



THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE



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INTERVIEW



We are "La Famiglia Organic"

30 years ago, a brilliant intuition turned into a successful business venture. This is the story of The Bridge, first Italian manufacturer of 100% organic and vegan drinks. An interview with the marketing and sales director, Eva Pfeffer.

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FOCUS ON

BRESAOLA

The top charcuterie from Valtellina, according to 5 leading Italian producers.

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INTERVIEW

An Italian in London

Chef Giorgio Locatelli shares the memories of his career. And speaks about Brexit and the pandemic. Which has taught him something unexpected. Not only in the kitchen.

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ORGANIC DOSSIER

PRODUCTS SHOWCASE

A selection of the most interesting organic food & beverage product launches by Italian companies. From bakery to confectionery, from cheese to deli meats, including pasta, vegetal drinks, sauces and much more. Products often designed to improve health and well-being of both adults and children, thanks to the inclusion of ingredients providing strong nutritional benefits.

MARKETS&DATA

Organic exports: a 'certification mess'

In order to be sold abroad, certificated goods must face a variety of rules and regulations that differ greatly from state to state. Here, the focus is set on some strategic target countries: the USA, China, Japan, and Taiwan.

INSIGHT

Italian organic: from Far East to Far West

A Nomisma report focuses on two strategic markets for size, growth potential and level of appreciation of made-in-Italy. Namely the Unites States and China.

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FOCUS ON

Dear 2021, this year I wish...

The world is changing. And consumer behaviours as well. A new challenge for businesses, forced to come to terms with new trends. The top 10 in a report by Euromonitor International.



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ZOOM

Trade agreements: the impact on EU agriculture

The trade agenda is set to have an overall favourable effect on the European economy and on the agri-food industry. This is what emerges from a study carried out by the Commission's Joint Research Centre (Jrc).

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INSIGHT

Covid-19 does not halt the Halal market

The pandemic doesn't affect Muslim spend on food, with a 0.2% drop forecasted in 2020. Yet it is causing profound changes in consumer behaviors. The major highlights from the 'State of the Global Islamic Economy Report'.

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TRENDS

Global 'Foodtech' knows no crisis

Investments in technological development are estimated to have reached 17 billion euro in 2020, driven by alternative proteins and food delivery. The latter, attracted more than 48% of total financings since 2010. The main findings of a report issued by Talent Garden and Forward Fooding.

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TRADE SHOWS 2021 - SPECIAL INSERT

centerfold



EDITORIAL

by Federica Bartesaghi

Italian organic hits global markets

The pandemic is boosting the demand for organic food and beverage, as shown by global consumption data. In 2020, consumers' need for reassurance about the healthiness and safety of food has indeed managed to convince even the most skeptics about the quality of organic produce. And across all purchasing channels - both online and offline - there has been a significant increase in the sales of organic and natural foods, especially those containing ingredients that are good for the health, and able to promote the immune defenses.

A positive trend that, according to forecasts by Mordor Intelligence, will also continue in the years ahead: it is estimated that, on a global scale, the organic food & beverage market will grow at a Cagr of 16.4% between 2020 and 2025. In Europe alone, this projection stands at +8.3%. Again in the Old Country, between 2010 and 2019 the organic agricultural surface has grown by 79%, passing from 10 to 17.9 million hectares (source Sinab). In Italy, 2 million hectares were reached in 2019: almost twice as much as 10 years ago. On a European scale, Italy is the third country by organic surface, after by Spain (2.35 million hectares, +4.8% over 2018) and France (2.241 million hectares, +10.1% over 2018).

In addition to that, the trend recorded by exports of organic products is particularly interesting for Italy. In

2020, they have grown at an even faster rate than those of agri-food exports as a whole. With sales on global markets reaching a record value of 2.6 billion euros (+8% on 2019). To achieve this goal, the quality of the Italian product was crucial: Italian f&b products have always been recognized and appreciated from East to West, and this turned out to be true also for their organic counterpart, as shown by a recent Nomisma survey. The research institute has indeed carried out an in-depth study focused on two leading countries for the import and sale of organic products: the United States and China. Two very different markets, that nevertheless share some interesting elements in common.

First global market for agri-food imports and for consumption of organic products, the United States boast a customer base that is particularly loyal to organic products, especially when they are of Italian origin. Hence, according to US consumers, Italy occupies the first place in the top 5 rank for the 'quality origin' of food products. Other part of the world, same result: according to a survey carried out among Chinese consumers, Italy ranks first for the quality of the product offered, both in relation to conventional (17%) and organic food (18%). With a value of 8 billion euros (+70% on 2015), China is the fourth global market for consumption of organic products, accounting for 8% of world sales.

Il bio italiano conquista i mercati mondiali

La pandemia spinge il consumo di alimenti e bevande biologiche su scala mondiale, come evidenziano i dati relativi ai principali mercati di consumo. Nel 2020, il bisogno di rassicurazioni, da parte dei consumatori, circa la salubrità e sicurezza degli alimenti ha infatti saputo convincere anche i più scettici circa la qualità del prodotto biologico. E in tutti i canali di acquisto, sia online che offline, si è registrato un significativo incremento delle vendite di alimenti bio e naturali, soprattutto se contenenti ingredienti buoni per la salute e capaci di potenziare le difese immunitarie.

Un trend positivo che, secondo le previsioni di Mordor Intelligence, proseguirà anche negli anni a venire: si stima che, su scala mondiale, il mercato food & beverage biologico crescerà a un Cagr del 16,4% tra il 2020 e il 2025. Per la sola Europa, il dato si attesta all'8,3%. Restando nel Vecchio continente, tra il 2010 e il 2019 la superficie agricola biologica è cresciuta del 79%, passando da 10

a 17,9 milioni di ettari (fonte Sinab). Solo in Italia, sono stati raggiunti i 2 milioni di ettari nel 2019: un dato praticamente raddoppiato rispetto a 10 anni fa. In Europa, l'Italia rappresenta il terzo Paese per superficie bio, preceduta da Spagna (2,35 milioni di ettari, +4,8% rispetto al 2018) e Francia (2,241 milioni di ettari, +10,1% rispetto al 2018).

Particolarmente interessante, per l'Italia, l'andamento registrato dalle esportazioni di prodotti biologici. Che nel 2020 sono cresciute a un ritmo persino superiore rispetto a quelle dell'export agroalimentare nel suo complesso. Con le vendite sui mercati internazionali che hanno toccato il valore record di 2,6 miliardi di euro (+8% sul 2019). Determinante, per il raggiungimento di questo traguardo, la qualità del prodotto italiano: da sempre riconosciuta e apprezzata a ogni latitudine, anche nel caso del biologico, come evidenzia una recente indagine realizzata da Nomisma. L'istituto di ricerca ha infatti realizzato

uno studio approfondito rivolto a due Paesi chiave per l'import e la vendita di prodotti biologici: Stati Uniti e Cina. Due mercati estremamente diversi, ma che presentano anche interessanti similitudini.

Primo mercato al mondo per l'import agroalimentare e il consumo di prodotti bio, gli Stati Uniti vantano una customer base particolarmente fedele al prodotto biologico, soprattutto se di provenienza italiana. L'Italia occupa infatti il primo posto nella top 5 per l'origine di qualità dei prodotti alimentari secondo i consumatori a stelle e strisce. Altra parte del mondo, stesso risultato: in base a un'indagine svolta tra i consumatori cinesi, l'Italia risulta prima per qualità del prodotto offerto, sia in relazione all'alimentare in genere (17%), sia per quello biologico (18%). Con un valore di 8 miliardi di euro (+70% rispetto al 2015), la Cina rappresenta il quarto mercato al mondo per consumo di prodotti biologici, con un'incidenza dell'8% sulle vendite mondiali.

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NEWS

CTH INVEST: FERRERO INVESTS IN THE COMPANY TO CREATE A NEW SWEETS CENTRE IN BELGIUM

Creating a new sweets centre in Belgium to challenge the giants Mars and Mondelez. This is the goal of the Italian manufacturer of confectionery products Ferrero, which has decided to invest in Cth Invest, the company born in 2016 by the will of Giovanni Ferrero, at the head of the Italian multinational. In the last five years, as explains the Italian newspaper Il Sole 24 Ore, Ferrero has given to the new company 1.6 billion euros through capital increases for new acquisitions. Indeed, Cth Invest acquired Delacre, Kelsen, Fox's, Ferrara Candy and other Nestlé's activities in the Usa. The last operation, concluded in December, was the merger with Cdm International Holding (controlled by Ferrero). As a result, today Cth Invest can count on activities for almost 5 billion euros. Hence, a parallel structure to Ferrero which, with the parent company, aims to become a global giant of the confectionery industry. Now Ferrero is in third place after Mars and Mondelez.

Cth Invest: Ferrero investe nella società per creare un nuovo polo dei dolci in Belgio

Creare un nuovo polo dei dolci in Belgio per sfidare i giganti Mars e Mondelez. Questo l'obiettivo di Ferrero, che ha deciso di investire in Cth Invest, la società nata nel 2016 proprio per volere di Giovanni Ferrero, alla guida della multinazionale italiana. Negli ultimi cinque anni, come spiega il Sole 24 Ore, Ferrero ha messo nelle casse della nuova società circa 1,6 miliardi di euro attraverso aumenti di capitali per nuove acquisizioni. Gli investimenti della Cth Invest, infatti, non sono mancati con l'acquisizione dei biscotti Delacre, i frollini Kelsen, i dolci per il tè Fox's, le caramelle Ferrara Candy e altre attività Nestlé negli Stati Uniti. L'ultima operazione, conclusa lo scorso dicembre, è stata la fusione con Cdm International Holding (controllata Ferrero) e ha fatto sì che oggi la Cth Invest possa contare su attività per quasi 5 miliardi di euro. Insomma, una struttura parallela alla Ferrero che, con la casa madre, ha l'obiettivo diventare un colosso mondiale dell'industria dolciaria, oggi al terzo posto dopo Mars e Mondelez.

COCOA: FROM THE EU 25 MILLION EUROS FOR SUSTAINABLE PRODUCTION IN CÔTE D'IVOIRE, GHANA AND CAMEROON

The European Union will contribute 25 million euros to enhance the economic, social and environmental sustainability of cocoa production in Côte d'Ivoire, Ghana and Cameroon, which are some of the biggest global cocoa producers (70%). According to what reported by a press note, the funds will be used especially to finance dialogue events between producers and public institutions to ensure decent revenue to local farmers, involving governments, private sector companies and civil society. With a quota of 60%, the European Union is the world's largest importer of cocoa.



Cacao: dall'Ue 25 milioni di euro per la produzione sostenibile in Costa d'Avorio, Ghana e Camerun

Sono pari a 25 milioni di euro i fondi annunciati dall'Unione europea per migliorare la sostenibilità economica, sociale e ambientale della produzione di cacao in Costa d'Avorio, Ghana e Camerun, tra i principali produttori mondiali di cacao (70%). Secondo quanto riportato da una nota stampa, i fondi saranno utilizzati in particolare per finanziare appuntamenti di dialogo tra produttori e istituzioni pubbliche per garantire entrate dignitose agli agricoltori locali, coinvolgendo i governi, le aziende del settore privato e la società civile. Con quota 60%, l'Unione Europea è il più grande importatore mondiale di cacao.

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BARILLA ACQUIRES THE CANADIAN BRAND CATELLI DRY PASTA FOR 107 MILLION EUROS

After acquiring the English brand Pasta Evangelists, the Italian multinational food company Barilla also expands in Canada with the acquisition of the brand Catelli Dry Pasta, sold by the Spanish giant Ebro Foods. The transaction, finalized on January 29th, includes the Catelli, Lancia and Splendor brands and the plant in Montreal (Québec). The value of the operation is about 165 million Canadian dollars (approximately 107 million euros) and is part of the growth and development plan drawn up by the company for a period of five years (2020-2024). More than one billion euros will be destined to strengthen production facilities and to new acquisitions. "In Barilla, we're leading the charge in transforming the pasta category, and as a category leader worldwide, it's our mission to be an architect of growth," explains Claudio Colzani, chief executive officer of the Barilla Group. "Given the synergies between our business strategies, commitments and values, Catelli Dry Pasta is a natural fit for the expansion of our business."

Barilla acquisisce il brand canadese Catelli dry Pasta per 107 milioni di euro

Dopo aver acquisito il marchio inglese Pasta Evangelists, Barilla si espande anche in Canada con l'acquisizione del marchio Catelli Dry Pasta, ceduto dal colosso spagnolo Ebro Foods. L'operazione, ultimata il 29 gennaio scorso, include i brand Catelli, Lancia e Splendor, oltre allo stabilimento produttivo di Montreal, nel Quebec. Il valore dell'operazione si attesta intorno ai 165 milioni di dollari canadesi (107 milioni di euro circa) e si inserisce all'interno del piano di crescita e sviluppo redatto dall'azienda per il quinquennio 2020-2024. Più di un miliardo di euro sarà destinato al potenziamento delle strutture produttive e alle nuove acquisizioni. "In Barilla stiamo guidando la trasformazione del comparto della pasta. Come leader mondiali del settore, la nostra missione è essere artefici di questa crescita", spiega Claudio Colzani, chief executive officer di Barilla. "Catelli Dry Pasta è una scelta naturale per la nostra espansione, considerate le sinergie tra le nostre strategie di business, l'impegno e i valori che ci accomunano".

BRAZZALE BROTHERS' LA FORMAGGERIA GRAN MORAVIA OPENS TWO NEW SHOPS IN THE CZECH REPUBLIC

The Italian dairy company Brazzale has inaugurated two new shops of La Formaggeria Gran Moravia, the served retail chain created and run by the Venetian business in the Czech Republic. The two new openings, Prague-Wenceslas Square and Pilsen, bring to 23 the number of stores distributed all over the Country. Where Brazzale brothers promote Italian food and culture with information and tasting activities at the shops and through the paper magazine distributed for free. The stores are a showcase for imported Italian food with hundreds of products. In 2020, despite restrictions, the customers of the chain were more than 1.5 million, and sales exceeded 9 million euros, substantially in line with 2019. Moreover, La Formaggeria Gran Moravia received prestigious recognitions, winning the MasterCard award as the "Best retail chain of the year" in 2017. In 2018 it got the first place in the retailers ranking elaborated by Kpmg between the sector brands in the Czech Republic while, in 2019, Brazzale brothers were awarded by Ernst & Young as the best entrepreneurs in Moravia.

La Formaggeria Gran Moravia dei fratelli Brazzale apre due nuovi punti vendita in Repubblica Ceca

Brazzale ha inaugurato due nuovi punti vendita della Formaggeria Gran Moravia, l'insegna di retail servito realizzata e gestita direttamente dall'azienda veneta in Repubblica Ceca. Con le due aperture, Praga-Piazza Venceslao e Pilsen, sale a 23 il numero di negozi distribuiti in tutto il Paese. Dove i Brazzale promuovono il cibo e la cultura italiana con attività di informazione e degustazione nei punti vendita e attraverso la rivista cartacea distribuita gratuitamente. I negozi costituiscono una vetrina per i prodotti italiani di importazione con centinaia di referenze. Nel 2020, nonostante le restrizioni, i clienti della catena sono stati oltre 1,5 milioni e le vendite hanno superato i 9 milioni di euro, sostanzialmente in linea con il 2019. La Formaggeria Gran Moravia, inoltre, ha ottenuto prestigiosi riconoscimenti, aggiudicandosi nel 2017 il premio di Miglior insegna dell'anno al concorso MasterCard. Nel 2018 ha ottenuto il primo posto nella classifica dei retailer elaborata da Kpmg fra i marchi di settore in Repubblica Ceca mentre, nel 2019, i fratelli Brazzale sono stati premiati da Ernst & Young come i migliori imprenditori della Moravia.

CIBUS POSTPONED: IT WILL BE HELD FROM AUGUST 31ST TO SEPTEMBER 3RD

The 2021 edition of Cibus, the international food&beverage trade fair, has been officially put off. The board of directors of Fiere di Parma has chosen to postpone the exhibition, initially scheduled from 4th to 7th May. So, it will be held from Tuesday August 31st to Friday September 3rd. The decision has been taken on the basis of two surveys launched by the organizers at the end of 2020. The first one on a representative sample of exhibitors from all agri-food sectors, the second one on a panel of 1,500 domestic and foreign buyers.

Rimandata Cibus: si terrà dal 31 agosto al 3 settembre

L'edizione 2021 di Cibus, fiera internazionale del food&beverage, è stata ufficialmente rimandata. Il Cda di Fiere di Parma ha scelto di posticipare la rassegna, inizialmente prevista dal 4 al 7 maggio. Si terrà così da martedì 31 agosto a venerdì 3 settembre. La decisione è stata presa sulla base di due sondaggi avviati dagli organizzatori a fine 2020. Il primo tra un campione rappresentativo di espositori di tutti i settori dell'agroalimentare, il secondo tra un panel di 1.500 buyer nazionali ed esteri.

CASA DEL DOLCE EXCLUSIVE DISTRIBUTOR FOR ORONERO, SFIZIA, ORZOCREM AND KOPIKO

From February 2021, the Italian confectionery company Casa del Dolce becomes exclusive distributor for four new brands. Indeed, it will market the famous Oronero hard liquorice and Sfizia liquorice root boxes. In the world of coffee, the company from Bergamo will distribute Orzocrem pods, available for moka pot, espresso or in soluble version. Kopiko candies are included in the operation, too.

Casa del Dolce distributore esclusivo di Oronero, Sfizia, Orzocrem e Kopiko

A partire da febbraio 2021, Casa del Dolce diventa distributore esclusivo di quattro nuovi brand. Avviata la collaborazione per la commercializzazione della celebre liquorizia dura Oronero e della radice di liquorizia in astuccio Sfizia. Nel mondo del caffè, l'azienda bergamasca distribuirà le calde Orzocrem, disponibili per moka, espresso o in versione solubile. Rientrano nell'operazione anche le caramelle Kopiko.

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Puff pastry snacks rolls
filled with vanilla cream



INTERVIEW

An Italian in London

Chef Giorgio Locatelli shares the memories of his career. And speaks about Brexit and the pandemic. Which has taught him something unexpected. Not only in the kitchen.

His accent is typical from Northern Italy, when he speaks Italian. Yet, I can spot a bit of British inflection. His enthusiastic way of speaking is unmistakable. He's Giorgio Locatelli. In Italy he's nowadays known because he's one of the judges in the well-known tv show Masterchef. But he's been a protagonist of the Italian cuisine in London for over twenty years, being chef first at the Zafferano, then at its Locanda. Locatelli speaks about Brexit and the pandemic, which has taught him something unexpected, not only in the kitchen, demonstrating that people never stop learning.

Let's go back over your personal history. Your family owns a restaurant in Italy, what is your first memory in a kitchen?

It dates back to when I was 8 or 9 years old right in my family's restaurant, together with my brother and cousins. We all were looking for a way to help out. As I was the youngest I couldn't serve at tables. So I started working in the kitchens. And there is where I have grown up.

So becoming a cook came as a natural choice to you...

It seems to me that I have never actually chosen! I have always done this job. And I have always been fascinated by it. Despite all ebbs and flows, I have never stopped loving it. Even when I was a child. Cooks and waiters always used to talk about their past experiences travelling all around the world. So, I could do nothing but become a cook and a traveller.

Why did you decide to remain in London?

After three years in Paris. London was the city where I felt at home the most. I had the impression that you really had the chance to do what you wanted there, if you had the skills. So I got back to London, where I had already spent four years at the Savoy before going to France. In the 80's and 90's the Italian cuisine became very popular in the United Kingdom. Which, for sure, helped my career.

How have the English' palate and their perception of the Italian cuisine evolved over the years?

Many things changed thanks to the European Union. In the 80's, in supermarkets, there were few Italian products. Then, with the Eu, our products grew in quantity and quality in supermarkets. Moreover the Ec rules and certifications helped many little quality producers, who were able to correctly put their products into the market. This phenomenon favoured restaurants: those who could choose good products, succeeded in creating high quality menus, which has changed the English' palate. In the 90's eating Italian was super trendy! Tony Blair used to eat in our restaurant. Also the fact that middle classes started travelling more helped our cuisine gaining popularity. Once they have tasted a genuine sarda a beccafico in Sicily, they expect to find the very same taste in an Italian restaurant in England.

How is Brexit changing things?

We haven't bought yet products from Italy since Brexit came into effect. But we still keep in touch with our importers and distributors. There are for sure problems at the customs controls, which I hope will be solved shortly. Costs will increase.

How are arranging the supply of Italian products in your restaurant?

We keep in touch weekly with all our suppliers, importers and distributors in London. As far as wine is concerned, we filled our stocks in October and November. While, as regards fresh products, many suppliers are experiencing delays and blockings at the frontier. But what I am the most worried of is the possibility of welcoming young graduates in our kitchen. It will be more difficult for Italians to come here in London to work, which will be more expensive. It is nice to welcome young boys and girls with dreams and aspirations, to know them and offer them a job. We care a lot about education. In fact, we have studied a training programme with some Italian schools, which has turned out to be very successful: after one year and half in our Locanda, a young cook has worked in all the posts of the kitchen. Clearly, young cooks now will prefer going to France or Germany.

Are you afraid that the restaurant sector might be impoverished for this reason?

English restaurants welcome people from all over the world with open arms. For sure, many Italians who used to come to the UK to study and work now will find it easier to go somewhere else. But we will see once we can open, because, due to the Coronavirus, there is no question of it until March.

What have you learnt from this months of pandemic?

I have learnt many things. Staying at home, I had the chance to spend the whole day with my wife and my daughter. She has even taught me to cook some new things! But, above all, I realized that I can live without working, even though my job is very important to me. I had been travelling on a fast moving train for thirty years, but then I realized that sometimes it is nice to sit on the sofa and read the newspaper. I love enjoying the free nights at home: to cook something, sit down and eat together. I wasn't used to it! At 5-6 in the evening, I am usually working in the kitchen and, when I haven't a lot to do, I go home at 9.

One last question, what did your daughter teach to you?

She made me discover the 'student food'. She taught me to cook more freely. As I always cook in my restaurant, I am limited to my Italianity. On the contrary, my daughter has travelled a lot and is much more open-minded. I have learnt to make myself influenced more. Anyway, yesterday night I prepared pasta with béchamel sauce and truffle. And all the family got crazy for it!



GIORGIO LOCATELLI: THE IDENTIKIT

The ingredient he likes the most: olive oil

The ingredient he hates the most: none

The colleague he esteems the most: Antonino Cannavacciuolo. "We do the same thing, but we are so incredibly different".

The dish he's proud of the most: roast rabbit leg with polenta. "My grandparents have always cooked this dish. Over the years I refined it. I got to an exceptional dish and each time I prepare it I feel like my grandparents are next to me. They were unique".

The best dish he has ever tasted: "I have tasted a lot of good dishes! But the best was a soup made with pasta and lobster which I ate in Sicily. My wife and I were arrived in Menfi and it was pouring. There was nothing, also electricity was down. And then we found our hotel where they served us this magnificent soup!".

The dish his family appreciates the most: vegetable soup with kale. "If there is no kale, they all complain!".

Un Italiano a Londra

Chef Giorgio Locatelli si racconta. In Italia è oggi noto tra il pubblico generalista perché giudice del noto show televisivo Masterchef. Ma, prima con lo Zafferano, poi con la sua Locanda, lo chef è volto della cucina italiana a Londra da oltre vent'anni. Locatelli ripercorre la sua carriera e racconta come è cambiata la ristorazione inglese. Ci parla di Brexit e della pandemia, che gli ha insegnato qualcosa di inedito. Non solo in cucina.



ORGANIC DOSSIER

A selection of the most interesting organic food & beverage product launches by Italian companies. From bakery to confectionery, from cheese to deli meats, including pasta, vegetal drinks, sauces and much more. Products often designed to improve health and well-being of both adults and children, thanks to the inclusion of ingredients providing strong nutritional benefits.

by Federica Bartesaghi

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Miomiele - Rosemary Honey



Thanks to the plant from which it is extracted, rosemary honey has a very particular taste. The strong sweetness is followed by a clear reference to bitter almonds in tasting. In a second moment, there are distinct saline notes of algae and a vague citrus aftertaste. Color is clear, yellow to white, with a slow and very fine-grained crystallization. The taste is pleasant and delicate, the smell intense and floral, finely aromatic and brackish. It is produced in the Apulia region. It pairs well with aged cheeses or stretched curd cheeses.

Ingredients

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AGROMONTE www.agromonte.it

Pargolosi



Pargolosi is the first ready organic cherry tomatoes pasta sauce invented for kids. Made with freshly processed, organic Sicilian cherry tomatoes, the sauce is enriched by the natural flavours of selected vegetables such as organic carrot, organic onion, organic basil and organic virgin oil. It is dyes and preservatives free and it contains no concentrate. Easy to use, the Pargolosi pasta sauce is ready in 1 minute and its packaging is composed of two 160 g practical jars. Moreover, kids have fun discovering Pargo Jack and his friends: a cheerful friend group of anthropomorphic tomatoes.

Ingredients

Organic cherry tomato (93%), organic carrot (6,21%), organic extra virgin olive oil, organic onion(0,16%), organic basil (0,16%), salt, organic brown sugar.

Packaging details

Glass jar size 2x160 g (one pack contains two jars)

International certifications

Bio (organic certification by Q certificazioni)

ALCASS – BRAND AMICA NATURA www.amicanatura.it

Beef meatballs Organic



The Amica Natura Bio beef meatballs are made with a light dough and based on a few and selected natural and genuine ingredients. Frozen without addition of chemical preservatives or additives.

Ingredients

Organic beef

Packaging details

Box Amica Natura 300 g

Shelf life

18 months

International certifications

BioAgricert

ORGANIC DOSSIER

PRODUCTS SHOWCASE

ARRIGONI BATTISTA www.arrigoniformaggi.it

Organic Gorgonzola PDO spoon take away



This is the organic take of one of the signature products by Arrigoni. A raw blue cheese which blends a unique sweetness with a peculiarly smooth taste. It is made with whole organic cow milk, and comes with well distributed blueish-greenish molds. The organic Gorgonzola PDO by Arrigoni has won the prestigious BioCaseus international award in 2017. Arrigoni take away line carries a comprehensive selection of traditional and fresh cheeses all coming in a user-friendly tray pack.

Ingredients
Pasteurized organic cow milk, salt and rennet.
Packaging details
250 g take away pack tray
Shelf life
18 days since packaging date
International certifications
Certified organic production site, Brc, lfs

BAULE VOLANTE www.baulevolante.it

Preparation for burger with lentils and mixed seeds



A 100% vegetable product that allows you to prepare delicious lentil and mixed seed burgers in just a few minutes.

Ingredients
Oat flakes, corn starch, precooked corn flour, precooked lentils 11%, sunflower seeds 4.4%, linseed 3%, sesame seeds 3%, salt, yeast extract (from saccharomyces cerevisiae), carrot dehydrated, dehydrated parsley, nutmeg.
Packaging details
180 g
International certifications
Organic

CERRETO AMANTI DEL BIOLOGICO - CERRETO ORGANIC www.cerretobio.com/en

Pearl Barley - Pre-cooked line



Barley grains, steamed and dried. Steaming preserves most of the nutritional properties of the grain. It takes only 5 minutes of boiling in a pot without a lid to complete the preparation. Very easy and quick to use in first and main courses. Organic, 100% vegetable, source of fibre, no soaking, no preservatives, made in Italy.

Ingredients
Organic precooked orzo wheat (barley)
Packaging details
Transparent matt polypropylene bags with self-adhesive label of 240 g
Shelf life
15 months
International certifications
Organic

EUROFOOD www.nattura.it

Organic extra dark cannolo crunch



Organic extra dark cannolo crunch Nattura is a crunchy rice and cocoa wafer filled with a soft cocoa cream and hazelnuts. It's gluten free, dairy free, yeast free and palm oil free. Perfect to be enjoyed at all times of the day, also thanks to the convenient single doses pack.

Ingredients
Biscuit* (40%): rice flour* 70%, cane sugar*, low-fat cocoa powder* 6,50%, quinoa flour*, millet flour*, sea salt. Filling* (60%): cane sugar*, low fat cacao powder* 25%, sunflower oil*, hazelnut paste* 11%, cocoa butter* (*organic). May contain soy and other nuts.
Packaging details
Box 5x25 g (125 g)
Shelf life
4 months
International certifications
Organic, Veganok

FARMO www.farmo.com

Legume crunch



Organic and legume-based crackers, naturally gluten-free, available in two varieties: chickpea and red lentil. Spicy and aromatic, these crackers are a real treat for those who follow a healthy and correct diet. High in fibre and a source of protein. Vegetarian and produced in Italy.

Ingredients
Legume crunch chickpea: chickpea flour, sesame seeds, extra virgin olive oil, cumin, coriander, sweet paprika – organic.
Packaging details
Paper bag, 150 g
Shelf life
9 months
International certifications
Brc, lfs high level, bio, kosher, gluten free, Non GMO project verified.

PASTIFICIO FELICETTI www.felicetti.it

Spaghetti organic durum wheat semolina



From the finest organic wheat comes this full-flavoured product. Sustainability, care for the environment and protection of the territory have always been the company's core values. For this reason Felicetti pasta has new packs 100% made from paper.

Ingredients
100% organic durum wheat semolina
International certifications
Ccpb (organic), Usda Nop and Jas standards, Brc and lfs

LATTERIA SOCIALE DI CHIURO www.latteriachiuro.it

Yogurt AlpiYò Bio (Apricot)



The organic yogurt AlpiYo Bio is the perfect combination of the lightness of Valtellina milk and the taste of fruit, with added selected live lactic cultures. The organic mark ensures both that the ingredients used are natural, and that the entire production chain is strictly controlled, from milk to fruit, from cattle forage to production process, packaging and distribution. The result is a natural, creamy and delicate yogurt. Paired with the extra fruit jams made by the local Social Cooperative 'il Sentiero', who integrates disadvantaged people in its workforce.

Ingredients
Pasteurized organic whole milk from Valtellina, live lactic cultures, organic extra apricot jam produced in Valtellina.
Packaging details
125 g resealable PET jar
Shelf life
40 days
International certifications
lfs

MIELIZIA www.mielizia.com

Sesame and Honey Bars Mielizia Bio



Sesame and Honey Bars Mielizia Bio are the new healthy and delicious snacks, sweetened only with 100% organic and Italian honey, produced by the largest national beekeepers cooperative in Italy. With only two ingredients, these bars are an excellent source of fiber, free from artificial flavors, syrups or other sweeteners. In the practical single-serving size, they are a perfect snack for a sweet break at any time.

Ingredients
Organic sesame and honey
Packaging details
25 g
Shelf life
16 months
International certifications
Organic

EURO COMPANY www.eurocompany.it

Fermè – Spreadable cashew fermentino with chives



The perfect combination of the sweetness of cashews and the fresh and aromatic notes of chives in a creamy and spreadable consistency. Fermentation process makes fermentino a fresh, alive and unpasteurized product. Moreover, thanks to fermentation, spreadable fermentino is rich in lactic ferments and is suitable for those people who follow a plant-based and dairy-free nutrition. Fermentino does not contain additives or preservatives and is naturally cholesterol-free.

Ingredients
Cashews 56%, water 41%, salt 1,3%, chives powder 0,5%, onion powder, lactic ferments.
Packaging
Weight: 100 g. Plastic open and close tray + cardboard, 100% recyclable.
Shelf life
40 days
Certifications
Organic

LA FINESTRA SUL CIELO www.lafinestrasulcielo.it

Pizza-flavored savory biscuits



Delicious savory pizza-flavored spelled biscuits, with a crumbly consistency. They are perfect to accompany aperitifs or as a tasty snack at any time of the day.

Ingredients
Spelled flour, sunflower oil, rice syrup (rice, water), tomato powder, concentrated grape juice, salt, oregano, raising agents (ammonium bicarbonates, sodium bicarbonates). Organic
Packaging details
270 g, transparent film
Shelf life
10 months
International certifications
Organic

FIOR DI LOTO www.fiordiloto.it

Biocroc peas snack



Salty snack made from organic peas, low in fat and a source of protein and fiber.

Ingredients
44% pea flour, corn flour, sunflower oil, corn starch, salt.
Packaging details
50 g
International certifications
Organic

FIORE DI PUGLIA www.fioredipuglia.com

Certified Organic Taralli 100% 'Puglia Quality'



Organic taralli are made with raw ingredients from km 0 organic agriculture and are produced only with PDO organic extra-virgin oil and mother yeast. Apulian handmade taralli Fiore di Puglia are organic certified, vegan and packaged in a recyclable packaging.

Ingredients
Wheat flour, white wine, sourdough, wheat flour, yeast, water 10%, extra-virgin oil 8%, salt, natural extract of olives. Organic product.
Packaging details
300 g co-extruded polypropylene packaging
Shelf life
365 days
International certifications
Brc, lfs, Bio

ORGANIC DOSSIER

PRODUCTS SHOWCASE

FUMAGALLI INDUSTRIA ALIMENTARI
www.fumagallisalumi.it

Prosciutto di Parma Organic Bio



Authentic Italian cured ham made by organic pork legs, coming from Italian heavy pigs. Firstly the legs are salted and then they rest and slowly mature for a minimum of 12 months, in temperature controlled rooms (Parma factory). At the end of curing, an inspector from the Parma Ham Consortium assesses the quality of each leg and brands it with the Parma Ducal Crown. Finally the hams are boned, sliced and packed under protective atmosphere. All the supply chain, from farms to final branding, complies with the Protected Designation of Origin (PDO) specification. It is gluten and milk proteins free.

Ingredients

Pork*, salt. (*organic)

Packaging details

Weight: 70 g. Packed with more than 75% sustainable paper

Shelf life

60 days

International certifications

Ifo, Brc, Kiwa Pai, Bio/Organic, Emas

GRUPPO GERMINAL
www.germinalbio.it/en

BioJunior pasta



The organic pasta of the BioJunior Line is made with Italian wheat and fortified with Vitamin B1. The line includes: Mini shells (10 months+), Mini strings (8 months+), Mini Letters (8 months+). BioJunior is a complete line of organic products formulated to meet the nutritional needs of the early childhood. Beside pasta, the line also includes Organic biscuits and bars.

Packaging details

Weight: 200 g. Primary packaging printed polypropylene film.

Shelf life

24 months

International certifications

Organic, vegan, eggs free, dairy free (depends on the product)

PASTIFICIO ATILIO MASTROMAURO GRANORO
www.granoro.it

Fusilli 'Bio Granoro' Senatore Cappelli Variety



Cappelli is an ancient variety of durum wheat revalued as an excellent cereal thanks to its characteristics, including a lower gluten content. The Cappelli BioGranoro pasta, as well as the grain from which it derives, has excellent nutritional qualities, contains high quantities of amino acids, vitamins and minerals and has an excellent consistency and toughness after cooking. No use of pesticides or synthetic chemicals.

Ingredients

Organic durum wheat semolina

Packaging details

500 g, 100% recyclable paper bag

Shelf life

36 months from packaging

International certifications

Icea, organic

ILTA ALIMENTARE
www.amiopulses.com

Amio My Gourmet



Amio My Gourmet is a range of 100% vegetarian legume-based organic ready meals in three tasty original recipes: 'Pulses and Oat with Tomato Sauce'; Gluten Free 'Aromatic Lentils Mediterranean Style'; Gluten Free 'Curry Chickpeas with Cranberries'. Amio My Gourmet is rich in taste and made with organic ingredients, without preservatives, artificial colors or added glutamate.

Ingredients

Pulses in tasty recipes

Packaging

Single portion bowl (270 g) which can be stored at room temperature, suitable for the microwave

Shelf life

12 months

Certificazioni

Organic, Fsc (cardboard cluster)

INALPI
www.inalpi.it

Le Biobonta' di Varese Ligure – Organic Yogurt



Novelty items of autumn 2020: a range of organic yogurt in 125 g packs, available both in the low fat and full-fat versions, and in the following tastes: white, hazelnut, coffee, pear, apricot, blackberry, wild berries, banana, citrus fruit, vanilla, strawberry, and raspberry. The yoghurt is produced by concentrating the product through evaporation, i.e. through the natural evaporation of water, without using added proteins to reach the creaminess desired.

Ingredients

Organic milk

Packaging details

125 g plastic jars (2) with aluminium capsule and cardboard cluster. 100% recyclable packaging

Shelf life

40 days

International certifications

Bio Valori Italia

LA DORIA
www.gruppoladoria.it

Organic black beans



Organic black beans, carefully selected, rehydrated and naturally boiled. Ready to serve, no added salt.

Ingredients

Organic black beans, water

Packaging details

400 g, combisafe

Shelf life

24 months

International certifications

Organic

GRISSIN BON
www.grissinbon.it

Organic wholewheat rusks



Toast rusks with wholewheat flour from organic farming for a healthy eating. Exclusive pack with 7 portions of 4 toasts.

Ingredients

Whole wheat flour* 100.2g**, extra virgin olive oil* 4g**, yeast, cane sugar*, barley malt extract*, iodized salt (salt, potassium iodate 0.007%), natural flavourings. (*organic, **for 100 g of finished product)

Packaging details

250 g box, 7 portions x 4 slices

Shelf life

270 days

International certifications

Ifo, Brc, Organic

ICAM CIOCCOLATO
www.icamcioccolato.com
www.vaniniocioccolato.com

Vanini Bio single-origin Uganda bars



Six chocolate bars, all strictly organic, made with Ugandan cocoa from the cooperatives of Bundibugyo where Icam has built a cocoa collection centre. The Bio bars range includes: Dark Chocolate bar 70% Uganda Cocoa, Milk Chocolate bar 34% cocoa Uganda, Gianduja bar with whole hazelnuts, Milk Chocolate bar 34% with whole toasted almonds, Dark Chocolate bar 56% with whole hazelnuts and caramel, Dark Chocolate bar 56% with whole salted pistachios.

Ingredients

Organic single-origin Uganda dark and milk chocolate. Inclusions all strictly organic: whole hazelnuts, whole almonds, whole hazelnuts and caramel, whole salted pistachios.

Packaging details

100 g bar case

Shelf life

15, 18 or 24 months depending on the bar

International certifications

Bio Ecocert

CASEIFICIO IL FIORINO
www.caseificioilfiorino.it

Cacio di Venere



Cacio di Venere is made with selected and high quality organic milk, all coming from the Maremma pastures around Roccalbegna, in the province of Grosseto, and with selected organic Tuscan white truffle. It matures for about eight months, it has a wide and not very high shape to allow a more compact and homogeneous maturation.

Ingredients

Pasteurised organic sheep's milk cheese, organic Tuscan white truffle.

Packaging details

Weight: approx 8 kg. The product can be portioned in pieces from 0.250 g upwards and packaged in shrink-wrapped vacuum packs.

Shelf life

6 months - whole cheese without packaging; 3 months - vacuum packed portioned cheese.

Certifications

Organic

MASTER
www.mammaemma.it

Organic potato gnocchi



Made with only fresh potatoes selected by hand and steamed in their skin, these gnocchi are made with only 3 ingredients: 100% fresh hand-selected potatoes, flour and salt. A healthy and genuine product that does not give up the taste. Ideal for a vegan diet, without preservatives.

Ingredients

70% steamed potatoes, type '0' soft wheat flour, salt, sunflower seed oil

Packaging details

400 g, neutral bag in a cardboard box

Shelf life

60 days

International certifications

Fssc 22000, Ifo, Brcgs, Smeta 4 Pillars, Icea

MEW
www.ococo.eu

Coconut water 100%



100% natural, Ococo has just one ingredient. Vegan, gluten free and GMOs free.

Ingredients

100% coconut water

Packaging details

Tetra pack, 330 ml

Shelf life

15 months TMC

International certifications

Bio, Fair trade

MOLINO NALDONI
www.molinonaldoni.it/en/

Stoneground organic soft wheat flour type 1



Molino Naldoni stoneground soft wheat flour type 1 is now organic as it is obtained from the pure grinding of a careful selection of 100% Italian organic wheat, without adding enzymes and chemical agents. The products obtained using Molino Naldoni stoneground flour get more intense and rustic flavours and aromas, are highly digestible and naturally healthy. 100% made in Italy, vegetarian and vegan.

Ingredients

Organic soft wheat flour type 1

Packaging details

Available in 1 kg and 25 kg paper bags

Shelf life

300 days

International certifications

Organic, Kosher, Uni En Iso 9001, Brc Food 8 certification



ORGANIC DOSSIER

PRODUCTS SHOWCASE

MOLINO RACHELLO www.molinarachello.it/en/

Tritordeum Bio flour



Organic Tritordeum comes from the natural cross between durum wheat (triticum durum) and wild barley (hordeum chilense). It is a new and versatile cereal, grown in Italy in Molino Rachello's Oasi with sustainable organic agriculture and with a low environmental impact. Its flour is a source of fiber and its gluten has a better digestibility.

Ingredients
100% Tritordeum flour from organic agriculture
Packaging details
500 g and 25 kg, packaged in a protective atmosphere; 25 kg in paper bags
Shelf life
12 months
International certifications
Organic, IFS, ISO 22005, ISO 9001

PASTIFICIO AVESANI www.pastificioavesani.it

Ravioli with spinach and tofu



Fresh egg pasta filled with spinach and tofu.

Ingredients
Durum wheat flour, eggs 30%; filling (40%): ricotta (milk whey, salt, acidity regulator: E270), spinach 25%, tofu 13% (soy 54%, water), dehydrated potatoes flakes, hard cheese (milk, salt, coagulant enzyme), sunflower oil, powder milk, salt, nutmeg, garlic, pepper, yeast extract.
Packaging details
250 g tray
Shelf life
65 days
International certifications
IFS/Brc, Kat, Bio

ITALIAN FOOD www.ilpomodoropetti.com

Organic datterini tomatoes' passata & Organic crushed datterini tomatoes



Petti's organic datterini tomatoes' delicacies are masterpieces of the organic Petti range: made from 100% Tuscan certified organic datterini tomatoes. Genuine products with no added preservatives nor fats. Petti's organic datterini tomatoes' passata is sieved into a very fine mesh sifter to remove skins and seeds, thus having a unique creamy and delicate consistency. Petti's organic crushed datterini tomatoes is a delicate fine pulp, with a special sweet taste and a pleasant consistency.
Ingredients
Organic datterini tomatoes (99,75%), salt (0,25%)
Packaging details
350 g glass bottle
Shelf life
3 years
International certifications
Product: Icea, Kosher, Veganok. Company: Brc, Fda, Fsc, Haccp, IFS Food, ISO 9001:2008

BIOVIDA, A SALUMI VIDA BRAND www.biovida.it

'Brace' high-quality char-grilled cooked ham



Produced exclusively with organic, fresh, and carefully selected legs, gently softened and flavoured in order to enhance the sensory qualities of the meat. The legs are infused with a very low percentage of brine through the finest organic spices and herbs, then cooked for over 22 hours in steam ovens and finally roasted on embers.
Ingredients
Organic pork leg, marine salt, organic cane sugar, organic spices and herbs, antioxidant and preservative.
Packaging details
About 4-4,5 Kg. Vacuum-sealed
Shelf life
120 days
International certifications
Bioagricert (organic), FSSC22000

SALUMIFICIO SOSIO www.labresaoladebaifa.it

Organic Bresaola



The organic bresaola is produced with selected beef meat, coming from the best farming and certified through all the chain. The product undergoes strict and constant processing controls, which guarantee the quality for the consumer's protection. It is also available in bars, suitable for slicing. High in proteins and low in fats, it's free from gluten, lactose and GMOs.
Packaging details
Average weight: whole piece 2,1/4,0 kg; half piece 1,6/2,2 kg. Packing: vacuum-packed with polymer-based casings and external package. 2/4 pieces per carton - 7/14 pieces per carton.
Shelf life
90 days from packing date
International certifications
Icea - IT 1436/L CE

SARCHIO www.sarchio.com

Bread Mix Sarchio



Organic, gluten-free, naturally lactose-free and high in fiber, the Bread Mix Sarchio is a versatile and easy-to-use product. It allows to prepare and bake at home: focaccia, soft or flat pizzas, bread and rolls gluten-free, but as good as the traditional ones. Made from corn starch, rice flour and buckwheat, this mix guarantees perfect dough for every bakery. On the package are suggested some recipes that can be integrated in an original and creative way.
Shelf life
18 months
Packaging details
500 g pack 'I Love my Planet' totally recyclable in paper
International certifications
Organic, gluten free

POGGIO DEL FARRO www.poggiodelfarro.com

EquilibiO line



By blending the qualities of ancient cereal farro (spelt) with legumes, the organic EquilibiO line of products has been created as a basic mix to allow anyone to create unique dishes while still ensuring that all the necessary nutrients are provided. The double process of husking and cracking the kernels, allows our three mixes to cook very rapidly, without the need for soaking and pre-cooking, leaving the natural taste of the products unchanged. Controlled supply chain and organic certification are at the base of the company's products.
Ingredients
Farro and lentils with other legumes
Packaging details
250 days
Shelf life
12 months
International certifications
Organic, Brc, IFS

PROBIOS www.probios.it

Organic gluten-free Oat drink



Probios Oat Drink is delicious drunk both cold and hot. Full-bodied and with a delicate flavor, it's guaranteed gluten-free: the oats were prepared using the necessary precautions to avoid any contamination from gluten-containing grains. Perfect for those looking for a completely vegetable drink with low fat content and no added sugar. Also available in cocoa flavor.
Ingredients
Water,* oats 16% * organic
Packaging details
1 Lt. Cap: plastic; brik: Tetrapack
Shelf life
12 months
International certifications
Organic, Gluten free

PUGLIA SAPORI www.pugliasapori.com

Organic line



Puglia Saporì's organic line comes from a careful selection of the best organic raw materials available on the market: it is made up of tarallini in four references, from the classic Evo oil up to the Multigrain, enclosed in a paper-touch packaging evocative of the Apulian tradition.
Ingredients
Extra virgin olive oil, flour, white wine, salt.
Packaging details
200 g paper-touch bag
Shelf life
12 months
International certifications
Brc, IFS, Bioagricert (organic)

SCALDASOLE www.fattoriascaldasole.it

Fruit Organic Whole Milk Yoghurt



Scaldasole goes back to authentic, simple and natural flavours with its Fruit Organic Whole Milk Yoghurt product line. Produced with Italian milk made by organic farms, these yoghurts are made according to a simple recipe which celebrates the genuine taste. The Scaldasole Fruit Organic Whole Milk Yoghurt line is available in a variety of delicious flavours such as: blackcurrant, coconut, lemon and mango.
Ingredients
Whole milk yoghurt 82%, cane sugar
Packaging details
375 g plastic container with recyclable paper and aluminium
International certifications
Bioagricert, Gluten free product certified by the Italian Celiac Association (AIC)

SGAMBARO www.sgambaro.it

Organic emmer, lentils and quinoa pasta



Emmer Lentils and Quinoa Pasta is a nutritionally complete dish. It combines the authentic taste of emmer with the proteins of legumes and quinoa. With a high protein value comparable to meat, this pasta is a perfect solution for children that are not so used to eat legumes. Moreover, it presents a low glycemic index, so it can also meet other special nutritional needs.
Ingredients
Organic emmer, lentils and quinoa pasta: 70% emmer flour, 20% lentil flour, 5% quinoa flour, 5% pea protein isolate.
Shelf life
3 years
Packaging details
Self-standing plastic bag 500 g
International certifications
Icea, Brc, IFS, Kosher

SIPA INTERNATIONAL www.martinotaste.com

Organic, gluten-free brown rice couscous with cauliflower



Special and exclusive product, designed by Martino thanks to a special production process that allows cauliflower to be combined with fine and selected brown rice flour in order not to lose on the contrary to enhance the properties' organoleptic. A source of fibre, low in fat and sodium, organic gluten-free brown rice couscous with Martino's cauliflower is an excellence in quality and properties.
Ingredients
Brown rice flours and cauliflower powder
Packaging details
300 g cellophane box
Shelf life
24 months
International certifications
Brc, IFS, Biologico, Veganok, Kosher, Naturland



ORGANIC DOSSIER

PRODUCTS SHOWCASE

TENTAZIONI PUGLIESI www.tentazionipugliesi.it

Organic Multicereal Taralli



The organic multicereal taralli of Tentazioni Pugliesi celebrate the snack that made Apulia famous in the world by enriching it with fiber, thanks to whole grains and seeds.

Ingredients
Multicereal flour (wheat flour type '0', sunflower seeds*, flax seeds*, oat flakes*, rye flour*, 'Senatore Cappelli' durum wheat semolina*, wholemeal Khorsan Kamut flour*, wheat gluten*, wheat sourdough in powder, flour treatment agent: E330, enzymes) 63%, extra virgin olive oil* 14%, salt. May contain traces of soy, sesame seeds and milk derivatives. *organic

Packaging details
Pack of 200 grams in paper-bread bag
Shelf life
6 months
International certifications
Brc, Ifs, Organic Icea

ZINI PRODOTTI ALIMENTARI www.pastazini.it

Fusilloni di Farro Integrali Bio



Ready in just 1 minute, light and easy to digest. It is perfect for simple, healthy and very appetizing recipes. Zini extremely fast freezing technology maintains all nutritional values and properties of wholegrain cereals. Brown-drawn, big size, vegan, whole flour, 100% made in Italy.

Ingredients
Only 3 ingredients: whole meal spelt flour, water, salt.
Packaging details
1 Kg bag in compostable packaging
Shelf life
18 months
International certifications
Brc, Ifs, Bio

THE BRIDGE www.thebridgebio.com

Bio Coconut Original



20% of coconut water and 9.4% of coconut milk, no added sugars and with a perfect density and stability between all the ingredients: this is The Bridge's new Coconut Original Drink with a real intense, smooth and fresh coconut taste. An authentic organic coconut drink: gluten free, dairy free and 100% vegan. Ideal for your smoothies, breakfast bowls or as refreshment during the day.

Ingredients
Spring water, coconut water* (20%), coconut milk* (9.4%) (water, coconut* 2.5%), natural coconut flavour*. (*organic)
Packaging details
1 liter. New and eco-friendly bio-based Tetra Pak Edge, made from plant-based carton and plastic. Less environmental impact and less CO2 emissions.
Shelf life
12 months.
International certifications
Organic Icea, Kosher, AB Agriculture Biologique, Bio Siegel

VALLE FIORITA www.vallefiiorita.it

Focaccia alla Pala AmicoBio



Focaccia alla Pala is a typical product of the Apulian tradition. The focaccia is handmade, it presents the characteristic finger marks on the surface. The dough is prepared with sourdough, '0' type soft wheat flour, durum wheat flour 'Senatore Cappelli' and micro-filtered sea water, that makes the product light, tasty and highly digestible. Before baking this Focaccia is covered with extra virgin olive oil. The baking on stone then gives it a unique scent and flavor.

Ingredients
Durum wheat flour 'Senatore Cappelli', '0' type soft wheat flour, sourdough, micro-filtered sea water, extra virgin olive oil.
Packaging details
Transparent flow pack film with label - 1 piece of 250 g.
Shelf life
60 days
International certifications
Organic - Bio Agricert, Brc, Ifs, Fda.

WELL ALIMENTARE ITALIANA www.wellalimentare.it

Organic Vegetable Bouillon



A new generation stock and seasoning, 100% natural, organic, gluten-free, lactose-free and without glutamate. An authentic concentrated liquid stock, prepared with 65% vegetable juices and natural extracts, which, thanks to a patented production process, restores all the fragrance and delicious flavour of its precious ingredients. Soft and creamy consistency, instantly soluble, intense and refined flavour in convenient 25 g premeasured pots.

Ingredients
Vegetable juice* (onion*, carrot*, celery*)(65%), sea salt, sunflower oil*, lemon juice*, yeast extract*, corn maltodextrin*, natural plant flavouring, thickener: xanthan gum. Leek*, parsley*, ginger**, antioxidant: rosemary extract*.
Packaging details
Cardboard box with 4 pots x 25 g (100 g)
Shelf life
14 months
International certifications
Bio Icea, ISO 9001

TERRE DI PUGLIA www.terredipuglia.it

Organic Tarallini



The traditional Apulian snack crumbly and tasty is now also organic. Terre di Puglia Organic Tarallini in single-dose packaging is easy to eat and perfect for out-of-home consumption.

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

MARKETS&DATA

Organic exports: a 'certification mess'

In order to be sold abroad, certificated goods must face a variety of rules and regulations that differ greatly from state to state. Here, the focus is set on some strategic target countries: the USA, China, Japan, and Taiwan.

Made in Italy organic products continue to grow even in international markets. According to the latest data published by Nomisma's research carried out for Ita.Bio – the first online platform which provides data and information for the internationalization of Italian organic products – this category shows strong increases in exports with a trend rising by 8% as compared to 2019. This sector is precisely driven by the export, which generated a turnover of 2.6 billion Euros in 2020. This result has let Italy become the second exporter of organic products in the world, after the United States. While, on the one hand, the increasing demand is due to a greater awareness of the benefits of a balanced and healthy diet, on the other hand it can be explained considering the accentuated worldwide awakening to environmental themes and sustainability. This has made consumers conscious of how their buying decisions impact not only on their own wellbeing, but also on the surrounding environment. So, the boom of the sector seems to have answered a change in lifestyle, mainly caused by the Covid-19 crisis which has fostered domestic consumptions of organic and natural food.

The organic sector proves to be dynamic and leading in an international perspective too, offering important commercial opportunities to Italian export companies. However, in order to export it is not enough that the products are made with cultivation and breeding methods which employ natural substances (excluding the use of fertilizers, herbicides, insecticides, and other synthetic chemicals) and in suitable conditions to the respect of biodiversity and to the reduction of the impact on the environment. But it is necessary that an accredited institution can certify it. Indeed, in order to be considered organic, products must respect a series of standards defined by different norms at national, European, and international level. In this way they obtain a special certification issued by an accredited control body. However, on a global scale, a standard which applies to all the countries is not available.

That is why B/Open, the Italian exhibition of the organic food and the natural self-care, turns the spotlight on the main markets where to export made in Italy organic products with a webinar dedicated to the necessary authentications to sell in the USA, China, Japan, and Taiwan, which are some of the most dynamic markets for their consumptions.

In Italy, Assocertbio, a national association which certifies 95% of the Italian organic companies, is equipped to organize the authorization procedure aimed at exporting. In some cases, the norms provide for the partial equivalence between the European standards and those of other geographical areas, while in other situations the process of recognition is more complex, because it concerns not only the final product, but also the whole chain such as in the case of China, Brazil or Taiwan. "Unfortunately, a 'global system' to certify organic products does not exist, but every country imposes its own rules. Some countries have signed the mutual recognition of the certification but, in any case, production, labeling, and commercialization must be always subject to national regulations", remembers Riccardo Cozzo, president of Assocertbio.

Export bio: l'incubo certificazioni

L'Italia è il secondo paese esportatore al mondo di prodotti biologici, dopo gli Stati Uniti. Ma per poter essere esportati, i prodotti biologici italiani devono rispettare una serie di standard nazionali e internazionali. E ottenere un'apposita certificazione rilasciata da un organismo di controllo accreditato. Su scala mondiale, tuttavia, non esiste uno standard univoco e condiviso. A questo proposito B/Open, la rassegna del biologico e del natural self-care, dedica un webinar alle autenticazioni necessarie per esportare in alcuni dei mercati più dinamici per i consumi: Stati Uniti, Cina, Giappone e Taiwan.

MEET US AT BIOFACH ONLINE! 17.-19.02.2021

Organic business growth – 365 days a year.

All apples are certified organic from the pips to the stalk, the packaging of the apples can be tailored to whatever you require. Your turnover grows with the Biosüdtirol apples and the stories behind them. Every day of the year.

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TRADE SHOWS 2021

THE GLOBAL AND ITALIAN TRADE EXHIBITION'S CALENDAR



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
JANUARY	Fri 1	Sat 2	Sun 3	Mon 4	Tue 5	Wed 6	Thu 7	Fri 8	Sat 9	Sun 10	Mon 11	Tue 12	Wed 13	Thu 14	Fri 15	Sat 16	Sun 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22	Sat 23	Sun 24	Mon 25	Tue 26	Wed 27	Thu 28	Fri 29	Sat 30	Sun 31
FEBRUARY	Mon 1	Tue 2	Wed 3	Thu 4	Fri 5	Sat 6	Sun 7	Mon 8	Tue 9	Wed 10	Thu 11	Fri 12	Sat 13	Sun 14	Mon 15	Tue 16	Wed 17	Thu 18	Fri 19	Sat 20	Sun 21	Mon 22	Tue 23	Wed 24	Thu 25	Fri 26	Sat 27	Sun 28			
MARCH	Mon 1	Tue 2	Wed 3	Thu 4	Fri 5	Sat 6	Sun 7	Mon 8	Tue 9	Wed 10	Thu 11	Fri 12	Sat 13	Sun 14	Mon 15	Tue 16	Wed 17	Thu 18	Fri 19	Sat 20	Sun 21	Mon 22	Tue 23	Wed 24	Thu 25	Fri 26	Sat 27	Sun 28	Mon 29	Tue 30	Wed 31
APRIL	Thu 1	Fri 2	Sat 3	Sun 4	Mon 5	Tue 6	Wed 7	Thu 8	Fri 9	Sat 10	Sun 11	Mon 12	Tue 13	Wed 14	Thu 15	Fri 16	Sat 17	Sun 18	Mon 19	Tue 20	Wed 21	Thu 22	Fri 23	Sat 24	Sun 25	Mon 26	Tue 27	Wed 28	Thu 29	Fri 30	
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JUNE	Tue 1	Wed 2	Thu 3	Fri 4	Sat 5	Sun 6	Mon 7	Tue 8	Wed 9	Thu 10	Fri 11	Sat 12	Sun 13	Mon 14	Tue 15	Wed 16	Thu 17	Fri 18	Sat 19	Sun 20	Mon 21	Tue 22	Wed 23	Thu 24	Fri 25	Sat 26	Sun 27	Mon 28	Tue 29	Wed 30	
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DECEMBER	Wed 1	Thu 2	Fri 3	Sat 4	Sun 5	Mon 6	Tue 7	Wed 8	Thu 9	Fri 10	Sat 11	Sun 12	Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18	Sun 19	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25	Sun 26	Mon 27	Tue 28	Wed 29	Thu 30	Fri 31

FOOD ORGANIC WINE TECHNOLOGY

PLEASE NOTE: THE CALENDAR WAS UPDATED ON FEBRUARY 8TH



GRANA PADANO. LIFE IS THERE TO BE SAVOURED.



ORGANIC DOSSIER

MARKETS&DATA

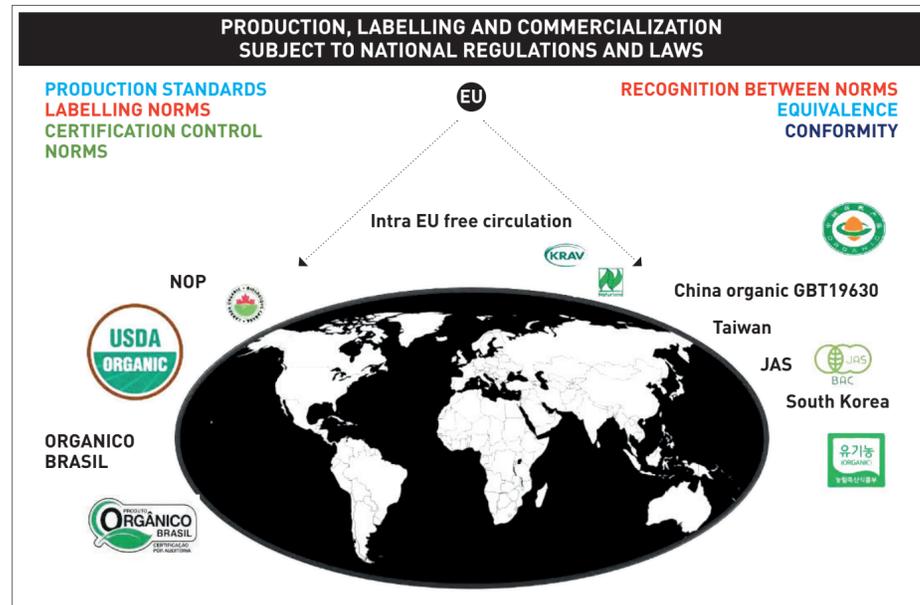
Organic trade: a comparison between countries

The United States  The United States represent a market of great interest for our country and for the EU. From 2012 there is an equivalence agreement thanks to which, as explained Roberto Maresca, international certification schemes manager at Ccpb, "products which are certified as organic in the EU can be sold as organic in the USA, provided that they have undergone the last processing step or the final packaging in the EU. With a few exceptions in the matter of wine or animal products treated with antibiotics, to export from the EU further certifications are not needed, with the advantage of lower costs for the companies who exports." However, some Italian organic producers who export to the USA do not settle for the mutual recognition, but ask for the local certification Nop (National organic program), in addition to the one of the EU, to strengthen the recognition of the products from American consumers.

Japan  Asia is a rapidly changing continent, with fast-growing markets interested in organic products such as olive oil, pasta, tomato products, and juices obtained from citrus. Amalia Rueda, technical manager for international activities at Bioagricert, explains: "In Japan the procedure for obtaining the fitness for export lasts even less than one month, but the indication of two key figures is specifically requested on the label: a production process manager and a manager of the compliance of the whole production process with the Japanese standard Jas." So, to export products to Japan there are two possible ways: obtaining the Jas certification (which recognizes an equivalence with the European certification) or adopting an authorized importer. In the first case, the product directly goes to the shelf, while in the second one it must be relabelled with the importer's indications on its arrival or just before the export.

China  China is the fourth market in the world with a value of 8.1 billion Euros, a figure which places the country behind the USA (40.6 billion Euros), Germany (10.9 billion Euros), and France (9.1 billion Euros). As explains Qi Xu, manager of the international organic certification Ofdc (Organic Food Development Center in China), China foresees a mutual recognition of organic products with the countries who have signed an agreement concerning the protocol Cnca (Certification and Accreditation Administration of the People's Republic of China). However, at the moment it seems that only New Zealand has joined. Between the prerequisites there are the analysis of the air, water, and ground as well. Certification procedure involves a series of steps, which end with the application of anticounterfeiting stickers on the marketed product. In this case, the Chinese bodies themselves release the certification for the export through a chain certificate and the inspection of the fruits in the field for the agricultural area. As for products, the dairy ones, brown sugar, red wine, olive oil are those which arouse more interest.

Taiwan  Amalia Rueda focused on the market of Taiwan, explaining that in 2018 the Tos law (Taiwanese Organic Standard) was adopted with a transitory period of implementation of two years. Specifically, Taiwan had recognized 16 European member states until 31st May 2020. From this date the procedure to export organic products to Taiwan has changed owing to the entry into force of the Taiwanese norm which no longer recognizes the organic norms of the European countries. On the other hand, joint ventures between certification bodies of the EU and Taiwan have been accepted: the authority and the EU certification body will carry out control activities, while the Taiwanese certification body will decide on certifications. At the moment two Taiwanese Odc are recognized: Tse-Xin Organic Certification Corporation and EcoGarden. Moreover, it must be said that, after importing a product in Taiwan, putting the term 'organic' (or other similar words) is prohibited. Otherwise, sanctions for fraudulent labelling are foreseen.



INSIGHT

Italian organic: from Far East to Far West

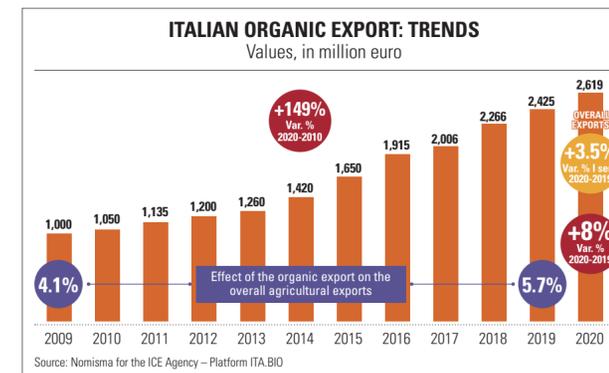
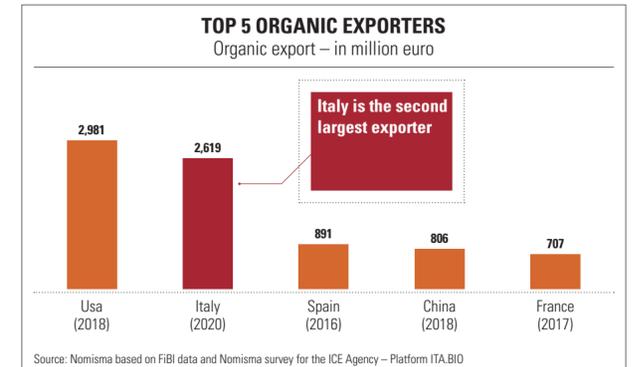
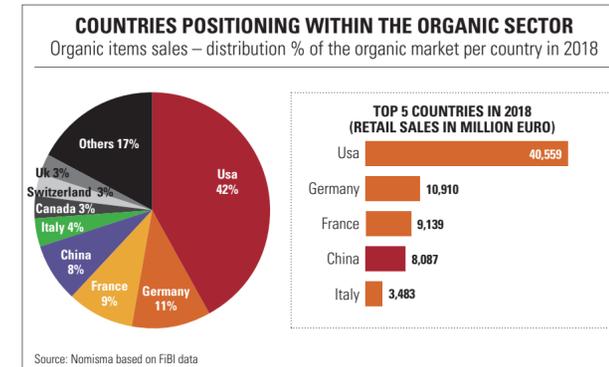
Exports surged 8% last year, as highlighted by a Nomisma report. Which focuses on two strategic markets for size, growth potential and level of appreciation of made-in-Italy. Namely the United States and China.

Italian organic food&beverage exports are achieving impressive results. Even more impressive than those achieved by overall exports of Italian f&b goods. In 2020, sales of organic Italian f&b reached the record value of 2.6 billion euro, rising 8% with respect to 2019. Over the last decade, this value increased by 149 percentage points. And in 2019 alone, it accounted for 70% of total dairy exports, 67% for PDOs and PGIs, and 38% for wine.

These data by Nomisma were presented on occasion of the launch of ITA.BIO, the first digital platform providing data and information in order to support the internationalization of Italian organic companies. Promoted by the Italian Trade Agency in collaboration with FederBio. In detail, the Nomisma research institute carried out an in-depth analysis of two strategic destination markets for the sale of Italian organic goods:

United States and China. Two diametrically opposed markets, that nevertheless share some peculiar similarities. 1st global market for f&b imports and 2nd largest destination market for Italian food&beverage exports, the US is also the 1st destination country for Italian organic food: a real 'El Dorado' for organic producers. Here, lives a strong consumer base that loves buying organic food, especially when it's made in Italy.

China, on its part, with a value of 8 billion euro represents the 4th largest organic market, and accounts for 8% of global organic sales. Despite organic still represents a niche market – accounting for around 1.2% of the Chinese shopping basket in 2019 – the trend is growing fast. Once again, for Chinese consumers Italy is the country which provides the highest quality products, both organic (18%) and conventional (17%).



Il bio made in Italy conquista i mercati internazionali, da Est a Ovest

L'export biologico italiano registra performance molto positive e addirittura superiori a quelle dell'export agroalimentare nel suo complesso. Nel 2020, le vendite di prodotti agroalimentari italiani biologici sui mercati internazionali hanno raggiunto i 2,6 miliardi di euro, in crescita dell'8% rispetto al 2019. Negli ultimi 10 anni, l'export di settore ha registrato un significativo +149% e nel solo 2019 ha rappresentato il 70% dell'export nel comparto dairy, il 67% per le Dop/Igp e il 38% per il mondo vino. È quanto emerge dai risultati dell'analisi condotta da Nomisma e illustrata nell'ambito della presentazione di ITA.BIO, la prima piattaforma online di dati e informazioni a supporto dell'internazionalizzazione del biologico Made in Italy promossa da Ice e FederBio e curata da Nomisma. In particolare, l'istituto di ricerca ha realizzato uno studio approfondito di due Paesi chiave per l'import e la vendita di prodotti biologici: Stati Uniti e Cina. Due mercati che non potrebbero essere più diversi, ma che ciononostante presentano interessanti similitudini in fatto di trend di consumo, canali d'acquisto e consumatori 'modello'.



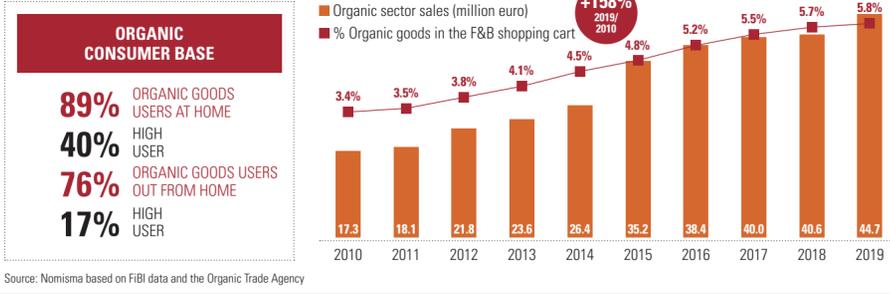
ORGANIC DOSSIER

INSIGHT



ORGANIC MARKET SIZE

Organic goods sales – billion euro 2010 – 2019



ORGANIC CONSUMER BASE

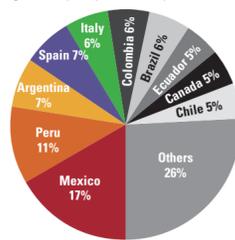
- 89% ORGANIC GOODS USERS AT HOME
- 40% HIGH USER
- 76% ORGANIC GOODS USERS OUT FROM HOME
- 17% HIGH USER

Source: Nomisma based on FiBI data and the Organic Trade Agency

THE ROLE OF THE ITALIAN ORGANIC SECTOR IN THE US

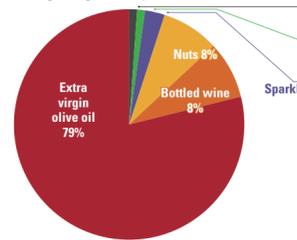
TOP 10 IMPORTERS OF ORGANIC GOODS

(% organic import per Country, values, in 2019)



TOP 5 ORGANIC GOODS IMPORTED BY ITALY

(% Italian organic goods imported, values, in 2019)



ITALY IS THE 5TH IMPORTER
117.5 million euro

This figure refers to the items' categories which own a customs tracking code

Source: Nomisma based on USDA data – Foreign Agricultural Service

ORGANIC GOODS PURCHASING CHANNELS

Where do customers usually go when they want to purchase organic items?

TOP CHANNELS

- 26% LARGE SCALE RETAILERS (ONLINE AND OFFLINE)
- 25% SPECIALIZED STORES (ONLINE AND OFFLINE)
- 14% DIRECTLY FROM PRODUCERS (FARMER MARKET IN COMPANIES, ONLINE...)
- 8% MASS RETAILER MARKET PLACES
- 8% FOOD DELIVERY WEB PAGES

41% OF CONSUMERS PURCHASE ORGANIC GOODS ONLINE (MULTIPLE ANSWERS)

What kind of service do you usually choose when you purchase organic goods?

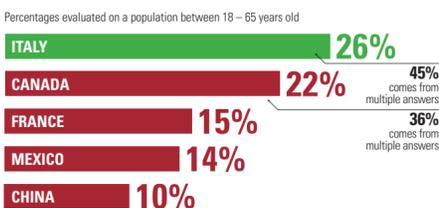
- 65% HOME DELIVERY
- 25% CLICK&COLLECT
- 10% LOCKER

FIRST ANSWER

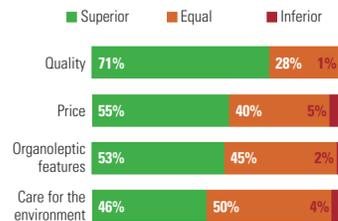
Source: Project ITA.BIO Nomisma for the ICE Agency – USA consumer survey

ITALY IS CONSIDERED THE TOP-QUALITY COUNTRY IN THE ORGANIC SECTOR

What foreign country has the highest-quality organic food items?



What additional features do Italian organic goods have compared to other organic food items?



Source: Project ITA.BIO Nomisma for the ICE Agency – USA consumer survey

With food & beverage Italian exports totaling 4.6 billion euro in 2019 (+11% over 2018), the United States represent our 2nd destination market globally. In addition to that, according to Italian organic exporting companies surveyed by Nomisma, the US occupies third place in the global rank for growth potential (chosen by 29% of respondents), after Germany (58%) and Scandinavia (47%). The interest for organic is confirmed also by some key positive figures: 2 million hectares farmed according to organic principles in 2018 (+14% in 10 years) and 18,166 active players (+38% between 2010 and 2018). With a value of around 45 billion euro in 2019 (+4.6% over 2018 and +158% over 2010), the United States represent the 1st global market for the consumption of organic products, accounting for more than 40% of total sales in 2018.

Consumption and consumers analysis

Organic food is widely spread among US consumers, as shown by a Nomisma survey carried out among a panel of 1,000 consumers aged between 18 and 65 and living in New York (500), LA and San Francisco (500). In 2020, almost 9 out of 10 households (89%) consumed at least one organic food or beverage item (it was 82% in 2016). The report talks about a high number of 'heavy users', that is to say people that eat organic at least once a week: 40% of total.

Organic has definitely become a key driver in US purchasing habits: 20% of respondents claim that the presence of the 'organic' trademark can influence their decisions, and 74% of them is convinced that organic products have a higher quality level than their conventional counterpart.

But why do Americans choose organic food? According to Nomisma, 25% is convinced that organic food is safer for their health; 25% that it is a higher quality choice, and 22% that it helps safeguarding the environment. While shopping, there are some key aspects that US consumers take into consideration with regard to organic products: its origin (26%, of which 18% looks for US origin), the brand (17%) – both PL or industry brand – and the sustainability of both the product and its pack (15%).

Buying channels

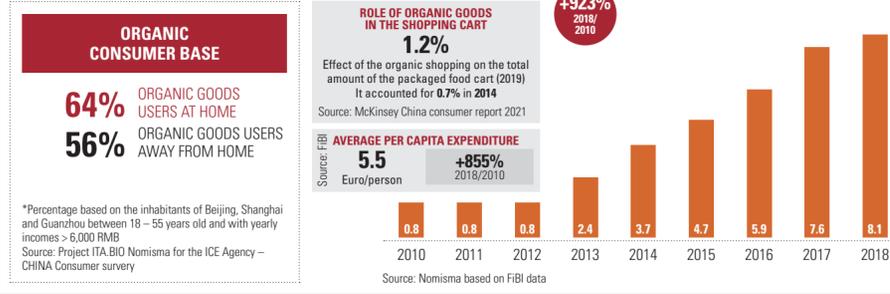
26% of US consumers choose large scale retailers (online and offline) for buying organic goods. 25% of consumers buy organic food in specialized stores, while 14% directly from producers. Overall, according to the report, 41% of consumers buy organic food online, with a predilection for home delivery (65%) and click&collect (25%).

Italy's market positioning

If Americans love organic food, they love it even more when it comes from Italy, the Nomisma report highlights. In particular, Italy ranks 1st among the top 5 countries of origin for quality of food products and 1st for organic products alone: for 26% of consumers, we are the foreign country with the highest quality organic foods, and 8 people out of 10 are ready to pay a higher price for the Made-in-Italy guarantee. Specifically, wine, extra-virgin olive oil and pasta represent the organic foods for which Italian origin is most important. The survey shows that, over the last 12 months, 24% of Americans have occasionally purchased organic food of Italian origin.

ORGANIC MARKET SIZE

Organic goods sales – billion euro 2010 – 2018



ORGANIC CONSUMER BASE

- 64% ORGANIC GOODS USERS AT HOME
- 56% ORGANIC GOODS USERS AWAY FROM HOME

ROLE OF ORGANIC GOODS IN THE SHOPPING CART

1.2% Effect of the organic shopping on the total amount of the packaged food cart (2019) It accounted for 0.7% in 2014

AVERAGE PER CAPITA EXPENDITURE

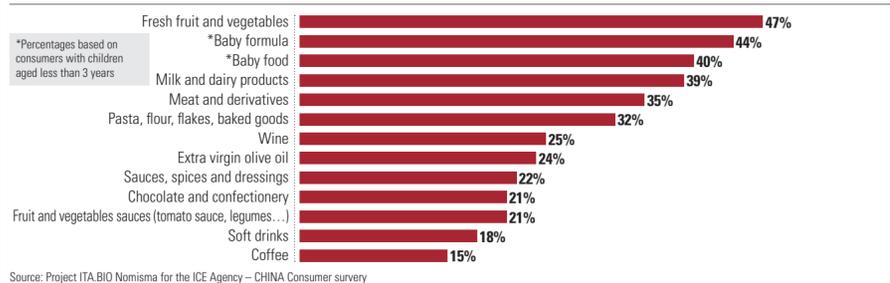
5.5 Euro/person (+855% 2018/2010)

*Percentage based on the inhabitants of Beijing, Shanghai and Guangzhou between 18 – 55 years old and with yearly incomes > 6,000 RMB
Source: Project ITA.BIO Nomisma for the ICE Agency – CHINA Consumer survey

Source: Nomisma based on FiBI data

ORGANIC GOODS IN CATEGORIES

Product categories for which organic is the first choice – evaluated on consumers who regularly purchase organic items



Source: Project ITA.BIO Nomisma for the ICE Agency – CHINA Consumer survey

ORGANIC GOODS PURCHASING CHANNELS

Where do customers usually go when they want to purchase organic items?

TOP CHANNELS

- 41% SUPERMARKET CHAINS (ONLINE AND OFFLINE)
- 25% SPECIALIZED STORES (ONLINE AND OFFLINE)
- 17% DIRECTLY FROM PRODUCERS (FARMER MARKET IN COMPANIES, ONLINE...)
- 11% MARKET PLACE (TENCENT, TMALL, JD)
- 6% FOOD DELIVERY WEB PAGES

36% OF CONSUMERS PURCHASE ORGANIC GOODS ONLINE (MULTIPLE ANSWERS)

What kind of service do you usually choose when you purchase organic goods?

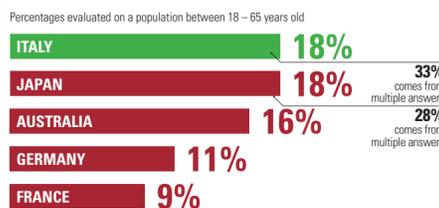
- 47% HOME DELIVERY
- 38% CLICK&COLLECT
- 15% LOCKER

FIRST ANSWER

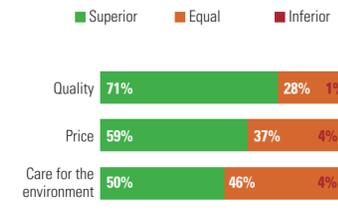
Source: Project ITA.BIO Nomisma for the ICE Agency – USA consumer survey

ITALY IS CONSIDERED THE TOP-QUALITY COUNTRY IN THE ORGANIC SECTOR

What foreign country has the highest-quality organic food items?



What additional features do Italian organic goods have compared to other organic food items?



Source: Project ITA.BIO Nomisma for the ICE Agency – USA consumer survey

Interest in organic food is growing in China, as confirmed by a couple of positive figures. First, 3 million hectares cultivated according to the organic principles (+188% in 8 years) - although they still represent only 0.6% of the total farming land. And second, sales of organic products on the domestic market exceed 8 billion euros (+70% compared to 2015) which represent 8% of world sales and make China the 4th largest market in the world for consumption of organic products. The rise of organic meets the growing demand of Chinese households for healthy and safe food: 46% of consumers pay more and more attention to the quality of the products they eat, so much so that 61% plan to increase their spending on organic products by 2025.

Consumption and consumers analysis

The data of the Nomisma consumer survey - carried out on a panel of 1000 Chinese consumers responsible for purchases on behalf of the family, aged between 18 and 55 and with an income higher than 6,000 RMB (about 770 euros) - reveal a strong propensity to the consumption of organic products in first-tier cities (like Beijing, Shanghai, Guangzhou) and in the upper class. The share of organic products on the total shopping cart was 1.2% in 2019 (it was 0.7% in 2014) and the per capita expenditure for organic products does not exceed 5.5 euros per person (in the US is 125 euros, in Italy 58 euros).

Among the Chinese with incomes higher than 16,000 RMB (about 2,000 euros) the share of organic lovers rises to 76%: 74% among those with a high degree and 68% among the self-employed, entrepreneurs or freelancers. The identikit of the Chinese organic consumer is a Millennial with kids, used to make online purchases (in these three targets, the percentage of organic consumers is higher than the average, standing respectively at 66%, 67% and 70%).

Food safety (28%), superior quality (24%) and care for the environment (23%) are the key drivers behind organic consumption in the country.

Buying channels

41% of Chinese consumers choose large scale retailers (online and offline) for buying organic goods. 25% of consumers buy them in specialized stores, while 17% directly from producers. Overall, according to the report, 36% of Chinese consumers buy organic food online, with a predilection for home delivery (47%) and click&collect (15%).

Italy's market positioning

Italy occupies 1st place in the rank of countries for the quality of the products offered, according to the Chinese consumer. This is true for conventional food (17% chose 'Italy' when asked to think of a country producing excellent food&beverage) and organic food as well (18%). 19% of Chinese consumers claim to have purchased Made in Italy organic food or beverages at least once over the last year. And among those who visited Italy at least once in their life, the share rises to 28%.

Interest in organic Made in Italy is stronger among people who do more online shopping (26%), among the youngest (24% of Millennials) and in the upper class (22% among households with incomes higher than 2,000 euros). Dairy products, baby food and above all baby formula, but also meat and derivatives, pasta and baked goods are the categories for which Chinese consumers seek the guarantees of organic and those on which the Italian origin represents a strong value added.



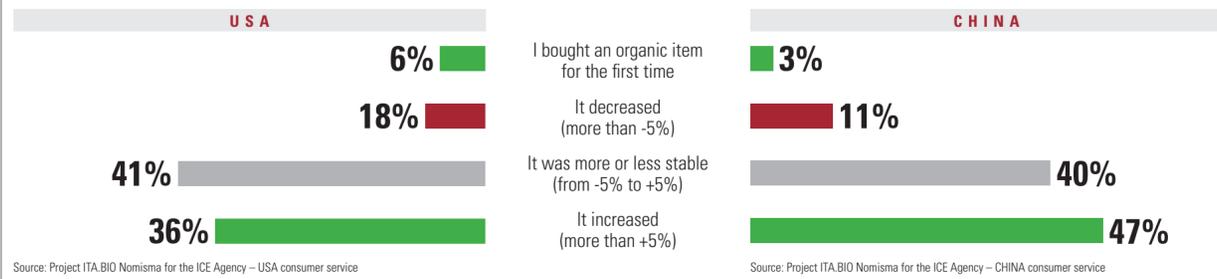
ORGANIC DOSSIER

INSIGHT

POST-COVID SCENARIO

ORGANIC SHOPPING IN THE POST-COVID ERA

Some figures related to the food shopping changes due to the health crisis caused by Coronavirus and quarantine. Compared to 2019, how did the shopping value destined to organic goods change in 2020? (% evaluated on consumers who regularly purchase organic items)



The effects of the pandemic on the organic business in the US...

Since the pandemic broke out, 10% of American consumers have searched more frequently for organic products, according to Nomisma. In detail, last year 36% of consumers increased their organic spending compared to 2019 and 6% bought organic for the first time. For 21% of the sample, this choice is connected with the greater safety degree perceived in the organic product compared to the conventional one.

...and China

Covid-19 had a strong accelerating effect on the consumption of products associated with well-being and health, including organic products: during 2020, 3% (almost 50,000 Chinese people) bought organic for the first time while 47% of habitual users further increased their spending.



end



FOCUS ON

Dear 2021, this year I wish...

The world is changing. And consumer behaviours as well. A new challenge for businesses, forced to come to terms with new trends. The top 10 in a report by Euromonitor International.

The Coronavirus pandemic is affecting us all. After one year, our lifestyles are completely different. And maybe they will never get back to normal. Also the way we spend and consume has changed. And companies can't ignore it, reinventing services and products. So as to satisfy the emerging trends. Which are identified by Euromonitor International in a report titled 'Top 10 Global Consumer Trends 2021'. "The pandemic created, influenced or accelerated each of these 10 trends, forever altering consumer behavior," the research institute explains. "Despite the hardships faced in 2020, consumers have not given up. They continue to find their voice and push forward to advocate for a better tomorrow." Resilience and adaptability are the key words of this (r)evolution.

Caro 2021, quest'anno vorrei...

La pandemia ha cambiato le abitudini di consumo. E le aziende ne devono prendere atto. Reinventando i servizi e i prodotti che offrono. Per soddisfare i trend del momento. Che Euromonitor International raccoglie nel report "Top 10 Global Consumer Trends 2021".



1

Build back better

Consumers look for "a second chance to create a better future," informs Euromonitor. They demand that companies no longer perceive businesses as profit-driven entities. On the contrary, they should protect the health and interest of society and the planet, fighting against social inequity and environmental damage.

2

Craving convenience

Covid-19 reduced impulse in-store purchases, and now everything is pre-planned. Inevitably, consumers miss the ease of the pre-pandemic world and rely on the digital channel for a similar level of flexibility. So as to recapture an experience that feels normal. Therefore, businesses are expected to rapidly adapt themselves to try to preserve a swift and seamless shopping journey across all channels.

3

Outdoor oasis

Consumers are tired of indoor meeting, mobility restrictions and smart working. They long for an outdoor oasis for leisure and recreation. Which companies are asked to create, offering solutions. Such as activities (open-air concerts, outdoor cafes, drive-in cinemas) and products (gardening items).

4

Phygital reality

Businesses are expected to combine physical and virtual worlds to give consumers, thanks to technology, the chance to "re-enter the outside world safely" while staying at home.



5

Playing with time

The pandemic has changed everyone's routine. And, sometimes, finding the best use of time can be difficult. That is why companies should provide solutions that address the consumer's desire to maximise time. Offering increased flexibility. Especially with products and services that can be accessed from or near the home.

6

Restless and rebellious

Nowadays, bias and misinformation are causing a crisis of confidence in the Government. So, companies have to ensure accurate and relevant information is shared, giving a voice to consumers through marketing on social media and gaming.

7

Safety obsessed

The fear of infection and increased health awareness drive demand for hygiene products and push consumers towards contactless solutions to avoid exposure. For this reason, companies should implement enhanced safety measures and innovations that prioritise sanitation.

8

Shaken and stirred

The pandemic brought new stress factors, a threat to consumers' mental wellbeing. Upending their routines. So, people's new priority is reconfiguring a life balance. And businesses must provide products and services to help them in their purpose.

9

Thoughtful thrifters

Owing to the uncertain economic environment, consumers are more and more frugal and tend to prioritise value-added and health-conscious products and services. Therefore, companies should pivot towards value-for-money propositions, offering affordable options without sacrificing quality.

10

Workplaces in new spaces

Working from home is changing consumers' life, from clothing choices to eating habits and beyond. Businesses must adapt themselves to people's new needs, and also offer workers the necessary equipment to recreate the home office space.

INTERVIEW

We are "La Famiglia Organic"

30 years ago, a brilliant intuition turned into a successful business venture. This is the story of The Bridge, first Italian manufacturer of 100% organic and vegan drinks. An interview with the marketing and sales director, Eva Pfeffer.

In the early 90's, Ernesto Negro Marcigaglia and his wife Margherita were leather gloves manufacturers in the small village of San Pietro Mussolino, in the beautiful surroundings of the Lessini Mountains, in the province of Vicenza. One day, something that would change his life forever happened: he came across a vegetal drink coming from the United States. An innovative product that, in his opinion, had a huge business potential. 30 years after that lucky and unexpected event, The Bridge has become one of the largest Italian producers of vegetal drinks, 100% organic and vegan. Yet, the company jealousy shields its familiar character, which allows it to stay true to the founder's principles and vision. Interview with the marketing and sales director, Eva Pfeffer.

We can say that it all started with love at first sight...

Definitely. This type of product didn't exist in Italy and Ernesto himself had no idea of how to produce it. Nevertheless, his parents were farmers and he had a strong interest in food. He bought the machines, the raw materials, and started producing in his home basement, together with his son Paolo, that at those times was just 16. After two years of trials and research, the first Italian, 100% organic and vegan vegetal drink was born.

Where was it distributed?

In the beginning, in local and herbal shops. On a national scale, the first distributor was Baule Volante. In the meanwhile, the foreign business had begun.

An important step, for such a young company.

Actually, the company itself was set up with an international ambition. And this is evident also from the name: 'The Bridge'. An English name, because Ernesto's idea, from the very beginning, was to build an export-oriented company. The image of the 'bridge', instead,

meant the change of direction in his life: from leather gloves producer to manufacturer of organic and vegan drinks. Maybe the name doesn't immediately communicate our Italian origin, but it totally represents our history.

How was the product welcomed, in the beginning?

His friends called him mad, and buyers too. Yet they showed immediate appreciation for how the product tasted. Until 2010 production continued in the home basement, while in that year the first production facility was built, followed by the second one in 2015. From that moment on, we have been experiencing constant growth. In 2015 total revenue was 20 million euro. In 2019 it reached 38 million euro, and in 2020 it achieved 40 million euro.

So the company was not impacted by the effects of the pandemic.

Not in a negative way. We have been growing. Just like many other food companies. And we did it staying true to our values and principles, because we are still a family-run company, and this is a great added value. This is also quite unusual in our sector, where most of the small companies have been acquired by big multinationals. Today, The Bridge is led by

Paolo and Marco, Ernesto's sons, together with their mom, Margherita. The very same persons that contributed to the company founding and to products' creation. And this year, we are getting ready to take another big step forward.

That is to say?

We will soon launch a new range of vegan yogurts that will debut before this summer. Last year, we set up a new processing line and we are now busy in developing the recipes. The line will include a soya yogurt as well as some original tastes, like almond and coconut.

A very different product with respect to your core business.

Very different: for the very first time we enter the fresh segment. An unexplored territory to us. This new line also allows a revision of the recipe of our desserts. Hence, beside vegetable drinks we also produce a wide range of desserts and cooking creams. These products are highly appreciated abroad, especially in those countries where cooking creams are a fundamental ingredient in local cuisine, like in France and Hungary.

Which other products are sought-after in global markets?

The Barista range, of course, which perfectly matches to coffee and can be whipped too. As well as the rice-based drinks, espe-

cially rice with oat, rice with calcium, and rice with coconut. The Asian and Middle East markets, and most of all Japan and Hong Kong, show special appreciation for almond and coconut drinks.

Do exports heavily impact on total revenue?

They account for 80% of revenue. As regards our own brand, the top destination market is France, followed by Hungary, Israel, Baltic countries, Romania, Spain, Belgium and Ukraine. As regards retail brands, instead, we are very strong in the UK, France, Switzerland and Italy.

Let's go back to products: what makes them unique in your opinion?

Definitely water.

Water?

Yes. The quality of water is fundamental to make a good vegetal drink, that is approximately made of 80% water. We are lucky because we have the chance to use spring water coming directly from Lessini mountains. The remaining 20% of selected organic raw materials is also fundamental, of course.

Where do you get them?

In Italy, with the exception of ingredients like oat, quinoa and coconut, for which there is not enough raw material available in Italy. In

these cases, we supply from abroad. But in most of the cases, we use Italian raw materials.

Which other ingredients do you use?

We enrich our products with safflower oil, which has great benefits for health: it contains a high amount of unsaturated lipids and vitamin K, and has no cholesterol at all. It doesn't have a very pleasant taste, but we manage to cover it well and it is a very important ingredient to us, right because of its incredible nutritional values.

So your ingredient list is quite short...

Very short, and we like it just like this. The rice drink, for instance, only contains water, rice, salt and oil. We want our products to be as natural as possible.

Do you pay the same attention to packaging details?

Four years ago we carried out a total rebranding of our logo and pack, which has a great impact on the shelves and is far more modern than the average. For our products we use Tetra Pak packaging, which has undergone a significant upgrade over the last years: today, 80% of our packs come from renewable materials. This is a very important topic to us and we want to further impro-

ve our level of sustainability in the near future. Of course without compromising the shelf life of our products and their organoleptic qualities. This is the real, big challenge. From our part, our production plant has a low environmental impact and the energy we buy comes from renewable sources.

Let's talk about your target of consumers.

It has changed a lot over time. In the beginning, it was made of people that, for choice or need, followed a diet free from ingredients of animal origin. More recently, in the developed markets a new class of consumers was born, the so-called 'flexitarians': people that are glad when they find a good tasting vegan product with which they can alternate their diet. The Covid-19 pandemic has further boosted the growth of the organic market, and the vegan trend is also expected to continue, mainly due to its positive effects on the environment.

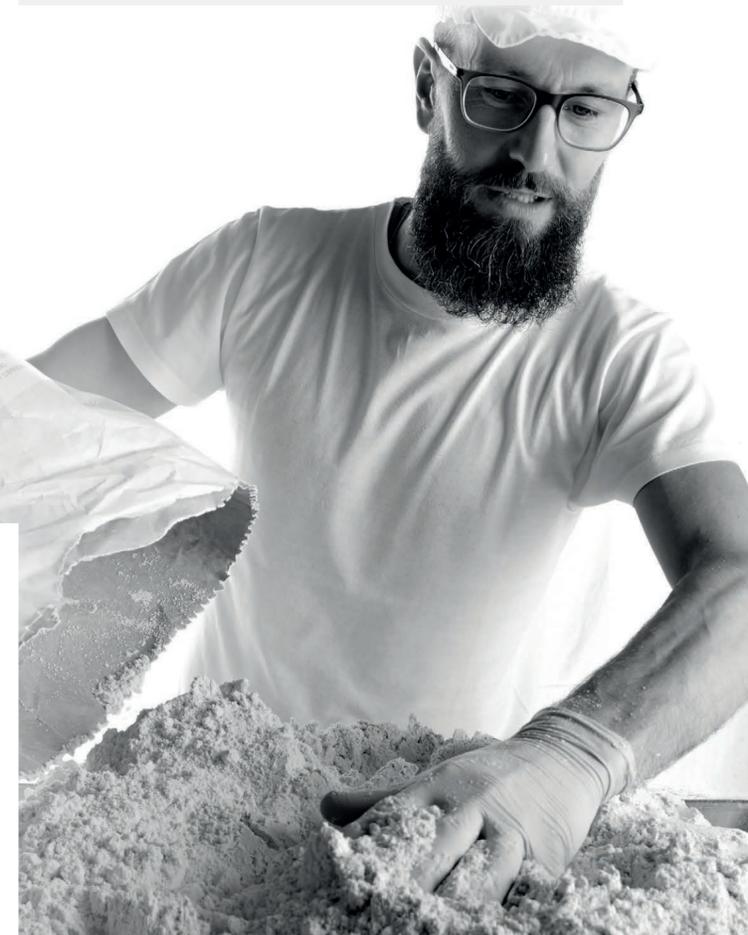
One last question: once the health emergency is over, will you go back to trade shows?

As soon as we can, we will! In the second part of the year we will exhibit at Cibus Parma, Plima Amsterdam and Natexpo, the French organic trade show. Let's keep fingers crossed!



Vi presento la Famiglia Organic

Erano i primi anni '90 ed Ernesto Negro Marcigaglia, insieme alla moglie Margherita, produceva guanti in pelle nel piccolo villaggio di San Pietro Mussolino, nella splendida cornice dei Monti Lessini, in provincia di Vicenza. Un giorno, l'incontro che avrebbe cambiato la vita sua e quella della sua famiglia: quello con una bevanda di riso che proveniva dagli Stati Uniti. Un prodotto innovativo, in cui il capofamiglia vide grandi potenzialità. A 30 anni di distanza da quell'incontro, tanto fortuito quanto fortunato, The Bridge è oggi uno dei maggiori produttori italiani di bevande vegetali, 100% vegane e biologiche. Ma conserva gelosamente la propria natura di azienda familiare, che gli consente di restare fedeli agli scopi e ai principi del suo fondatore. Ne parliamo con il direttore marketing e vendite, Eva Pfeffer.





TRENDS

Global 'Foodtech' knows no crisis

Investments in technological development are estimated to have reached 17 billion euro in 2020, driven by alternative proteins and food delivery. The latter, attracted more than 48% of total financings since 2010. The main findings of a report issued by Talent Garden and Forward Fooding.

A sector growing 42% year on year since 2016 and which, despite the global pandemic, collects 17 billion euros of investments in 2020. We are talking about the wide and varied world of 'foodtech', at least according to the photograph taken by 'The State of Global Foodtech Report', created by Talent Garden, a platform for digital training and innovation born in Italy in 2011, and Forward Fooding, a global collaborative platform dedicated to the agri-food industry.

The report, which takes an in-depth analysis of an incredibly dynamic and innovative industry on a global scale, takes stock of collaboration between corporate and startups and investigates the investment scenario that is revolutionizing the world food system.

According to the report, the foodtech ecosystem counts 5,300 companies operating globally, which has attracted over 65 billion euros of investments over the past 10 years, that is to say since 2010. In the last 5 years, the sector has grown from an emerging trend to one of the hottest topics in the world of innovation, confirmed by the exponentially growing number of startups, dedicated investors and ecosystem players.

From a geographical point of view, while the United States is leader both in terms of the number of startups (more than 1,300) and the level of investment, Europe and Asia are rapidly catching up. Silicon Valley, London and Israel - with over 1,000 startups focused on AgriFoodTech - are attracting more than 30% of global investments. While more recently developed and established hubs such as Singapore, Paris or Berlin are starting to emerge.

Who is driving growth

When looking at how companies are distributed, the AgriTech sector, which includes services and technologies that aim to increase the efficiency and sustainability of agriculture and livestock, is by far the most populated in terms of number of companies: more than 1,500. The 'Next-gen Food & Drinks' category, which includes alternative ingredients such as plant-based meat, insects-based products, mushroom-based products, functional food and drinks as well as meal replacements, follows with 1,210 companies, due to the exponential growth rate of the alternative protein sector at global level.

Investment catchers

Funding-wise though, the food delivery sector has been attracting more than 48% of total investments (31.5 billion euros between 2010 and 2020), mostly driven by a numbers of unicorns such as Delivery Hero (over 4.2 billion euros raised), Deliveroo (1.3 billion euros) and Doordash (2.51 billion euros). With more than 2.4 billion euros raised, investments in the alternative protein sector is certainly catching up, growing at an exponential +81% Cagr since 2018. As a matter of fact, more than 40% of alternative protein funding was raised in 2020 alone.

F&B: a quite 'happy island'

According to Euromonitor International recent data, due to the economic crisis engendered by Covid-19 global consumer expenditure growth is forecast to have fallen by 4.3% in real terms year-on-year in 2020, while total disposable decline by around 3.7% in real terms. But if consumers cut back their spending, food & beverage is expected to be the only category to have recorded positive spending growth in 2020. This is also reflected on investment trends: according to CB Insights, Q3'20 funding for CPG brands has hit an all-time high, with a strong focus on plant-based and healthier alternatives.

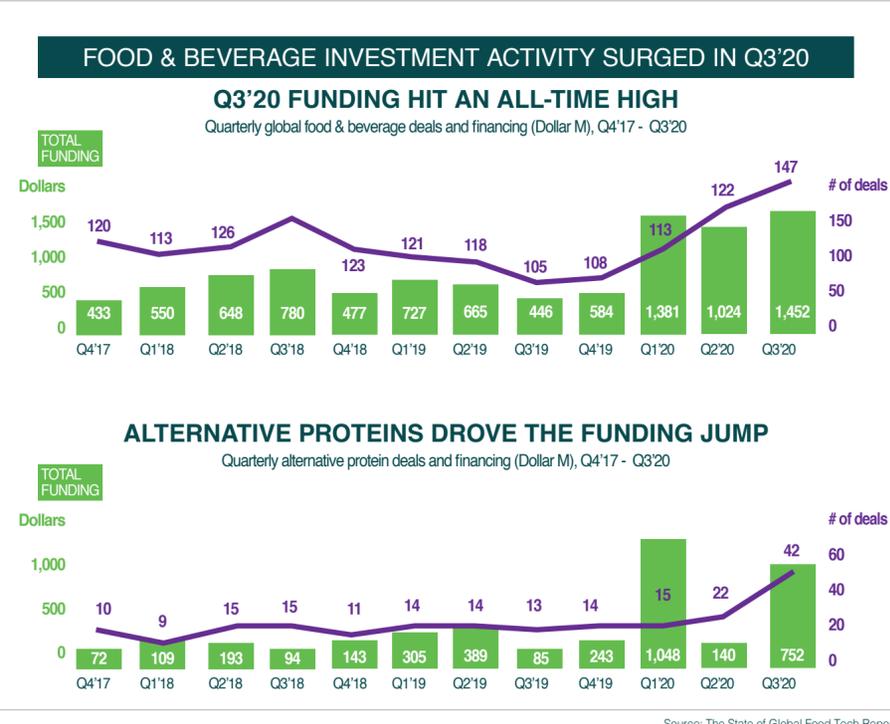
Agtech Services and technologies that aim at increasing farming efficiency and sustainability.	Consumer Apps & Services Apps and services that facilitate access to food and the information behind it.	Food processing Products or services that leverage innovative techniques to process food or to improve food ingredients' functionality.	Food delivery Direct-to-consumers food delivery services on demand.
Food safety & traceability Tech-powered solutions to sanitise machineries and other food processing equipments, assess products' freshness and prolong their shelf-life.	Kitchens & restaurant tech Smart kitchen appliances for consumers as well as smart equipment or technologies that help restaurants managing their business more efficiently.		
Next-gen food and drinks Solutions and processes that leverage science and technology to create new types of foods and beverages or alternative ingredients.	Surplus & waste management Products and solutions that help reducing food waste.		

Il Foodtech non conosce crisi
Con 65 miliardi di investimenti in 10 anni, più di 5.348 imprese attive e un tasso di crescita annuo del 42%, il vasto e variegato universo delle tecnologie applicate all'alimentare non conosce la parola crisi. Nemmeno nel 2020, anno in cui gli investimenti nel settore, a livello globale, hanno toccato la cifra record di 17 miliardi di euro. Secondo quanto rileva il rapporto 'The State of Global Foodtech' pubblicato da Talent Garden e Forward Fooding. A trainare la crescita il food delivery, che ha attirato in 10 anni oltre il 48% degli investimenti. Mentre è in rapidissima ascesa, con un Cagr del +81% dal 2018, il mondo 'Next-gen Food & Drink', che include alimenti alternativi come la carne vegetale, i prodotti a base di insetti o funghi.

GLOBAL FOODTECH STARTUP AND SCALEUP COMPANIES FUNDING BREAK-DOWN BY CATEGORY (2010-2020)

	AGTECH	CONSUMER APPS & SERVICES	FOOD DELIVERY	FOOD PROCESSING	FOOD SAFETY & TRACEABILITY	KITCHEN & RESTAURANT TECH	NEXT-GEN FOOD AND DRINKS	SURPLUS & WASTE MANAGEMENT
Number of companies	1521	584	889	165	233	396	1210	350
Total funding	€14B	€3.5B	€31.5B	€1.7B	€1.6B	€4.8B	€6.2B	€1.8B
% of total funding	21%	5%	48%	3%	2.5%	7.5%	10%	2.5%

Source: The State of Global Food Tech Report



ITALIAN EXCELLENCE

LATTERIE inalpi

For over 50 years, we pursue an aim of first-class and steady quality. Our products can be guaranteed as good and safe because made with the good Piedmontese milk, coming from our controlled and certified protocol chain, straight from the stable to the finished product. Inalpi, since 1966, good, right and safe values.

SINCE 1966 GOOD, RIGHT AND SAFE VALUES

www.inalpi.it

+5,300 AGRIFOODTECH COMPANIES	+65 BILLION EUROS OF INVESTMENTS SINCE 2010	+17 BLN EUROS OF INVESTMENTS COLLECTED IN 2020 (15.3 BLN IN 2019)	+317% INCREASE IN AMOUNT INVESTED (2016-2020)	+260 CORPORATES AND CVCS INVESTING IN FOODTECH
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INSIGHT

Covid-19 does not halt the Halal market

The pandemic doesn't affect Muslim spend on food, with a 0.2% drop forecasted in 2020. Yet it is causing profound changes in consumer behaviors. The major highlights from the 'State of the Global Islamic Economy Report'.

In 2019 Muslims spent around 2.02 trillion dollars across the food, pharmaceutical, cosmetics, fashion, travel and media/recreation sectors, all of which are impacted by Islamic faith-inspired ethical consumption needs. This spending reflects a 3.2% year-on-year growth from 2018. In 2020, the pandemic is forecasted to result in an overall 8% decrease in global Muslim spending, as explained in the 2021 edition of the 'State of the Global Islamic Economy Report' produced by DinarStandard with the support of the Dubai Islamic Economy Development Center. Which highlights that, despite the havoc wreaked by Covid-19, the past year saw many notable developments in the Islamic economy. First in the list, an acceleration in digital transformation, accompanied by disruption in global supply chains and increased government focus on food security-related investments.

"Covid-19 related disruptions have forced the heavily import-dependent 57 member Organization of Islamic Cooperation (OIC) countries to prioritize food security, with both the UAE and Saudi Arabia launching extensive programs to strengthen self-sufficiency", the report says. According to estimates by The Global Report on Food Crises, the pandemic will result in a doubling of the current level of food insecurity, with 265 million people on the brink of starvation globally, many of whom are from OIC countries. The Islamic Development Bank responded with a 2.3 billion dollars financial aid package to support 27 member countries in containing Covid-19.

All of the sectors above mentioned - with the exception of travel - are expected to return to pre-pandemic spend levels by the end of 2021. And by 2024, Muslim spend is forecasted to reach 2.4 trillion dollars, at a 5-year Cagr of 3.1%.

For the eighth consecutive year Malaysia leads the overall Global Islamic Economy Indicator (GIEI) rankings, while Saudi Arabia moved up to second place, followed by the UAE and Indonesia. New entrants to the top 15 include Nigeria (#13), Sri Lanka (#14), and Singapore (#15). Brunei, Sudan, and Bangladesh have fallen out of the top 15.

Focus on food&beverage

Muslim spend on food increased by 3.1% in 2019, to 1.17 trillion dollars (from 1.13 trillion in 2018), while a slight 0.2% decrease is forecasted for 2020. A Cagr of 3.5% is expected between 2019 and 2024, with Muslim spend expected to reach 1.38 trillion dollars by 2024. In spite of these encouraging results, the pandemic has proved to be challenging for global food production and distribution, and the halal food sector is no exception, the State of the Global Islamic Economy Report explains. Three out of the five largest food exporters to the OIC countries - namely Brazil, India and Turkey - were indeed severely impacted. "Changes in consumer behavior affected off-the-shelf sales in both positive and negative ways," the report explains. "With more demand for particular foods over others. Covid-19 driven meat shortages, for example, led to a greater demand for alternative proteins."

Stay-at-home restrictions caused a drop in retail sales and a stop to dining out. As a direct consequence, home deliveries spiked. "Unsurprisingly, there was a flurry of investment in food related apps during the pandemic, from the 36 million dollars raised for Saudi Arabian delivery startup Jahez, to a commission-free food ordering website, DeliverDXB, launched in Dubai".

Investment into producers also continued despite Covid-19, and there have also been solid moves in improving halal standards, namely the OIC's Standards and Metrology Institute for Islamic Countries (SMIIC) producing five new Halal standards, including one for food additives and four related to conformity assessment.

"Halal trade has expanded, with multiple agreements inked with key food producers, and non-OIC countries partnering with Muslim majority countries, such as Brazil and the UAE, to tap the burgeoning halal market", the report explains. "With the demand for traceability - from farm to fork - on the rise, and more customers seeking out halal certified products, the halal food sector is set to continue being the driver of the Islamic economy."

Federica Bartesaghi



GULFOOD IS BACK

The year's first live, in-person food & beverage sourcing event - Gulfood 2021, at Dubai World Trade Centre (Dwtc) from 21 to 25 February - features 20 halls packed with diverse products from 85 country pavilions. Alongside opportunities to network with global heads & Michelin-starred chefs. The very first face-to-face event of the year, in the safest environment to do business: according to organizers, "Dubai was voted the safest city in the world to attend an exhibition", and the DWTC venue has been certified with the prestigious Bureau Veritas SafeGuard Label.

TOP 5 HALAL FOOD CONSUMER MARKETS (2019)

- 1 Indonesia - 144 billion \$
- 2 Egypt - 95 billion \$
- 3 Nigeria - 83 billion \$
- 4 Pakistan - 82 billion \$
- 5 Russia - 11.9 billion \$

Il Covid-19 non ferma il mercato Halal

È cresciuta del 3,1%, a 1,17 trilioni di dollari, la spesa alimentare dei consumatori di fede musulmana nel 2019. A causa della pandemia, per il 2020 le stime prevedono una lieve contrazione di 0,2 punti percentuali, ma il trend si riporterà in positivo già dalla fine del 2021 per raggiungere entro il 2024 il valore record di 1,38 trilioni di dollari (Cagr +3,5%). Uno scenario incoraggiante, ma tuttavia segnato da profondi cambiamenti nelle abitudini di acquisto e consumo della popolazione negli stati membri della Oic, l'Organizzazione della cooperazione islamica. I dati dell'edizione 2020/2021 dello State of the Global Islamic Economy Report.

THE HALAL F&B MARKET AT A GLANCE

- 1.17 trillion \$ of spending on food & beverage by 1.9 billion Muslims (2019 est.)
- 200 billion \$ of food & beverage exports to OIC countries (2019)
- 6.11 billion \$ of investments in halal-related food industry (2019/20)



The top charcuterie from Valtellina, according to 5 leading Italian producers.

Bresaola is an air-dried, salt-cured beef typical of the mountainous Valtellina Valley, in Northern Italy, whose origins date back in time. It is made from lean cuts from the beef round of selected breeds of cattle, and the most widely used is topside without cup. Under EU Regulation 2081/92, the bresaola produced in Valtellina is a Protected Geographical Indication (PGI).

Once passed the quality check, the meat is covered with salt and natural aromas. Wine, spices and sugars can be also added. The salting process lasts not less than 10 days. It is alternated with massaging operations called churning, allowing the homogeneous migration of salt and aromas into the meat pulp. After salting, the meat is packed in natural or artificial casing and sent to the following drying phase in special cells for about one week. Drying is followed by ageing, conducted at an average temperature of 12-18°C, for another 4-8 weeks.

Unlike other charcuteries, Bresaola has the unique quality of being extremely lean, with little or no visible fat. It is indeed an ideal food for people who follow a healthy diet and for sportsperson too: it has a high protein content, low fat content and is low in calorie. It is also naturally rich in vitamin B1, B6 and B12, as well as iron, zinc, phosphorus, and potassium. For serving, Bresaola is usually sliced paper-thin and the meat has a deep reddish purple color, with a soft and delicate texture and a distinctive aroma.

Bresaola, il salume principe della Valtellina

Storia, produzione e pregi di uno dei salumi più noti della tradizione italiana. Simbolo indiscusso della sua terra natia, la Valtellina. Un alimento estremamente duttile e capace di rispondere alle moderne richieste dei consumatori, perché naturalmente magro e povero di calorie, ma dall'elevato contenuto di vitamine, sali minerali, ferro, zinco, fosforo e potassio. In queste pagine, l'offerta di cinque grandi produttori del territorio.

follow



Our De 'BAITA' is not just a bresaola.



In the heart of the Rhaetian Alps, in Northern Italy, Valtellina Valley is the place Bresaola has its origins. For our customers we want and seek the best meats and use secret traditional recipes. Our care accompanies the entire drying and curing process and we personally check every phase that leads to the birth of our special bresaola. Its unmistakable taste is the result of all the passion that only the artisans who, like us, have been cultivating a love for tradition for generations know how to put into their creations.

So De 'Baita' is not simply a Bresaola, but a Bresaola De 'Baita'.

- ✓ Rich in Proteins
- ✓ Low in Fats
- ✓ GMO free
- ✓ Allergens free
- ✓ Gluten free
- ✓ Lactose free



Quality is the key



FOCUS ON - BRESAOLA

GIO'PORRO GROUP - SEP VALTELLINA www.gioporro.com

Gio'Porro is a 100% natural premium bresaola manufacturer based in Valtellina, with a patented production method, called 'MetodoZero'. "We select top side fresh cuts only (not frozen), that are minimally processed through a secret family recipe of pure rock salt, aromatic herbs and spices, without using any preservatives (zero added nitrites and zero added nitrates) and other allergens (gluten, lactose, etc.)", the company explains. "Every single piece is hand rubbed and then dry-cured with maturation and aging that takes more than four months".



BRESAOLA ZEROZERO

Produced only from fresh meat of cattle of fine European lean meat breeders, Bresaola ZeroZero, with zero nitrites and zero nitrates (patented production method) is a long seasoning, premium Italian product.

Ingredients

Beef, salt, natural flavourings. Zero nitrites, zero nitrates.

Packaging details

70 g fixed weight. Cardboard envelope + Darfresh tray

Shelf life

150 days

International certifications

Brc, Ifs, Halal, EJ (Elegible for Japan)



SALUMIFICIO PANZERI www.salumificiopanzeri.com

Since 1943 the company has been carrying on the charcuterie tradition of Valtellina and Valchiavenna, by specializing in the production of PGI Bresaola of Valtellina. For 70 years Panzeri has been providing high quality standards, by combining and passing down through family generations a deep knowledge of the ancient and handmade tradition, with a proper use of the modern food technology. "We have always been focused on providing the highest quality in accordance with the environment", Nicolò Panzeri explains. "We have always been working to maintain a symbiotic link with Valtellina, our territory, together with its traditions. In the next years, we will be running innovative projects for renewing our company on different sides and expressing our evolution according to the tradition."



BRESAOLA PANZERI SMOKED

Dry cured and smoked beef meat product.

Ingredients

Beef meat, salt, natural flavourings, smoke aroma, preservatives: sodium nitrite, potassium nitrate.

Packaging details

Net weight 80 g. Plastic tray thermoformed in modified atmosphere.

Shelf life

Best before 75 days

International certifications

Ifs Food H.L., Brc-Gsfs grade AA, ISO 9001:2015

RIGAMONTI SALUMIFICIO www.rigamontisalumificio.it

With 122 million euros of net turnover in 2020 and a production of 7,700 tons, Rigamonti is one of the largest Italian manufacturers of bresaola. A company that has been able to bring the typical Valtellina product to markets all over the world: from the United Arab Emirates, to Switzerland, to the United Kingdom. Today the company, owned by JBS and based in Montagna di Valtellina, has a distribution that covers 23 countries.



BRESAOLA DELLA VALTELLINA PGI

Bresaola of Valtellina PGI is produced from the punta d'anca (i.e. topside without adductor muscle), a prime cut of bovine hindquarter, and with the finest spices and flavourings from all over the world. Ancient dictates are used in the production process, fruit of a century old tradition which preserves the authenticity and freshness of the product, its unmistakable taste and the organoleptic qualities.

Ingredients

Beef, salt, dextrose, natural flavourings. Preservatives: E250, E252

Packaging details

Average weight: 3 kg. Pack type: aluminium envelope.

Shelf life

180 days

International certifications

Halal Italia, PGI



follow

Bresaola della Valtellina P.G.I.

TOPSIDE

A CENTURY LONG TRADITION OF EXCELLENCE.



It is simply the best P.G.I. Bresaola della Valtellina. It is produced with topside, a prime cut of beef hindquarter, cured with the finest spices and flavourings from all over the world. The production process follows a century-old traditional recipe which preserves the authenticity and freshness of the product, its unmistakable taste and the organoleptic qualities. Bresaola is an ideal food to meet the daily nutritional needs because it is rich in protein, low in fat, and an important source of potassium and vitamins B1, B6 and B12.



RIGAMONTI
Qualità dal 1913



FOCUS ON - BRESAOLA

PAGANONI www.paganoni.com

The history of Paganoni dates back three generations and is deeply rooted in Valtellina's charcuterie tradition. Thanks to the energy and passion of Paride Paganoni, at the end of the 1980s a small cured meat factory was established in Caiolo, in the province of Sondrio. "In the early 1990s the appreciation for Italian bresaola grew worldwide and we became more and more determined to become one of the most renowned manufacturers of this typical cured meat of Valtellina", Nicola Paganoni explains. In 2004, the company moved to the current factory of Chiuro, still in the province of Sondrio. "Today, like yesterday - Nicola Paganoni said - the passion for our work is what guides us toward continual improvement. We offer our clients top quality bresaola and cured meats with a delicate slight aromatic flavor, and with a pleasant and refined taste".



BRESAOLA MAESTOSA, SELEZIONE PRIVILEGE

'Maestosa - Selezione Privilege' (Majestic - Privilege Selection), with its imposing size, owes its sumptuous delicacy to the respect of traditions, to the knowledge developed by the company and to the attention paid in selecting and processing each individual piece of the topside. A true 'family reserve', made by a special selection of Italian and French meat, which brings to the table Paganoni's history and passion for quality".

Ingredients

Beef, salt, dextrose, natural flavours. E251 E250

Packaging details

Vacuum packaged, whole or in a half. Packed in lithographed cloth bag.

Shelf life

120 days

International certifications

Isf



SALUMIFICIO SOSIO www.labresaoladebaita.it

Salumificio Sosio is an Italian family company that, since its inception, has made the principles of innovation and traditions its lifeblood: "The company's goal, since the beginning, has been to create a unique bresaola", Alessandra Sosio explains. "Our products contain all the care, passion, beauty and taste of Made in Italy". In its history, Salumificio Sosio has faced and overcome many challenges and obtained all the necessary certifications to export throughout Europe, Saudi Arabia, United Arab Emirates, North America and Hong Kong. "The combination of tradition and innovation guarantees an original production oriented to the constant search for quality", she adds. Today, Salumificio Sosio has grown into a global family company capable of exporting all over the world, while maintaining a high level of quality without compromise.



BRESAOLA DE 'BAITA'

Bresaola 'De Baita' by Sosio is made with carefully selected meats and according to secret traditional recipes. The drying and curing stages are followed with utmost care and every single phase is checked in first person. This led to the creation of a very special bresaola, the result of the passion and know-how handed down for generations.

Ingredients

Beef, salt, dextrose, saccharose, natural flavours. Preservatives: sodium nitrite, Potassium nitrate. Gluten free, lactose free, GMOs free.

Packaging details

First packaging: vacuum-packaging. Second packaging: cardboard box.

Shelf life

90 days from packing.

International certifications

Halal, Bio



ZOOM

Trade agreements: the impact on EU agriculture

The trade agenda is set to have an overall favourable effect on the European economy and on the agri-food industry. This is what emerges from a study carried out by the Commission's Joint Research Centre (Jrc).

by Giorgia Nicolini

Two trade policy scenarios are studied (conservative and ambitious):

The seven not concluded FTAs are modelled with theoretical tariff cuts:

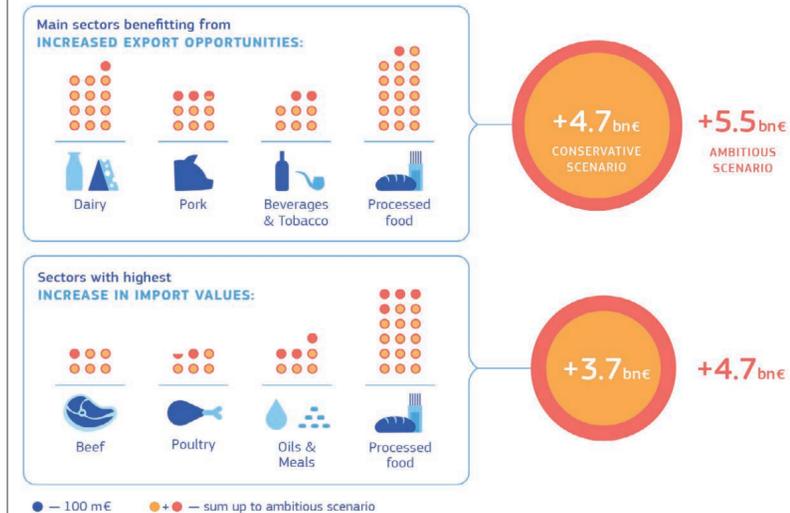


ⓘ Not considered in the analysis: COVID-19 impact, post-BREXIT trade friction, Green Deal implementation.

Accordi commerciali: l'impatto sull'agroalimentare UE

Il programma commerciale dell'UE è destinato ad avere un impatto positivo sull'economia e sul settore agroalimentare europei. È quanto rivela uno studio condotto dal Centro comune di ricerca della Commissione (Jrc). Che esamina gli effetti cumulativi di 12 accordi commerciali sul comparto entro il 2030.

Main results: cumulative impact of free trade agreements on EU trade in 2030



Source: The EU Commission

At the Agricultural Council meeting of 25 January 2021, Commissioner Wojciechowski presented the results of a study on the expected economic impact on the EU's agricultural sector of a series of concluded and negotiated free trade agreements (FTAs) between the EU and 12 trading partners by 2030. This report, which builds on a previous study published by the European Commission's Joint Research Centre (Jrc) in 2016, reveals that the effect of the FTAs will be positive. Indeed, they will result in "substantial increases in EU agri-food exports, with more limited increases in imports, creating a positive trade balance overall", as explains the Centre in a note. The study also confirms that "the EU's approach to grant a limited amount of lower duty imports (through tariff rate quotas) is the best approach in terms of protecting specific vulnerable agri-food sectors in the EU.

Methodology

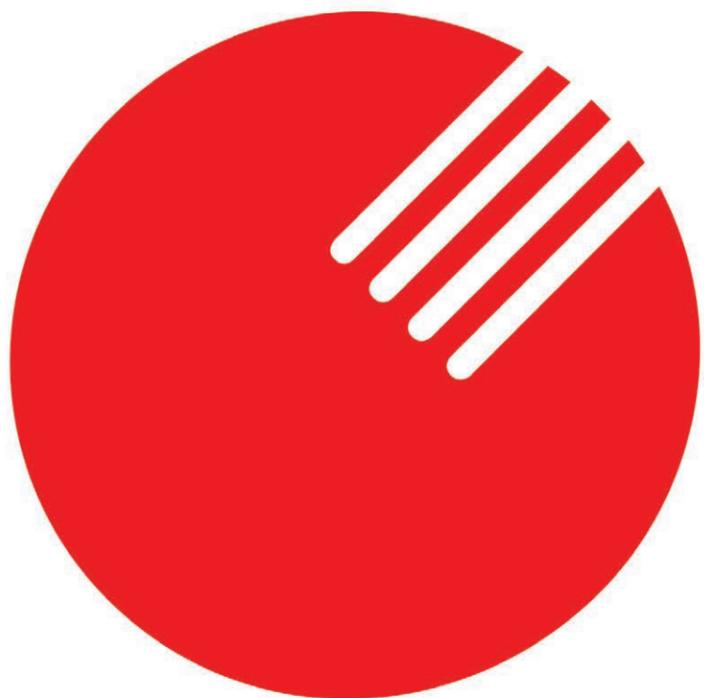
The report is based on a theoretical modelling exercise. And it involves FTAs which have been recently concluded or implemented by the EU (Canada, Japan, Vietnam, Mexico, Mercosur) as well as trade agreements on the EU agenda (Chile, Australia, New Zealand, Indonesia, Malaysia, Philippines and Thailand). It includes two scenarios: an ambitious one and a more conservative one. The first outline considers a tariff liberalisation of 98.5% of all products, and a partial tariff cut of 50% for the remaining products. The second one, on the other hand, contemplates a full liberalisation of 97%, and 25% tariff cut for the others.

In the two scenarios, the results – both compared to a reference business-as-usual situation in 2030 (baseline) – "show a positive impact on the EU agri-food trade balance by the target year", says the report. "Thanks to the capacity of the EU to strongly increase its exports to the 12 FTA partners." Specifically, EU agri-food exports are destined to increase by 25% (conservative scenario) and by 29% (ambitious scenario). While imports are set to rise by 10% (conservative) and by 13% (ambitious). This results in the EU total agri-food exports increasing by 4.7 billion euros (conservative) and by 5.5 billion euros (ambitious), and total agri-food imports by 3.7 billion euros (conservative) and 4.7 billion euros (ambitious).

Imports and exports

Moreover, the report shows important trade opportunities for some agricultural sectors, such as dairy, pork meat, wheat, and wine and beverages. Even if they confirm the sensitivities highlighted in the 2016 study (i.e., beef, sheep meat, poultry, sugar, and rice). Exports of processed agricultural products increase by 3.1% in the ambitious scenario (1.7 billion euros). Under the same scenario, wine, beverages and tobacco see their exports rising by 2% (834 million euros). Furthermore, EU dairy products and pork significantly increase in exports, production, and producer prices. Dairy exports (cheese, butter, skimmed milk powder, whey) grow by 7.3% in the ambitious scenario (1.3 billion euros). With Japan as the main destination. This higher trade on the dairy complex makes domestic milk production increase by about 0.2% and milk prices by 1.3%. Altogether adding 890 million euros to the market receipts of milk producers in 2030. Pork exports rise by 8.9% (914 million euros) in the ambitious scenario, corresponding to about 400 thousand tonnes in carcass weight equivalent. On the contrary, domestic pork consumption decreases by 0.8% (141 thousand tonnes) in the same scenario.

As for imports, both scenarios show a growth in EU imports from the 12 FTA partners in almost all agri-food products. Specifically, EU total agri-food imports increase by 3.3% (3.7 billion euros) in the conservative scenario and by 4.2% (4.7 billion euros) in the ambitious one.



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