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THE ITALIAN FOOD MAGAZINE

BUYER'S • GUIDE

YEAR 8 - N° 2 • FEBRUARY 2020
MANAGING DIRECTOR: ANGELO FRIGERIO

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MARKETS & DATA

Italy is becoming increasingly organic

The BioBank 2019 report takes a picture of the sector, which is now worth 6.4 million Euro. It mainly grows thanks to the green cosmetics market. The wide spread in large-scale distribution.

on page 24

THE COMPANY

A story made of tastiness and care

After over 40 years, Germinal confirms its commitment to providing sustainable, tasty and safe products. With new items and a completely biodegradable and compostable packaging.

on page 22



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FOCUS ON



The wine revolution

The organic market is growing. In the near future, France will be the main consumer and Italy the leading producer and exporter. A study of Millésime Bio.

on page 26 and 27

THE INTERVIEW



Veronafi goes green

A new, trade-only exhibition dedicated to organic is born. It is called B/Open and is scheduled from 1 to 3 April 2020. We talked about this project with Flavio Innocenzi, sales director of Veronafi.

on page 20

BIOFACH 2020: PRODUCT PREVIEW

The world's greatest rendezvous with organic



Biofach, this year in its 31st edition, will take place in Nuremberg from 12 to 15 February 2020. With two new halls and around 3,500 exhibitors. In the following pages, a preview of the product innovations that Italian exhibitors will be showcasing.

from page 8 to page 17

THE COMPANY

Say hello to 'AMÍO My Gourmet'

Ilta Alimentare presents a brand-new range of 100% vegetarian and organic ready meals. The first three recipes will be on display at Biofach 2020, alongside the AMÍO Organic line.

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ZOOM

The Mediterranean diet is the number one in the world

Compared to other 35 eating patterns, it is the most complete and balanced, as well as the easiest to follow. The results of an American study.

on page 18



www.tespi.net



EDITORIAL

by Margherita Bonalumi

Organic farming: feeding the world, ensuring food security. At a fair price

The scientific literature clearly proves that organic agriculture produces positive effects on human health, on animals' well-being and on the environment, compared to the conventional one. Otherwise, organic farming has lower yields than conventional farming.

This arouses a fundamental question in the debate on its contribution to the future of world agriculture: will organic farming be able to produce enough organic food to feed the world and guarantee food security? Comparing the yields of organic and conventional agriculture plays a central role in this debate.

Many publications show that the yield from crops from organic farming is on average 20% lower than that from crops grown according to conventional methods. The organic yield gap is evaluated at 3% for fruit and at 34% for vegetables. On the other hand, it is worth noticing that the land subjected to intensive agriculture experience a drop in fertility and production capacity. Some publications estimate that nearly 40% of intensively farmed land will be lost by 2050. Yet, organic soil usually maintain its biological physical and chemical properties over time, with no loss in productivity and thus ensuring long-term food security.

In the next decade, conventional farming will face a huge challenge, namely to improve soil quality and potential with no massive use of synthetic fertilizer and pesticides. To this purpose, crop rotation and the addition of organic nutrients

to soil could have great benefits; as well as increase the efficiency of fertilization and of the fight against soil-diseases like pests and pathogens; safeguard biodiversity of ecosystems and recover species and genotypes more suitable to the changing environmental conditions, and able to maintain high levels of productivity despite limited availability of resources.

Conversely, the most important commitment for organic agriculture will be to improve crops' yield per unit of cultivated land, keeping a high quality standard and a low impact on the environment. Hence, news studies must be conducted with the aim of understanding the real potential of organic agriculture, with the goal of improving production efficiency even in the case of small cultivated areas.

In the meanwhile, the issue of the fair price for organic produce must be addressed: of course, it can't be paid like the conventional one. A loud and clear message for retailers. In the negotiations with the processing industry it is necessary to keep in mind what was mentioned before.

To a fair price for farmers must be added a fair price for all those who process the raw materials. As a consequence, organic products will cost on average 30% more than the conventional ones. And here we come to consumers: are they willing to pay a little more in order to eat organic? This is the real challenge for the near future. We hope to win it.

Agricoltura biologica: sfamare il mondo, garantire la sicurezza alimentare. Tutto al giusto prezzo

La letteratura scientifica testimonia in maniera evidente come, rispetto all'agricoltura convenzionale, quella biologica produca effetti positivi sulla salute umana, sul benessere degli animali allevati e sull'ambiente. Viceversa, l'agricoltura biologica ha dei livelli più bassi di produzione per unità di superficie rispetto a quella convenzionale.

Da qui deriva una questione fondamentale nel dibattito sul suo contributo per il futuro dell'agricoltura mondiale: potrà essere in grado di produrre cibo bio a sufficienza per sfamare il mondo e garantire la sicurezza alimentare? Il confronto tra la produttività dell'agricoltura biologica e di quella convenzionale ha un ruolo centrale in questo dibattito.

Numerosi studi dimostrano che la produzione delle colture bio ha una resa del 20% in meno di quelle convenzionali, passando da uno scarto tra il raccolto bio e convenzionale del 3% per la frutta e del 34% per la verdura. D'altra parte va registrato che i terreni sottoposti a forme intensive di agricoltura sono soggetti a un calo della

fertilità e della capacità produttiva. Alcuni studi stimano che quasi il 40% dei terreni coltivati intensivamente andrà perso entro il 2050. Al contrario, i suoli bio tendono a mantenere le proprietà biologiche, fisiche e chimiche nel corso del tempo, mantenendo la produttività e garantendo la sicurezza alimentare a lungo termine.

Nel prossimo decennio le future sfide che l'agricoltura convenzionale si troverà ad affrontare saranno quelle di migliorare la qualità e la potenzialità dei suoli senza l'uso massivo di fertilizzanti di sintesi, pesticidi ed anticrittogamici. In questo senso sarà utile riprendere la rotazione culturale e l'apporto di sostanza organica, aumentare l'efficienza della fertilizzazione e della lotta a parassiti e patogeni, salvaguardare la biodiversità presente nell'ecosistema e recuperare specie e genotipi più adatte alle mutate condizioni ambientali e in grado di mantenere elevati livelli di produttività in condizioni di limitate disponibilità di risorse.

Viceversa, per l'agricoltura biologica l'impegno più importante sarà quello di miglio-

rare la produttività per unità di superficie coltivata, mantenendo un elevato standard qualitativo e un basso impatto sull'ambiente. Da qui l'esigenza fondamentale di condurre altri studi mirati ad approfondire le potenzialità dell'agricoltura biologica, puntando a migliorare l'efficienza produttiva anche nel caso di superfici coltivate ridotte.

In parallelo a tutto questo occorre poi introdurre il problema del prezzo del prodotto bio. Non si può pensare di pagarlo come quello convenzionale. Il messaggio, forte e chiaro, è diretto alla distribuzione. Nella trattativa con l'industria di trasformazione è assolutamente necessario tenere presente quello a cui si accennava prima.

Alla giusta remunerazione del contadino occorre aggiungere quella per chi trasforma la materia prima. Mediamente dunque il prodotto bio costerà circa il 30 per cento più di quello tradizionale.

La palla passa poi nel campo del consumatore: sarà disposto a pagare quel quid in più per poter mangiare un prodotto bio? E' la sfida del prossimo futuro. Ci auguriamo di poterla vincere.



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NEWS

PALM OIL: ACCORDING TO WWF FERRERO IS THE MOST VIRTUOUS COMPANY

Ferrero is the most virtuous company and the most careful about sustainable palm oil. It has been stated during the last edition of 'Palm Oil Buyers Scorecard', a study promoted by Wwf which analysed 173 companies settled in Europe, United States, Canada, Australia, Malaysia, Indonesia and Singapore. The report also highlighted that the company from Alba (Cn), which achieved 20 points on a maximum of 22, managed to demonstrate that it is possible to create a sustainable supply chain in order not to destroy forests. During the analysis, Wwf not only examined the use of only 100% sustainable palm oil in the supply chains, but also other activities which demonstrate the all-round company's engagement. For example, the support to small landowners and communities, but also the protection of biodiversity in the areas which are more endangered by an irresponsible expansion of the palm cultivation. The other companies in the top five of the Wwf Scorecard are Edeka, Kaufland, L'Oréal and Ikea.

Olio di palma: secondo il Wwf è Ferrero l'azienda più virtuosa

Ferrero è l'azienda più virtuosa e attenta al tema dell'olio di palma sostenibile. A dichiararlo è la nuova edizione del 'Palm Oil Buyers Scorecard', lo studio promosso dal Wwf e che ha preso in esame 173 aziende dislocate in Europa, Stati Uniti, Canada, Australia, Malesia, Indonesia e Singapore. Dal report è emerso che solamente l'azienda di Alba (Cn), che ha ottenuto un punteggio di 20 punti su un massimo di 22, è riuscita a dimostrare che è possibile creare una filiera sostenibile che non vada a distruggere le foreste. Nelle sue analisi il Wwf ha preso in considerazione non solo aspetti basilari quali l'utilizzo di 100% di olio di palma sostenibile nelle filiere, ma anche azioni complementari che dimostrino l'impegno a 360 gradi. Tra queste, il sostegno ai piccoli proprietari terrieri e alle comunità, la protezione della biodiversità nelle zone più a rischio per l'espansione irresponsabile della coltivazione della palma da olio. A completare l'elenco delle prime cinque aziende delle Scorecard Wwf ci sono Edeka, Kaufland, L'Oréal e Ikea.

60,000 ORGANIC CERTIFIED BUSINESSES IN THE SOUTH OF ITALY

Unioncamere and InfoCamere analyse the organic businesses in Italy. According to the data from the companies registered at the Chamber of Commerce, the businesses which have been certified are 60,000, mostly located in the South of Italy. As a matter of fact, that's the area which drives the made in Italy organic: 52% of the companies with the 'green stamp' are mostly placed in Southern Italy, two-thirds of these in Campania, Calabria and Sicily. Crotone, Vibo Valentia, Matera, Rieti and Reggio Calabria are the cities with the biggest presence of certified businesses, while Bari takes the national leadership for the biggest number of activities in possess of this acknowledgement (2,881). In general, the majority of these companies is headed by young and women.

Nel Sud Italia sono 60mila le imprese biologiche certificate

Unioncamere e InfoCamere fotografano lo stato delle imprese italiane biologiche. Secondo l'elaborazione sulla base dei dati delle aziende registrate presso le Camere di commercio, sono 60mila le realtà certificate. E sono presenti soprattutto al Sud. È infatti il Mezzogiorno a trainare il biologico made in Italy: il 52% delle aziende che recano il 'bollino verde' sono situate soprattutto nel Meridione, due terzi di queste in Campania, Calabria e Sicilia. Crotone, Vibo Valentia, Matera, Rieti e Reggio Calabria sono le province in cui maggiore è l'incidenza di imprese certificate, mentre a Bari occupa il primo gradino del podio a livello nazionale per numero di attività che vantano questo riconoscimento (2.881). In generale, queste imprese sono guidate da giovani e donne.

EATALY: NICOLA FARINETTI IS THE NEW CEO

Oscar Farinetti leaves the leadership of Eataly to his son Nicola. His family holds 60% of the company's share and he also confirms that Eataly is not for sale. This was explained in an interview to Oscar Farinetti for Corriere della Sera. "Eataly", he explained, "has a 620 million revenue, franchise included. The Ebitda approaches 5% and the net profit reached a number between 5 and 10 million. During the last year we grew by 10%, in particular 3% made with the existing stores and the rest with the new ones". Eataly's founder has also stated that they "need new energies", so he decided to involve his son Nicola, who will "have the power of a ceo". The other son, Francesco, will be responsible for Green Pea, a new project expected to start in August 2020. The youngest son Andrea, "will take care of farms". As for the shareholders, continues, "Farinetti's family keeps 60% of the shares, Giovanni Tamburi's Tip holds 20% and Miroglio's family owns a similar percentage. And one of them, Luca Baffigo, will help us with the new 100 openings, becoming vicepresident".

ORGANIC, GERMANY IS THE BIGGEST CONSUMER. FRANCE GROWS TOO

Germany is the biggest consumer of organic goods, with a market that is worth 10.9 billion euros. Followed by France and Italy, according to the data from the Italian trade agency. In the last five years, the French market of organic products has more than doubled in value, raising from a total turnover of 4.189 billion euros in 2012 up to more than 9.7 billion in 2018, and it also recorded an increase of 1.4 billion euros in 2018 (+16% vs 2017). As for distribution, in 2018 the consumption of biological goods at home generated more than 9 billion euros, equal to about 5% of the general consumption of food products.



Biologico, la Germania è il primo consumatore. Cresce la Francia

La Germania è il primo paese consumatore di prodotti biologici, con un mercato che vale 10,9 miliardi di euro. Seguita dalla Francia e dall'Italia. Lo rivelano i dati di Ice Agenzia. Negli ultimi cinque anni, in Francia il valore del mercato dei prodotti biologici è più che raddoppiato, passando da un fatturato complessivo di 4,189 miliardi di euro nel 2012 agli oltre 9,7 miliardi di euro nel 2018, e facendo registrare un aumento di ben 1,4 miliardi nel 2018 (+16% vs 2017). Per quanto riguarda la distribuzione, nel 2018 sono stati spesi oltre 9 miliardi di euro per il consumo di prodotti biologici a domicilio, pari a circa il 5% del consumo generale di prodotti alimentari.

Eataly: Nicola Farinetti nuovo ceo

Oscar Farinetti cede il comando di Eataly al figlio Nicola. E conferma che la società, di cui la famiglia detiene il 60%, non è in vendita. Sono alcune delle notizie contenute in un'intervista di Oscar Farinetti al Corriere della Sera. "Oggi Eataly", spiega Farinetti, "ha un perimetro di ricavi, compreso il franchising, di 620 milioni. Ha un Ebitda vicino al 5% e un utile netto che si colloca tra i 5 e i 10 milioni. Nell'ultimo anno siamo cresciuti del 10%, il 3% con i negozi già esistenti e il resto con le nuove aperture". Il fondatore di Eataly ha poi aggiunto che "servono energie fresche", perciò ha deciso di coinvolgere il figlio Nicola, che "avrà i poteri del ceo". L'altro figlio, Francesco, si occuperà di Green Pea, il nuovo progetto che partirà ad agosto 2020. Il figlio più giovane, Andrea, "si occuperà delle aziende agricole". Per quanto riguarda la composizione dell'azionariato, prosegue, "la famiglia Farinetti conserva circa il 60%, la Tip di Gianni Tamburi ha circa il 20% e una quota analoga è nel portafoglio della famiglia Miroglio. E uno dei suoi esponenti, Luca Baffigo, verrà a darci una mano, con la carica di vicepresidente, proprio per le 100 nuove aperture".

GREEN DEAL TARGET, ITALY IS AHEAD OF SCHEDULE

Italy has head start in reaching the targets of the European Green Deal, which also plans to support organic agriculture in order to fight climate change. As a matter of fact, in the last 10 years the Country reduced the use of chemicals in its fields up to -50% in favour of organic farming. These results came to light thanks to a study carried out by the Observatory Fieragricola-Nomisma, published on the occasion of the presentation of Fieragricola, on 22nd January. According to the research, not only Italy is ahead of schedule in reaching the targets, but it is also the Country with the healthiest and safest food, besides being the most careful about waste and greenhouse gases emissions.



Obiettivi Green Deal, l'Italia parte in vantaggio

L'Italia parte in vantaggio sul Green Deal europeo, che, tra i vari obiettivi, prevede il sostegno all'agricoltura biologica per combattere i cambiamenti climatici. Negli ultimi dieci anni, infatti, il Paese ha ridotto l'utilizzo della chimica nei propri campi, con punte del 50% in favore di un'agricoltura biologica. È quanto emerge da uno studio messo a punto dall'Osservatorio Fieragricola-Nomisma, esposto mercoledì 22 gennaio in occasione della presentazione di Fieragricola. Secondo lo studio, non solo il Bel Paese è in anticipo rispetto ad altri partner europei sul fronte degli obiettivi, ma è anche il Paese con i cibi più sani e sicuri e il più attento agli sprechi e alle emissioni di gas serra.

FREE FROM HUB, THE NEW FORMAT FOR THE 'FREE FROM' PRODUCTS



Bologna Fiere and Bos, thanks to their competence and experience, created Free From Hub, the new format for the market of free from products. A unique and innovative program for the most important events of Bologna Fiere, addressed to the mass market retail, pharmacy, parapharmacy, herbalist's shops, Horeca, organic and specialized trade. Therefore, it is not a single appointment, but a series of events for the business of free from foods, created to fully represent the Italian and international market, characterized by an exhibition area, contents and discussions about fundamental topics of the sector. The program starts in April 2020 with Exposanità (15th-17th April) and Cosmofarma Exhibition (17th-19th April). Then, Sana (10th-13th September). In November, China International Organic Food Exhibition (5th -7th November). And in the next January the events will end with Marca (13th -14th January 2021).

Nasce Free From Hub, il format dedicato al mercato dei prodotti 'senza'

Dalla competenza e dall'esperienza di Bologna Fiere e Bos nasce Free From Hub, il nuovo format dedicato al mercato del free from. Un programma unico e innovativo all'interno delle maggiori manifestazioni di riferimento di Bologna Fiere rivolte a grande distribuzione, farmacia, parafarmacia, erboristeria, Horeca, biologico e commercio specializzato. Non un unico appuntamento, dunque, ma una serie di eventi dedicati al business degli alimenti free from, volti a rappresentare il mercato italiano e internazionale a 360 gradi, caratterizzati da un'area espositiva, contenuti e approfondimenti sulle tematiche rilevanti del settore. Si parte ad aprile 2020 con Exposanità (15-17 aprile) e Cosmofarma Exhibition (17-19 aprile). A settembre, poi, Sana (10-13 settembre). A novembre, China International Organic Food Exhibition (5-7 novembre). E si termina il prossimo gennaio con Marca (13-14 gennaio 2021).



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BIOFACH 2020: PRODUCT PREVIEW

www.biofach.de/de



Biofach 2020: rendez vous mondiale con il biologico

Dal 12 al 15 febbraio, il place-to-be per l'industria mondiale del food & beverage biologico si dà appuntamento al Centro esposizioni di Norimberga per l'edizione 2020 di Biofach. All'annuale kermesse sono attesi 3.500 espositori da circa 100 Paesi. E grazie all'annessione di due nuovi padiglioni - il 7A e il 3A - la manifestazione promette di essere ancora più imponente e rappresentativa del settore. Nel 2019, più di 51 mila persone hanno affollato i corridoi del polo fieristico di Norimberga, provenienti da oltre 140 Paesi. Tema centrale del tradizionale congresso di Biofach, sarà per l'edizione 2020 'Il bio funziona!'. Nelle pagine seguenti, un'anteprima delle novità che verranno presentate in fiera dalle aziende italiane espositrici. Una rappresentanza del bio made in Italy da sempre molto numerosa e apprezzata dagli operatori internazionali del settore.

follow

The world's greatest rendezvous with organic

Biofach, this year in its 31st edition, will take place in Nuremberg from 12 to 15 February 2020. With two new halls and around 3,500 exhibitors. In the following pages, a preview of the product innovations that Italian exhibitors will be showcasing.

From 12 to 15 February 2020, the international organic sector meets in Nuremberg, where Biofach, the world's leading trade fair for organic food, is ready to open its doors once again. The yearly and business-only trade show is set to welcome some 3,500 exhibitors from around 100 countries, that will benefit from the addition of two extra halls: 7A and 3A. In 2019, the number of international visitors, proceeding from 140 countries, reached the impressive figure of 51,488. Through its congress theme 'Organic delivers!', Biofach will put the spotlight on the positive effects of ecological agriculture in 2020.

A not-to-be-missed event for professionals

Once a year, major players in the global organic industry gather at Biofach for a whole raft of reasons, including discuss market trends and future

developments of the sector, as well as discover the most interesting product innovations. For this very reason, the trade show provides them with a special showcase, namely the 'Novelty stand', specifically dedicated to young and innovative companies. Professionals will also be allowed to visit the tasting zones at Experience the Worlds of Olive Oil, Wine and Vegan.

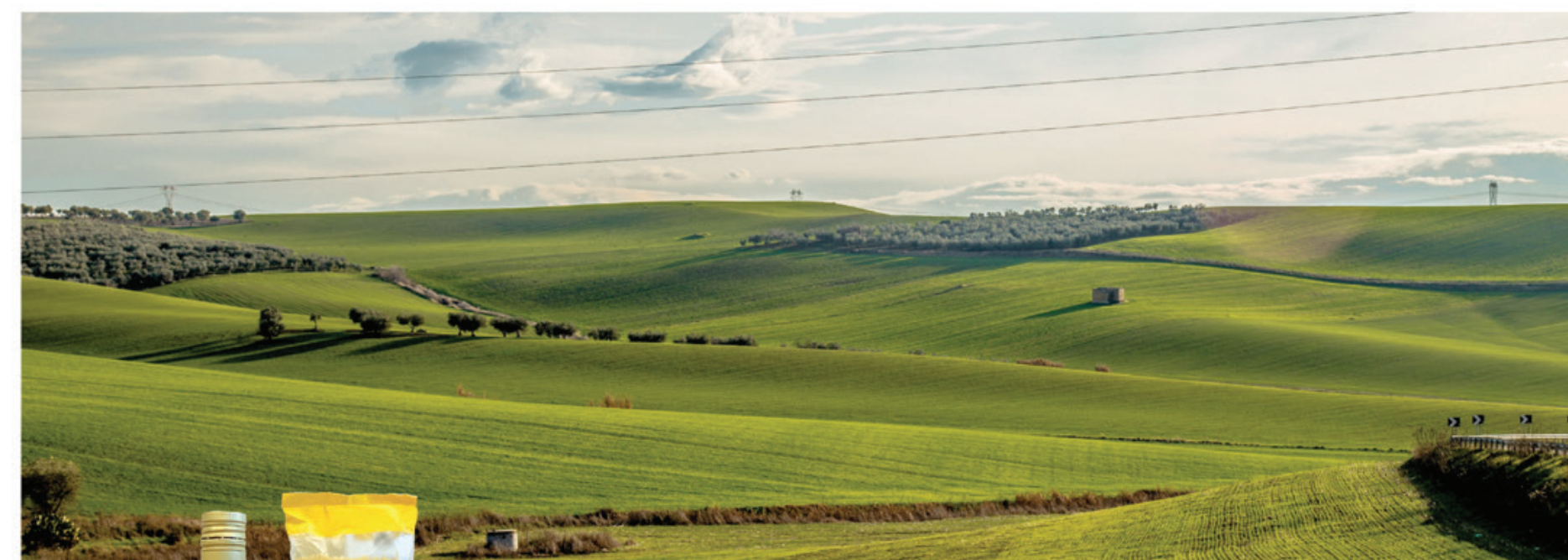
The 2020 Biofach Congress

'Organic delivers!' is the congress theme of Biofach 2020. This heading covers a range of topics including species diversity, biodiversity, the common good and the protection of soil and water. It will also explore the UN's sustainability goals along with the question and proposed answers about how the organic system can make a key contribution to achieving them. Other key

topics are packaging, market research, international trends and developments and organic legislation, while other aspects like positioning and marketing in the organic sector will also be put under the spotlight.

"We are delighted to be able to offer the international organic food and natural and organic cosmetics sectors genuine added value, not just a mere trading platform, through the Biofach and Vivanness Congress", said Danila Brunner, Exhibition Director. "This is where exhibitors, visitors, politicians and the media can get up to speed about all the latest issues driving the sector. Once a year, in compact form over a four-day period, the congress delivers both a comprehensive overview and a general road map. This is the starting point from which the future of the sector is shaped!"

ALCE NERO. ORGANIC FARMERS SINCE 1978



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BIOFACH 2020: PRODUCT PREVIEW

www.biofach.de/de

ALCE NERO www.alcenero.com/en

Organic Cappelli wheat biscuits with chocolate chips

Alce Nero organic Cappelli wheat biscuits with chocolate chips are produced respecting the land and the people who work it, in accordance with the organic regulations and Alce Nero's core values. Their recipe is simple: no additional flavoring, butter and eggs; only 100% Italian Cappelli durum wheat flour and Italian extra virgin olive oil, produced by our farmers and dark chocolate chips.

Plus marketing

Organic. Without flavoring, butter and eggs. 100% Italian Cappelli wheat. Only with extra virgin olive oil. With dark chocolate.

Packaging details
250 grams paper bag

Shelf life
12 months

International certifications
BioAgricert.



Fine tomato purée



Alce Nero organic fine tomato purée is made only with tomatoes from our farmers, grown in the fields of Emilia Romagna. These territories benefit from good aeration being close to the Adriatic sea. A simple and genuine product, like the old days.

Plus marketing

Organic. 100% Italian. Only tomatoes grown in Emilia Romagna. Without additives. Without added salt.

Packaging details
Cluster 200 grams x 2 (glass bottles)

Shelf life
36 months

International certifications
Ccpb.

Visit us: Hall: 6 - Booth: 6-235

ANDRIANI www.glutenfreefelicia.com

Felicia Oat Pasta

Felicia's most recent reference, Oat Pasta, stands out for its alternative and delicate flavor and a taste always guaranteed 'al dente'. Organic, nutritious and naturally gluten-free, Felicia's Oat Pasta is available in Caserecce, Mezzi rigatoni and Penne shapes. Oat's unique flavor gives the palate a surprising experience of pleasant taste and quality, to be enjoyed at any time of day.

Plus marketing

Organic, vegan, naturally gluten-free, always "al dente", delicate flavor, good at any time of the day.

Packaging details
340 g

Shelf life
36 months

International certifications
Organic, Ab Certification, Gluten free, Kosher.



BIOSÜDTIROL www.biosuedtirol.com

Organic fresh apples

Both sweet and sour, we grow over 35 varieties of organic apples. Classic varieties like Royal Gala, Braeburn, Golden Delicious, Fuji e Topaz, varieties club like Pink Lady, Evelina, Kanzi and Jazz and rarities like Natyra, Bonita e Gold Rush. The Bonita variety is slightly acidic, juicy and crunchy bite. It combines the beauty and acidity of its parents: Cripps Pink meets Topaz.

Plus marketing

100% organic. Short supply chain.

Packaging details

Basket 4 fruits, made of 100% grass paper, 0% plastic. Home compostable bag made of sugar cane, sunflower oil and safflower oil.

International certifications

Bioland, Bio Suisse, Krav, Global Gap, Ifs Food, Brc Global standard for food safety, Iso 9001:2008, Garanzia Aiab, Organico Brasil.



FRUTTAGEL www.fruttage.it

Almaverde Bio Organic Creamy vegetable soup without oil

Deep frozen creamy vegetable soup: two portions packed in a compostable bag, they just need to be cooked for 5 minutes in a pan or for 10 minutes in the microwave, without adding oil and other ingredients. Consumers can add spices and seasoning according to their taste. Ingredients: vegetables, water and salt.

Plus marketing

Gluten free. Lactose free. Fat free. 100% origin Italian. Organic certified. Naturally enriched of fibers. Without preservatives.

Packaging details

Packed with a compostable film in a 500 g bag

Shelf life
24 months

International certifications

Brc, Ifs, Fda, Kosher, Ccpb, Ohsas 18001:2007, Iso 14001:2015, Iso 9001:2015, Iso 45001:2018.



Visit us: Hall: 4 - Booth: 4-421

BRIMI - CENTRO LATTE BRESSANONE - www.brimi.it

Brimi Mozzarella, Mozzarelline, and Ricotta Bio 100% Latte Alto Adige

Nature provides the raw materials for our authentic and tasty organic assortment. Organic farmers contribute to preserve natural resources and supply the precious milk of our irresistible products made out of pure organic milk from the heart of South Tyrolean Alps.

Plus marketing

100% Milk of South Tyrol, gluten free, Gmo-free, traditional feeding with fresh grass, hay and herbs, fully supervised production chain, advantage of being a cooperative.

Packaging details

Brimi Mozzarella Bio 100% Latte Alto Adige: 100 g ball. Brimi Mozzarelline Bio 100% Latte Alto Adige: 120 g doypack. Brimi Ricotta Bio 100% Latte Alto Adige: 200 g bowl.

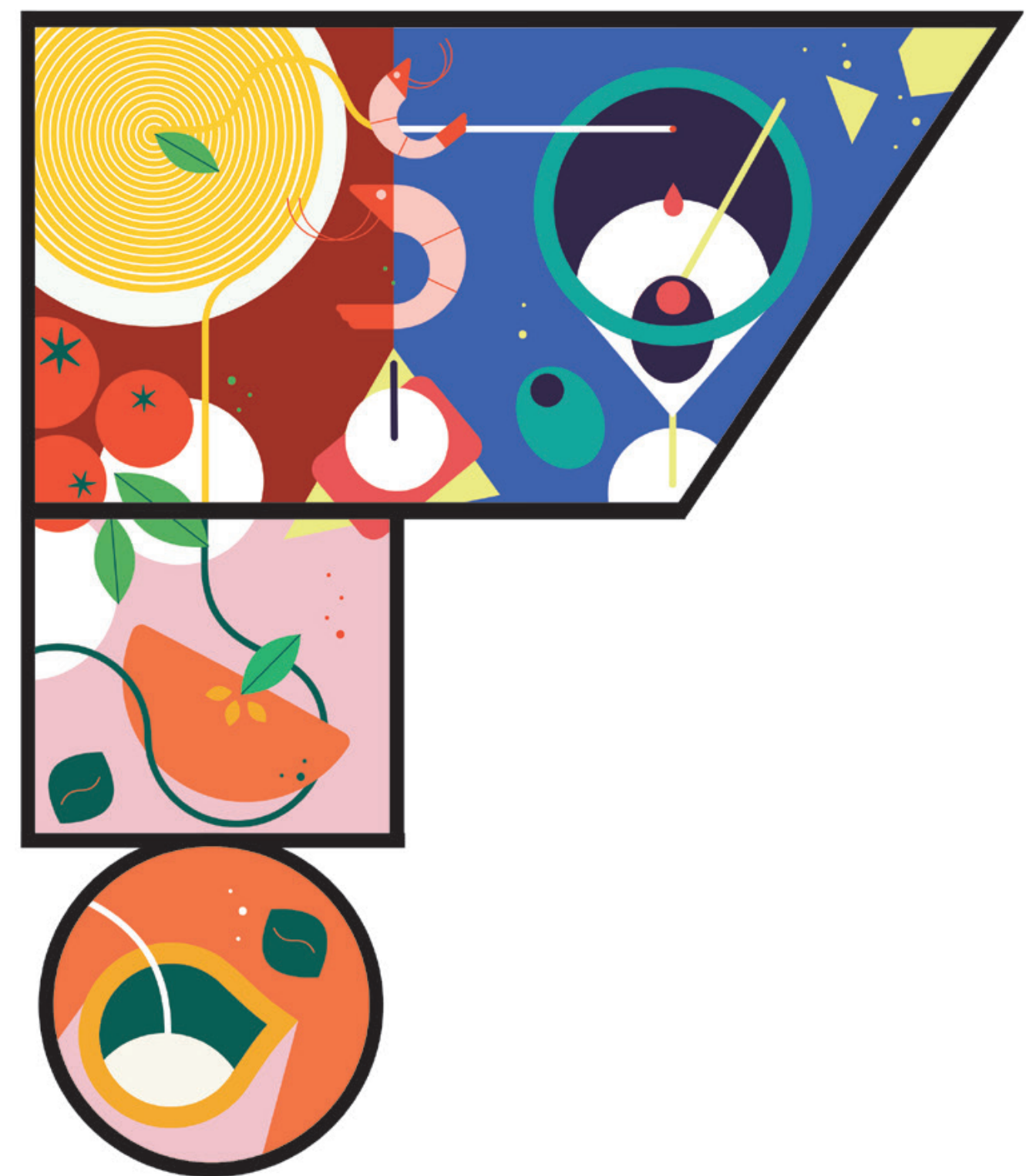
International certifications

Bio, Haymilk, Iso 9001, Iso 14001, Bio, Brc and Ifs.



Visit us: Hall: 7 - Booth: 7-351

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PITTI IMMAGINE



BIOFACH 2020: PRODUCT PREVIEW

www.biofach.de/de

CONAPI SOC. COOP. AGRICOLA - MIELIZIA
www.mielizia.com

Fiordilatte ice-cream Mielizia Bio



A good and healthy ice-cream: organic, produced with only three Italian organic ingredients (milk, cream and acacia honey), without additives, thickeners and colourings, gluten free.

Plus marketing

Organic, 100% Italian, from our food chain, gluten free.

Packaging details

270 g

Shelf life

24 months

International certifications

Organic.

Visit us: Hall: 6 - Booth: 6-143

EURO COMPANY
www.eurocompany.it

Camelia – the bloomy rind fermentino



Camelia is the bloomy rind organic fermentino made by fermenting cashews and macadamia nuts, with the only addition of water and salt. Camelia's Penicillium Candidum-based fermentation gives it its unique characteristics of taste and texture despite having only four ingredients and no additives and preservatives of any kind.

Plus marketing

Organic. 100% plant based. Only 4 ingredients.

Packaging details

Weight: 100 g; wooden box.

Shelf life

35 days

International certifications

Organic.

Visit us: Hall: 4 - Booth: 4-304

**FLLI DE CECCO DI FILIPPO FARA SAN
MARTINO** - www.dececco.com

Organic whole wheat pasta



De Cecco Organic Whole Wheat Pasta is obtained through exclusively natural methods and combines the search for authenticity and the love for taste. De Cecco organic whole wheat pasta contains all the parts of the wheat grain including the precious wheat germ and is naturally rich in fibre and phosphorus and naturally a source of protein, iron and thiamine (Vit. B1), magnesium and zinc.

Plus marketing

Naturally rich in fiber and phosphorus and naturally a source of protein, iron and thiamine (Vit. B1), magnesium and zinc.

Packaging details

500 g 100% recyclable cardboard box

Shelf life

12 months

International certifications

Icea, Environmental Iso 14001:2004, Haccp – Uni 10854, Quality System Iso 9001-2008, Brc, Ifs, Epd, Kosher, Halal.

Visit us: Hall: 4 - Booth: 4-569

FRACCARO SPUMADORO
www.fraccarospumadoro.it

Organic panettone with beer



The raisins crushed in a fresh and floral scents beer meet a soft dough to surprise the mouth with its generous malt taste. It is produced with our mother yeast. All ingredients by organic agriculture.

Plus marketing

100% organic.

Packaging details

750 g white Christmas box

Shelf life

6 months

International certifications

Icea.

Visit us: Hall 4 – Booth: 4-359

DEVODIER PROSCIUTTI
www.devodier.com/en

BIO - Organic Italian Prosciutto Crudo



The product is born from a collaboration with the best Italian farmers. Organic farming respects the welfare of animals, who are free to move in comfortable shelters and in external areas, with the added security of a controlled diet and the certification of an external body throughout the supply chain. On top, the final product has the set of our usual guarantees: only Italian meat and salt, natural seasoning and the uniqueness of taste able to create strong customer loyalty.

Packaging details

70 g Map tray laid by hand

Shelf life

90 days

International certifications

Bio-Organic, Brc, Ifs.

Visit us: Hall: 4 - Booth: 4-607

GERMINAL ITALIA
www.germinalbio.it/en

Cocoa hummus dessert



Sweet and dairy-free variant of hummus.

Plus marketing

Organic, gluten free, vegan, lactose free, source of fibre.

Packaging details

80 g – monoportion.

Primary packaging: plastic tray packed in a protective atmosphere.

Secondary packaging: cartoon sleeve.

Shelf life

45 days

International certifications

Organic certification.

Visit us: Hall: 8 - Booth: 8-449

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, Aromatic lentils Mediterranean style, Curry chickpeas with cranberries. The products are available in single portion bowls (270 g) which can be stored at room temperature.

Plus marketing

100% Veg. From organic farming. No preservatives, no artificial colours, no glutamate. Gluten Free (only 2 products). Ready in 1 minute.

Packaging details

Single portion 270 g

Shelf life

12 months

International certifications

Organic. Fsc (cardboard cluster).

Visit us: Hall: 5 - Booth: 5-129

LAMERI
www.lameri.it

Organic Whole Khorasan Flakes



Organic whole Khorasan flakes - 100% cereals - high in fibres. Good to taste with milk, yogurt or vegetal drinks for a healthy and natural breakfast.

Plus marketing

100% Italian.

Packaging details

200 g – stabilo bag double label.

Shelf life

12 months

International certifications

Organic certification, Ifs, Brc.

Visit us: Hall: 4 - Booth: 4-529

ASTRA BIO
www.irisbio.com

Pesto alla Genovese



Pesto alla Genovese is known all over the world for its green colour, symbol of the Italian spirit, and for its strong flavour. Ideal to accompany a dish of trofie or linguine.

Plus marketing

Produced with 100% Italian basil from certified supply chain. Organic.

Packaging details

90 g, glass jar

Shelf life

24 months

International certifications

Organic.

Visit us: Hall: 4 - Booth: 4-547

MOLINO DE VITA
www.molinidevita.it

Organic durum wheat Semolina 100% Italy High protein

In collaboration with farms and agricultural cooperatives, we have implemented sustainable cultivation programmes with seeds of high-quality varieties in areas with a vocation for the best durum wheat. The whole process is guaranteed by a certified tracking system conforming to Iso 22005 by Dnv Italia to obtain durum wheat semolina for the production of high-quality pasta made exclusively from Italian durum wheat.

Plus marketing

Production chain traced from field to production by Iso 22005 - Dnv Italy certified traceability system.

Packaging details

Bulk truck, 25 kg bags, 800 kg big bags.

Shelf life

Six or twelve months

International certifications

Organic certifications Ce 834/07, Ifs Food Certificate, Uni En Iso 9001, Uni En Iso 22005. Supply chain dedicated Apulia products.

Visit us: Hall: 4 - Booth: 4-611

LA FINESTRA SUL CIELO
www.lafinestrasulcielo.it

Organic proteinic multipack bars gluten free - Sglut



The product is rich in proteins and gluten and dairy free. Good for sport lovers but also for those who want to enjoy a tasty and healthy snack, every moment of the day. Available in three versions: protein bar with peanuts, savoury protein bar with seeds and protein lemon bar.

Plus marketing

Gluten free, dairy free, source of fibre, rich in proteins.

Packaging details

Size: 60 g (3x20g)

Shelf life

12 months

International certifications

Organic, vegan.

Visit us: Hall: 5 - Booth: 5-126

MOLINO GRASSI
www.molinograssi.it

Organic flour type 1 stone milled



Rich in fiber, suitable for long rising.

Packaging details

25 kg paper bag

Shelf life

12 months

International certifications

Organic, Kosher, Halal, Ifs, Brc.

Visit us: Hall: 4 - Booth: 4-621

BIOFACH 2020: PRODUCT PREVIEW

www.biofach.de/de

POLENGHI LAS
www.giancarlopolenghi.it

Organic Sicilian lemon juice

The first and unique organic Sicilian lemon juice at room temperature, in a Pet packaging produced with 30% of recycled plastic.

Plus marketing

Organic, 100% Italian, 100% Sicilian, 30% RPet.

Packaging details

Caraffina shape with full sleeve

Shelf life

9 months

International certifications

Ccpb.



Visit us: Hall: 4 - Booth: 4-529

MOLINO NALDONI - FARINARIA
www.farinaria.it

Organic spelled flour



Ancient wheat with high nutritional qualities, source of protein, iron, vitamins, salts and selenium. With a strong antioxidant action, a very high nutritional value and lower caloric intake than wheat, the Farinaria organic spelled flour boasts a 100% Italian and organic certificated and controlled supply chain. Rich in fiber and highly digestible, spelled flour is ideal for sweet and salty baked goods, bread, crackers, breadsticks, pizza, piadina and the whole dry pastry.

Plus marketing

100% Italian, Kosher, vegetarian, vegan.

Packaging details

25 kg paper bag

Shelf life

180 days

International certifications

Organic certification, Kosher, Uni En Iso 22000, Uni En Iso 9001, Brc A++.

Visit us: Hall: 6 - Booth: 6-417

PROBIOS - VEGETAL – IL NUTRIMENTO
www.probios.it/en - www.vegetal.it

Grattaveg – Vegetal



Grattaveg – Vegetal is an excellent alternative for those who are looking for a 100% plant based replacement to the well known hard, grateable cheese. Organic and made with lentils, it is completely cruelty free, but also gluten and milk free guaranteed, therefore perfect for those who follow special diets. It's perfect to be grated on a warm pasta dish, or to be shredded and added to any type of sandwich, pizza or salad. Made in Italy from Il Nutrimento srl.

Plus marketing

100% vegetable products based on organic legumes. Cruelty free. Milk-free guaranteed. Gluten Free guaranteed.

Packaging details

220 g.

Also available in large size for the Ho.Re.Ca. channel.

International certifications

Organic.

Visit us: Hall: 7 - Booth: 7-175

SARCHIO
www.sarchio.com

Sarchio Rusticotti Sicilia



A tasty and crispy substitute for bread, organic and with a high fiber content. Rusticotti Sicilia Sarchio are made exclusively with ancient Sicilian wholemeal grains. A simple and light recipe that contains the taste, aromas and scents of the heart of the Mediterranean. The line is completed with Rusticotti Toscana flavored with thyme and Rusticotti Puglia with olives.

Plus marketing

Organic, without palm oil, in fully recyclable paper packaging.

Packaging details

200 g

Shelf life

10 months

International certifications

Organic.

Visit us: Hall: 7 - Booth: 7-746

SGAMBARO
www.sgambaro.it

Organic Emmer, Lentils and Quinoa Pasta

Emmer Lentils and Quinoa Pasta is a nutritionally complete dish where the authentic taste of emmer is matched with the proteins of legumes and quinoa. With a really high protein value, comparable to meat, it can be a perfect solution for children that are not so used to eat legumes. Moreover, it has a low glycemic index, so it can match also other particular nutritional needs.

Packaging details

500 g plastic bag

Shelf life

3 years

International certifications

Icea, Brc, Ifs, Kosher.



Organic Einkorn Pasta

Einkorn Wheat: the new era of digestible gluten. Its origin is dated back over ten thousand years ago. It has a simpler genome than other cereals. Its gluten is more fragile and so more easy to digest.

Packaging details

500 g plastic bag

Shelf life

3 years

International certifications

Icea, Brc, Ifs, Kosher.



Visit us: Hall: 4 - Booth: 4-359

follow



Pure and simple handmade Bresaola.



In the heart of the Rhaetian Alps, in Northern Italy, Valtellina Valley is the place Bresaola has its origins. For our Bresaola we only choose the best meats that we work with salt, some spices but also a lot of care. The time and passion of our everyday actions make it unique, unmistakable.

Genuine flavour and smooth clean taste:
to enjoy the handmade goodness and the tradition preserved in simplicity.

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



Quality is the key

BIOFACH 2020: PRODUCT PREVIEW

www.biofach.de/de

YUKYBIO
www.yukybio.com

Pane Bauletto al Grano Saraceno

Digestible and soft, our bread with buckwheat is produced in our bakery where we produce only organic food. This is the result of a slow and natural leavening thanks to the sourdough yeast. Rich in fiber and protein. It's excellent to use in any meal.

Plus marketing

Milk-free, eggs-free, sourdough yeast, extra-virgin olive oil.

Packaging details

400 g bag

Shelf life

3 months

International certifications

Icea, Iso 22005.



SOTTOLESTELLE
www.sottolestelle.com

Spelt Cookie with puffed Quinoa

A spelt cookie with a delicate flavor; puffed quinoa makes the cookie crunchy and enriches it with its multiple properties. The absence of leavening agents makes the cookie very light and digestible, ideal for all those who suffer from yeast, egg and milk intolerances.

Plus marketing

Milk-free, eggs-free, yeast-free, vegan.

Packaging details

300 g bag

Shelf life

12 months

International certifications

Vegan society, Icea, Jas, Iso22005



TERRE DI PUGLIA
www.terredipuglia.it

Organic taralli with chia seeds

Terre di Puglia Organic taralli with chia seeds, made only with extra-virgin olive oil, meet the growing need of many consumers to choose healthy snacks. Chia Seeds are rich in calcium, vitamin C and omega3. Terre di Puglia grants sustainable and certified quality standards to offer not only genuine snacks but also tasty and able to conquering the most demanding palates.

Plus marketing

Organic. Palm oil free. Without cholesterol. Vegan. No added yeast. No hydrogenated fats. No added yeast. No artificial flavors.

Packaging details

200 g bag

Shelf life

12 months

International certifications

Bio Icea.



Visit us: Hall: 4 - Booth: 4-129

VIP – BIO VAL VENOSTA
www.biography.vip.coop

Gala Bio Val Venosta



Bio Val Venosta confirms its commitment to offering organic apples of extraordinary quality and 100% traceable by preserving the environment and its resources.

Plus marketing

Organic production. 100% traceability of the product thanks to the producer's name on the packaging to insert on Biography.vip.coop. Blitz foodtainer for 4 apples in a 100% plastic-free mono-material packaging made of cardboard, sustainable and environmentally friendly.

Packaging details

Blitz foodtainer for 4 apples in a 100% plastic-free packaging.

International certifications

Organic, Bioland, Fsc.

Visit us: Hall: 7 - Booth: 7-361

RISERIA VIGNOLA GIOVANNI
www.risovignola.it

Riso Vignola Organic



Vialone Nano Rice. Organic rice grown in Italy with mulching seeding system.

Plus marketing

Gluten Free and 100% Italian.

Packaging details

Paper Zip Lock Pack – 26.5 OZ (750 g)

Shelf life

24 months

International certifications

Organic, Usda Organic, Biosuisse Organic, Ibd, Demeter, Fairtrade, Kosher, Ifs, Brc, Stp Gluten Free, Igp Riz De Camargue, Naturland.

Visit us: Hall: 1 - Booth: 1-341

MONTANARI & GRUZZA
www.montanari-gruza.it

Long-aged organic Parmigiano Reggiano

The best selection of our organic Parmigiano Reggiano is let mature until over 30 and 36 months to reach its sensorial and organoleptic peak. It is an organic Parmigiano Reggiano made in the mountains derived from an accurately selected and controlled supply chain, presenting features which make it proper for a long aging process. The maturing time takes place in the mountains for the first 12 months and later on at our company warehouse in Reggio Emilia, where it is then cut and packed.

Plus marketing

Organic, Italian and local, made in the mountains, long-aged, animal welfare guaranteed.

Packaging details

Piece with one rind pyramid shaped, available in the following weights: 500 g and 300 g. Packed in shiny paper decorated with silver and gold.

Shelf life

270 days

Certificate

Organic certification CZ/CC of 19/08/2015 issued by Ccgb.



Visit us: Hall 4 - Booth: 4-429

MOLINO NICOLI
www.molinonicoli.it/en

Vitabella Pea Puff



Gluten free, organic extruded pea and corn snack with added vitaminB1.

Plus marketing

Gluten free. Gmo Free. Organic. 100% Italian corn. Only 3 ingredients. No added preservatives, colors and flavors. Vegan. No added sugar and salt.

Packaging details

Plastic bag 12 g.

Multipack: 16 pieces x 12 g.

Shelf life

12 months

International certifications

Organic, Brc, Ifs Certification, Kosher, Gluten free, Sgs, Utz.

Visit us: Hall: 4 - Booth: 4-136

You are what you eat

**BIOFACH 2020
Nürnberg
Come find us at
Hall 4-547**

IRIS
Semola
Premium Pasta
500g e

PESTO
alla Genovese
IRIS

BRC Certification Body
international standards IFS Food
GARANZIA AIAB ASSOCIAZIONE ITALIANA AGRICOLTURA BIOLOGICA
demeter
IRIS
ECCO-FRIENDLY PASTA FACTORY



by Federica Bartesaghi

ZOOM

The Mediterranean diet is the number one in the world

Compared to other 35 eating patterns, it is the most complete and balanced, as well as the easiest to follow. The results of an American study.

For the third year running, US News & World Report confirms that the Mediterranean diet is the best in the world. A group of nutritionists and dietary consultants analyzed strengths and weaknesses of the 35 most popular eating patterns and chose the most balanced one.

The ranking was established taking into consideration seven categories, in which each diet was rated on a scale from one to five: nutritional completeness, how easy the diet is to follow, the potential for long- and short-term weight loss, the safety and possible side effects, and the potential to help prevent illnesses like heart disease and diabetes. The Mediterranean diet was named not only the overall best diet, but the easiest diet to follow, the best at preventing diabetes, and the best plant-based diet.

A survey conducted by Harvard University and an American think-tank created a diet according to the eating habits of people from the Mediterranean area. Yet call it diet would be an understatement. The Mediterranean diet is a set of principles for proper nutrition. In fact, the Italian diet differs completely from the Greece one, and the Spanish one as well. Nevertheless, they share a lot of common traits: a large consumption of fish, fresh produce, whole flours, dried fruit and seeds has been identified. All foods rich in vitamins, fiber and polyphenols that help 'good aging' by preventing diabetes, cancer and cognitive decline.

Even the heart benefits from the Mediterranean diet: foods such as vegetables, olive oil and fish lower bad-cholesterol levels while providing the fats necessary for a balanced diet. The wide range of foods allowed provides with great freedom of choice and does not require you to count the calories consumed.



La dieta mediterranea: numero uno al mondo

Per il terzo anno consecutivo US News & World Report conferma la dieta mediterranea come la migliore in assoluto nel mondo. Un gruppo di nutrizionisti e specialisti della medicina ha analizzato i punti di forza e di debolezza dei 35 metodi di alimentazione più diffusi e ha scelto quello meglio strutturato. La classifica è stata stilata tenendo in considerazione sette parametri, per ognuno dei quali ogni dieta ha totalizzato un punteggio da uno a cinque: completezza nutrizionale, attuabilità, perdita di peso nel breve e nel lungo periodo, sicurezza, effetti collaterali e prevenzione di malattie come diabete e del cuore. La dieta mediterranea non solo ha raggiunto la prima posizione generale ma è anche stata premiata come la migliore a prevenire il diabete, la più facile da seguire e la meglio strutturata tra quelle a base vegetale.

The top five

(the Flexitarian and Dash diets both ranked second place; while the Volumetrics Diet, MIND Diet and Mayo Clinic Diet all ranked fifth place)

1. Mediterrean Diet

It is thought that those who live in areas overlooking the Mediterranean Sea have a longer life and better health. This is linked to a diet poor of red meats, sugars and saturated fats that generally cause cardiovascular diseases and the development of cancer. In addition, it helps keeping body weight control.

2. Flexitarian Diet

The Flexitarian is a marriage of two worlds: flexible and vegetarian. Born in 2009, the diet wants to combine health benefits associated with vegetarianism with the pleasure of eating meat. Adhering to this diet helps preventing the development of heart diseases, diabetes and cancer.

2. Dash Diet

DASH: Dietary Approaches to Stop Hypertension. The purpose of the diet is to lower blood pressure and tension. The most helpful food in this regard are fruits, vegetables, whole grains, lean meats and low-fat dairy products: thanks to the high content of potassium, calcium and fiber, they help fight high blood pressure. Following it means lowering the consumption of salt and foods high in saturated fat.

4. WW (Weight Watchers) Diet

Weight Watchers is a program that monitors the progress of the diet. The program builds on WW's SmartPoints system, which assigns every food and beverage a point value, based on its nutrition, and leverages details about food preferences and lifestyle to match each member to one of three comprehensive ways to follow the program. Once you have entered the data of what you have eaten, the system assigns a score to the meal and monitors your eating habits.

5. Volumetrics Diet

Like the Mediterranean diet, this is more of an approach to eating rather than a structured diet. Penn State University professor, Barbara Rolls, identified four levels of food's energy density. Each food falls into one of the levels: the first two must always be present (vegetables, fruit, low-fat milk, cereals, lean meats and legumes), the third (pizza, cheese, bread, ice cream) moderately and the fourth appears at a minimum in the diet (candies, chocolate but also butter and oil).

5. Mind Diet

This diet follows both the Mediterranean and Dash diets, eliminating the most harmful foods for brain health. The name stands for Mediterrean-Dash Intervention for Neurodegenerative Delay. According to data from the National Institute on Aging study, the diet, which has been developed by nutritionist Martha Clare Morris, saw Alzheimer's risk decrease by 53% in those who adhered to it closely.

5. Mayo Clinic Diet

Conceived by the Mayo Clinic in Minnesota, the diet has been structured for those suffering from prediabetes and type 2 diabetes and aims to lower blood sugar levels. It consists of low calorie foods. Also useful for those who want to lose weight thanks to the low calorie content.



by Federica Bartesaghi

THE COMPANY

www.amiopulses.com

Say hello to 'AMÍO My Gourmet'

Ilta Alimentare presents a brand-new range of 100% vegetarian and organic ready meals. The first three recipes will be on display at Biofach 2020, alongside the AMÍO Organic line.



Founded in Venice in 2015, Ilta Alimentare is specialized in the selection, processing and packaging of conventional and organic pulses and grains carefully researched and selected in the best growing areas in the world. It serves both the retail, foodservice and industry channels in Italy and all over Europe with the AMÍO brand, whose offer is now enriched with the ready-to-eat 'AMÍO My Gourmet' range, presented on preview at Biofach. The first three recipes available since January 2020 are 'Pulses and oat with tomato sauce', 'Aromatic lentils Mediterranean style' and 'Curry chickpeas with cranberries'. All 100% vegetable-based, organic, ready-to-eat and with pulses as main ingredients.

Original and tasty recipes, in a high value-added product

'AMÍO My Gourmet' recipes are rich in taste and made with carefully selected organic ingredients, without preservatives, without artificial dyes and without glutamate. "The tasting test that we carried out on 300 consumers revealed exciting re-

sults in willingness to buy, satisfaction and appreciation of the gourmet taste and originality of the recipes", the company says. The range includes some of the main drivers of the 'food of the future': proteins play a central role together with organic products, sustainable natural foods and a short field-to-fork supply-chain. "Moreover, at the heart of our premium recipes there are pulses, which are on the top list of food that meet all the global market requirements and trends," the company adds. AMÍO My Gourmet is a high-value added product range, that targets a metropolitan and contemporary public: it is offered directly in a 270 g bowl suitable for microwave, provides gluten free recipes (where applicable) and is a shelf stable product, which does not require to be stored in the refrigerator.

AMÍO Organic line: total transparency and traceability

At Biofach 2020, AMÍO will also exhibit the AMÍO Organic line made with 100% Italian pulses and grains. It includes eight varieties of pulses (lentils,

chickpeas and beans) and two varieties of grains (spelt and barley). "Our products come from dedicated Italian farmers with whom Ilta Alimentare has made supply chain agreements", the company explains. "More than 30 producers from Basilicata, Friuli Venezia Giulia, Marche, Apulia, Sicily, Umbria and Veneto regions have joined the Ilta Alimentare Supply Chain Project. Transparency, respect for nature, constant control of crops, CCPB certified organic standards, quality of the soil and products are the basis of the production process". The AMÍO Organic line guarantees full traceability throughout the whole process, from field to table.

È nata 'AMÍO My Gourmet'

Ilta Alimentare presenta in occasione di Biofach 2020 la nuovissima linea di piatti pronti 'AMÍO My Gourmet'. Tre le referenze disponibili, tutte a base di legumi, 100% vegetali e certificate biologiche. Prodotti caratterizzati da un elevato contenuto di servizio, che si conservano a temperatura ambiente e sono disponibili in monoporzioni microndabili da 270 grammi.



Visit us
at Biofach 2020:
Hall 5 – Booth 129



THE INTERVIEW

www.b-opentrade.com/en/

by Elisa Tonussi

Veronafiere goes green

A new, trade-only exhibition dedicated to organic is born. It is called B/Open and is scheduled from 1 to 3 April 2020. We talked about this project with Flavio Innocenzi, sales director of Veronafiere.

Veronafiere is ready to host the very first edition of B/Open, a new trade show dedicated to certified organic food and natural products that will be held from April 1 to 3, 2020. A trade-only event, aimed at distinguishing itself through an innovative and interactive format as well as interesting training moments, in order to enhance the whole sector and promote the networking between producers and market operators. Interview with Flavio Innocenzi, Veronafiere's sales director.

How was the B/Open project born?

B/Open was born from an analysis of the production, consumption and growth trends of the market for organic and natural products. And from the observation of the European regulatory context that, today is more favorable than ever. The new regulation that will come into force in 2021 is indeed aimed at promoting the development of the organic sector and turn Europe into a world leader for the quality and certification of organic production. Besides that, both European and Italian companies have long demanded for a meeting place between supply and demand dedicated to professionals only. And the name of the event has this very meaning.

That is to say?

'B' stands for 'Biologico' (organic in Italian), but also for 'Business'. While 'Open' suggests that our purpose is to support companies willing to open up to new opportunities. The distinctive and innovative spirit of the event is already evident by the name.

How is the exhibition going to be structured?

There will be a part dedicated to organic certified food, and another one dedicated to the world of natural well-being and 'natural self-care', and therefore supplements, cosmetics, and healthy products. Our exhibitors are producers and manufacturers belonging to these two sectors. We are very satisfied with the results achieved with this first edition and we can even anticipate the names of some exhibiting companies, such as Girololoni, Agricola Grains, LaSelvaBio, Cereal Docks, Specchiasol with the companies of the Larico and San Demetrio Group, Montalto, Biokyma, Ringana with the partner Chiara Cantoni and many others. After all, B/Open was launched after two years of preparation that made very clear to us how the whole sector is demanding for more clarity. This was confirmed also by the partners, certification boards and Italian and foreign associations that have joined the event: Aiab, AssocertBio, BioAgricert, Bios, Ecoguppo, Ccph, Consorzio Il Biologico, Natrue, Suolo e Salute, Q Certificazioni.

Are association going to play a role in the event?

They are going to play an important role in regard to the spread of technical know-how and the organization of very practical conferences dealing with topics like: how to become an organic company, the certifi-



Flavio Innocenzi

cations required for exporting to foreign countries, future market scenarios for organic in Italy and Europe, sustainable packaging and much more. We wanted the first edition of B/Open to be rich in high-quality topics, and therefore we have set up a very lively program of workshops and conferences.

How will you promote the meeting between buyers and companies?

First of all, we invited to B/Open buyers from large-scale retail trade, food service, specialty stores and collective catering. We addressed all kind of professional operators, in order to be a matching platform between offer and demand and create new direct business opportunities between producers and sellers. Shorten the supply chain, then: a step toward sustainability.

Is B/Open going to be international?

We will welcome buyers from some of the most important European and extra-European markets for organic. For what concerns exhibitors, we selected

some key producers in the main world organic producing countries. Despite this is the very first edition, we have reached a significant degree of international participation.

What about visitors?

We selected those countries that have a special sensitivity towards this kind of products, and therefore we expect visitors from Central and Northern Europe, as well as the United States. Since its conception, B/Open has a strong international vocation and aims at becoming a reference point also abroad.

You also entered a strategic alliance with other trade shows...

Yes, the Organic Trade Fair Alliance has been created thanks to the shared know-how of four trade show organizers in four countries: Holland, France, South Africa and Italy. We wanted to pool our experiences, our contacts, as well as our commitment toward this sector and the desire to make it grow even more and in a 'healthy' way.

Veronafiere si tinge di verde

Il polo fieristico veronese si appresta a ospitare la prima edizione di B/Open, la fiera del biologico certificato e del naturale che andrà in scena dall'1 al 3 aprile 2020. Dedicata ai soli operatori professionali, la manifestazione veronese si vuole distinguere per innovazione e contenuti, per incentivare lo sviluppo del settore, favorendo l'incontro tra produttori e operatori. Intervista a Flavio Innocenzi, direttore commerciale di Veronafiere.



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Un mix di caffè arabica, mandorle, riso e acqua di fonte – goditi la stessa carica di un espresso – senza zuccheri aggiunti.

thebridgebio.com





THE COMPANY
www.germinalbio.it

by Elisa Tonussi

A story made of tastiness and care

After over 40 years, Germinal confirms its commitment to providing sustainable, tasty and safe products. With new items and a completely biodegradable and compostable packaging.

Tastiness, food safety and care are keywords to describe Germinal. Core values of the firm that has been active in the organic sector for over 40 years. Founded back in 1977 in Brescia, Germinal has become a leading brand in the organic field in Italy. The present Group was born in 2008 following the merger of the company with Il Mangiarsano from Castelfranco Veneto (Treviso), another well-known brand of the sector. The company has constantly grown throughout the years. The production site, for instance, was expanded to allow the Group to obtain the most important certification and to strengthen its leadership as a producer of organic sweet bakery products. In addition, since 2016, a new production line for vegan and gluten-free bakery products is operational.

Bionest

Truly organic products are made of raw materials meeting high food safety standards, which are traceable all along the supply chain. This is why Germinal, for its products, uses only few genuine ingredients. In fact, it boasts a project for a short, certified and transparent supply chain with trustworthy suppliers. Such as the spelt supply chain, which comes from the area of Ferrara, or the rice, which is grown exclusively in Northern Italy; or such as apricots, which come from fruit-farms in Puglia and Basilicata. Therefore, traceability and transparency are core values and are made manifest in the neologism 'Bionest'. They mean more than 15 certifications and high food safety standards following over 5 thousand controls per year on raw materials and final products, which are made with no colourants, preservatives, additives and Gmos. "We have always been producing organic products respecting the environment, also thanks to suppliers

and commercial partners sharing our engagement for sustainability", explains Emanuele Zuanetti, Ceo of Germinal. "We take care of people making organic, healthy and functional products, developed for everyone's nutritional needs. Our mission is feeding your health with tasty food".

However, transparency also means taking care of farmers' working conditions. This is why Germinal, besides assuring the complete traceability of the product, supports projects to guarantee fair working conditions in collaboration with Altromercato.

Sustainable everyday

Also Germinal's commitment for sustainability is daily. In fact, the company has always made use of completely recyclable and biodegradable materials. A further step forward deriving from an endless search to offer good products at 360 degrees.

The Group has made several commitments for sustainability. Every week, plastic, paper and cardboard packaging produced is taken by a company chosen for its technologies, so that wastes are properly processed and recycled. The new packaging, a bag made of vegetal biodegradable and compostable materials, is produced in accordance with the European law Uni En 13432 and is certified Ok Compost. Thanks to its characteristics, this material can be thrown in the bio-waste collection and composted. Not only. The roof of the production site in Castelfranco Veneto is equipped with photovoltaic systems which allow to reduce by 25% CO2 emissions every year. In addition, the company is certified Greener and the products are made respecting the environment by using only renewable sources. Because, at Germinal, sustainability is right at home.



At Biofach 2020 new products will be showcased

Biofach, the annual trade fair for organic professionals, is the occasion to unveil new products, and not only. Germinal will take part in the German exhibition as well. Where it will showcase a new line of products, two vegetal desserts and where it will show its new compostable packaging, which will not only be used for granola and muesli, as it was in the beginning, but also for many other items.

The hummus becomes a dessert

Germinal has launched a sweet, tasty and lactose-free version of the hummus. The Hum-Mousse is a dessert which can be also spread. Naturally, it is chickpea-based. The delicate legume taste melts with the intense flavor of cocoa or with the sweetness of almonds. In fact, it will be available in these two versions in a 80 grams single portion. A healthy dessert with an extraordinary flavour.

Una storia di gusto e attenzione

Germinal, che da oltre 40 anni opera nel biologico, ribadisce il suo impegno nel garantire prodotti buoni, sicuri e sostenibili. Con nuove referenze, come l'Hum-Mousse Desert e la linea Tutti Buoni, e un packaging completamente compostabile e biodegradabile. Perché, presso Germinal, la sostenibilità è di casa.



Organic Sicilian wines by Natale Verga

These wines reflect out respect for the environment, due to a truly eco-friendly packaging

Our cork is the first to grant a zero environmental footprint



Labels are printed on recycled paper

Bottles are manufactured with 90% recycled glass



by Eleonora Davi

MARKETS & DATA

www.biobank.it

Italy is becoming increasingly organic

The BioBank 2019 report takes a picture of the sector, which is now worth 6.4 million Euro. It mainly grows thanks to the green cosmetics market. The wide spread in large-scale distribution.

The organic market is growing steadily. In fact, in 2018 two million hectares of organic agriculture have been reached in Italy. With 80 thousand operators involved in the supply chain and a turnover of 6.4 million Euros between export and the internal market. A lively and dynamic sector that mainly grows thanks to cosmetic, which has doubled its numbers in five years. This is what emerges from the BioBank 2019 report, a description of the organic world in Italy, created through the systematic collection and processing of information on thousands of companies, active both in food and cosmetic. BioBank has analysed 10.114 activities of different types, specialized and non-specialized: organic shops, restaurants, catering and different forms of direct sales, but also supermarkets, traditional shops, herb shops, pharmacy and drugstore. They generated growth of 164% in the domestic market and 127% abroad between 2009 and 2018.

The organic cosmetic sector drives the growth. In fact, companies active in the beauty sector increased from 458 in 2014 to 1,070 in 2018, up by 133.6%. In particular, these are certified companies that produce goods for beauty and personal care. These are the companies that drive innovation in the entire sector towards sustainability and that in the absence of a regulatory framework choose to be certified by an accredited test institution. Therefore, to give up any shortcut such as greenwashing, that is to say the improper use of claims and images that recall organic and nature, while containing only a minimum percentage of organic ingredients. In fact, the demand for natural or organic cosmetics and ecological cleansing products is increasingly growing. The offer does not only come from the organic stores - dedicated e-commerce and bio-perfumeries -, but also from the beauty and clean specialized stores and supermarkets. The record growth in the sector, however, goes to bio-perfumeries, a sales channel that switched from 104 stores in 2014 to 304 in 2018. Online stores also tripled, although with a less pressing pace: last year there were 285 e-commerce sites and 142 were from the

cosmetic industry. With at least three objectives: increase sales, increase the visibility of the company and the assortment of products, give a reference for prices by orienting the market.

Differently, the organic food industry grows thanks to its spread in the large-scale distribution, while traditional channels are experiencing a slowdown. Over the last ten years, there has been a real turnaround between the eight types of specialized food businesses - companies with direct sales, markets, buying groups; shops and e-commerce;

restaurants, farmhouses and school canteen - and 'other canals' - supermarkets, traditional shops, herb shops, pharmacy and drugstore. In fact, in 2009 the sale of organic products passed 71% in the specialized ones and 29% in the 'other channels'. In 2018 the situation turned upside down: the first category represented 53% and the second 47%. The world market is growing explosively. Especially in large-scale distribution where the organic assortments are getting richer also thanks to investment by brands

themselves in their own private label. In the meantime, in 2018 many specialized shops lowered the shutter (-5.8% compared to 2017). Those below 70 square meters close, while those above 150 increase. A large number of brands (79%) also choose to join through different forms and franchising options and sharing promotional programs. This is the case of chains such as Ki Ama Bio, Naturesi, CuoreBio, Bio C 'Bon and Piacere Terra. Superstores that try to differentiate between fresh products, a good gastronomy and the offer of local products, the herbal shop, and also for the possibility to visit farms or eat in the shop's restaurant. The organic food restaurant market remains dynamic because it meets the need of Italians to eat their meal out-of-home in a healthy way, as long as in 2018 it was estimated at 606 million euros, +46% compared to 2017. In 2018 the double-digit growth rate of organic e-commerce continued (it means 17% compared to the previous year). These are mainly the online companies platforms, but also the e-commerce of organic stores and exclusively online stores which have increased exponentially since 2011, while direct sales in the company or through ethical purchasing groups have recently suffered a setback, despite having contributed to a large extent to the spread of organic products in Italy. Companies that once lived on these services are now reinventing themselves, transforming or completing them through a wider range of products, facilities and experiences. Therefore, organic grows but no longer and not only in the activities that gave birth to it and determined its spread. Cosmetic products and organic foods are available in the supermarket near your home and just a click away. So, there is more and more organic and it can be found everywhere.

Italia: sempre più bio

Il rapporto BioBank 2019 scatta una fotografia del settore. Che oggi vale 6,4 miliardi di euro. E cresce soprattutto grazie alla cosmesi green, che in cinque anni ha raddoppiato i propri numeri. La grande diffusione nella Gdo.

Trend number of activities – food & Co. 2014-2018

E-commerce of foods

| 2014 | + / - | 2018 |
|------|--------|------|
| 240 | +56,3% | 375 |



Restaurants & Co.

| 2014 | + / - | 2018 |
|------|--------|------|
| 406 | +36,5% | 554 |



School canteen

| 2014 | + / - | 2018 |
|-------|--------|-------|
| 1.249 | +12,5% | 1.405 |



Street market

| 2014 | + / - | 2018 |
|------|-------|------|
| 221 | +6,8% | 236 |



Shops

| 2014 | + / - | 2018 |
|-------|-------|-------|
| 1.348 | +0,4% | 1.354 |



Companies with direct sales

| 2014 | + / - | 2018 |
|-------|-------|-------|
| 2.903 | -1,6% | 2.857 |



Farms

| 2014 | + / - | 2018 |
|-------|-------|-------|
| 1.553 | +5,6% | 1.466 |

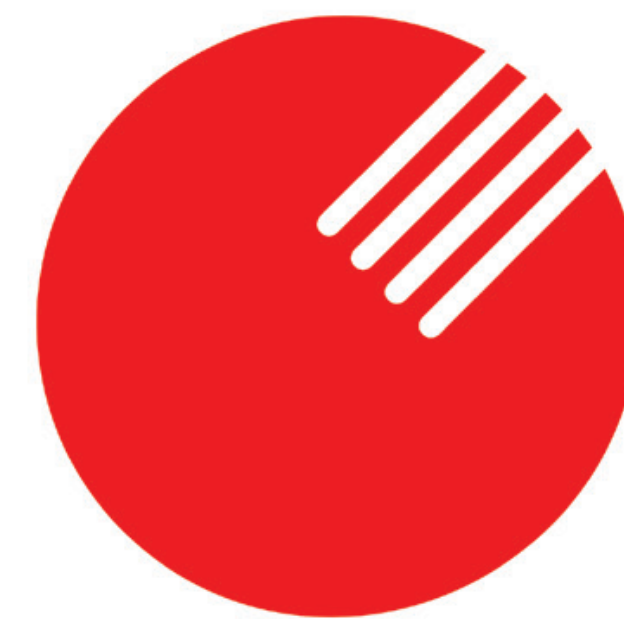


Buying groups

| 2014 | + / - | 2018 |
|------|--------|------|
| 891 | -10,5% | 797 |



Source: BioBank 2019



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THE WINE REVOLUTION

The organic market is growing. In the near future, France will be the main consumer and Italy the leading producer and exporter. A study of Millésime Bio.

While conventional wine production and consumption decreases worldwide, organic wine keeps growing, expanding year after year its market share. Since 2013, consumption has doubled all over the world due to consumers' demand for products respecting the environment. That is why in France, Italy and Spain, the three main organic wine producers globally, more and more vineyards are being converted to get to produce 2 billion bottles of organic wine within 2023, as reported by a study carried out by Millésime Bio, the world organic wine fair, that has analysed its future production and consumption in five key Countries: France, Italy, Spain, Germany and the United States.



Conventional and organic wine market in 2018



165.8 billion €

Global wine market
(organic and conventional)

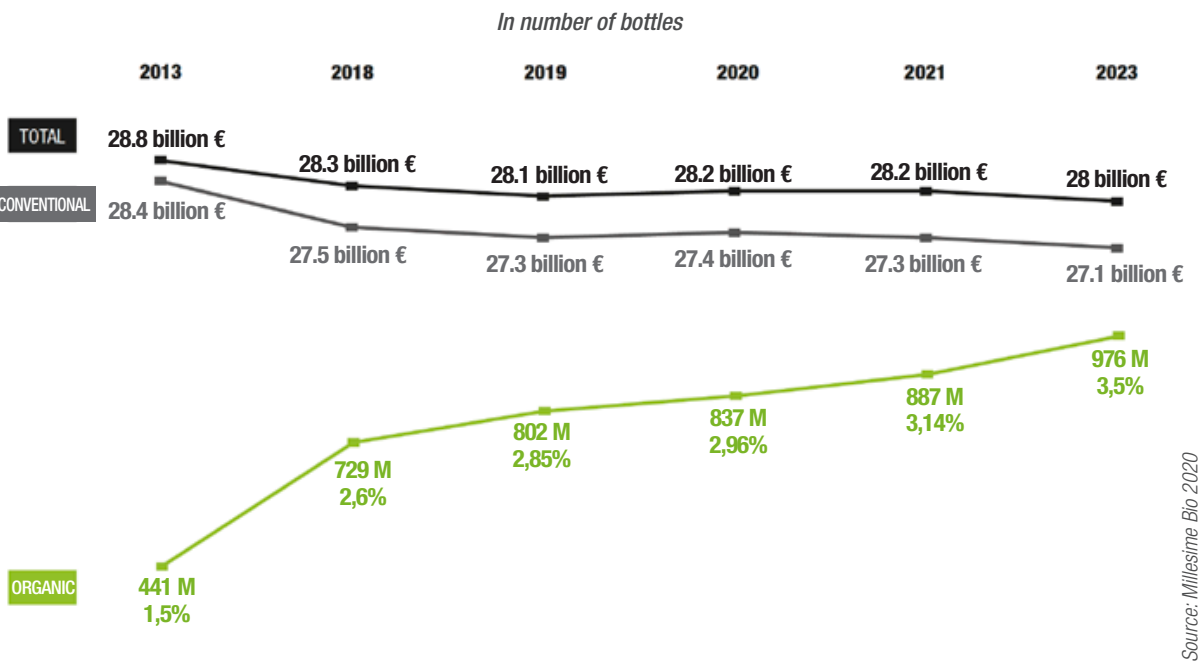


3.3 billion €

Organic wine market
in the Countries considered

Source: Millésime Bio 2020

Evolution of the consumption of organic and conventional wine in the world

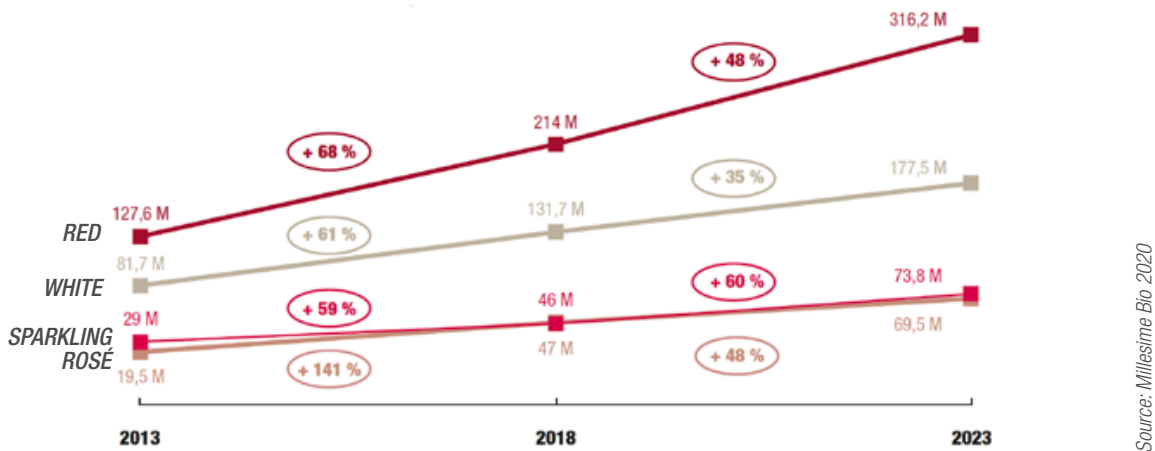


Sparkling wines take the lead

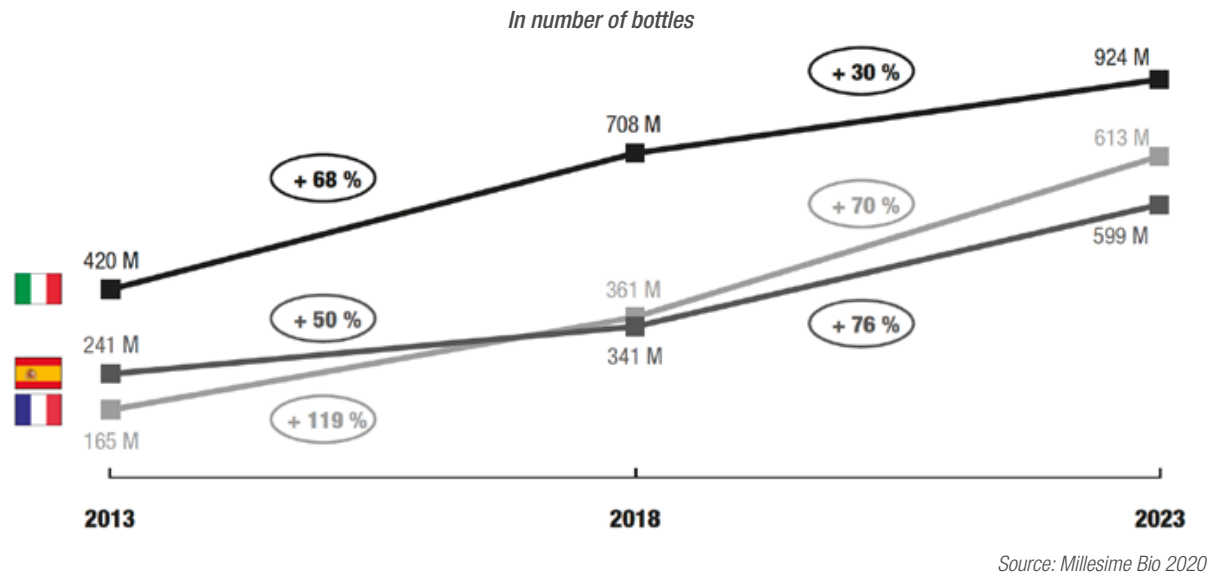
Both in the whole world and in the five countries considered, organic wine is conquering consumers' hearts. At this rate, in 2023, organic products will be equal to 3.5% of the total production in France, Italy, Spain, Germany and the United States, where over half of the wine produced globally is drunk. Given the increasing demand, the three main wine producers – Italy, France and Spain – will increase the number of organic vineyards to step up production. In France, the conversion rate has even doubled. Therefore, growth is common and widespread and concerns both sparkling and still wines. Especially sparkling wines consumption has gone up on average by +19.1% per year between 2013 and 2018. This trend will continue in the following five years between 2018 and 2023 with a +8.2% growth per year. Over the same period, conventional sparkling wines consumption will increase on average by only +0.5% per year. As a consequence, over 2013 and 2018, production has tripled, passing from 30 million bottles per year to 95 million. In addition, organic sparkling wines create value: if in 2019 a bottles cost on average 14 euros, this price will increase by 2.7% per year until 2023.

Evolution of the consumption of organic wine in the five Countries considered* (by type of wine)

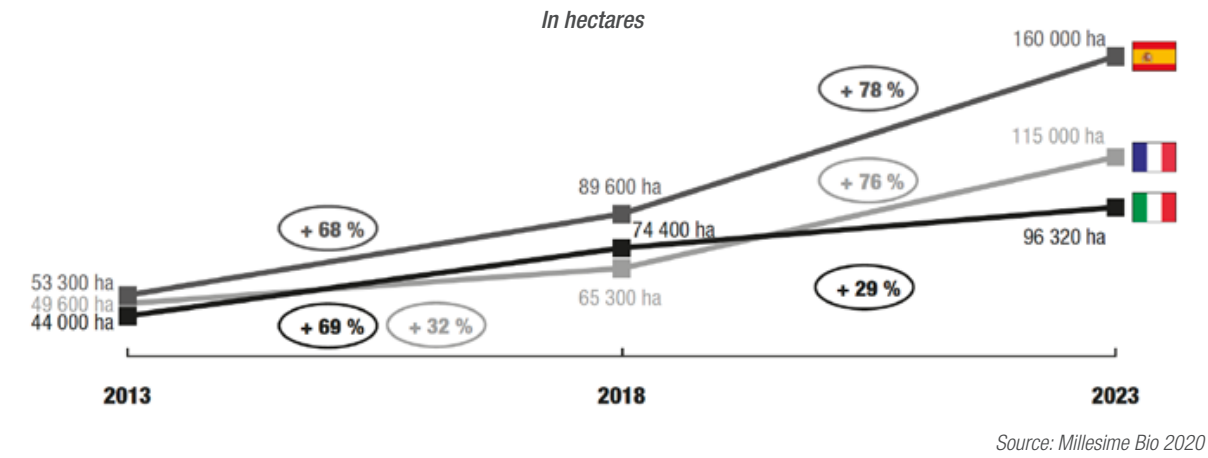
*Germany, Spain, United States, France, Italy - In number of bottles



Growth in organic wine production in the 3 main producing Countries



Growth in organic certified vineyards in the 3 main producing Countries

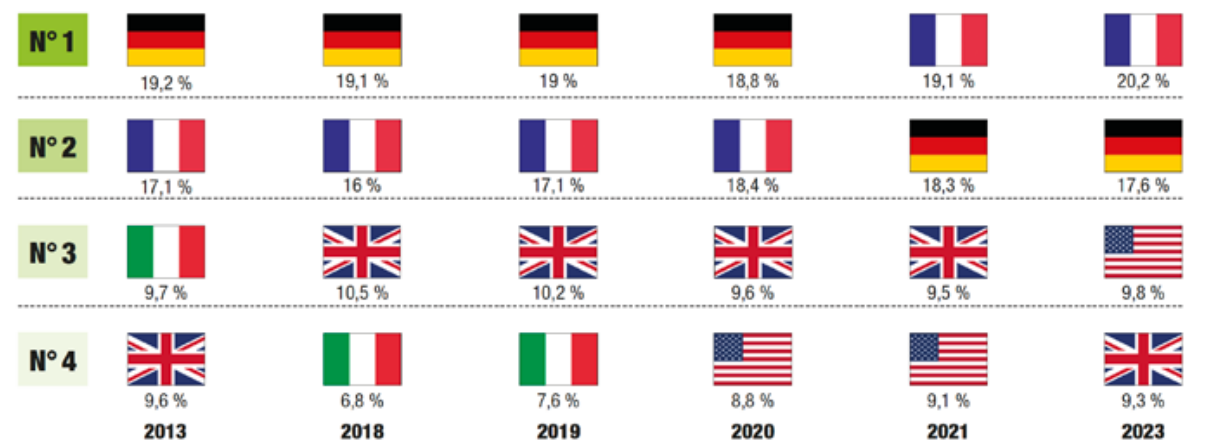


France is the first consumer in the world

In 2021, in France, twice the amount of organic bottles than in 2013 will be drunk – this quantity in 2023 will be equal to even 20% of the global consumption. Therefore, the Country will lap Germany. Anyway, growth won't only concern France, that in 2023 will reach 295.4 million bottles. It will also concern Spain (37.8 million bottles) and the United States (95 million), that is already the first market in the world for conventional wines and that will overtake Italy, stuck at 61.1 million bottles, and will rank third.

The first four Countries consuming organic wine

(% on global consumption)



(Di)Vino biologico

Mentre diminuiscono il consumo e la produzione mondiale di vino convenzionale, il vino biologico continua a crescere, ampliando di anno in anno la propria quota di mercato. Il consumo è raddoppiato in tutto il mondo dal 2013, trainato dalla domanda da parte dei consumatori di prodotti che siano rispettosi dell'ambiente. Questo mercato è destinato a espandersi ulteriormente, con la Francia come primo consumatore e il Bel Paese come maggiore produttore ed esportatore. Lo studio di Millésime Bio, il salone mondiale del vino biologico.

Italy is the main producer and exporter

The study reveals that Italy is the main producer and exporter of organic wine. The Country, in fact, in 2018 destined only 11.8% of the total production to the domestic market, the rest was exported. This numbers will increase in 2023 and the domestic market will only get 9.3% of the total production. Also Spain will destine the vast majority of its production – 89% - to export. On the contrary, France, Germany and Spain drink local organic wines. In fact, in 2023, France will sell on the domestic market 64% of its production, Germany 91% and the United States will destine to the domestic market almost 99% of its production.



% of the domestic production exported

Italy

| Domestic market | Export |
|-----------------|------------|
| 2013 12,2% | 2013 87,8% |
| 2018 11,8% | 2018 88,2% |
| 2023 9,3% | 2023 90,7% |

Spain

| Domestic market | Export |
|-----------------|----------|
| 2013 4% | 2013 96% |
| 2018 9% | 2018 91% |
| 2023 11% | 2023 89% |

France

| Domestic market | Export |
|-----------------|----------|
| 2013 50% | 2013 50% |
| 2018 58% | 2018 42% |
| 2023 64% | 2023 36% |

Germany

| Domestic market | Export |
|-----------------|----------|
| 2013 91% | 2013 9% |
| 2018 88% | 2018 12% |
| 2023 91% | 2023 9% |

Usa

| Domestic market | Export |
|-----------------|---------|
| 2013 99% | 2013 1% |
| 2018 99% | 2018 1% |
| 2023 99% | 2023 1% |

Source: Millésime Bio 2020

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*recyclability certified in Italy by ATICELCA 5012017
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