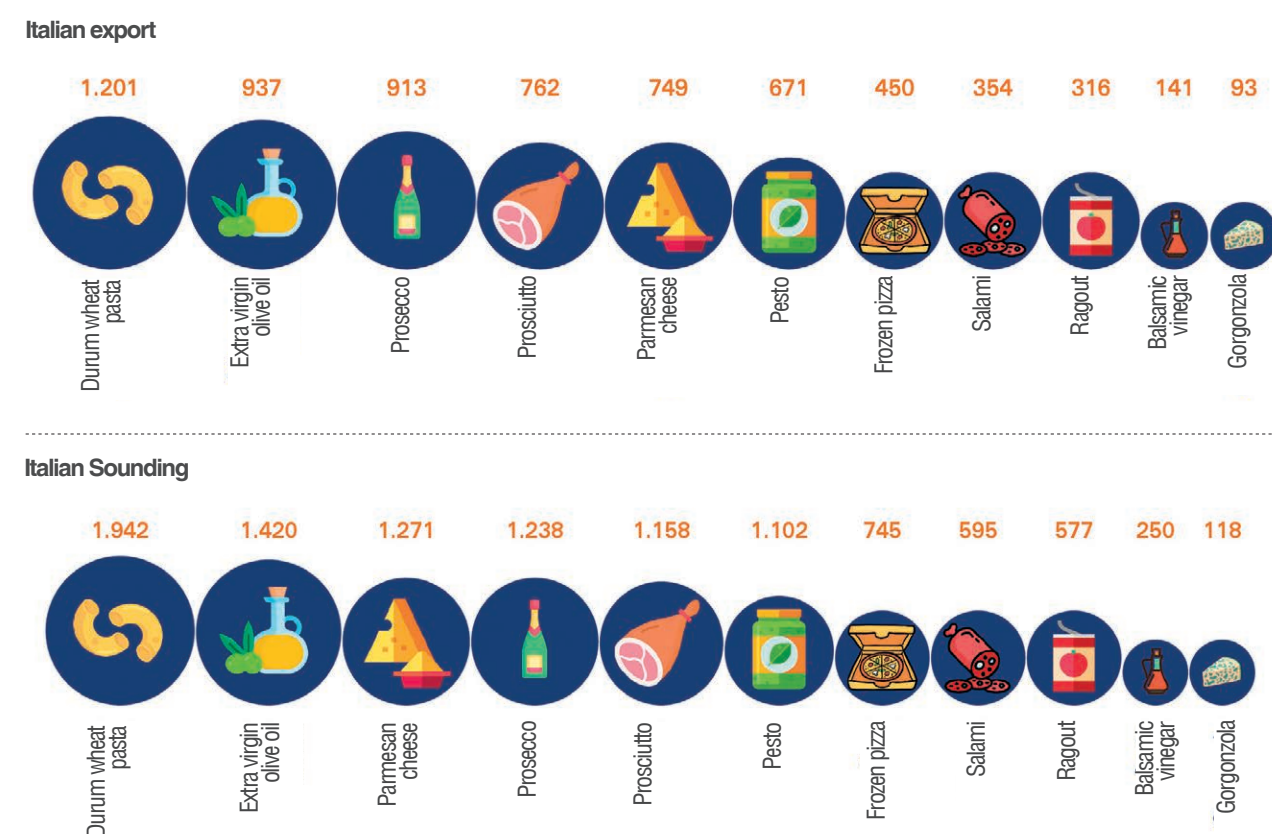
Source: The European House - Ambrosetti elaboration on Istat data, 2022

Average percentage of Italian Sounding products on international grocery shelves by country and by product (% of total), 2022



Source: results of the survey of international retailers carried out by The European House - Ambrosetti, 2022

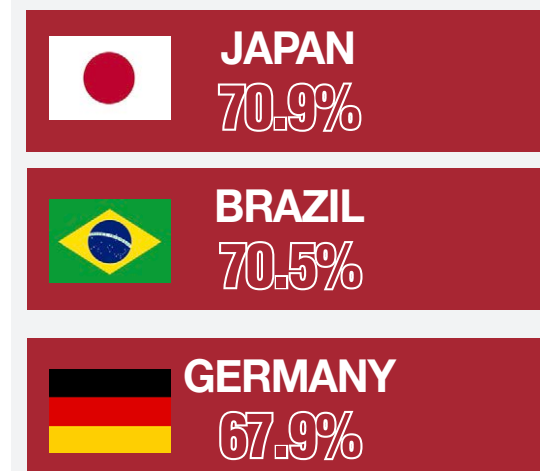
Italian export vs. Italian Sounding for the 11 typical Italian products considered in the 10 countries where Italian Souding is more widespread (mln euro), 2021



Source: The European House - Ambrosetti and Istat data, 2022

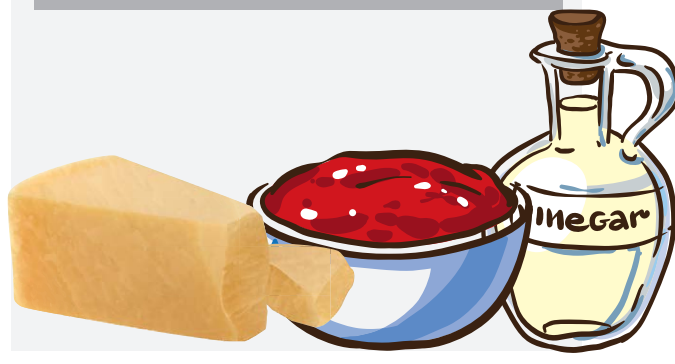
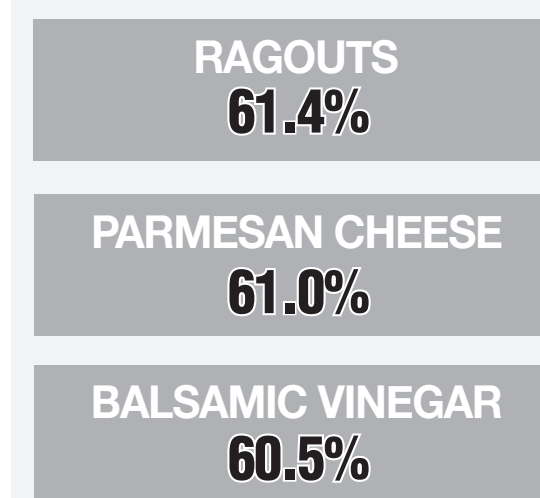
Italian Sounding branding is most widespread in...

% of non-authentic products

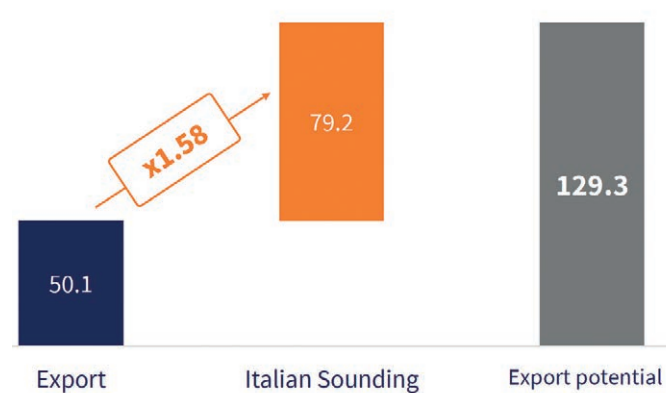


Italian Sounding brands are most widespread among...

% of non-authentic products



Value of the Italian Sounding branding and Italian agri-food export potential combined (billion euro) 2021



Source: results of the survey of international retailers carried out by The European House - Ambrosetti, 2022

end



PRODUCT SHOWCASE

www.biofach.de

Organic doesn't go on vacation

The curtain's up on the latest innovations and trends of the industry, that will be under the spotlight at Biofach and Vivanness. They will take place as a one-off summer edition. In the following pages, an overview of the new products presented by the Italian companies for the occasion.

Everything's ready for Biofach and Vivanness 2022. The gathering of the international organic food and natural and organic personal care community is taking place as a 'summer edition' from July 26th to 29th in Nuremberg. In fact, it was postponed due to the pandemic, on a one-off basis, to meet multiple requests from the exhibitors and enable all participants to plan with confidence.

The trade fair is set to welcome around 2,500 exhibitors, 200 of which will take part in the international trade fair for natural and organic personal care. Both b2b exhibitions will be held as in-person events with digital add-ons. At the in-person event, exhibitors, visitors, and media representatives will experience the comprehensive range of products and services, in addition to new products and trends; in addition, they will be able to connect with each other digitally and also benefit from the presentation of exhibitor products and services.

Products on display reflect food trends

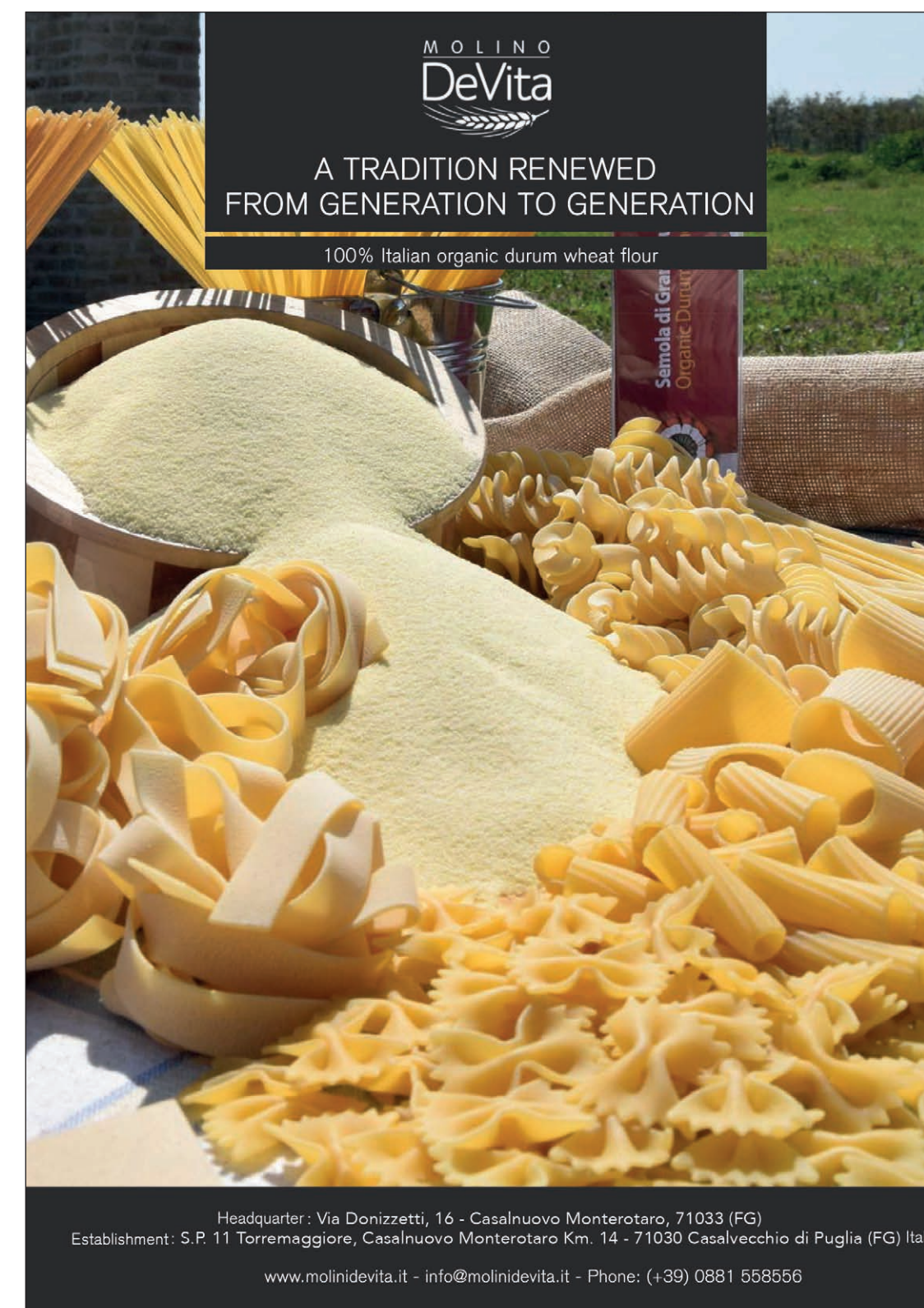
Bulk foods and zero waste, plant-based and vegan: starting off as a niche ecological issue, the unpackaged/bulk foods concept has now gone mainstream. Both consumers and manufacturers are paying more and more attention to packaging, thus making a big difference in the packaging movement, the latter being the ones who make the decisions for – or against – packaging in the supply chain, in processing and in logistics.

When deciding on a specific product, consumers also express their lifestyle and the associated values and beliefs. In recent years, for example, vegetarian and vegan foods are increasingly being purchased as part of a healthy diet, but also as a way of making a statement about a healthy planet. The Nutrition Report 2021 from the German Federal Ministry for Food and Agriculture confirms an increase in the number of people eating a vegetarian or vegan diet by 10% and 2% respectively. In addition, more and more consumers are trying vegetarian or vegan alternatives out of curiosity (71%) or simply because they like the taste (56%).



Il biologico non va in vacanza

La comunità internazionale del biologico si dà appuntamento a Norimberga, dal 26 al 29 luglio 2022, per l'edizione estiva di Biofach e Vivanness. La manifestazione b2b accoglierà circa 2.500 espositori, 200 dei quali prenderanno parte al salone dedicato alla cosmesi naturale.



follow

PRODUCT SHOWCASE

GERMINAL GROUP

www.germinalbio.it/en/
www.irisbio.com/en/

Germinal Group is made up of three historic organic production plants located in northern Italy, covering a total area of over 35,000 sqm. 'Il Mangiar Sano' is one of the European most influential producers of organic sweet and savory bakery goods, as well as gluten-free, baby-food, vegan and healthy food products. 'Creabio' is specialized in the production of organic, gluten-free and vegan fresh ready meals. 'A.S.T.R.A. Bio' is an environmentally responsible and resource-efficient organic pasta factory.

VISIT US AT BIOFACH 2022
HALL: 3A - BOOTH: 527



PAPPARDELLE IRIS BIO

Traditional Italian pasta, similar to wide Fettuccine, originating from Tuscany and central Italy. It's available in 250 or 500 g format, with durum wheat semolina, half-whole wheat semolina, whole wheat semolina or spelt flour.

Ingredients
Durum wheat semolina from organic farming.
Packaging details
500 g, 100% recyclable packaging.
Shelf life
36 months
International certifications
Organic

GOVI FARM (ZANICHELLI&GOVI)

www.govifarm.it

Our pasta is made of gluten-free flour from pulses and grains, is organic and vegan, and is available in a wide range of shapes. An innovation that has always been present in the heart of the Italian gastronomy tradition: pulses, rich in flavor and proteins, are variously combined with wholewheat flours of rice and other grains to create an innovative and tasty product. Thanks to their high protein content, our pasta is ideal for athletes; they are organic, vegan, gluten-free, and Kosher certified.

VISIT US AT BIOFACH 2022
HALL: 4 - BOOTH: 321



ORGANIC AND GLUTEN FREE CORN, OAT AND VEGETABLES DRIED PASTA

Organic and gluten-free pasta produced with corn and oat, available in three flavours: spinach, red beetroot and pumpkin.

Ingredients
Corn, oat, vegetables powder (spinach, red beetroot, pumpkin).
Packaging details
250 g - paper bag.
Shelf life
3 years
International certifications
BRCGS, IFS Food, Kosher, Organic

CASEIFICIO BUSTI

www.caseificiobusti.it

Caseificio Busti was founded in 1955 by Alessandro and Remo Busti, shepherds from Upper Garfagnana who handed down their precious tradition to Stefano and his sons. Today the company presents a wide variety of pecorini, result of the experience and commitment in maintaining unchanged the traditional processing techniques, with a consistent research of high quality raw materials and a continuous enhancement of the territory.

VISIT US AT BIOFACH 2022
HALL: 4 - BOOTH: 421



PECORINO MARZOLINO BIO WITH VEGETABLE RENNET

The iconic color, the ancient recipe, the tender paste and the traditional taste, everything enclosed in this uniquely shaped lactose-free Marzolino Bio.

Ingredients
Pasteurized sheep milk*, salt, vegetable rennet (from cynara cardunculus) and lactic ferments. Surface treated with organic tomato paste.
Packaging details
Kg 1,000 - 3 wheels/box
Shelf life
120 days
International certifications
CCPB, BRC Food, IFS Food

FARMO

www.farmo.com

Farmo is an Italian company founded in 2000 to create high-quality products dedicated to an audience with specific dietary needs. It offers a wide range of balanced, tasty products characterized by high nutritional values such as gluten-free, high-protein, high-fiber and keto.



ORGANIC LENTIL AND CHICKPEA PASTA

Rotini, penne, spaghetti and organic risoni made with legume flour. All naturally gluten free, they are ideal for preparing tasty and delicious dishes while offering a perfect balance of carbohydrates and proteins. They will enrich your table with fantastic deliciousness, from traditional risottos and pastas to salads and more exotic and modern recipes.

Packaging details
Rotini, penne and spaghetti in 250 g paper cases, risoni in 300 g paper cases.
Shelf life
30 months
International certifications
Gluten free certified, Organic, Kosher, Star K, Non Gmo Certified

CERRETO ORGANIC

www.cerretobio.com

Cerreto Organic is settled in the Italian Food Valley where it produces and distributes organic agri-food products since 1976. The range is wide and deep: legumes, grains, seeds, herbs and spices, minestrone soup, ready to cook meals and much more.

VISIT US AT BIOFACH 2022
HALL: 4 - BOOTH: 725



ORGANIC ETHNIC READY MEALS - LEBANESE TABOULEH

The Lebanese Tabouleh is a quick and easy meal to prepare in just five minutes. Ready-to-cook, it is prepared with organic and vegan ingredients of the highest quality, with scents and aromas of the Lebanese cuisine. The range is available in five different flavors: Lebanese Tabouleh, Indian Curry, Red Lentil Dahl, Mediterranean Stew, Chili sin carne.

Ingredients
Bulgur*, tomatoes in pieces*, onion*, kummel*, coriander*, parsley*, ginger*, carrot*, turmeric*, lemon*, salt, garlic*. *Organic.
Packaging details
250 g in plastic bag with cardboard label.
Shelf life
15 months
International certifications
Organic, IFS, BRC, Kosher

LAMERI

www.lameri.it

Lameri is an Italian company specialized in the production of breakfast cereals and semi-finished products for food industry with a complete range of conventional and organic products. The company obtained the standards ISO 9001, IFS, BRC as well as the Organic certification.

VISIT US AT BIOFACH 2022
HALL: 4 - BOOTH: 411



ORGANIC COCOA OAT FLAKES PIÙ CEREALI BIO

Tasty organic oat flakes coated with cocoa, high fibre. Good with milk, yogurt or also in vegetable drinks for a healthy and natural breakfast.

Packaging details
Bags 500 g
Shelf life
12 months
International certifications
Organic certificate

MASTER

www.mammaemma.it

Master is the largest Italian company specialized in the production of fresh potato gnocchi, as good and authentic as the home-made ones. Driven by a strong vocation for CSR, Master only drives energy from 100% renewable sources.



MAMMA EMMA - ORGANIC POTATO GNOCCHI

Made with only fresh potatoes steam cooked in their skin, these gnocchi are made with only three ingredients: fresh potatoes, flour and salt. A healthy and genuine product, ideal to be cooked directly in a pan, without boiling water. Suitable for a vegan diet.

Ingredients
70% steamed potatoes, type '0' soft wheat flour, salt, sunflower seed oil.
Packaging details
Plastic bag in a cardboard box. 400g
Shelf life
60 days
International certifications
FSSC 22000, IFS, BRCGS, SMETA 4 Pillars, ICEA

EURO COMPANY

www.eurocompany.it/en/

Euro Company is an Italian BCorp company that produces, selects and markets nuts and dried fruits. The company is based in the heart of Romagna and wants to be a reference point for healthy and sustainable food, putting health, planet and respect for people at the heart of all its actions. Euro Company has created Casa del Fermentino products, plant-based and pure items made with fermented nuts, water and salt.

VISIT US AT BIOFACH 2022
HALL: 4 - BOOTH: 435



BUVÉ - UNIQUE BECAUSE IT'S MADE WITH NUTS

BuVé is the premium plant-based alternative to butter made with 50% of fermented cashews. BuVé is preservatives, thickeners and additives-free and does not contain lactose, gluten, soy and palm oil. It is ideal to be spread on a slice of bread, for the preparation of desserts and to stir into risotto.

Ingredients
Cashews 50%, coconut oil, water and salt.
Packaging details
125 g.
Plastic tray and lid + plastic film + paper pouch.
Shelf life
90 days
International certifications
IT-BIO-009

BAUER

www.bauer.it

VISIT US AT BIOFACH 2022
HALL: 4 - BOOTH: 4-141



ORGANIC GINGER STOCK CUBES

Bauer has enriched the recipe of its organic vegetable stock cubes with the addition of organically grown ginger. The product gives dishes a fresh and spicy flavor. It is ideal for preparing innovative recipes and giving character to any dish without adding other flavors.

Ingredients
Sea salt, non-hydrogenated vegetable oil (Palm)*, yeast extract*: 14,2%, dehydrated vegetables in variable percentage (potato*, carrot*, celery*, parsley*, tomato*, onion*, leek*, garlic*): 10,3%, ginger*: 6,6%.
*100% organic.
Packaging details
Pack with 6 cubes, 60 g.
Shelf life
3 years
International certifications
Quality vegan, CSQA

JOE&CO

www.joeandco.it

Joe&Co has been in the business of cold-pressed organic oils for 25 years. Its strength lies in research and development, aimed at innovation and the introduction of the best new products in the industry. More than 40 references, and counting, for two brands Crudolio and Yes Organic, testify its commitment, dedication and readiness to give the best that nature has to offer.

VISIT US AT BIOFACH 2022
HALL: 4 - BOOTH: 4 - 511



ORGANIC COCONUT AMINOS

A new sauce, obtained from the fermentation of coconut's sap. It tastes similar to soy sauce, although more bittersweet. Ideal for poke bowls, street food and healthy dishes.

Ingredients
Coconut syrup*, coconut vinegar*, salt*. *Organic.
Packaging details
Squared glass bottle 250 ml, weight 450 g.
Shelf life
18 months
International certifications
Organic, VeganOk

TERRE DI PUGLIA

www.terredipuglia.it

Terre di Puglia produces savory and sweet snacks, also organic and suitable for vegans; such as Taralli, iconic food that comes from the ancient southern Italy recipe, crispy and baked rings made only with the finest ingredients (wheat flour, extra virgin olive oil, white wine and sea salt). Our taralli, mini crackers and mini breadstick are the ideal snack at any time of day, to be enjoyed with vegetables, soups, creams and accompanied by beer, wine and aperitifs.



ORGANIC TARALLINI

The traditional Apulian snack crumbly and tasty is now also organic. Terre di Puglia Organic Tarallini in single-dose pack is easy to eat and to bring with you.

Ingredients
Organic wheat flour, organic white wine, organic extra virgin olive oil, salt.
Packaging details
Bags 40 g.
Shelf life
12 months
International certifications
Organic ICEA

PASTIFICIO ATTILIO MASTROMAURO GRANORO

www.granoro.it

Pastificio Attilio Mastromauro Granoro first began operating on 21st January 1967. The company is based in Corato, in the heart of Puglia, just a few miles from Castel del Monte and the Tavoliere delle Puglie. When Attilio turned 50, he decided to leave the pasta factory founded by his father, to follow his vocation: "Produce the best pasta in the world". Technology may have changed, but the vocation of Attilio and his family has never varied: sow quality, harvest the future and support employment.



FARFALLE N.198 "CUOREMIO BIO"

Organic durum wheat semolina pasta and barley. Product of Italy.

Ingredients
Durum wheat semolina, barley flour (25%).
Packaging details
500 g - Paper bag/Cellophane.
Shelf life
24 months from date of packaging
International certifications
Organic ICEA, Italian Organic certificate

follow

crunchy

organic

tasty

easy to carry with you

NEW COOKIE STICKS

rich in PHOSPHORUS

rich in MAGNESIUM

rich in POTASSIUM



A tasty and crumbly cuddle you can always carry with you, thanks to its **convenient single-serving portion**. Try all the flavors: Flakes & fruits, Coconut & Lemon, Chocolate chips.



www.germinalbio.it





PRODUCT SHOWCASE

BIOFACTOR

www.biofactor.it

Biofactor is located in Sorgà in the province of Verona (Italy). The company is specialized in growing, processing and packaging organic popcorn (butterfly, mushroom, blue and red) and beans (cranberries, white kidney, red kidney and black beans). Biofactor supply offers in bulk (big bags and 25 kg paper bags) and also finished products packed with the company's brand or in private labels. Regarding organic popcorn, Biofactor have different kind of packaging: popping corn bags of 500 g, microwave salted popcorn boxes of 3 x 90 g and also single bags of 90 grams, ready to eat salted popcorn bags of 100 grams and ready to eat savory popcorn bags of 50 g (mediterranean taste, paprika and chili and lemon and black pepper).

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HALL: 1 - BOOTH: 164



ORGANIC MICROWAVE SALTED POPCORN 3 X 90 G

This is a practical product, ready to eat after just few minutes in the microwave without the need for pots and pans. This classic product is appreciated for its salty flavour and smell – a symbol of relaxing with family and friends.

Ingredients
Organic yellow corn, organic shea butter, salt.
Packaging details
270 g (3x 90 g)
Shelf life
18 months
International certifications
Organic, IFS, B-vegan

FAVERO ANTONIO

www.molinofavero.com

Molino Favero is specialized in the production of glutenfree cereal and legume flours. For more than 90 years the company has been milling the best raw materials it keeps researching and studying the best solutions by delivering innovative supplements food ingredients and solutions to the leading food manufacturers, retailers and foodservice distributors in Europe, Usa and Latin America. All the products are glutenfree, free from Gmo and allergens. They are fit for vegans and vegetarians. The portfolio for the retail and food service channels includes corn flours, rice flours, chickpeas flours and customized blends.

VISIT US AT BIOFACH 2022
HALL: 1 - BOOTH: 417 (CO-EXHIBITOR AT BIOAGRICOO S.C.R.L.)



MIKS NATURAE RANGE

The Miks Naturae range is a selection of fine organic flours. The ideal flours for special dishes: used as ingredients for an innovative version of pizza, pasta and/or bread. Try it alone or mixed together to bring new flavours to your healthy products.

Ingredients
Miks Naturae Organic black rice flour.
Miks Naturae Organic instant red lentils flour.
Miks Naturae Organic extra fine instant corn flour.
Miks Naturae Organic whole rice flour.
Packaging details
400 g stand-up pouch.
Shelf life
12 months
International certifications
Organic Certification IT BIO 009

POGGIO DEL FARRO

www.poggiodelfarro.com

For more than 20 years, in Tuscany, we have been cultivating and producing items made of emmer wheat. A single raw material transformed into a wide range of products: from breakfast goods, to pasta, to side dishes and biscuits. All following the traditions and agricultural heritage of the areas where this raw material is sown, cultivated and harvested. The process starts with the selection of the seeds, farmed respecting people and the lands, then combining the knowledge of the cereal with experience and the most modern of cultivation, processing and milling techniques.

VISIT US AT BIOFACH 2022
HALL: 6 - BOOTH: 6-217



ORGANIC FARRO AND OAT PORRIDGE LINE

For the Farro and Oat Porridge line we have chosen to combine two cereals with high nutritional properties, to offer healthy, nourishing and tasty products. Quick and easy to prepare, the new Porridges consist of a base of wholegrain Einkorn and oat flakes, coming from controlled supply chains. Perfect as a hot or cold preparation. Available in three flavors: classic, chocolate and banana, fruits and seeds. Product plus: rich in fiber; no added sugars; cereals of Italian origin; without dyes, emulsifiers and preservatives.

Ingredients
Emmer, oat and chocolate and banana, fruits and seeds.
Packaging details
300 g in paper bag.
Shelf life
12 months
International certifications
Organic, BRC, IFS

SANGUEDOLCE

www.sanguedolce.com



MOZZARELLA BIO

Organic mozzarella is a fresh stretched-curd cheese made from organic milk and characterised by a smooth, even, snow-white skin. The texture is elastic and the paste has overlapping layers that tend to disappear towards the centre. The flavour is mild and delicate. It is made according to the standards for organic products.

Ingredients
Organic milk, natural whey starter.
Packaging details
Pot 100 g and plastic bag 400 g.
Shelf life
12 days
International certifications
BRC, IFS

DE ANGELIS FOOD

www.deangelisfood.com

De Angelis has been producing fresh pasta since 1983. The company offers many lines, always focusing on consumer needs. Its main mission is to promote and enrich the culture of Made in Italy food with creativity and innovation, satisfying a market that is always more demanding, with ever changing trends and lifestyles.



TORTELLONI BIO WITH BROCCOLI PASTA STUFFED WITH CREAMED SPINACH

The organic vegan line expresses all the well-being of the vegetables. Original, healthy and tasty, they represent a signature proposal, rich in fiber and vitamins. The truly surprising quality makes it particularly suitable not only for people following different diets, but also for others in search of innovative proposals.
Ingredients
Durum wheat semolina, water, Strachico (vegetable preparation of sprouted brown rice), cold-pressed coconut oil, rice syrup, lemon juice, potato, spinach, broccoli, nutmeg.
Packaging details
250 g rectangular tray.
Shelf life
40 days
International certifications
V-Label

RISERIA VIGNOLA GIOVANNI

www.risovignola.it

Riseria Vignola joins tradition to the most advanced production techniques to offer superior quality rice, grains and pulses. Run by the fifth generation, it has maintained the values that have distinguished it since 1880: passion and love, mutual trust in relationships, respect for tradition, quality of the products guaranteed thanks to research and selection of the best varieties, protection of the environment, purity of the product, consumer's wellness. The company has always combined the traditional stages of production with the use of the most advanced technologies to aim for excellence.

VISIT US AT BIOFACH 2022
HALL: 1 - BOOTH: 1 - 341



RISO VIGNOLA BIOLOGICO – CARNAROLI RISOTTOREIS

Carnaroli is a high quality rice. The exceptional compactness of its large and long grains with a tiny central white core (known as 'perla') combined with the excellent balance between liquid binding and low starch release, make it 'the king of the Italian rice'. The organic line is perfect for a healthy and balanced diet.
Ingredients
Carnaroli rice.
Packaging details
500 g - 100% paper bag (FSC paper)
Shelf life
18 months
International certifications
Bioagricert

GRISSIN BON

www.grissinbon.it

Grissin Bon has been operating in the production and marketing of bakery products such as breadsticks and toast rusks. The company has five manufacturing plants: four in Italy and one in Canada. Thanks to its exclusive product 'Fagolosi', Grissin Bon is among the leaders in the national market of breadsticks and has a 6% of the rusks market share with 'LeFrescheBiscottate'. The company works with many different sales channels such as wholesalers, retailers, independent sellers, large retailers, large-scale retail trade and catering. Grissin Bon produces private labels for the most important national and international large-scale retail trade.



WHOLEWHEAT ORGANIC RUSKS

Wholewheat Organic rusks in 250g box – 28 slices in portion 7x4.
Ingredients
Whole wheat organic flour, extra virgin organic olive oil, organic yeast cane sugar, organic barley malt extract, iodized salt (salt, potassium iodate 0.007%) natural flavourings.
Packaging details
250 g - box
Shelf life
270 days
International certifications
BRC, IFS, BIO

LA CONTADINA SOC. COOP.

www.caseificiocooplacontadina.com

Caseificio Coop. La Contadina is an agricultural society based in Grazzanise, Caserta. The passion for buffalo milk mozzarella has meant that a farm, founded in 1950 and aimed only at the local market, has developed over time into a modern company specialising in the production of fresh and stretched-curd cheeses. The company offers its customers mozzarella, burrata and ricotta cheese, all made from buffalo milk. Lactose-free and organic versions are also available.



ORGANIC BUFFALO MOZZARELLA

Organic buffalo mozzarella is made with milk from organic farms and certified by the CCPB.
Ingredients
Pasteurized organic buffalo milk, salt, rennet.
Packaging details
125 g in cup.
Shelf life
34 days
International certifications
BRC, IFS, Organic

MONVISO GROUP

www.labuonaterlabio.it

Monviso is an Italian bread company established in 1936. We consider bread products as an Art. Our philosophy is based on tradition, authentic ingredients, scientific rigour, highest quality standards and nationwide analysis of consumption. In 2018, La Buona Terra became part of the Monviso family, bringing with it 20 years of consolidated experience. The brand offers a wide range of artisanal products made with Gmo-free and organic ingredients.

VISIT US AT BIOFACH 2022
HALL: 4 - BOOTH: 4-445



MAXI BRUSCHETTA

They are slices of Italian bread, toasted and flavoured with extra virgin olive oil and sea salt. They are crumbly and tasty thanks to our semi-whole wheat flour.
Ingredients
Semi-whole wheat flour (41%), durum wheat semolina, extra virgin olive oil (13%), malted wheat flour, sea salt, yeast, antioxidant: extract of rosemary. It may contain traces of sesame seeds, soya, mustard and lupine. Organic ingredients. Eu agriculture.
Packaging details
175 g – Bag.
Shelf life
8 months
International certifications
IFS, BRC, BioAgriCert

THE BRIDGE

www.thebridgebio.com

We are The Bridge, a small family company located in a little village in the north of Italy. Since 1994 we produce drinks, desserts and cooking creams which are 100% organic and made with carefully chosen and certified ingredients, selected according to high quality and traceability standards. All our products are 100% vegan, lactose and cholesterol-free, most of them also gluten-free and they are all made with spring water coming directly from the mountains of Lessini. This is very important since cereal drinks are made of at least 80% water and approximately 20% raw materials.

VISIT US AT BIOFACH 2022
HALL: 7 - BOOTH: 109



BIO SOYA DRINK BARISTA

Soya Drink Barista is the new drink in our 'Barista' range. It's gluten-free and it's the perfect drink to create the perfect foam for your cappuccinos or coffees; it works with both professional machines and simple domestic milk frothers. It is then suitable both for families and bars, as well as restaurants or canteens.
Ingredients
Water, decorticated soybeans from Italy (8%), cane sugar*, sea salt. (*) Organic.
Packaging details
1L Tetrapak brick.
Shelf life
12 months
International certifications
Kosher, AB Agriculture Biologique, JAS

SALUMI VIDA

www.biovida.it



'HAND-TIED' THE ORGANIC COOKED HAM BY BIOVIDA

We use only the best fresh pork legs from organic farms, carefully selected. We flavor them with our natural infusion prepared exclusively with organic spices and aromatic plants, the result of the original recipe of the Vida Family in 1966, then refined over time. After a long massaging and maturation phase, during which the thighs acquire our taste and the typical softness of High Quality Hams, they are shaped out of the mold and hand-tied by the skilled hands of our pork butchers, and subjected to a slow steam cooking phase over 20 hours long, to maintain fragrance and organoleptic qualities.
Ingredients
Organic pork leg, sea salt, organic cane sugar, organic herbs, organic spices, sodium ascorbate, sodium nitrite.
Packaging details
Vacuum-sealed – 9 Kg per ham – 1 ham per box.
Shelf life
Up to 120 days.
International certifications
FSSC:22000

LA PIZZA +1

www.lapizzapiuno.it

The new Pizza + 1 (fresh pizza and focaccia) filled the needs of an uncovered market niche, just between the industrial production businesses and the small artisan productions. The spot-on intuitive decision to adopt a rectangular instead of round shape and to permit conservation of the pizza in a household refrigerator permitted immediate insertion of the product into some of the primary Italian Mass distribution chains. And so the company continues to grow, with one intuitive decision after another, research upon research, all in the name of quality, innovation and customer demands.



TRADITIONAL FOCACCIA WITH CHERRY TOMATOES

Made using only natural ingredients and pure extra virgin olive oil, Focaccine are ready to be eaten. They can be heated in the oven, under the grill or in a pan in just a few minutes.
Ingredients
Wheat flour, water, cherry tomatoes, extra virgin olive oil, salt, yeast, barley malt, wheat malt flour, barley malt vinegar, oregano.
Packaging details
Map to be stored out of the fridge fixed weight (170 g - 6.0 OZ).
Shelf life
15 days
International certifications
Bioagricert, ISO 9001:2015, ISO 22000, ISO 22005, IFS, ESG Synesgy

MEW

www.ococo.eu



OCOCO

100% pure coconut water, not from concentrate, natural source of potassium, with no added sugar, packed directly at the source.
Ingredients
100% coconut water.
Packaging details
Box: L / Base 66, H / Height 168, W / Depth 66
Pallet: 105 boxes, 1260 Packages - 700 kg
1200-800-1450 (L-W-H, mm)
7 layers of 15 packages.
Shelf life
15 months
International certifications
Organic, Fair Trade FairTSA.org

EVENTS

www.specialtyfood.com



The 'Summer' is magic

The (happy) faces of Italian exhibitors at the latest edition of the Summer Fancy Food Show. On stage in New York from 12 to 14 June.

From our reporter Alessandro Rigamonti

An astonishing comeback, after the two-year halt imposed by the pandemic, for the Summer Fancy Food Show, held in New York on the past 12-14 June. The event, leading trade show for the North American market, is organized by the Specialty Food Association (Sfa) which represents, since 1952, the American specialty food industry. A market that, among manufacturers, distributors, importers, retailers and brokers, is estimated to be worth about 170.4 billion dollars. Italy, that has always been one of the largest and most significant international collectives, was this year's Country Partner of the event. The interest of Italian companies in this huge market, the first destination for our food & beverage export outside of Europe, remains indeed very high. In 2021, US and Canadian imports of f&b recorded a 20% growth over the pre-pandemic period, that is to say 2019. And given the still scarce presence of Italian products in large areas of the country, the growth potential is definitely high. In these pages, the (happy) faces of the Italian companies we met during our trip in New York.

Donato Cinelli (Universal Marketing) receives the Hall of Fame 2022



The Specialty Food Association, organizer of the Fancy Food Shows, has assigned to Donato Cinelli, Ceo of Universal Marketing, the Hall of Fame 2022. The Hall's mission is to honor individuals whose accomplishments and innovations have contributed to the success of the specialty food industry. Headquartered in Rome, Universal Marketing has been the Specialty Food Association's exclusive agent for Italy for over 25 years. Its mission is, and has always been, to support the internationalization of Italian companies.

Donato Cinelli (in the middle) and his team

The SUMMER is magic

I volti dei protagonisti (italiani) dell'ultima edizione del Summer Fancy Food Show di New York, in scena dal 12 al 14 giugno. Fiera numero uno, in Nord America, per l'agroalimentare di qualità.

COMPANIES



From left: Alice Schenetti and Asia Bertolani



Luca De Nigris



From left: Fabrizio Cesari and Giovanni Belli



From left: Claudia Favaro and Sara Vascon



Feliciano Mottino and Antonietta Pesare



Lisa Minelli and Matteo Barbieri



Andrea Perotti



Charlotte Taureau



From left: Cyrus Settineri and Giancarlo Valentino



The team



From left: Marco Camia, Silvia Cavarero and Andrea Grondona



Alfio Rossano Zappalà



Nadia Ancarani



Antonia De Michele and Francesco Galatola



Martina Dalla Costa



From left: Michele Caturano and Alessandro Farneti



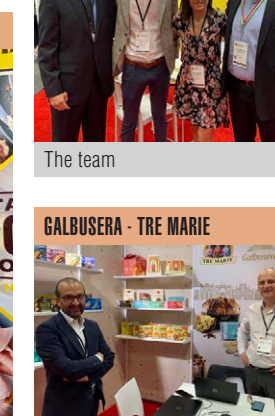
Jonathan Scalise



Michele Devodier



Andrea Schivazappa



From left: Domenico Ivano Mastromauro and Stefano Cutrona



Valeria Feggi and Filippo Borelli



From left: Alessio Pane and Michele Iuliano



From left: Marta Votero Reis and Valeria Caputo



Lorenzo Salvemini



From left: Livio Rotini and Sebastiano Villani



From left: Marco De Feo, Kelly Evers and Chuck Handford



Paolo Pietrobon



Maria Vittoria Zini



Mauro and Francesca Piccoli



From left: Federico, Luca and Carlo Galloni



Giacomo Cinelli



Gianluca Bandini



Giovanni Milo



From left: Antonio and Domenico Monardo



From left: Giuliano Martinelli and Laura Marcucci



Saverio Guglielmi



From left: Claudio Verri and Eugenio Ripoli



Martina Moccia



Luca Gallupo and Giada Gazziero



From left: Edoardo Tesio, Nicolò Giraudo and Tiziana Massarone



Davide Guffanti



From left: Alessandro Fumara, Nicolò Francesconi and Andrea Bodini



From left: Angela Deon and Maria Giulia Bertucco



Davide Venturi and Olga Nicoli



From left: Alessandro Negrini and Massimiliano Bertuzzi



Marina Peila



From left: Federica Finco, Maria Vittoria Finco and Pietro Scalco



Alicia Marzachi



Marco Mainardi



The team



EVENTS



From left: Antonello Di Bari, Rosy Pastore and Antonio Di Bari



Matteo Alberto Cellino and Michela Francesca Cellino



From left: Clara Palagiano and Veronica Dussin



Laura Donghi and Robert Ferina



From left: Massimo Sadino, Nicola Visaggio and Luciana De Bellis



Kim Sayid



Ilaria Bonucci and Daniele Barbuto



Francesco Renna



Nicolò Manni and Laura Giorgetti



Fabio Bassi



From left: Silvia Vergalli and Carlotta Montali



Andrea Granato



Orazio Pennisi and Lucia Rapisarda



Nicole Notari and Michele Caturano



Melissa Zardi



Veronica Giraudo



Luca Ceriani



Rossella Spatola



From left: Claudio Bellani and Umberto Rovati



Christian Reintjes



Stefano Toschi



From left: Paolo and Attilio Zanetti



From left: Yaroslava Zamoyka, Cinzia Romeo and Giovanni Ferrari Vignati

PROTECTION
CONSORTIA

From left: Fabio Viani and Emore Magni



Nicola Bertinelli



From left: Fulvio Blanchet and Massimiliano Accornero



Paolo Tramelli



Francesca De Franchis



Edoardo Peduto



FOCUS ON

Specialty food goes
plant-based

The overall industry topped 175 billion dollars in the US last year. Veggie delicacies are among the fastest growing categories, exceeding 7.7 billions (+6%) and outpacing the entire specialty retail market.

The Specialty Food Association (SFA), organizer of the Fancy Food Shows, has released its annual State of the Specialty Food Industry Report. The publication, which takes stock of how the specialty food market preforms year over year, reveals that in 2021 total sales reached 175 billion dollars, up 7.4% versus 5.8% the year before.

In this scenario, the plant-based specialty retail market grew 6%, exceeding 7.7 billion dollars in 2021, after the astonishing 26% growth registered in 2020. Plant-based growth has outpaced the entire specialty retail market, which grew 4% in 2021 and 20% in 2020. Simultaneously, some plant-based categories grew slower in the specialty segment than the entire market in 2021. These include yogurt and plant-based yogurt, tofu, creams and creamers (shelf stable), plant-based milk (refrigerated), and plant-based milk (shelf stable). The largest growth gap is with plant-based meat alternatives (refrigerated): it grew 34% in specialty, but 66% in the total market. Historically, this category has been composed of 97% specialty items, but it changed in the last three years and now non-specialty items are contributing to much of the growth.

I plant-based alla conquista
dello 'specialty food'

A fronte di un mercato, quello dello specialty food (alimentare premium), che nel 2021 ha generato un volume d'affari di 175 miliardi di dollari negli Stati Uniti, i prodotti plant-based figurano tra le categorie merceologiche in più rapida espansione. Con un tasso di crescita che, lo scorso anno, si è attestato a +6%, per un valore complessivo di 7,7 miliardi. In crescita, nell'ultimo anno, anche la domanda di prodotti che appartengono al mondo 'healthy'.

CATEGORIES
THAT GREW MORE IN 2021

Some were considered non-essentials in 2020 and some grew as people went back to work and school

BABY AND TODDLER FOOD
-2,1% IN 2020 VS +17,9% IN 2021

FUNCTIONAL BEVERAGE (SHELF STABLE)
-7,4% IN 2020 VS +15,9% IN 2021

WELLNESS BARS AND GELS
-11% IN 2020 VS +10,5% IN 2021

THE U.S. SPECIALTY F&B MARKET AT A GLANCE

The overall performance

The specialty food market is growing: +25.4% between 2019 and 2021, versus +17.6% for all of food. This positive movement is expected to continue, with overall growth rates exceeding those of conventional (non-specialty) grocery and foodservice. According to forecasts, the specialty retail market is expected to hit 91 billions in 2022 and return to a compound annual growth rate of 4.7%, just slightly higher than pre-Covid's 4.1 percent CAGR. Nevertheless, the report points out that inflation, pushing food prices higher, is driving much of the dollar sales increases in 2021. While unit volume sales show that the industry did not grow very much since 2020.

"The specialty food market has prospered amid two difficult years, with our latest research showing specialty continues to grow at a faster rate than all food," said Denise Purcell, Specialty Food Association's vice president, content & education. "Growth will continue, but at a slower pace than the industry experienced during the 2020 pandemic-influenced whirlwind of grocery shopping and at-home meal preparation, and will depend on supply chain bandwidth and shifts in challenges like inflation, shipping issues, cost increases, and materials shortages."

The retail landscape

In 2021, the specialty food market accounted for 21.9% of all food and beverage sales in retail. Looking at the different sales channels, specialty brick-and-mortar retail (including online sales made in those channels) rose to an all-time high of 87.2 billions in sales in 2021. When factoring in estimates for perishables and sales through Trader Joe's and Whole Foods Market, that number rises to

144.2 billions. Covid's devastating impact is clear in foodservice, which is expected to recover slowly over this year and next, surpassing 2019 numbers in 2023. The pandemic also influenced explosion in pure-play specialty e-commerce through platforms like Amazon and Thrive Market helped quadruple sales from 2019 to 2021, from 478 millions to 2 billions.

MULO, the conventional multi-outlet channel, accounted for 86% of specialty food retail sales in 2021 while the Natural & Specialty channel made up the remaining 14%. Both channels grew roughly 20% in 2020 and MULO (Multi channel) recorded a further 6% increase in 2021. Sales in the Natural & Specialty retail dropped, instead, by 3 percentage points in 2021.

Sales categories

Much of specialty food's retail sales, according to the report, come from center-store, shelf stable grocery products. In 2021, grocery reached nearly 51 billion dollars in sales, 58% of all retail sales through brick-and-mortar stores. Refrigerated foods and beverages topped 22 billion, garnering 26% of sales. The smallest department, frozen foods and beverages, generated sales of nearly 14 billions, translating to 16% of total retail sales. Refrigerated grew the fastest of all departments. While inflation was a primary driver, consumer demand for fresh food and beverages remains strong.

Plant-based sales are driving much of the growth in the refrigerated aisle, especially in categories like creams and creamers, breakfast foods, and appetizers and snacks. As regards the fastest-growing subcategories from 2020-2021, in line with macro trends in the food industry, half of the 10 are plant-based innovations.

TOP 10 FASTEST-GROWING SUBCATEGORIES 2020-2021

In line with macro trends in the food industry, half of the 10 are plant-based innovations

- Baby and toddler beverages
- Plant-based meatballs (refrigerated)
- Non-dairy creams and creamers (refrigerated)
- Individual snacks (shelf stable)
- Plant-based breakfast meat alternatives (frozen)
- Plant-based breakfast meat alternatives, other (refrigerated)
- Performance beverages (shelf stable)
- Tea, RTD (refrigerated)
- Snacks, variety packs
- Plant-based meat snacks (shelf stable)