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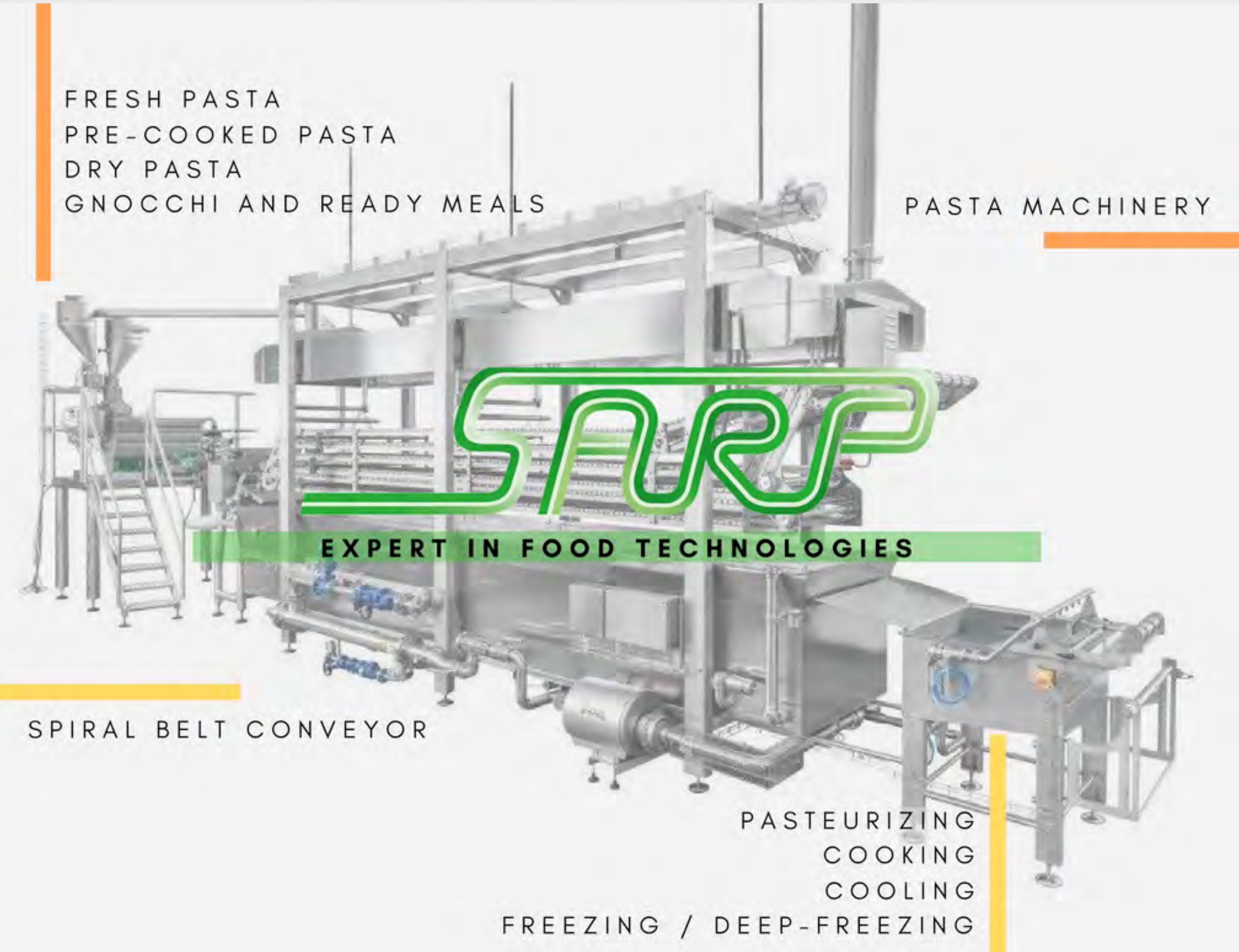

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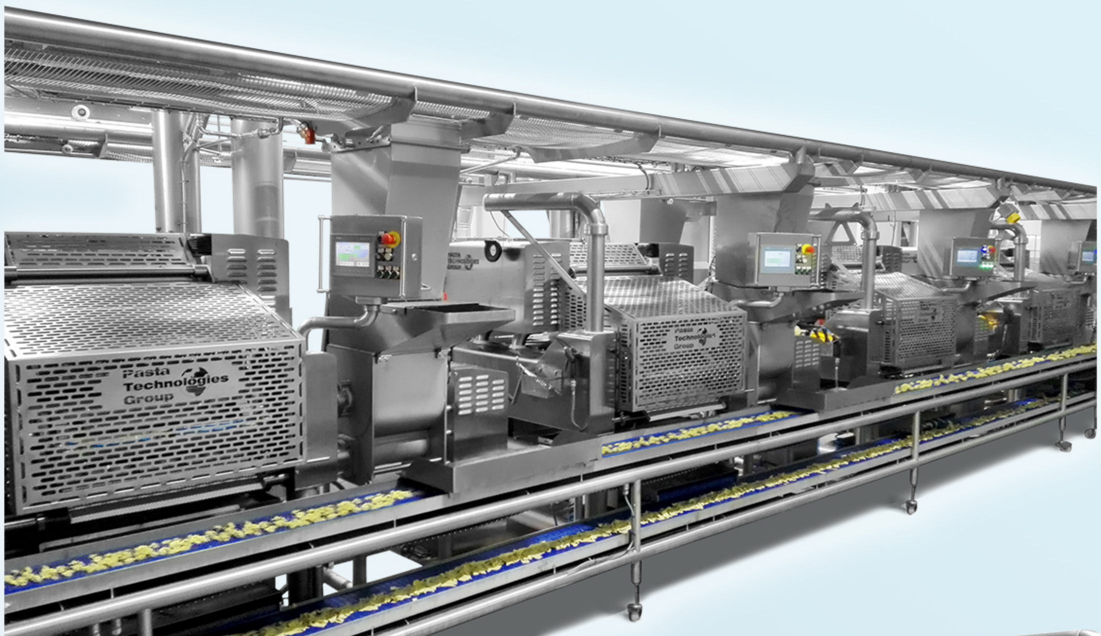

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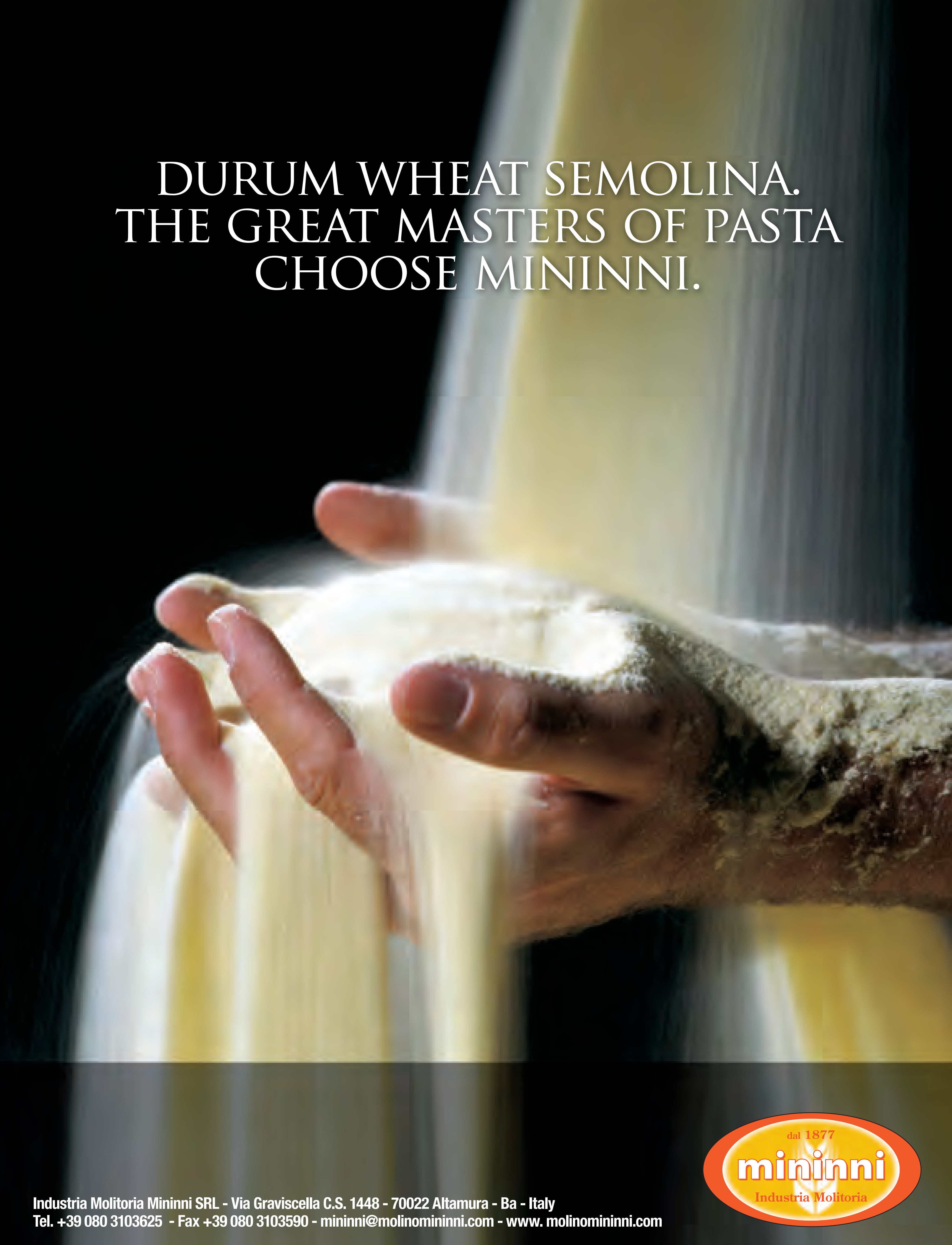
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With the April 2018 issue, the paper version of the trade magazine for the international community of pasta manufacturers has had a complete makeover, enriched with additional content and the use of more captivating graphics. It is not, however, simply a case of reproducing the digital magazine on paper, but it is, in fact, a completely new editorial product that contains original and exclusive articles as well as a selection of the best pieces that have appeared on the digital magazine and on the pastaria.it portal. Sector operators can continue receiving it at zero cost by activating a free subscription. But in order to continue to access all of Pastaria's professional information you will need to continue to download the digital magazine and visit the pastaria.it portal, where original exclusive articles will be published.

Original and exclusive articles and a selection of the best pieces published on the digital magazine and on the pastaria.it portal are what make up and enrich the new paper edition of Pastaria, issued in April 2018. Whilst, on the one hand, it ideally continues the work of the historic publication of the same name distributed in Italy and globally between 2007 and 2012, on the other, it totally reinvents its style, in order to provide Italian and international pasta producers with a more modern publication that is fully integrated with the other professional information tools that bring the Pastaria network alive.
It is not, therefore, just a simple print version of the digital magazine, but a publication that differs throughout in terms of its content, graphic design and method of use.
However, to be able to access all the specialised information, sector operators are called upon to consult and use all the tools in the Pastaria network (in particular the digital magazine, the paper magazine and the pastaria.it portal), each of which will contain exclusive articles (i.e. not available on the other tools).

Circulation and distribution

The new magazine's circulation and widespread distribution will reach the pasta production sector nationally and internationally (at least 5,000 copies in Italian and 1,500 in English – numbers that will rise to coincide with the sector's major trade fairs in which Pastaria will take part).

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The fact that the magazine is free, as are the other tools on the Pastaria network, is guaranteed by the sensitivity of the companies supplying machines, systems, ingredients and services and that support Pastaria in its day-to-day professional work of providing information and updates for Italian and international pasta producers. Heartfelt thanks go to: Anselmo, Alma Packaging, Castiglioni, Cusinato, DEMACO, Foodtech, Gluten Free Expo, Industria agroalimentare De Vita, Industria Molitoria Mininni, Ipack-Ima, Italgi, Jelex Seafood, Landucci, Marmon Pasta Solutions, MartinoRossi, Molino Dallagiovanna, Molino Grassi, Molino Pasini, Open Fields, Pama Parsi Macchine, Pasta Technologies Group, Pavan Group, Penta Engineering, Sarp, Tecalit, Tecna, Tuttofood, Zindo.

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2

Proceedings of the Pastaria Festival. Combination of process technology and packaging conditions to improve the shelf life of fresh pasta

Lucia Padalino, Cristina Costa, Amalia Conte, Matteo Alessandro Del Nobile
SAFE Department, University of Foggia

This work evaluates, for the purpose of extending the shelf life of fresh pasta, the effect obtained by combining the addition of potassium sorbate (PS) to the process (kneading phase), the antimicrobial air filter placed in the cooling phase following the pasteurization treatment, and modified atmosphere packaging (MAP).
The study was presented during the conference entitled *Problems and opportunities for pasta packaging today* organised as part of the 2017 edition of Pastaria Festival.

Fresh pasta is a highly perishable product in which the high water content (between 24% and 30% moisture) encourages the development of micro-organisms (bacteria, yeasts, moulds) that alter the product's initial properties (Del Nobile et al, 2009 a,b;. Zardetto, 2006). The microbiological quality of fresh pasta is closely linked to the properties of the flours used (durum wheat semolina and/or alternative flours), the properties of the water, the methods used for production (home-made pasta, pilot or industrial system), and the sanitization of the product and equipment. Industrially manufactured pasta undergoes heat treatments for the purpose of ensuring the product's hygienic stability over time (Zardetto & Dalla Rosa, 2007).

Among the heat treatments capable of controlling the development of spoilage micro-organisms, in addition to pasteurisation, reference can be made to other sanitization techniques to be applied before and after packaging, such as microwaves and heat convection that make it possible to achieve shelf life values of between 30 and 90 days (Ahmed & Ramaswamy, 2007; Chaudrasekaran et al., 2013). As an alternative to heat treatments, published studies suggest the use of different active compounds in the dough (chitosan, potassium sorbate) and/or modified atmosphere packaging (Del Nobile et al., 2009ab, Costa et al., 2010; Sanguinetti et al., 2011; Cruz et al., 2006). Among the antimicrobial agents, it is potassium sorbate (PS) that has prompted a great deal of interest, because it is capable of limiting the spread of moulds without influencing the product's specific sensory parameters (Lucera et al., 2011). It has been shown that modified atmosphere packaging (MAP) and in particular concentrations of carbon dioxide of between 50% and 80% slow down the development of bacteria and the appearance of moulds visible on the pasta's surface.

This work has adopted a step-by-step approach in order to optimise the processing and packaging conditions of fresh durum wheat pasta to improve its shelf life. What was tested, in particular, was the effectiveness of the PS added to the dough, of an antimicrobial air filter applied in the cooling phase following pasteurization, and of MAP. The microbiological and sensory quality indices were monitored for each experimental phase.

Table 1 **SUMMARY OVERVIEW OF THE STRATEGIES APPLIED FOR EACH EXPERIMENTAL PHASE**

	Sample	Air filter	Potassium sorbate [mg kg^{-1}]	Packaging
Phase 1	no-FilterAir-1	No	No	Air
	no-FilterMAP-1	No	No	MAP (70:30 CO_2:N_2)
	FilterAir-1	Yes	No	Air
	FilterMAP-1	Yes	No	MAP (70:30 CO_2:N_2)
Phase 2	no-FilterAir-2	No	No	Air
	FilterAir-2	Yes	No	Air
	S-500Air	Yes	500	Air
	S-750Air	Yes	750	Air
	S-1000Air	Yes	1000	Air
Phase 3	no-FilterAir-3	Yes	No	Air
	FilterAir-3	Yes	No	Air
	FilterMAP-3	Yes	No	MAP (70:30 CO_2:N_2)
	Filter-PS-MAP	Yes	1000	MAP (70:30 CO_2:N_2)

Materialis and methods

The work was organised in three experimental phases summarised in Table 1. Below is a detailed description of the fresh pasta production process, the packaging conditions and the analyses performed during the storage period.

Preparation of the pasta samples

The fresh pasta was made using durum wheat semolina (Molino Agostini, Montefiore dell'Aso, Italy). To prepare the dough for extrusion, semolina and tap water


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(30% w/w) were mixed using a rotary system (Namad, Rome, Italy) at 25 °C for 20 minutes. The pilot system featured an extruder (60VR, Namad, Rome, Italy) and was fitted with a bronze die to give the pasta the shape of macaroni (diameter 1 cm, thickness 1 mm and length 2 cm). Following extrusion the pasta was pasteurized with steam for 3 minutes at 90 °C (Namad, Rome, Italy). After the pasteurization phase, the pasta was cooled with air at ambient temperature. In this phase the system was fitted with an antimicrobial air filter (Camfil S.p.A., Milan, Italy) which was activated or inactivated on the basis of the type of sample to be prepared. kg^{-1} Appropriate solutions of PS were added during the kneading phase in order to obtain pasta samples with final concentrations of 500 mg kg^{-1}, 750 mg kg^{-1} and 1000 mg kg^{-1} of PS (Farmalabor s.r.l. - Canosa di Puglia, Italy). Approximately 80 g of fresh pasta were placed in the tray and packaged with a multi-layer film (thickness 90 µm) with high gas barrier properties and made up of Polyethylene terephthalate (PET), ethylene vinyl alcohol (EVOH) and polyethylene (PE) supplied by Di Mauro Officine Grafiche S.p.A. (Naples, Italy). The pasta samples were appropriately packaged (Gandus saldatrici, Milan, Italy) in MAP (70:30 CO_2: N_2) or air. All the samples were stored at 4 ± 1 °C.

Composition of the head space gases

The changes in the concentration of O_2 and CO_2 in the head space of the packaged samples were monitored using a Dansensor PBI (Checkmate 9900, Denmark). Two readings were taken for each sample.

Microbiological analyses

For the microbiological analyses around 25 g of sample were aseptically removed from each portion of pasta, placed in a Stomacher bag, diluted with 0.9% NaC1 solution and homogenised. Serial dilutions were then subsequently conducted in sterile saline solution and portions were plated and incubated in conditions suitable for the search of different microbial groups. What was monitored, in particular, were aerobic mesophilic bacteria, psychotrophic micro-organisms, total coliforms, lactic bacteria, *Staphylococcus* spp., yeasts and moulds (Costa et al., 2010). All of the microbiological analyses were performed in duplicate on two different samples. Moreover, the pH was determined on the homogenised samples.

2.4 Sensory analyses

Samples of fresh pasta, both raw and cooked, were assessed sensorially by a trained panel made up of eight judges, who were asked to evaluate the colour, smell and overall quality of the raw pasta, Kronos®

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Table 2 MAL VALUES (DETERMINED FOR EACH MICROBIAL GROUP), VMT (APPEARANCE OF VISIBLE MOULDS) AND SAL (FOR RAW AND COOKED PASTA) CALCULATED FOR EACH EXPERIMENTAL PHASE

	Samples	MAL Micro-organisms (days)					SAL Overall Quality (days)	
		Total Bacterial Count	Psychotrophs	Coliforms	*Staphylococcus* spp.	Visible Moulds (VMT)	Raw Pasta	Cooked Pasta
Phase 1	no-FilterAir-1	>8	>8	>8	>8	10	>8	>8
	no-FilterMAP-1	21.43±2.63^{a}	26.84±5.70^{a}	>64	25.63±1.67^{a}	58	63.67±1.16^{a}	63.67±1.16^{a}
	FilterAir-1	>12	>12	>12	>12	13	9.86±0.09^{b}	9.86±0.09^{b}
	FilterMAP-1	25.91±2.13^{a}	>64	>64	>64	68	>64	>64
Phase 2	no-FilterAir-2	>6	>6	>6	>6	10	>6	>6
	FilterAir-2	>10	>10	>10	>10	12	>10	>10
	S-500Air	>10	>10	>10	>10	12	>10	>10
	S-750Air	>17	>17	>17	>17	17	>17	>17
	S-1000Air	>17	>17	>17	>17	21	>17	>17
Phase 3	no-FilterAir-3	>13	>13	>13	>13	15	7.91±1.16^{a}	9.54±0.93^{a}
	FilterAir-3	>17	>17	>17	>17	19	11.60±1.09^{b}	11.65±1.69^{b}
	FilterMAP-3	31.46±0.90^{a}	>45	>45	>45	/	39.41±1.33^{c}	38.44±1.48^{c}
	Filter-PS-MAP	>50	>50	>50	>50	/	>50	39.60±1.33^{c}

The averages in the same column followed by different apices differ significantly (p<0.05)

and the adhesiveness, hardness, stickiness, elasticity, colour, smell, flavour and overall quality of the cooked pasta samples. A nine-point hedonistic scale was used for the sensory evaluation (1 extremely unpleasant; 9 extremely pleasant).

A score of 5 was used as a threshold value for product acceptability (Del Nobile et al., 2009 a,b). Moreover, the members of the panel were asked to report any observations concerning mould on the pasta's surface (VMT - Visual Moulds Time).

Calculation of shelf life

The evaluation of the shelf life of each experimental phase considered the microbiological acceptability limit (MAL), the sensory acceptability limit (SAL) and the appearance of visible moulds (VMT). Shelf life coincides with the lowest value of the three quality indices being considered. To calculate the MAL, that is to stay the storage time in which the cellular concentration of the bacteria considered reached the threshold limit set, the reparameterised Gompertz equation was used (Conte et al., 2009). Threshold values were in particular set at 10^6 UFC g^{-1} for mesophiles ($MAL^{mesophiles}$) nd psychotrophic bacteria ($MAL^{psychotrophs}$) and at 10^4 UFC g^{-1} for coliforms ($MAL^{coliforms}$) and *Staphylococcus* spp. ($MAL^{staphylococcus}$). The sensory acceptability limit (SAL) for the raw and cooked pasta (SAL^{raw} and SAL^{cooked}, respectively) was calculated using the same modified version of the Gompertz equation, which was adapted to the sensory parameters. A score of 5 was used as a threshold value for sensory acceptability (Costa et al., 2010; Conte et al., 2009). The shelf life values relating to MAL, SAL and VMT calculated for each sample monitored are shown in Table 2.

Statistical analysis

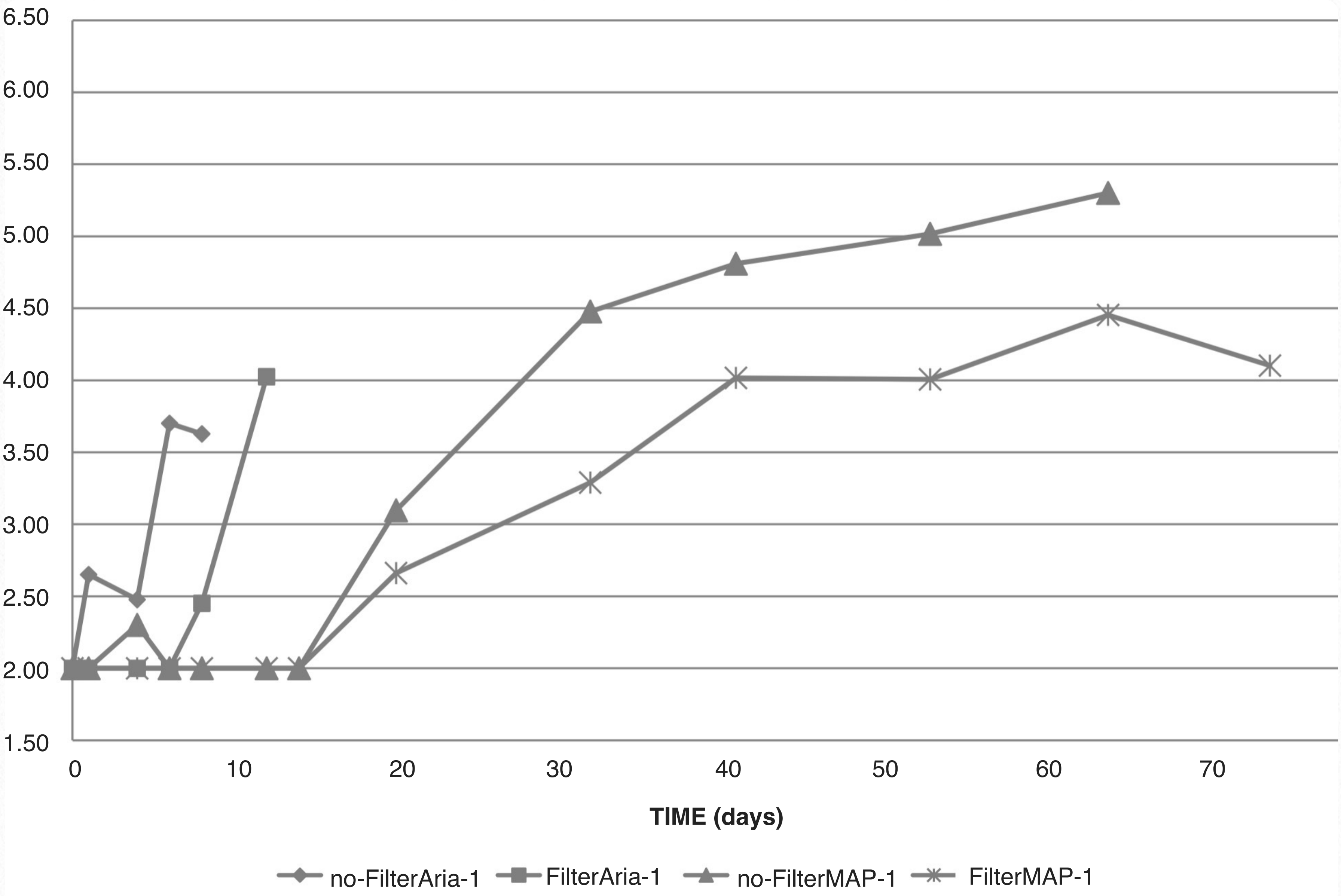
The cellular concentration (Log UFC g^{-1}), the MAL, SAL and shelf life were statistically processed using one-way analysis of variance tests (ANOVA).
The Duncan test, with the option of homogeneous groups, was used for determining the significance of the differences ($p<0.05$).

Results and discussion

Head space characteristics

What emerges from the analysis of the composition of the gas in the head space (data not shown) for the three experimental phases, is that the samples packaged in air recorded a slight decrease in the concentration of oxygen and an increase in that of carbon dioxide (the final values recorded for O_2 and CO_2 were 18% and 0.6%, respectively). The changes recorded could be attributable primarily to the metabolic activity of the aerobic microorganisms. On the other hand, for the samples packaged in MAP (70:30 CO_2: N_2) the composition of the gases remained virtually unchanged throughout the entire storage period. In particular the polymer film,

Figure 1 **DEVELOPMENT OF YEASTS DEPENDING ON THE STORAGE TIME FOR THE PASTA SAMPLES PRODUCED IN THE FIRST EXPERIMENTAL PHASE**



selected in a previous experimental work for its characteristics of permeability (Costa et al., 2010), was capable of preserving the initial concentration of gases for up to 50 days.

Microbiological qualities

During the first experimental phase, the effectiveness of the antimicrobial air filter combined with packaging in air or in MAP was tested. As part of the work a rapid increase was reported in the microbial population (mesophilic, lactic and psychotrophic bacteria) for the sample produced without the filter and packaged in air (No-FilterAir-1), whereas lower cellular loads were recorded for the sample packaged in air with a filter (FilterAir-1). Moreover, pasta packaged in air (no-FilterAir-1 and FilterAir-1) resulted in the development of moulds after 10 and 13 days respectively. Conversely, what was observed over time was a gradual microbial development for the

samples packaged in MAP without and with filter (no-FilterMAP-1 and FilterMAP-1) (samples monitored for up to 60 days). More specifically, the sample to which the antimicrobial filter and MAP (FilterMAP-1) were applied recorded lower cellular loads. By way of example, Figure 1 shows the development of yeasts for the samples of the first experimental phase. The samples packaged in air showed an increase in the yeast populations that went from 10^2 to 10^4 CFU g^{-1} during the first 10 days of storage. On the other hand, for the no-FilterMAP-1 and FilterMAP-1 samples the loads were stable for up to 12 days. Moreover, the results highlighted that the air filter and MAP combination slowed the development of yeasts in pasta down still further, when compared to the samples in which only MAP was applied.

In the second experimental phase the antimicrobial effects of the PS combined with the antimicrobial air filter were evaluated. During the course of the experiment it was possible to observe a rapid rise in the microbial population for the samples without PS, whereas an efficacy directly proportional to the concentrations used was recorded in those containing the antimicrobial agent. The effect of adding PS was particularly visible on the population of yeasts. In actual fact, what was observed for the no-FilterAir-2 and FilterAir-2 samples was an increase from 10^3 to 10^5 CFU g^{-1} whereas for the samples with the added PS the yeasts were below the limit of detectability for the entire period of the test. Even the appearance of moulds on the sample was directly influenced by the tested concentrations of PS (Table 2).

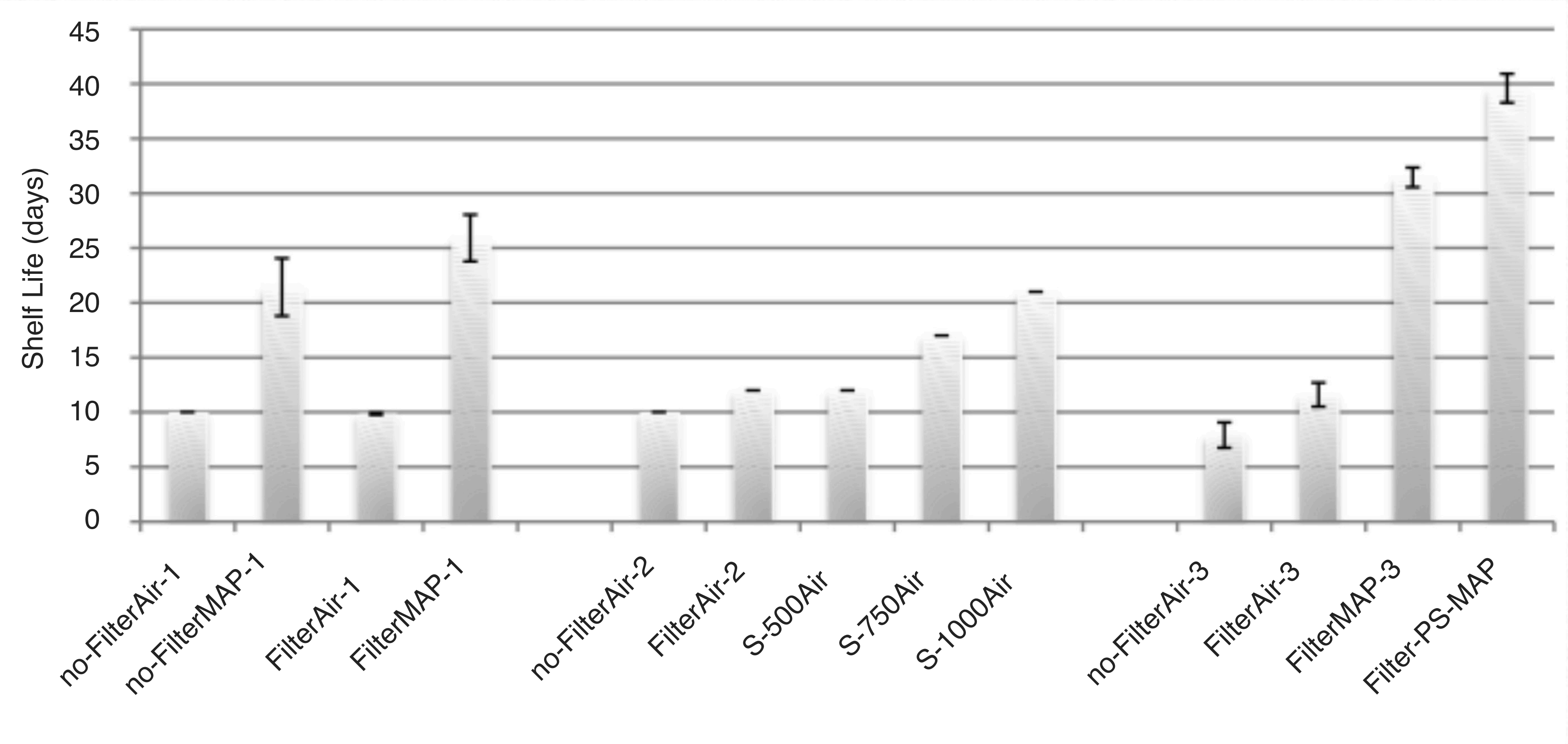
In the third experimental phase, in which the three solutions were combined to check the bacterial proliferation, it was possible to observe the microbial effect starting from time 0. Taking the total bacterial count as an example (same trend for yeasts, psychotrophic and lactic bacteria), the lowest loads were found for the sample with PS (2.00 ± 0.00 Log UFC g^{-1} for Filter-PS-MAP compared to approximately 3.00 for the other experimental theses). Of the samples packaged in MAP, the best results were obtained from the FilterMAP-3 and Filter-PS-MAP samples monitored for 45 and 50 days respectively. In the case of the no-FilterAir-3 and FilterAir-3 samples, the moulds appeared after 13 and 17 days respectively, whereas in the case of the samples packaged in MAP no development of moulds was observed. In particular, from the calculation of the microbiological acceptability limit (Table 2) t is possible to observe that the best microbiological stability was obtained for the sample in which all three strategies were combined (Filter-PS-MAP), in as much as they never

reached the microbiological limits set. The experimental results obtained show that: i) the air filtration used for cooling the product after pasteurisation reduces the number of contaminants; ii) packaging in MAP ensures the sample's microbiological stability over time; iii) potassium sorbate makes it possible to control the development of moulds and yeasts (Zardetto 2006; Del Nobile et al., 2009 a,b; Sanguinetti et al., 2011). Throughout the entire storage period for all the samples investigated, the presence of coliforms was not detected. When it comes to the pH value, small oscillations in the initial value (6.09± 0.06) were recorded for all experimental samples.

Sensory quality

The results of the sensory analyses highlighted that the overall quality of raw pasta was influenced primarily by the smell, whereas the unpleasant taste and the physical properties were the main factors responsible for the unacceptability of cooked pasta. The structural changes and the development of off-odours in the pasta samples during the storage period were attributable primarily to microbial growth (Costa et al., 2010; Sanguinetti et al., 2011). As expected, the samples packaged in air were subject to rapid decline of the sensory properties which was not the case for samples packaged in MAP, which appeared stable for a greater period of time. The Filter-PS-MAP sample, in particular, was acceptable for more than 50 days when it came to the properties of raw pasta and around 40 days for those of

Figure 2 **SHELF LIFE VALUES OBTAINED FOR PASTA SAMPLES PRODUCED IN THE THREE EXPERIMENTAL PHASES**



cooked pasta (SAL values shown in Table 2).

Evaluation of shelf life

Table 2 shows the values of the sensory acceptability limits in general terms for the quality of raw (SAL^{raw}) and cooked (SAL^{cooked}) pasta, and of the microbial acceptability limit calculated with the reparameterised Gompertz equation and the VMT. The lowest value obtained in terms of MAL, SAL and VMT represented the shelf life value of pasta (Figure 2).

As it is possible to observe, the best results in terms of shelf life were obtained for the samples in which the three strategies selected were applied (antimicrobial air filter, improved concentration of PS and MAP) that made it more possible to control the appearance of moulds, microbial growth and sensory decay. In general, the shelf life of samples packaged in air was limited by the appearance of moulds. However, the application of the air filter and the addition of potassium sorbate (Phase 1 and Phase 2) made it possible to obtain higher shelf life values compared to the check sample. In the third experimental phase in particular, shelf life values of 7.91 and 11.65 respectively were achieved for the No-FilterAir-3 and FilterAir-3 samples. In contrast, the application of the MAP slowed down microbial development and controlled the proliferation of moulds, guaranteeing a shelf life of around 30 days for the FilterMAP-3 sample and approximately 40 days for the sample in which the three storage strategies (Filter-PS-MAP) were applied.

Conclusions

The results obtained in this work have highlighted that the MAP, the air filter and the concentration of potassium sorbate, when appropriately chosen, act together to control the loss of microbial and sensory quality of fresh pasta during refrigerated storage.

The most interesting shelf life value (of around 40 days) was obtained for the pasta sample to which the antimicrobial filter was applied following pasteurization, the potassium sorbate (1000 mg Kg-1) was added and that was packaged in MAP using a multi-layer film.

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News from ABIMAPI. 16th International Congress of Industries beats all records for attendance, exhibitors and sponsors while promoting international business

ABIMAPI

16TH INTERNATIONAL CONGRESS

“News from Abimapi” is the regular column of the Brazilian Manufacturers Association of Biscuits, Pasta and Industrialized Breads & Cakes, to keep those in the trade informed about the association’s activity and what’s new on the Brazilian pasta and baked goods market.

here were over 360 participants in the ABIMAPI 16th International Congress of Industries which took place April 5-7, in Foz do Iguaçu (Paraná), Brazil.
The three-day event focused attention on the food sector, offering the opportunity to discuss key issues of current interest. The first session featured economist Alexandre Mendonça de Barros and political and international affairs expert Demétrio Magnoli who analyzed the current economic and political scenario in Brazil. Daniel Asp Souza, business development leader at Nielsen, and Tathiane Frezarin, director of New Business at Kantar Worldpanel Brazil, presented their acclaimed market studies. They were followed by Sandra Guerra, managing partner of Better Governance, and professor and philosopher Clóvis de Barros Filho, who discussed, respectively, corporate governance and ethics in the second and third sessions. Concluding the roster of speakers were Maurício Morgado, Ph.D in Administration and specialist in retail and services, who discussed a number of retail and consumer trends from the world, and Manoel Alves Lima who addressed issues involving innovation strategies for retail. Also speaking was advertising expert Walter Longo, who discussed management issues in the post-digital era.
Using the mobile app launched exclusively for the event, participants were able to provide feedback on the presentations. We achieved our goal of disseminating good management practices as well as the concept of adding value to Brazilian products as a way of developing the categories we represent.
Another area of focus was the integration between suppliers of industrial equipment and raw materials and representatives of the food industry through our trade fair, which set records this year: 31 stands offered innovations, solutions and trends for manufacturers, as well as the product showroom which featured export-oriented companies.
Also a success was the second International Business Round Table with the participation of Brazilian Biscuits, Pasta and Industrialized Breads & Cakes (ABIMAPI) and Brazil Sweets & Snacks (ABICAB), both partners of Apex-Brasil (Brazilian Agency for the Promotion of Exports and Investments). Twenty-eight Brazilian companies were present promoting their products and looking to increase their sales in foreign markets, with 12 foreign buyers and distributors from a number of countries. In total, US$1 million in business deals were closed during the event and more than US$ 6.2 million in future business.

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PUBLIC Projetos Editoriais

Experts analyzed the current Brazilian economic and political scenario during the opening of the 16th International Congress of Industries

LThe outlook for the Brazilian and world economy was the theme of the inaugural address of the event on April 5th, in Foz do Iguaçu, Paraná. According to economist Alexandre Mendonça de Barros, following consecutive quarters of decline, the Brazilian GDP is once again on the rise, showing a reasonable growth rate for agricultural companies. “The main point is that the economic recovery is coming, interest rates are falling, inflation rates are low, unemployment is decreasing and we are all likely to see a recovery in consumption, all of which indicate a positive situation for the economy,” he stated.

Following him, political and international affairs expert Demétrio Magnoli outlined his analysis of the political scene in Brazil and around the world. According to him, we have actually experienced one of the greatest economic depressions in Brazilian history. “It is important that this be understood, not only in terms of the short-term, but also from a historical, long-term point-of-view. We are experiencing a crucial mo-

ment that has been damaging to the new republic and its political system," he noted.

"The political system established at the end of the military dictatorship and instituted with the 1988 Constitution is in crisis. It was based on two covenants—a political and social one—that have self-destructed in recent years. They were consolidated and based on hyperinflation, increased taxation and public debt," he explained. Magnoli concluded that this has resulted in the end of the "new republic" and that what is required now is to rebuild the social and political pacts.

The International Congress of Industries offered new studies conducted by the Nielsen and Kantar consulting firms

During the second session of presentations at the ABIMAPI and ABICAB Industries congress, consultants from the Nielsen and Kantar firms presented two previously-unpublished studies regarding consumer behavior and market trends.

Daniel Asp Souza, business development leader at Nielsen Consulting, explained how the combination of price inflation, rise in unemployment and economic crisis has culminated in a significant change in the Brazilian consumer profile. "Today, consumers are multi-channel and, on average, they visit seven different stores to make their purchases. Intersecting this demand requires focusing on an assertive strategy for each kind of store, rather than broad-based product dissemination. To achieve this, it is necessary to identify potential stores, correct exposure, visibility and media actions on the channel, as well as well-structured promotions that add more value to the product."

Following this, Tathiane Frezarin, director of New Business at Kantar Worldpanel Brasil, evaluated the issues related to time and budget, which have a direct impact on the purchases of Brazilian consumers.

"With a limited budget, consumption levels had to be kept low. Today, half of the families are in debt but purchasing must continue in order to balance the economy. On the other hand, demand is permeated by new sensations, convenience, simplification and practicality. This scenario requires brands to fit in, offering clear benefits, easy access, competitive offers and smart deals with proximity and facilities."

As scheduled, during the third session, Sandra Guerra, partner-director of Better Governance, and professor and philosopher Clóvis de Barros Filho discussed corporate governance and ethics.

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Sandra Guerra presented the most common reasons for institutions to invest in strengthening corporate governance, highlighting it as a response to market pressures, just like the access to new sources or reduction of the cost of capital. "This process is geared toward creating long-term value to the companies to preserve the balance among the interests of the different fronts that are part of the organization. It is a system based on principles of transparency, fairness, accountability and corporate responsibility, which permeates the relationship of a range of players, generating sustainable value and sustainability," she explained.

Clóvis de Barros Filho discussed ethics and morals in human relations. According to him, over the last 30 years, "ethics" became the most repeated word, not only in Brazil, but worldwide. He classifies morality as what a person would not do at all, which would prevent him/her from behaving in a given way as a matter of conscience. Ethics, on the other hand, is shared awareness in the service of perfecting human coexistence. "This is an ongoing process, a provisional relationship and an understanding that is built over time," he pointed out. "Imagine a society in which everyone respects the other's rights. Not out of fear, but because they see it as a duty. It would be an action of collective


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intelligence that, from the standpoint of what is best for coexistence, diagnoses values and identifies behaviors," concluded Barros.

Debates on innovation and communication were the main point of the last day of the 16th International Congress of ABIMAPI

The last day of the event motivated professionals to discuss topics concerning innovation and communication.

During the fourth session, Maurício Morgado, PhD in Administration and specialist in retail and services, presented some trends in retail and consumer habits that have emerged worldwide. With clear examples of initiatives already in place, Morgado showed how current technology can be used to facilitate retail. "The great challenge of retail is to integrate offline and online issues and provide special offers, while also promoting a significant experience. Trends are constantly modified by new technologies throughout the buying and selling process and through personalization, but also including the need for a clear positioning of the brand and people with knowledge of the product," said Morgado.

In a world in which consumption is changing, the traditional buying process has already changed. In the past, everyone knew what the consumer wanted, decided, bought, evaluated and returned. Today, this process can begin in the online world before going through the physical store. It is influenced by social media and the sale is made using a mobile device. “We must not stop discussing those roles, but it is important to highlight that now the consumer is greatly influenced by the various ways and means,” he emphasized.

Following this presentation, Manoel Alves Lima discussed issues that involve innovation strategies for retail. Manoel explained that in the corporate scenario, innovation is defined as a creative applied strategy, with clear goals, based on data and specific information to improve business conditions. In a rapidly-changing world, innovation is absolutely necessary.

“Innovation means doing things differently. It is much more than promoting adjustments or improvements. It is a process that involves risk,” he noted.

According to Manoel, the main innovation trends in retail include small store formats (a way to increase the network capillarity needed to bring them closer to the consumer), own brands and unbranded products (sustainability and originality “in my way, with my touch”), as well as the integration of the physical and digital channels at the service of the consumer, the concept of “gourmetization” and the strategy of involving the audience emotionally, using the store as a communication platform (through storytelling), and, finally, the purpose of the brand.

Advertising expert Walter Longo concluded the presentations. With the theme “Management in the post-digital era,” he discussed the reality clash with new technologies that has completely transformed the way brands deal with their buyers. “Management means dividing our time wisely between pendency and tendency. We live in era of declining profits and increasing complexity. The digital era has brought a shock of new reality that has changed all the ground rules,” he said.

Digital devices are no longer new and they part of the lives of everyone. According to this advertising expert, we live in an environment in which we no longer need digital weapons—we need a digital soul. He presented the three pillars of trends of the post-digital era: ephemerality, reciprocity and sense of tension. “Relationships are increasingly ephemeral. Consumers want the freedom to change the course of their lives, as well as their relationship to products, which requires companies to be able to adapt with flexibility and speed. Technology, on the other hand, allows perspec-

Claudio Zanão

tives to increase the effectiveness of professionals of any sector. What is required is a process of data sharing to generate information useful to all, with brands being challenged to create insights for each business. Finally, brands need a certain amount of tension perceivable to all, that runs counter to the concept of a unique, stable position," explained Longo.

The Congress brought together representatives of national and international companies and its main goal was to contribute to the strengthening and growth of the food sector. During the three-day event, topics of interest to the industry were discussed and best-practices were shared.

Thanks to our members, partners, friends, exhibitors and sponsors who attended the 16th International Congress of Industries, the event was a resounding success. We hope to see you at the next Congress in 2020.

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Proceedings of the Pastaria Festival. Requirements of raw materials and customers: the example of large retail outlets

Michela Carcano
Food technologist

Michela Carcano's report to the meeting entitled *Raw materials and end product: complexity of assessment based on intended use*, organised in collaboration with the Association of Food Technologists of the Piedmont and Aosta Valley regions, as part of Pastaria Festival 2017.

Many small and medium sized enterprises have taken, or are close to taking, a decision on whether to produce exclusively under their own brand name or to switch, either totally or partially, to being a co-packer, that is to say producers of other parties' brands, in the specific case of large-scale distributors. What, in the latter of these cases, are the customer's requirements? What are the related obligations and the benefits?

First and foremost, we will endeavour to clarify what is meant by the terms brand and brand mark and what are the types of brands that consumers can find on the market.

The term 'brand' is understood to mean a name, a term, a symbol or a drawing that identifies a vendor's goods or services and differentiates them from those of a competitor (Collesei, 1994, pp.176); in particular it is possible to differentiate between the brand mark, that is to say that part of the brand that is in general represented by an image with characteristic colours and graphics, and the brand name, that is represented by the part of the brand that can be expressed in words.

The main aim of the brand is to add value to the product by generating an image capital designed to create loyalty with consumers who will identify the brand itself with the precise characteristics and/or values of the manufacturing company and the products it puts onto the market and that are, as such, unique and difficult to replace.

Over the years, at the same time as the traditional concept of an "industrial brand", which is intended to mean the brand used by the manufacturing company, there has also developed the concept of a "commercial brand", which refers to products that a commercial venture puts on sale with its own brand/s. LRCs and other commercial concerns that adopt this method of selling apply the policy of private labels or private brands. With regard to the story of the birth of private brands, what can be deduced is how this became possible following the vertical integration of the supply chains, from production to marketing. Key elements in creating this kind of business were undoubtedly the fact that in-house production makes beneficial economies of scale possible, with the consequential advantages on sale prices, and that the direct control of the production phase meant it was possible to ensure high quality standards were maintained.

Within the LRC sector it is now established practice to offer consumers private label products. By using this tool, distributors have the possibility of creating loyalty with consumers who are confronted with shelves that offer the widest possible choice, that is to say favourite commercial brands and private label products at affordable prices. High quality standards and decidedly advantageous prices compared to brand name products have, in recent years, made the private label sector particularly competitive.

Summarising the private label categories by price ranges can be done by referring to bibliographical classification (Fornari, 2007, pp. 166; Piana, 2009).

- First Prices: these are products with prices that are lower, when compared to similar categories and up to 50% so, compared to the leading brand. In general, first prices are marketed using a fanciful name that, with its logo and colours, does not recall that of the brand mark, and with a basic packaging.
- Premium: these are products with a higher price, even over 30% more, compared to those of the leading brand. In general, these products are marketed with brand names that recall the area and/or the higher quality of the raw materials and with much sought-after packaging.
- Banner Brand: these are products marketed with the brand name of the commercial brand that, in general, have a price that is on average 25% lower compared to the leading brand.
- Other brands: these are private brands that do not fit into the above, and are lines dedicated to particular categories of consumers (e.g. children's products, organic, fair trade, lactose and gluten free products etc.)

The primary goal of distribution companies is that of maintaining the confidence threshold of its own clientèle high, generating brand loyalty in them and attracting their interest through messages that are capable of instilling certainty and creating a positive image of the product. It is therefore natural that what ought to become a primary factor for distributors is the choice of producers, the so-called co-packers, based on certain elements that indicate their capacity to satisfy quality requirements. In the case of private labels, in fact, distributors do not simply purchase products but, to all intents and purposes, they are creating a third party supplier relationship, often even establishing a specific and/or dedicated recipe with the sub supplier.

The requirements that the LRCs expect from co-packers are therefore different and often onerous, in as much as the simple le-

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gal application—the key elements of which are substantially product safety, the correctness of their labelling and presentation and the traceability along the supply chain—is more often than not insufficient to protect the positioning and the image of the brand. It follows, therefore, that distributors need the tools for carefully selecting suppliers and also checking that these comply scrupulously not only with what is mandatory, but also with the actual supply technical specifications that, depending on the chain and the product, can be more or less detailed in relation to the recipe, the properties of the raw materials, the production processes and the checks to be carried out along the supply chain, as well as other conditions such as confidentiality and the sharing of specific social and ethical standards. For this reason distributors have, over the years, created and shared their own quality protocols or standards, such as, for example, BRC, IFS, ISO 2200:2005 with which farms and processing companies can comply, allowing themselves to be checked regularly.

Obviously, the choice of becoming a co-packer does not just produce costs but also benefits, and the path followed by companies when deciding to adopt this production policy can be very different. Some companies begin with the production of the industrial brand and then develop the private labels, above all to saturate the use of production plants and improve relationships with distributors. Others simultaneously develop both types of brands and others even begin with private labels and subsequently move on to the industrial, their chief motivation being to improve margins and reduce dependency on distribution.

That said, it is clear and evident that where an SME decides to develop a private label supplier relationship with one or more large scale distribution chains, it must, by necessity, respect the specific protocols that include the choice and the management of the raw materials. In relation to the latter, during the course of work as an auditor I have essentially highlighted three areas in which criticalities and con-conformities occur frequently in small to medium sized enterprises and that could lead to serious repercussions in relationships with the customer, to the point of legal disputes and/or the interruption of the supply relationship.

1. Supplier selection and qualification: many SMEs still base the selection and qualification of their own suppliers exclusively on a pricing policy. Managing to overcome an exclusively commercial perspective, understanding that reliable suppliers are essential for the purpose of guaranteeing standardisation and the

quality of the raw materials and the collaboration in identifying margins for improvement, is an essential step that can, over time, become a strong point. Every co-packer ought to become aware of the fact that all the problems related to unknown and non-managed raw materials will have an effect, more or less serious, on the finished product and, consequently, on the customer's image. It is important, therefore, to go beyond a dated supplier management policy, that is almost exclusively on paper, developing checking criteria that foresee the gathering and sharing of detailed and complete technical specifications, the undertaking of audits and analytical checks, the drawing up of supply specifications and the implementing of partnership relationships with suppliers.

2. Risk analyses: another difficulty often encountered at the level of SMEs consists in carrying out a correct and full risk analysis that specifically concerns all the raw materials, the ingredients and the technological processing aids employed in producing the recipe. Often this critical area is exacerbated by the fact that companies do not have appropriately trained personnel in-house available. They turn to external consultants who sell standardized 'packets' that have little to do with the specific corporate reality and do not guarantee to highlight the real problems associated with the use of specific raw materials, the management of which is essential for the purpose of guaranteeing the safety and the quality of the finished product. As part of this it is essential, therefore, to: use in-house personnel or external consultants who are competent in the particular areas; to collaborate with one's own suppliers to highlight the risks related to the raw materials used; to refer to bibliographical references and sectoral studies; to update oneself about emerging risks and guarantee the revision of these investigations at every change in the process, the product and/or the raw materials.
3. Analytical plans: last, in terms of exposure but not in terms of criticality, is the issue related to the implementing of analytical plans that are all too often focused on the checking of the finished product instead of the raw materials, within a corrective and non pro-active viewpoint. The analytical plan should allow the producer to have access to raw materials that are safe and it should, therefore, be strictly descendant from the aforementioned risk analysis and proportionate to the suppliers' reliability over time.


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5

Ready meals, in Italy a boom in sales for fresh dishes

Centro studi economici Pastaria

The IRI takes a look at the Italian market: sales being driven by the “first courses” category, with a 17% rise in turnover in the year ending February 2018. “Baked pasta dishes” up 30%.

Sales registered over a twelve-month period topping € 350 million. Against physical movements which, for the series of reference products sold by large retail outlets, reached almost 42,000 tonnes.
With these figures, the “Fresh ready meals” market confirms marked dynamism in this modern outlet channel which is still growing at double digit rates. An increasingly more articulated sector, with sales that in the Large Retail Outlets and Convenience Stores grew, in the year ending February 2018, by 13.7% in volume and by 11.4% in value, compared to the previous twelve-month period.
IRI, a company specialized in market research and marketing service, provides an insight into a market segment which combines functional characteristics with time saving and handy preparation.
Unlike ready meals which are Frozen or Ambient (products at room temperature, *editor’s note*) – the analysts explain – the purchase of which is linked more to factors of convenience and shelf-life, the fresh ready meal category is the one that most refers to a desire to satisfy the needs of taste and lightness, while at the same time evoking those concepts which are becoming increasingly more important to the consumer, i.e. health and quality.
Compared to the total purchases of “fresh products” that recorded more modest dynamics, “ready meals”, always in relation to products with a reduced shelf-life, have experienced an extraordinary development with a growing turnover of nearly € 140 million in the last 3 years, moving forward at an average annual rate of + 18.4%. It should be noted that in 2017 the segment exceeded 3% of the total turnover of the set weight refrigerated sector.
At the same time, the other sectors (Ambient and Frozen), also concerning the ready meals circuit, have been alternating between stable or slightly negative performance levels for some years now. For products at room temperature the last three years have left an average annual decrease of 0.7%. The variation in Frozen Foods is fractional, but always negative, leaving an average annual mark of 0.4% as of 2015.

Table 1 **TREND IN READY FIRST COURSE SEGMENTS**

Year ending February 2018	Sales in volume (kg)	Annual % variation	Sales in value (€)	Annual % variation
Ready first courses	**27.143.615**	**17.6**	**169.686.727**	**17**
Soups	19.941.275	17.5	97.544.833	16.2
Baked pasta dishes	4.501.436	25.9	38.759.832	29.8
Ethnic dishes	789.319	6.7	11.478.275	6.2
Cold dishes	855.629	6	10.362.484	5.2
Pasta	656.227	6.2	7.606.056	8.2
Risottos	211.053	42.4	2.592.836	3.,9
Other first courses	188.673	-13.6	1.342.413	-14.2

Source: IRI InfoScan Census - Total Italian Hypermarkets, Supermarkets, Convenience Stores

Among the "Fresh Ready Meals" the most dynamic (analysing the sales performance of the two aggregates making up the largest sales figures) refer to "first courses", with an increase in turnover of 17% (this figure still refers to the year ending last February), against the 5.3% increase experienced by "main courses". For "side dishes", still a niche category with a sales value of € 20 million ("first courses" are close to a turnover of € 170 million while "main courses" top the € 160 mark) growth is significant, with a year-on-year increase of 19.6%.

As for the trend in sales volumes trend, the lead of "first courses" over "main courses" is even more marked, with 17.6% growth in soups, pasta dishes, risottos and lasagne, compared to the 5% of Hamburger, Cutlets and other dishes.

Let's take a closer look. In the category of "First courses", Soups take up the bulk of the turnover at almost € 98 million. Double-digit growth (+ 16.2% one year later), even if the best performance went to baked pasta (with the category being dominated by lasagne) with a 30% progression over twelve months and just under € 40 million of sales. More modest, but all positive, is the evidence on the development of sales of Ethnic dishes, Cold first courses and Other pasta dishes, with increases registered at between 5 and 8 percentage points. Risottos are in the race (+ 31%), but turnover does not reach € 2.6 million.

"First courses" - IRI analysis observes - have reaped the benefits of the growing

Table 2 **TREND IN FRESH READY MEALS IN DIFFERENT AREAS**

Year ending February 2018	Sales in volume (kg)	Annual % variation	Sales in value (€)	Annual % variation	Area % share
Total Italy	41,662,300	13.7	351.390.168	11.4	100
North-West	18,735,467	13.1	152,818,402	13.4	43.5
North-East	11,037,676	16	96,401,501	11.5	27.4
Centre (including Sardinia)	9,180,935	15.1	74,222,938	10.9	21.1
South	2,708,217	4.6	27,947,334	2.3	8

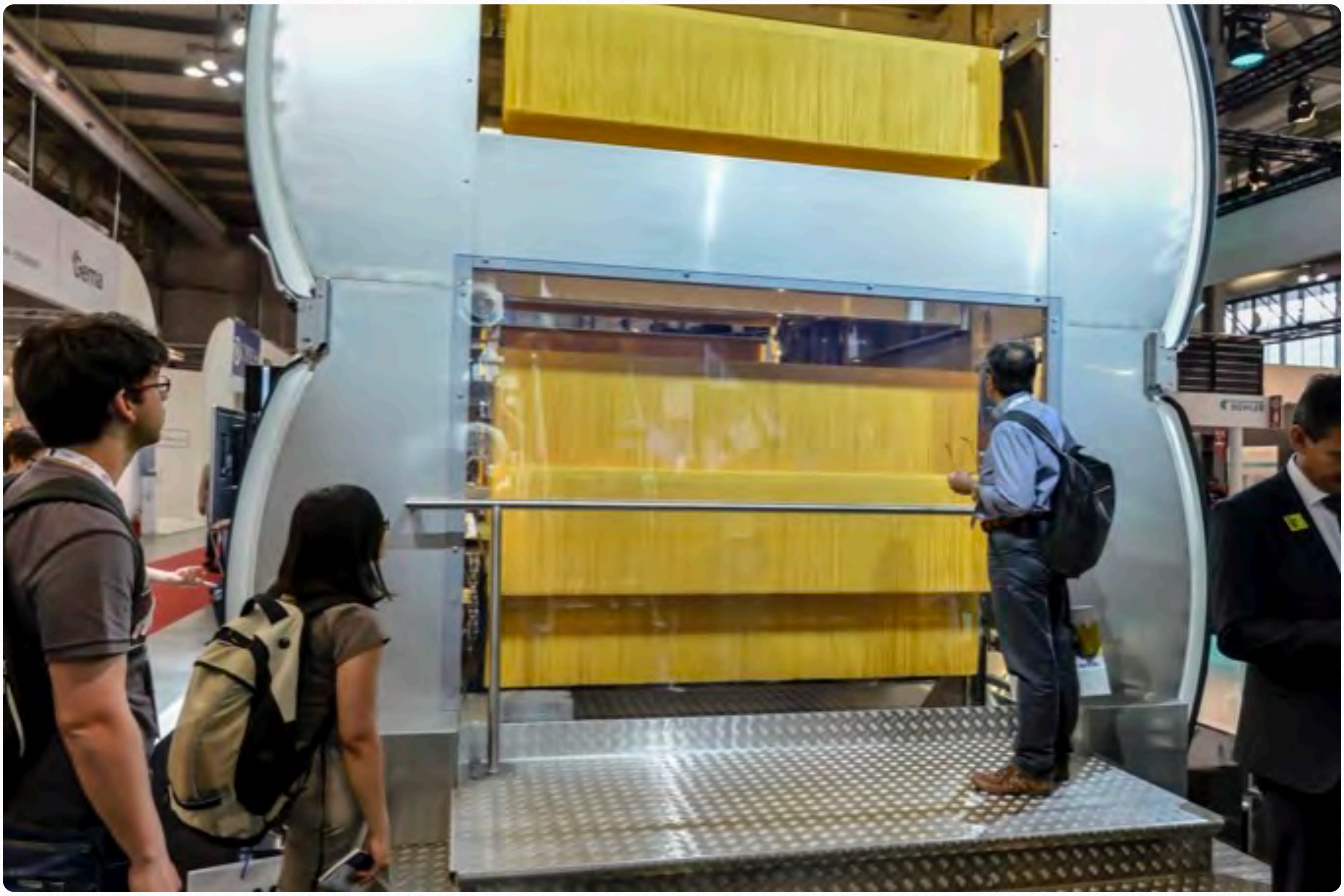
Source: IRI InfoScan Census - Total Italian Hypermarkets, Supermarkets, Convenience Stores

drive towards well-being which has developed among consumers in recent years.
Driven mostly by new formats and the insertion of own brands, the category of baked pastas, as already mentioned, is the most dynamic along with that of soups, thanks to the combination of satisfying tastes and increasingly more "trendy" recipes.
Every single sale of a "first course" stands at around € 3, ranging between € 2.75 for a soup and € 3.72 for lasagne.
The variability between main courses is broader, with average prices per unit ranging from € 2.30 for hamburgers to € 5 for roast meat or stew.
Sales promotions in the category range at 35% for "first courses" and 40% for "main courses", playing a supporting role in the experimentation of new recipes and stimulating consumption.
The analysis, without entering into the specifics of the various categories, also provides a breakdown on the sales of "fresh ready meals" divided by distribution channels and by macro geographical breakdowns. The leading role of Supermarkets emerges from the data in that they alone account for 70% of volumes, registering an annual rate of 15.6%. Convenience stores and hypermarkets are showing a good deal of movement in this segment, with growth rates of + 10.7% and + 8.3% respectively.
At a territorial level, consumption appears to be strongly polarized, with the regions of the north-west concentrating 44% of turnover, a net distance from the south at the tail end with just 8% of share. Significant differences are also seen in the rate of sales growth, with a hesitant + 2.3% registered in the south compared to the double-digit growth figure for the rest of Italy.

6

The complementary events at Ipack-Ima and Meat-Tech 2018

Press release



The exhibition will host important events focusing on themes ranging from the fight against food waste to new industrial scenarios linked to the development of e-commerce.

Visitors to Ipack-Ima and Meat-Tech 2018 will not only be able to discover an extraordinary range of product offerings but will also have the opportunity to attend events and meetings featuring internationally acclaimed guest speakers (29 May – 1 June).
The programme of events will begin with the opening conference of *The Innovation Alliance*. The main focus of the conference will be a roundtable discussion between managers from different production sectors (food, furniture and design, e-commerce) who see the innovative capacity of the showcased technologies as an opportunity to develop their businesses.
This edition of Ipack-Ima, the international exhibition of processing and packaging, will focus on the fight against food waste at an international conference on the Save Food project to be held at 10:00 am on 30 May.
Launched by FAO and Messe Düsseldorf to promote an awareness of issues relating to crop improvement and processing, packaging and delivery, the Save Food project focuses on extending product shelf life, reducing food waste and consequently improving food culture in general.
While these are important issues all over the world, they have particularly important implications in developing countries in terms of ethical considerations and industrial and social policy.
The conference will welcome renowned international speakers, including representatives from leading Italian industrial companies, international associations, start-ups in developing countries, the institutions and the world of IT. First to speak will be Riccardo Cavanna, Chairman of Ipack-Ima and CEO of Cavanna Group, and Bernd Jablonowski , Global Portfolio Director Processing and Packaging of Messe Düsseldorf and founder of Save Food.
Speakers who have confirmed their participation to date include: Stefan Glimm, Senior Executive Adviser of FPE (Flexible Packaging Europe); Sonja Mattfeld, Partner of africon GmbH; Robert van Otterdijk, a Hungary-based food technologist working with FAO in projects fighting food waste; and Rahel Moges, an Ethiopian entrepreneur, founder of the company Ethiogreen Production and Industry and a board member of the African Women Entrepreneurs programme.
On the second day of the show, Meat-Tech will be hosting a workshop organised by ASSOFOODTEC (Italian Association of Machinery and Plant Manufactur-

ers for Food Production, Processing and Preservation) and ANIMA (Federation of Italian Associations of Mechanical Engineering and Allied Industries) focusing on the new corporate responsibilities deriving from legislation on Food Contact Materials (FCMs).

Following the success of the event held last January, the 2nd PACKAGING & E-COMMERCE FORUM organised by Ipack-Ima and the Italian Electronic Commerce Forum NETCOMM will be held on 31 May at 2:00 pm. The event will present the results of the Netcomm & Ipack-Ima Monitor and host a roundtable discussion attended by representatives of large retail chains and the world of research, distribution and consulting, who will discuss the growth of e-commerce and the process of digital disruption and the consequences for corporate models and packaging. Guests will include: Massimo Baggi, Marketing & E-commerce Director of Iper; Giusto Curti, Customer Director of Ferrero; Andrea Casalini, CEO of Eataly Net; Marco Cuppini, Research Director of GS1; Roberto Tognoni, Executive Partner of Reply; and Marco Pedroni, Chairman of COOP.

A focus on food packaging organised by the scientific and technological research organisation TECNOALIMENTI will be held on the morning of 31 May. This will include a conference discussing the main needs and expectations of food producers and the technological solutions and innovative materials developed by the packaging industry to meet the latest needs, with particular emphasis on eco-sustainable materials, new functionalisation technologies and the Internet of Packaging.
The same day, the theme of consumer transparency will be discussed at a conference at Meat-Tech organised by ASSICA (Meat and Cured Meat Producers' Association) and entitled "Nutritional declaration and tolerances of cured meat products for better consumer information".
The programme of events is kept constantly up-to-date on the exhibition's website and also includes institutional meetings of associations that have chosen Ipack-Ima as their main exhibition in 2018.
The world of fresh pasta will converge on the exhibition for the general meeting of APPAFRE (Association of Italian fresh pasta producers, including both artisanal businesses and small and medium-sized enterprises), as will the flour milling industry for the general meeting of ITALMOPA (Italian Industrial Millers' Association).
On 31 May, AIDEPI (Italian Association of Confectionery and Pasta Industries) will unveil a report analysing trends in raw materials prices in foreign markets.
On the afternoon of the same day, APPAFRE will organise a conference on the theme of sanitisation of plants and equipment.
Ipack-Ima 2018 will once again host the Packaging Oscar Awards Ceremony, a contest for the best packaging solution designed or sold in Italy and exhibited during the recent Milan Design Week. Innovation and design are the focus in 2018.
Go to www.ipackima.com for the up-to-date programmes of events and registration forms. sono disponibili i programmi aggiornati degli eventi e i form di registrazione.

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This union collected the passion and the experience of two important realities: the Italian Association of Confectionery Industries and the Italian Union of Pasta Industries, to create a single, large associative entity, able to represent and protect the best Italian manufacturers of **pasta, confectionery, chocolate and cocoa-based products, cookies and sweet baked goods, ice cream, desserts, industrial pastry and breakfast cereals**.

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Pasta Made in Italy, exports up 50% in ten years

Centro studi economici
Pastaria

A turnover € 2.3 billion (-0.9%) recorded for 2017. Sales results in Germany and Japan lagging, while revenues in France, the United States and Belgium grow. Emerging markets still a niche sector.

The Italian agrifood sector confirms its non-cyclical characteristics, countering the recession above all thanks to the excellent performance in exports, which grew by almost 70% in the 2007-2017 period. Analysis by economic research firm, Nomisma, traces the results of a decade of crisis and, even in medium-term prospects, believes internationalization, together with the important lever of innovation are the key driving forces for growth.

However, there is an element of weakness consisting of exports that are still too dependent on proximity markets, starting with those in the EU, and turnovers which are still limited in emerging countries, especially in the Asian area, which are already showing the best performances in terms of food consumption growth.

In this context, pasta, the leading product in the Made-in-Italy agrifood sector, together with wines, cheeses, cured meats and fruit and vegetables, has confirmed itself a leading role.

If you consider that the ten years that have seen the most serious recession since the post-war period have not affected the positive trend of exports in the sector, which from 2007 to today, albeit with ups and downs, has recorded an upward trend of almost 50% over the last decade.

The last twelve months closed, according to ISTAT data, with a foreign turnover of € 2.3 billion, a fractional decline over 2016 (-0.9%). However, volumes increased (+ 1.5%), with pasta sales up, for the second time in history (a similar result was recorded only in 2014) over the 2 million tonnes mark.

Proximity markets also hold a dominant role for the pasta making sector, considering that around two thirds of foreign sales are linked to countries in the European Union. In particular, last year Italian pasta factories made 42% of their total revenue in the top three outlets, represented by Germany, the United Kingdom and France which in all cases was over the threshold of € 300 million.

The less flattering aspect is that in two of these three countries, sales are dwindling. A phenomenon without doubt more evident in Germany, where the value of exports last year experienced a drop of almost 12% (-8.3% in real terms), but the situation over the Channel is also worrying where the decline, for now modest (-1.2% compared to 2016, limited only to revenue), could, with Brexit, worsen further still, unless London and Brussels can come to some sort of an agreement to contain the damages linked to separation.

In France, exports recorded an increase of around 4 percentage points, both in terms of volumes and money, but the driving force, albeit with more modest numbers,

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LINEA DI TRATTAMENTO PASTA FRESCA (150-1500 kg/h)
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Pasteurizer – Pre-dryer

Raffreddatore
Cooler

Pastorizzatore con zona di asciugatura
Pasteurizer with drying area

Quadro elettrico generale
General electric panel

Carico prodotto
Product inlet

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Table 1 ITALIAN PASTA EXPORTS IN 2017

	2016 (tonnes)	2017 (tonnes)	Variation	2016 (thousands of €)	2017 (thousands of €)	Variation
World	1,976,074	2,005,477	2%	2,311,462	2,291,330	-1%
EU 28	1,308,528	1,312,100	0%	1,526,510	1,499,160	-2%
Non-EU 28	667,547	693,377	4%	784,952	792,170	1%
Germany	390,098	357,551	-8%	395,317	348,685	-12%
United Kingdom	269,075	272,534	1%	319,389	315,434	-1%
France	243,012	252,053	4%	296,323	306,725	4%
United States	177,932	181,577	2%	269,975	272,394	1%
Japan	72,817	72,214	-1%	77,825	70,488	-9%
Belgium	52,302	59,187	13%	69,161	71,749	4%
Sweden	52,511	52,538	0%	66,782	65,179	-2%
The Netherlands	49,688	52,242	5%	62,573	60,866	-3%
Spain	40,184	48,929	22%	77,934	94,609	21%
Austria	35,343	35,649	1%	41,332	40,773	-1%
Switzerland	33,281	34,075	2%	52,988	54,116	2%
Poland	24,493	28,877	18%	27,447	29,358	7%
China	22,349	27,000	21%	19,764	22,555	14%
Canada	26,778	26,727	0%	37,772	37,911	0%
Israel	25,383	26,050	3%	20,986	20,529	-2%
Australia	27,806	24,058	-14%	35,064	31,385	-11%
Russia	21,661	23,701	9%	18,968	21,592	14%
Czech Republic	25,326	22,762	-10%	23,122	19,645	-15%
Brazil	19,467	22,217	14%	21,136	23,969	13%
Denmark	23,535	20,685	-12%	28,815	24,453	-15%
Venezuela	11,908	8,840	-26%	8,857	5,894	-34%

Source: Istat

was mainly the Belgian market, where a 13% increase in physical pasta sales was accompanied by a 3.7% increase in turnover.
Among the "traditional" outlets, despite being geographically distant, good performances were recorded in the USA (+ 2% in quantity, + 0.9% in value), which however is not matched in Japan, where Italian pasta was hit by a heavy turnaround in terms of monetary value (-9.4%) while the decline in volumes was limited to 0.8%.
To find an emerging market (the first is China) you have to scroll down the list of destination countries by thirteen places. The numbers, at least the absolute ones, are not even particularly exciting if you consider that for China revenues represent just 1% of total export, despite double-digit growth, with a 21% physical increase and + 14% in value compared to 2016. Better performances were recorded only in Spain, but here we are back in the "neighbouring" area, as is the case with Poland, where the data reveals an interesting 18% increase in volume and a 7% increase in turnover.
The other emerging market which reserves (at least potentially) the most encouraging prospects is Russia, where the embargo has not affected pasta, but has nevertheless indirectly penalized the sector. The year 2016 had left in the annals a collapse of 35% in turnover, which has been recouped, albeit partially, in the last twelve months with a rebound of + 13.8%.
Finally, if we analyze the evolution of sales of our other main competitors on international markets, there are still signs of strengthening for Turkish, Mexican and Egyptian pasta. The analysis, based on Comtrade data, the statistical division of the United Nations, is limited to traditional dry semolina pasta, and shows that Ankara, despite being several spans away from Italy, is the second largest exporter in the world. Last year Turkey had a foreign turnover of just under half a billion dollars, scoring a +16% on an annual basis. The turnover of Mexican pasta exports has almost tripled, jumping to $175 million, while Egypt, with a turnover of $ 65 million, achieved over 32% more revenues compared to the 2016 levels.
Comtrade data has yet to report the final 2017 figures for Thailand, another major international player, showing instead decreases for both Made-in-USA and Made-in-Canada pasta.

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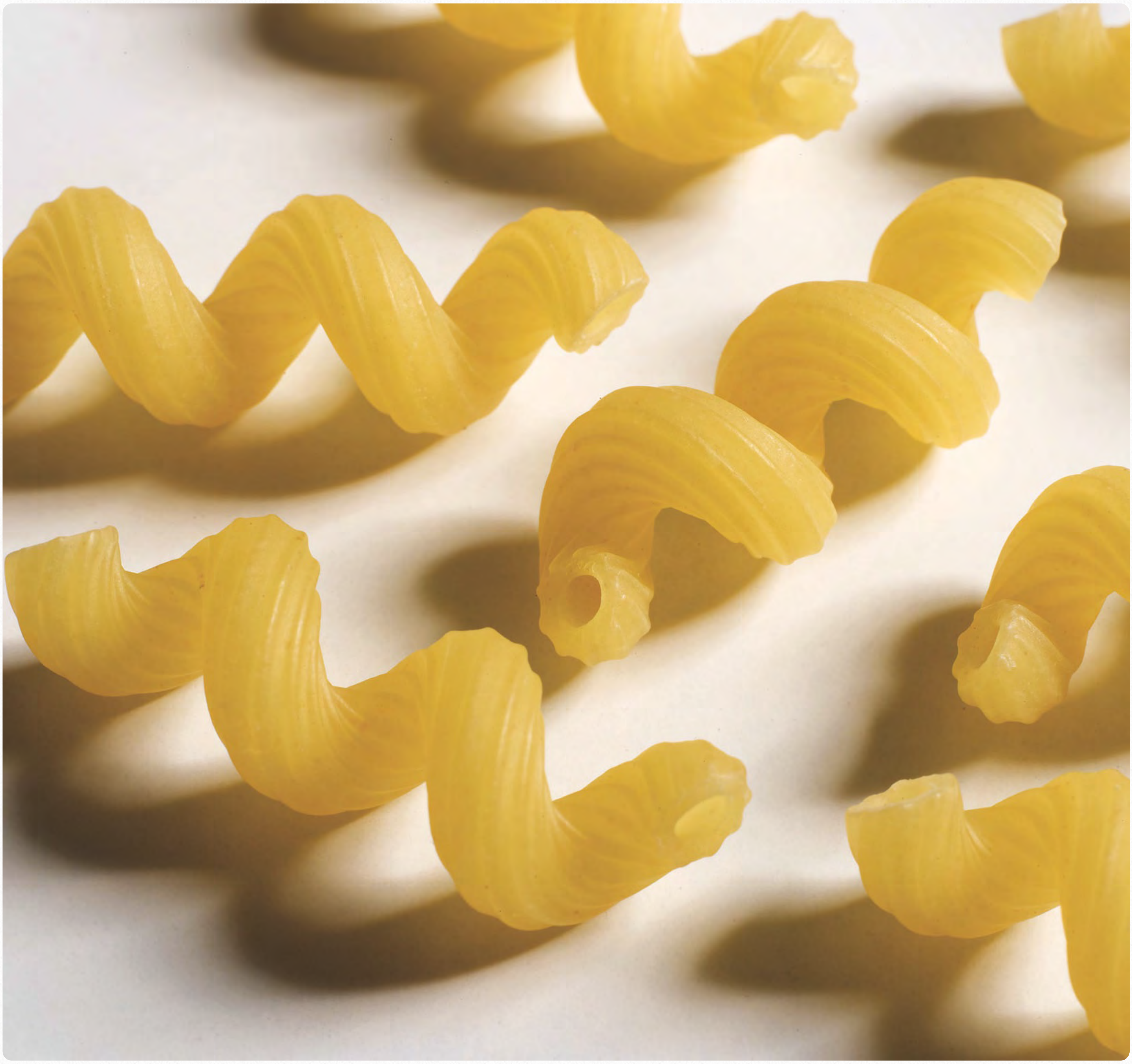
Short news

Editorial staff



Girolomoni's turnover rockets!

A turnover of €12 million, 10% up on 2016. For Girolomoni, the organic pasta factory based in The Marches, 2017 closed on a high, with exports (that represent 81% of its turnover) up, above all in France and the USA, and a threefold rise in sales, over the last five years in Italy, totalling €2.2 million (+175%). Production too, rose by 18%, from 6,100 to 7,200 tonnes. In addition to organic pasta, Girolomoni, a cooperative founded in 1971 by the father of the organic movement in Italy, Gino Girolomoni, also produces cereals and pulses, and markets rice, sauces and tomato sauce passata, fruit creams, balsamic vinegar of Modena, couscous and extra-virgin olive oil. Today the pasta factory has 200 farmers and 50 employees.

Adiconsum (Italian Association for Consumer Protection and Environment) rewards De Cecco

Attention to transparency and the completeness of information provided to the public. These are the reasons behind Adiconsum rewarding the De Cecco pasta factory, within the scope of the "Consumers like it" award, which every year identifies the product most loved by consumers as part of the pre-chosen category, which this year is dry pasta. The award ceremony took place inside the company's factory in Fara San Martino, in the presence of Filippo Antonio De Cecco, Chairman of the Manufacturing Group, and the president of Adiconsum, Carlo De Masi. Also present were trade union representatives and the former President of the Italian Senate, Franco Marini.

Granoro launches on La7

A TV report about the Granoro pasta factory and its history. It was broadcast recently on TV channel La7, as part of a programme entitled "Gustibus", dedicated to cooking and products in the agri-food and wine sectors. The transmission, hosted by Roberta De Matthaeis, devoted a part of the broadcast to the pasta factory, interviewing its CEO, Marina Mastromauro. Topics discussed included the passion for pasta, the attention paid to the quality of a product and the "Dedicato" project, that involves the farmers of Apulia. And the involvement of Attilio Mastromauro, the founder of the company based in Corato, province of Bari. The programme also touched upon the study conducted by the University of Sant'Anna, Pisa, on the "Cuore Mio Bio" health range, the results of which high-

light how the consumption of pasta can continue to feed the heart’s tissue, even when it is suffocated by a blocked coronary artery.

Garofalo - transparency operation – Acquisition of 10% of Bertagni 1882

A veritable “transparency operation” to reveal all the secrets of pasta to consumers. This is the new initiative from the Pastificio Garofalo, that is using its website comesifagarofalo.it to provide end-users with all the details about its product. Simply entering the use by date, that appears on the back of the packet of pasta, will cause the chemical, product and microbiological analyses of the batch in question to appear. What can be seen, in particular, is the origin of the raw material, along with 25 analyses, with the minimum qualitative references required, the value of the proteins, the gluten index and the results of the chemical analyses conducted by a specialist laboratory on samples taken from packages on the shelves of retail stores in different regions. Moreover, what is also shown is the drying temperature and consumers are provided with instructions on how to, for example, differentiate between ‘al dente’ and ‘raw’ pasta.
“The pasta we dish up these days is better than what was being produced fifty, twenty or even ten years ago” explains Garofalo, that, with this operation, wants to focus on the product’s quality.
And it is precisely during the launch of the new website that Garofalo’s CEO, Massimo Menna, announced his company’s acquisition of 10% of Bertagni 1882, an Italian market leader in fresh pasta, with factories in Vicenza and in Avio in the province of Trento. The operation which, according to Menna, represents a “major investment by the company in fresh filled pasta” is worth €13 million. “They have been one of our suppliers for years, they’re number one in the world for premium quality fresh pasta, and we decided to buy a 10% share in Bertagni 1882, whilst our controlling shareholder, Ebro Food, acquired 60%”, said Menna. The remaining 30% of Bertagni 1882 will, at least initially, stay with the current partners, Antonio Marchetti and Enrico Bolla. At present, fresh filled pasta bearing the Garofalo trademark can be found in France and Switzerland, whereas it is a little less widespread in Italy. Garofalo’s acquisition could be the start of the pasta factory’s expansion programme, with possible acquisitions in Italy and abroad, acting on its own or in partnership with the shareholder, Ebro.

Antico Pastificio Sannita – the ‘papalines’ arrive at Cibus

An original pasta that pays homage to the area of Benevento. The name of the new shape, ‘papaline’, created by Antico Pastificio Sannita, speaks for itself. That’s right, because this pasta, with its round shape and its porosity, recalls the skullcaps worn by Popes. The link with Benevento can be found in the history of this once Papal city and Pontifical island in Southern Italy, from 1077 to 1860. The ‘papal rectors’ governed Benevento for a long time, building many churches, monasteries and convents, as well as the Palace of the Papal Rectors and the Villa dei Papi (Popes’ Villa). The new shape went on show and was presented at the 19th edition of “Cibus”, the international trade fair for food and gastronomic excellences, held in Parma.

Mancini Pastificio Agricolo – launch of the “sedano 20 righe” (twenty groove sedano pasta)

Ten grooves on the inside and ten on the outside, the colour of the land and a distinctive smell of cooking wheat. This is the “sedano 20 righe”, the new pasta shape created by Mancini Pastificio Agricolo, as part of its “Turanici” line, dedicated to the wheat that originates in the Khorasan region, in north-east Iran.
First premièred at the Taste Show in Florence, this new product, from the pasta factory based in Monte San Pietrangeli in The Marches, has a low gluten content, is easily digestible and is therefore suitable for consumers with digestive problems. The doubling of the grooves means that the pasta will maintain a constant thickness and retain the sauce both inside and outside of the shape.

Pastificio del Colle – a new trademark and packaging

A rebranded trademark and restyled packaging. The Pastificio del Colle in Gioa del Colle, in the province of Bari, known for producing coloured pasta with natural ingredients, has commissioned a communication agency to renew its image. The preference fell on light colours with gold inserts, for a premium image. The company, founded in the early 1920’s, thanks to Vito Nettis senior, and now in the hands of a nephew of the same name, produces pastas that range from the bronze drawn traditional shapes to new hand-made shapes and all the production can be white, flavoured or coloured with natural essences.

Pasta di Gragnano PGI, new board of directors for the Protection Consortium

A new board of directors for the Protection Consortium for Pasta di Gragnano PGI, that today represents 96% of Gragnano's pasta production. Its Chairman is Massimo Menna, CEO of the Pastificio Garofalo, flanked by board members Aurora Casillo of the Pastificio Liguori, Francesca Scarfato of Il Mulino di Gragnano and Giuseppe Di Martino of Pastificio Di Martino and Pastificio Dei Campi. The Chairmanship will be rotated on an annual basis in order to ensure that all the consortium members are represented. "Thanks to strengthened representation of the Consortium we will be able to combine forces in order to be more effective in terms of protection and allow Pasta di Gragnano GPI's entire supply chain to achieve a further qualitative leap" said Menna in a note.

PASTARIA AT IPACK-IMA

Pastaria will be present at the 2018 edition of Ipack-Ima (Fiera Milano Rho 29 May - 1 June) as a media partner, and it will meet sector operators in

Hall 3, Booth A032.

We look forward to welcoming you and finding out what you think about the new paper edition of the magazine, activating your subscription and handing you an invitation to attend the 2018 Pastaria Festival.

La Molisana, free screening tour

A free health screening tour around the shopping malls of Abruzzo. The "In Salute Tour" (Health Tour) was an initiative that saw La Molisana pasta factory as its partner in promoting health and well-being. It ran through March and April and visited 10 locations. Admission to the venues was free and the malls' walkways had exhibition areas and advice points, as well as spaces for screening, where it was possible to meet specialists in the major fields of medicine from the D'Annunzio University of Chieti-Pescara and the hospitals of Abruzzo. Check ups included: a hearing test; a diagnostic check for coxarthrosis; a mammogram and a uterine ultrasound. "The topic of well-being and health is at the heart of the brand's identity" said Rossella Ferro, La Molisana's marketing manager. "We promote a healthy lifestyle through the high quality and safety of our products, endeavouring to sensitise our customers in different ways".

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Landucci innovations at Ipack-Ima

Press release

Globalization has contributed to making pasta products well-known throughout the world, giving rise to production businesses in some countries where until just a few years ago pasta was exclusively imported from “traditional manufacturing” countries, like Italy.
The appearance of new pasta manufactures in emerging markets and the development of existing manufacturers have led to an increase in the level of the product, from both a quantitative and a qualitative point of view.
To meet the needs of the world market, Landucci (Pistoia, Italy) has implemented strategies aimed at meeting customer needs and requirements: constant updating of the production units to provide a product which is always top quality, professional staff training, optimization of production processes to guarantee increasingly tight manufacturing tolerances, research into new materials, creation of new machines, patents for new devices and so on.
At Landucci we always keep in mind that the die is the heart of pasta and the company goal is to support its customers every step of the way, from the design of new shapes to the realization of new projects, from after-sales assistance to interventions for improving the quality of the product.
Working in partnership with pasta producers from 70 countries has led this historic Tuscan company to develop an important, effective and prompt commercial and on-site assistance network, making Landucci a reference point for pasta makers around the world.
Landucci dies and machines are always tailored to the customers’ needs and to meet production and quality requirements.
For Landucci, Ipack-Ima has always been a very important opportunity to show partners around the world our ideas, technological innovations and solutions for every need.

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Among the machines we will be showing at the Landucci stand, engineered and built by the company itself, you will find die washers incorporating Power Jet technology, with an innovative Landucci patented washing system which drastically reduces the times and costs for washing dies of any size and type, combined with an excellent quality of washing, with special attention paid to washing dies used to make gluten-free pasta.

There will also be the V1000 and V1200 model cutting & folding machines for the production of farfalle pasta, with their modern design and optimal performance, also thanks to new technological solutions and the Landucci patented electronic control system.

You will also be able to see the new Aircut cutters, also incorporating modern and effective solutions, optimized design and innovative ideas for perfectly cutting all pasta shapes, from penne to soup pasta, from the biggest to the most delicate of formats.

Last but not least, the LVC-25 stick washing machine (Landucci patented), with the application of high temperature steam technology, for an optimal cleaning and sanitation of the sticks used for every shape and size of long pasta.

We would be delighted to receive and welcome you to our stand Ipack-Ima 2018, where the Landucci team will be happy to greet operators at Ipack-Ima 2018, at Stand B42-C29, Hall 01 where we will be at your disposal to illustrate the features of the machines on display and our newest products which will be unveiled at the trade fair.


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The Truth about Pasta. Pasta does not make you fat

International Pasta Organisation

The column written by the International Pasta Organization to combat false beliefs about pasta and reaffirm the importance of carbohydrates in a healthy and balanced diet.

Pasta does not make you fat

Worldwide, the prevalence of obesity has nearly tripled between 1975 and 2016. During this same time period, junk food has become more readily available, and people have moved away from traditional cuisines.

Some celebrities avoid carbohydrates, but their fad diets are misguided, and sometimes unsafe. It would be a shame to miss out on complex carbohydrates like pasta, especially if you're looking for something that will help you maintain a healthy lifestyle throughout your lifetime. No single food or nutrient is to blame for obesity. Rather, it is the pattern of what we eat over time that matters most.

If you're ready to take back control over your weight and health, cooking a healthy pasta meal is a great place to start.

Pasta is a traditional food that has been eaten for centuries and is part of the highly acclaimed Mediterranean diet. According to Keri Gans, MS, RDN:

"The Mediterranean diet is a well-balanced way of eating.

It doesn't demonize any food groups. Instead, it focuses on eating every food (like pasta) in moderation."

Because pasta digests slowly and pairs so well with other healthy ingredients like vegetables and seafood, pasta meals are nutritionists' best kept secret. Keri Gans recommends including 2-3 servings of vegetables every time you make a pasta dish, to add more fiber.

Experts say

In a new study in the British Medical Journal, titled "Effect of pasta in the context of low-glycaemic index dietary patterns on body weight and markers of adiposity: a systematic review and meta-analysis of randomised controlled trials in adults," researchers from the University of Toronto, Canada, analyzed 32 randomized clinical trial comparisons involving 2,448 adults to see how low glycemic diets with pasta relate to weight.

Here is what the study found:




I.P.O.
International Pasta Organisation

INTERNATIONAL PASTA ORGANISATION (IPO)
Fondata a Barcellona il 25 ottobre 2005
Formalmente costituita a Roma in occasione
del World Pasta Day 2006 (25 ottobre 2006)




MISSION

L' IPO è un'organizzazione no-profit che si propone di:

- Educare ed informare i consumatori, i media, gli operatori nel settore alimentare e della nutrizione in merito alle proprietà della pasta, evidenziandone i pregi dal punto di vista nutrizionale, gastronomico ed economico.
- Promuovere il consumo e la cultura della pasta a livello internazionale.

WWW.INTERNATIONALPASTA.ORG

ATTIVITÀ

- Organizza e promuove eventi di comunicazione a favore della pasta, come la Giornata Mondiale della Pasta ed il Congresso Mondiale della Pasta.

World Pasta Day
25 October

- Raccoglie e diffonde a livello internazionale informazioni nutrizionali, dati statistici e documentazione riguardanti la pasta.
- Con il supporto di uno Scientific Advisory Committee, attualmente formato da 25 esperti provenienti da 17 paesi, porta avanti iniziative di educazione alimentare, attraverso la pubblicazione di materiale informativo, l'organizzazione e la partecipazione a conferenze e seminari, curando inoltre rapporti con i media.

MEMBRI

Attualmente aderiscono all'International Pasta Organisation 25 membri (tra i quali due Federazioni europee, UNAFPA e SEMOULIERS) in rappresentanza di 18 Paesi (Argentina, Belgio, Brasile, Canada, Cile, Colombia, Costa Rica, Francia, Guatemala, Iran, Italia, Messico, Portogallo, Spagna, Turchia, Stati Uniti, Uruguay, Venezuela).

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“Pasta in the context of low-GI dietary patterns does not adversely affect adiposity and even reduces body weight and BMI compared with higher-GI dietary patterns.”

The researchers also write that,

“These results are important given the negative messages with which the public has been inundated regarding carbohydrates, messages which appear to be influencing their food choices, as evidenced by recent reductions in carbohydrate intake, especially in pasta intake. Contrary to these concerns, the available evidence shows that when pasta is consumed in the context of low-GI dietary patterns, there is no weight gain but rather marginally clinically significant weight loss (>0.5kg).”

In other words, not only does pasta not make you fat, it even may help you lose weight!

Choosing healthy, low Glycemic foods, like pasta, is a useful nutrition strategy. People who are overweight are encouraged to choose high quality, low Glycemic Index foods, according to the Consensus of scientists worldwide at the 2013 Glycemic Summit.

That's because low Glycemic index foods, like pasta, digest more slowly, keeping you fuller for longer.

The bottom line is a healthy pasta meal features two key factors:

- What You Pair with Your Pasta: Pasta is an ideal partner for healthy foods and ingredients such as vegetables, beans, and herbs (whole or in sauce form) and extra virgin olive oil. Nuts, fish, and small amounts of meat or cheese can also be added for extra flavor and protein.
- How Much Pasta You Eat in a Meal: According to most dietitians, a healthy serving of pasta for an adult is 80 grams of uncooked pasta, which is much less than most people are used to seeing on their plates and in restaurants. Fill out your plate with extra vegetables and lean sources of protein such as fish or beans.

Learn more about why Pasta Does Not Make You Fat in our TED-Ed video.

The Truth About Pasta

Starting with the May 2015 issue of Pastaria, the International Pasta Organisation (IPO), a nonprofit association dedicated to promoting pasta consumption and awareness around the world by educating about the merits and benefits of pasta, introduced this new column called, "The Truth About Pasta".

It is part of IPO's communication programme, designed to combat the rise of unhealthy fad diets and change people's perceptions of pasta by informing, educating and encouraging eating pasta as part of a healthy lifestyle.

For information: www.pastaforall.org | f.ronca@internationalpasta.org

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