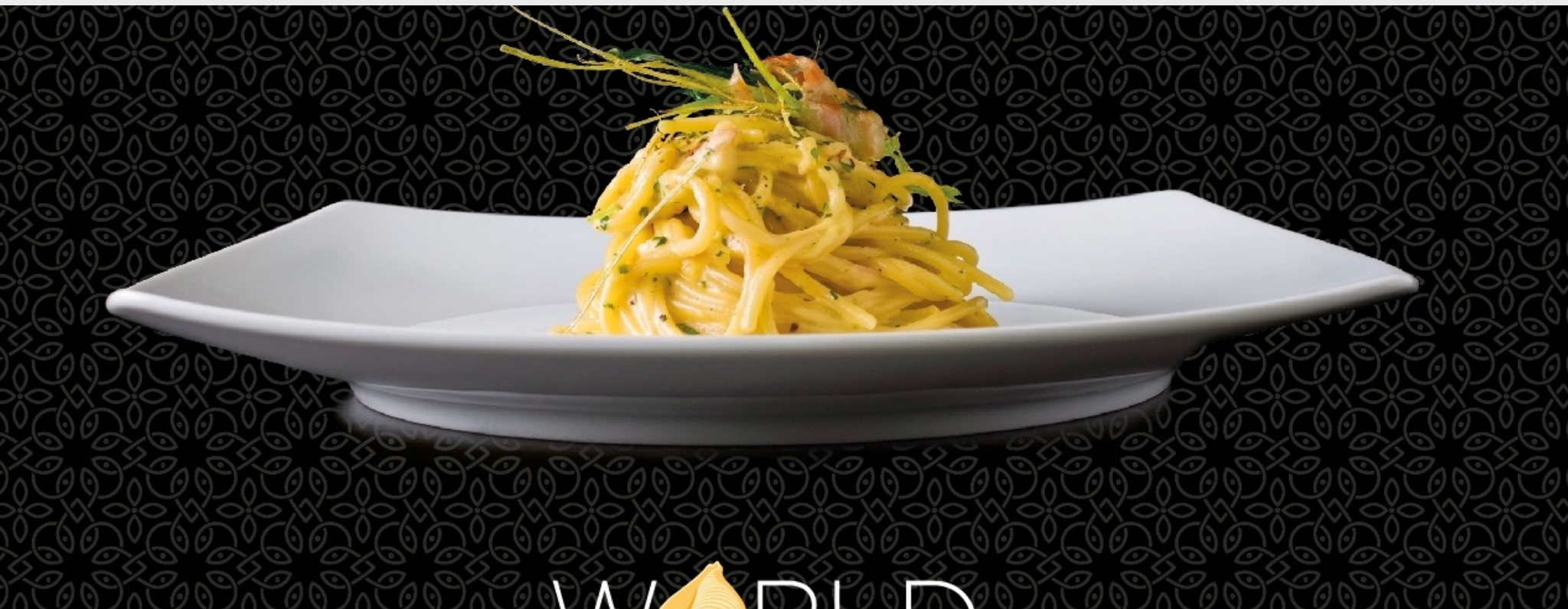
Pastaria international



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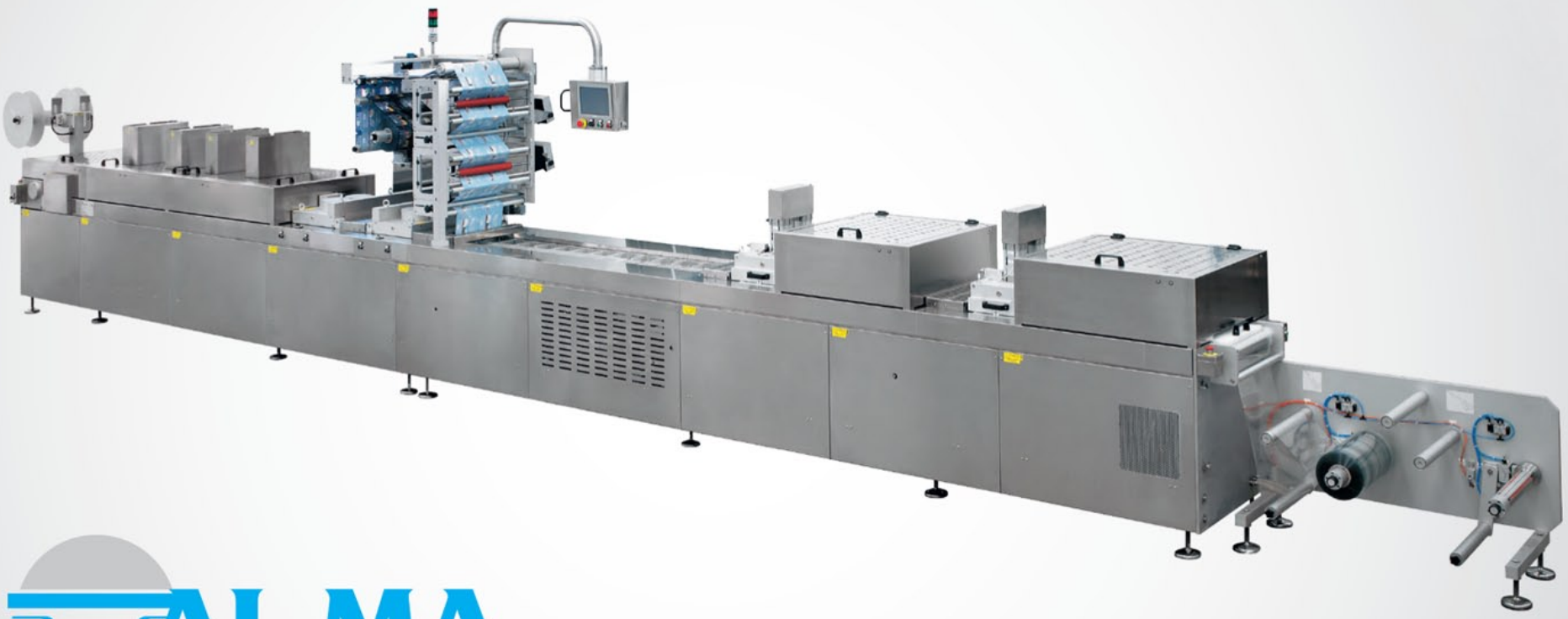

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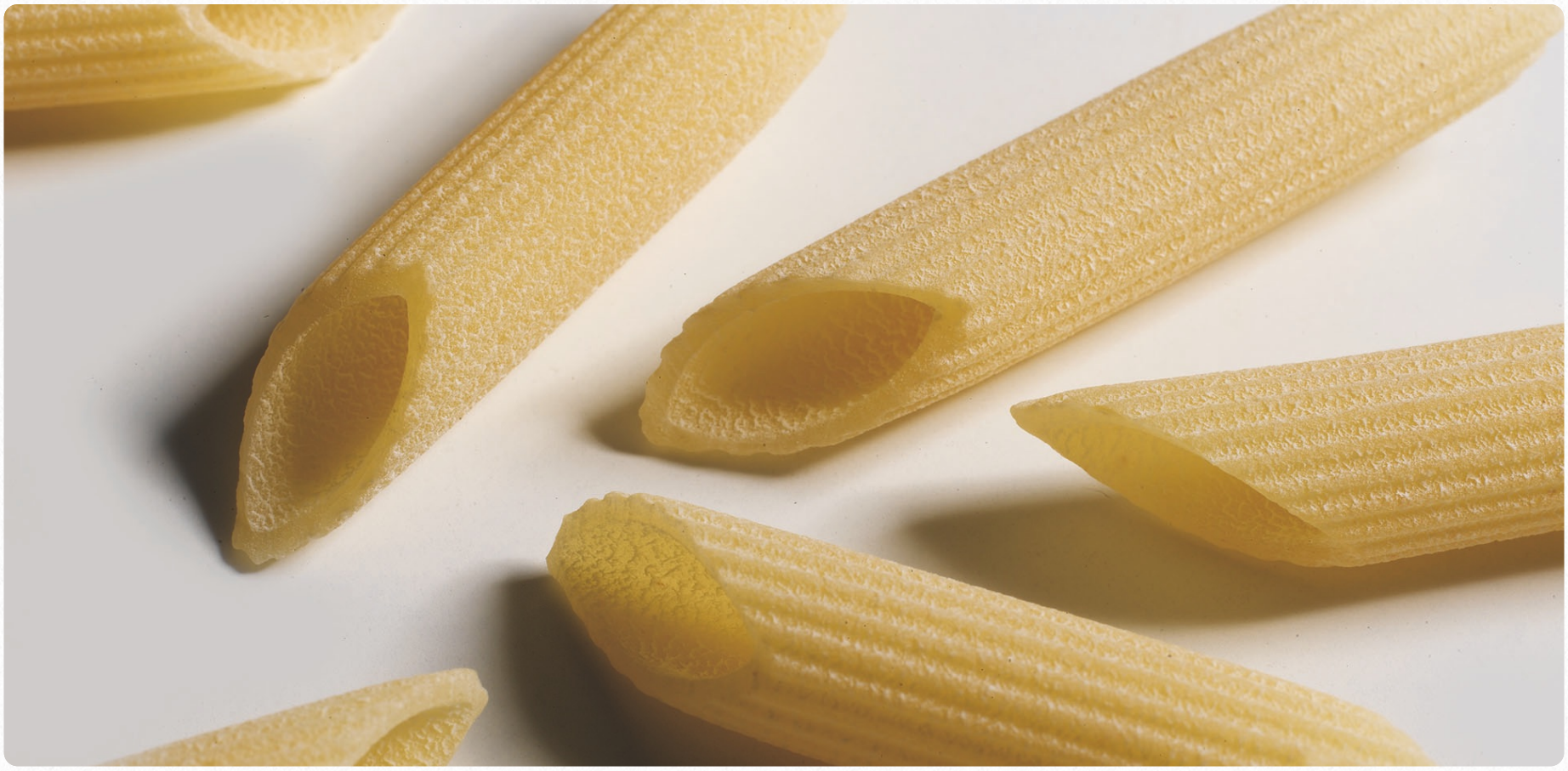

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Lorenzo Pini

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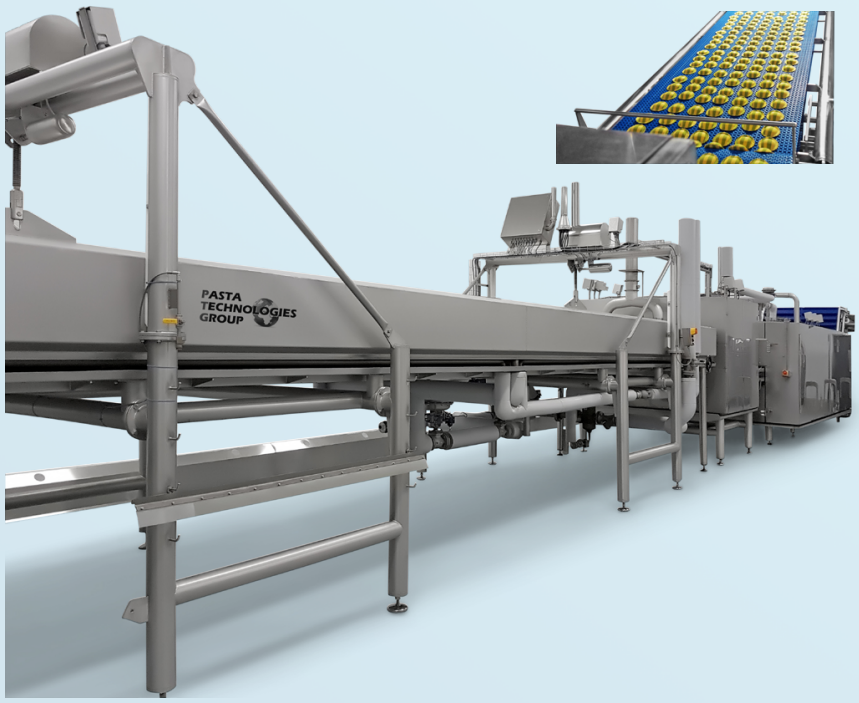
FOOD THERMAL TREATMENTS



Pasteurized pasta line, capacity 2000 kg/h





Pre-cooking line for ravioli, capacity 3000 kg/h





Pre-cooked lasagne line, capacity 800 kg/h



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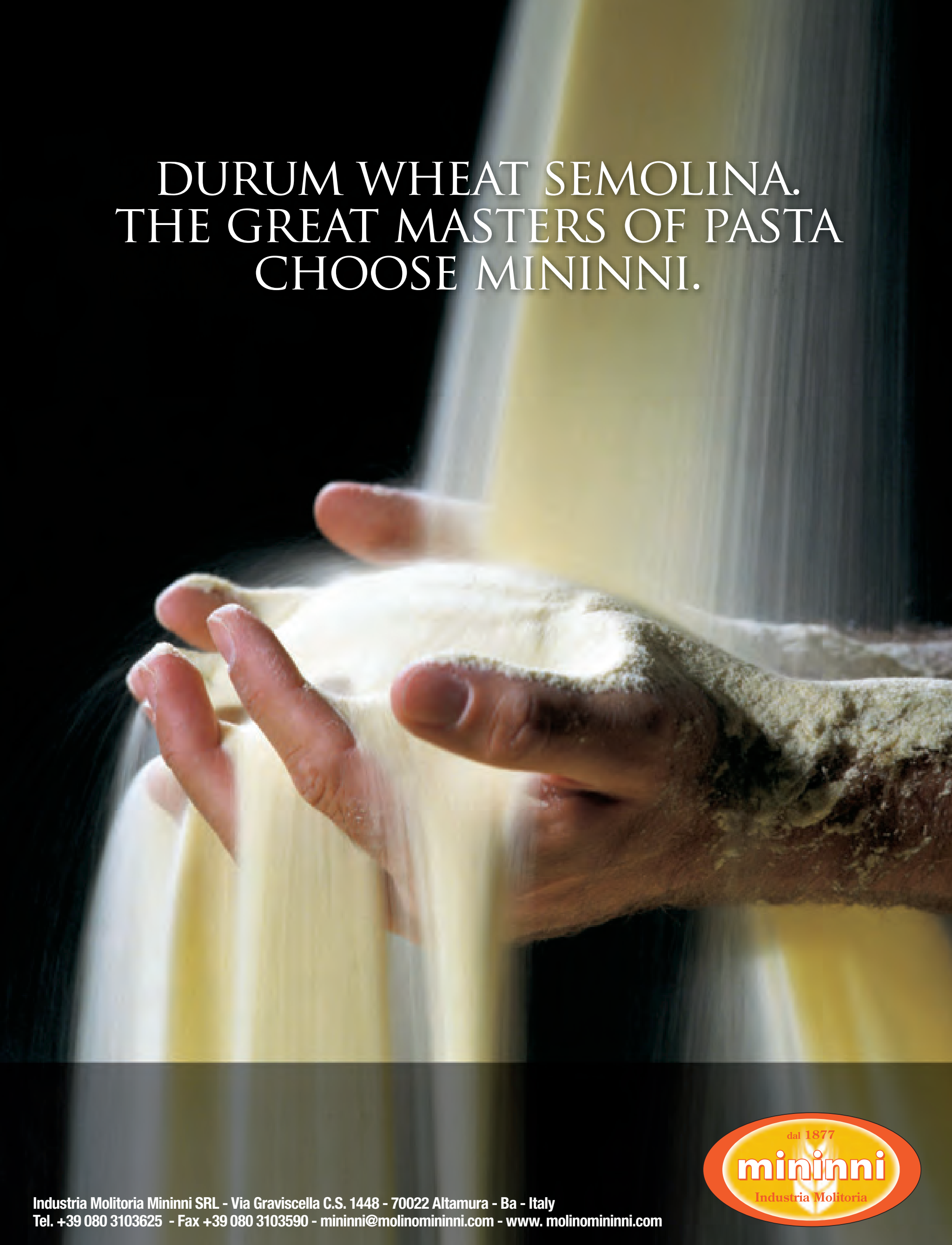

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1

Pastaria Festival 2018, a packed programme of conferences, workshops and initiatives for pasta producers

Editorial staff



These pages contain the programme for Pastaria Festival 2018, taking place in Parma on 20 September. There will be a host of free conferences, presentations and workshops which will bring to life a unique opportunity for all operators working in the pasta production sector to meet people, share ideas and receive professional updates.

The Pastaria Festival (Parma, 20 September) is just around the corner.
The main players in the supply chain – associations, universities, professional bodies, companies, experts and operators – will meet to share their knowledge and expertise on pasta manufacturing in a full-on day of conferences, workshops and presentations, all free of charge. We would like to remind you that the event is organized in partnership with Ipack-Ima and Tuttofood, in collaboration with AIDEPI (Italian Association of Confectionery and Pasta Industries), APPAFRE (Italian Association of Small/Medium Fresh Pasta and Gnocchi Manufacturers), APPF (Italian Association of Fresh Pasta Producers), IPO (International Pasta Organisation), OTAV (the Veneto and Trentino Alto Adige branch of the Association of Food Technologists), OTAP (the Piedmont and Valle d'Aosta branch of the Association of Food Technologists) and with the patronage of DeFENS (University of Milan) and GSICA (Italian Scientific Group of Food Packaging).

The programme

The conferences and workshops at the Pastaria Festival are conceived as a moment for learning and updating for the various professional figures (company owners and business, marketing, research & development, purchasing, quality assurance and production managers) operating within pasta factories and in the pasta sector in general.
This is the Event's Programme:

Time: **8:30-9:00 a.m.**
Admission for registered operators[1]
(issue of event badges, shopping bags and accompanying literature)
Welcome coffee

In plenary session
Time: **9:00 a.m.** • Room: **Auditorium** • Duration: 1 hour
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Guido Barilla (Barilla G. & F.lli), Riccardo Felicetti (Felicetti), Fabio Fontaneto (Fontaneto), Lorenzo Pini (Pastaria), Giovanni Rana (Rana), Bruno Serato (Anaheim White House Restaurant, Caterina's Club).

In parallel sessions

Time: **10:00 a.m.** • Room: **Venere A** • Duration: 1 hour

The future of pasta amid innovation and sustainability: The PEF (Product Environmental Footprint)

- Carlo Alberto Pratesi (University of Rome III), *Innovation and sustainability for the food of the future*;
- Luigi Cristiano Laurenza (AIDEPI), *The success of the PEF pilot project on pasta, confirming the sustainability of pasta. A virtue that can be communicated*;
- Luca Ruini (Barilla G. & R. F.lli), *The PEFCR (Product Environmental Category Rules) document: a process for the development of calculation methods validated by the European Commission on the environmental impact of pasta*.

AIDEPI Workshop

Time: **10:00 a.m.**• Room: **Venere C** • Duration: 30 minutes

Pasta Experience. Presentation of international pasta tastings organised by Pastaria

Prepared by Pastaria

Time: **10:15 a.m.** • Room: **Manon** • Duration: 2 hours

Quality, innovation and sustainability of dried pasta

- Alessia Cavaliere (University of Milan), *Recent trends and the prospects for Italy's pasta industry*;
- Maria Cristina Messia (University of Molise), *The cooking quality of pasta: technological, sensory, nutritional and environmental (sustainability) aspects*;
- Alessandra Marti (University of Milan), *When tradition and innovation meet: the case of dried pasta*;
- R. Guidetti, R. Beghi (University of Milan), *Analysis of the environmental impact of the dried pasta supply chain using the Life Cycle Assessment (LCA) method*;
- Giovanna Visioli (University of Parma), *A look at the quality of wheat proteins from the standpoint of sustainable farming*.

Moderator: Alessandra Marti (University of Milan).

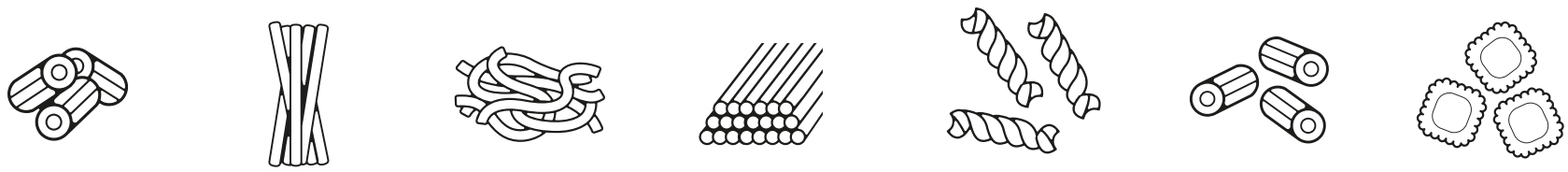
Time: **10:15 a.m.** • Room: **Fedora** • Duration: 20 minutes

Fresh pasta: the relationship between shelf life and quality of the finished product

- Paolo Carossa (Pavan).

PASTARIA FESTIVAL

Sharing know-how on pasta manufacturing



PASTARIA FESTIVAL IS BACK.

The sector's key players (associations, research institutes, universities, professional bodies, companies) **will gather together to share knowledge and skills** on the production of pasta.

Free workshops, meetings, conferences, seminars, lectures, and presentations will offer pasta manufacturers an extraordinary opportunity to keep updated and expand their knowledge on particularly topical issues associated with their own professional activities.

14 rooms for conferences and workshops and 1 exhibition hall (dedicated to machines, ingredients and services) create a unique moment for pasta manufacturers and the key players in the supply chain to meet and exchange ideas.

Attendance is free, by invitation, and reserved for pasta manufacturers, with mandatory registration, but limited to a fixed number.

REQUEST YOUR INVITATION NOW

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PARMA • 20 SEPTEMBER 2018

conferences : workshops : meetings : exhibitions

“Companies & Innovation” Space

Time: **10:30 a.m.** • Room: **Afrodite** • Duration: 2 hours

Pasta: trends and consumption in Italy, in Europe and around the world, in ‘away from home’ and retail sales channels

- Sara Beretta, Christian Centonze (Nielsen), *The evolution of Italian consumers and the implications for pasta*;
- Matteo Figura (NPD Italia), *Trends and consumption of pasta in the Italian ‘away from home’ segment*;
- Juri Piceni (Gluten Free Expo), *Gluten free market: what opportunities for growth are there for companies in the food sector?*;
- Ewa Kania (Euromonitor International), *Pasta: challenges and opportunities in the global market*.

Moderator: Nicola Lasorsa (economic analyst)

Conference in collaboration with **Centro studi ecomomici Pastaria**.

Time: **10:30 a.m.** • Room: **Tosca** • Duration: 45 minutes

Production and tasting of fresh pasta with:

- wholemeal organic semolina

Molino Grassi space and workshop

Time: **10:30 a.m.** • Room: **Carmen** • Duration: 45 minutes

Pastaria Workshop for “PASTA MAKERS OF THE FUTURE”

- Paolo Bonazzi (Studio Artoni) and Massimiliano Bruzzi (Warrant Group), *From the break-even point and business plan to contributory, financial and fiscal concessions for opening a pasta factory*.

Time: **10:45 a.m.** • Room: **Fedora** • Duration: 20 minutes

Flooring and coverings with the highest hygiene standards

- Giovanni Vedani (Rivestimenti Speciali).

“Companies & Innovation” Space.

Time: **10:45 a.m.** • Room: **Venere B** • Duration: 1 hour 15 minutes

Fresh pasta and gnocchi, scenarios and opportunities for Italian producers

- Justo Bonetto (APPF), *Italian fresh pasta: history, reasons and factors for an incredible success*;
- Justo Bonetto (APPF), *Fresh potato gnocchi: history, the evolution of production, preservation and qualitative technologies. Trends in commercial growth*;
- Afro Ambanelli (Ambanelli-Malandrino Legal Practice), *Labelling between enhancing a product and sanctions*.



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Workshop **APPF**.

Time: **11:00 a.m.** • Room: **Amelia** • Duration: 2 hours

Fresh pasta: quality, safety and the markets

- Carola Cappa (University of Milan), *Evaluation of the technological quality of fresh pasta*;
- Marina Basaglia (University of Padua), *Development of* Staphylococcus aureus *and the production of staphylococcal enterotoxins in fresh egg pasta*;
- Nicola Finesso (University of Padua), *Influence of the quality of durum wheat semolina on the quality of fresh egg pasta*;
- Michela Valbonetti (Rana), *The organic segment: a world of opportunities for filled pasta*;
- Andrea Bino (Surgital), *Regulatory framework for fresh pasta and freezing, focussing on the technology of freezing as a tool for preserving foods*.

Moderator: Carola Cappa (University of Milan).

Time: **11:00 a.m.** • Room: **Venere A** • Duration: 2 hours

Italian pasta around the world – How our way of exporting is changing

- Luigi Cristiano Laurenza (AIDEPI), *The records of Italian pasta. Export, a success amid light and new shadows*;
- Alessia Fiano (AIDEPI), *The preferential origin. The rules are no longer those they once were… The CETA (Canada) and JEFTA (Japan) agreements*;
- Fabrizio Vismara, (Studio Curtis, Mallet-Prevost, Colt & Mosle LLP), *The export of food products and a knowledge of foreign legislation. Labelling and controls (USA and China)*;
- Carmine Gravina (Studio Curtis, Mallet-Prevost, Colt & Mosle LLP), *Foreign sales contracts: clauses related to packaging, labelling and product guarantees*.

AIDEPI Workshop.

Time: **11:15 a.m.** • Room: **Fedora** • Duration: 20 minutes

The classification of Cleaning & Disinfection processes on production lines to ensure the quality of fresh pasta

- Davide Vezzani (Kersia).

“Companies & Innovation” Space.

Time: **11:30 a.m.** • Room: **Carmen** • Duration: 1 hour

Pastaria workshop on intellectual property

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- Daniela Ampollini, Alice Fratti (Trevisan & Cuonzo Legal Practice), *Dining rights: intellectual property in agri-food*.

Time: **11:45 a.m.** • Room: **Tosca** • Duration: 45 minutes

Production and tasting of fresh pasta with:

- Cappelli organic semolina.

Molino Grassi space and workshop.

Time: **11:45 a.m**. • Room: **Fedora** • Duration: 20 minutes

Andriani natural innovators

- Luigi Manfredi (Andriani).

"Companies & Innovation" Space.

Time: **12:00 a.m.** • Room: **Venere C** • Duration: 30 minutes

Pasta Experience. Presentation of international pasta tastings organised by Pastaria

Prepared by Pastaria.

Time: **12:15 p.m.** • Room: **Fedora** • Duration: 20 minutes

Industry 4.0: explanations and interpretation novelties on hyper-depreciation

- Massimiliano Bruzzi (Warrant Group).

"Companies & Innovation" Space.

Time: **12:30 p.m.** • Room: **Venere B** • Duration: 30 minutes

The Power of Pasta

- Bruno Serato (Anaheim White House Restaurant, Caterina's Club), *Presentation and previewing of the Italian edition of the book entitled "The Power of Pasta"* (Edizione Gruppo Lumi).

Time: **1:00** - **2:00** p.m.• Room: **Restaurant**

LIGHT LUNCH

Time: **2:00 p.m.** • Room: **Manon** • Duration: 2 hours

Pasta: innovative ingredients, health and nutrition

- Gianluca Giuberti (Distas), *Thermostable resistant starches: new ingredients amid technology and nutrition*;
- Elisabetta Dall'Aglio (University of Parma), *High and low pasta consumption dietary regimens*;
- Stefano Sforza (University of Parma), *New strategies for gluten intolerance: towards a low-impact wheat for the prevention of celiac disease and other related disorders*;
- Margherita Dall'Asta (University of Parma), *The effect of sauce on the glycemic metabolism: pasta and rice compared*.









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Moderator: Francesca Scazzina (University of Parma).

Time: **2:00 p.m.** • Room: **Tosca** • Duration: 45 minutes

Production and tasting of fresh pasta with:

- organic spelt

Molino Grassi space and workshop.

Time: **2:00 p.m.** • Room: **Fedora** • Duration: 30 minutes

Dried pasta: what to do if... A brief practical guide to recognising and solving aesthetic and quality problems in dried pasta during production;

- Serena Bolognino

Problem solving, in collaboration with **OTAP** and **OTAV**.

Time: **2:15 p.m.** • Room: **Carmen** • Duration: 45 minutes

Workshop Pastaria on marketing

- Guia Beatrice Pirotti (Bocconi University), *Being Premium in pasta*.

Time: **2:15 p.m.** • Room: **Venere B** • Duration: 2 hours

Pasta packaging: topicalities and prospects

- Luciano Piergiovanni (University of Milan), *The more current prospects for research increasingly sustainable packaging*;
- Sara Limbo (University of Milan), *Fresh filled pasta: The role of gas and light in packaging in extending shelf life*;
- Fabio Licciardello (University of Reggio Emilia),*The relationship between packaging and sustainability in the pasta sector*;
- Tommaso Pedrazzini (Pack.co), *Analytical aspects in observance of standards for materials that come into contact with pasta. Analysis of the problems in the approach to screening of fragments or breakdown products of accepted and therefore not declared substances*;
- Lucia Padalino (University of Foggia), *Active systems for controlling insects in the cereal sector*;
- Gianluigi Vestrucci (Pack.co), *Migration of NIAS from polypropylene films - prejudices and realities*.

Moderator: Luciano Piergiovanni (University of Milan).

Conference in collaboration with **GSICA**.

Time: **2:30 p.m.** • Room: **Afrodite** • Duration: 2 hours

Typicality and territory as a tool for enhancing the small and medium sized fresh pasta enterprises

- Nazario Malandrino (Studio legale Ambanelli-Malandrino), *The regulation on*

PASTA AND CONFECTIONERY TOGETHER *with passion*



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realities: the Italian Association of Confectionery
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PDO and PGI products, amid the opportunities and pitfalls for food business operators;

- Maria Antonietta Dessì, Vito Arra (I Sapori d'Ogliastra), *The promotion of traditional products: the process for obtaining Protected Geographic Indication status; "the Culurgiones case"*;
- Rosa Carissimi (Pastificio Poker), *The production of Bergamo's casoncello as a PAT – traditional agrifood product*;
- Simone Di Pietro (Pastificio Ossolano), *Typical products of the territory: gnocchi ossolani and ravioli with a Val Vigezzo ham filling*;
- Fabio Zanin (I Pastai), *Italianness on the other side of the world: the experience of an Italian producer in Australia*;
- Federica Calcagno (Fontaneto), *The use of typical local ingredients – what are the pros and cons.*

Moderator: Virna Soncin (APPAFRE)
Conference in collaboration with **APPAFRE**.

Time: **2:30 p.m.** • Room: **Fedora** • Duration: 30 minutes
The presence of moulds as a critical issue in modified atmosphere packaging

- Valeria Di Siero

Problem solving, in collaboration with **OTAP** and **OTAV**.

Time: **2:45 p.m.** • Room: **Amelia** • Duration: 1 hour
Pasta - the star at Tuttofood 2019 - Presentation of the Technical Table
Prepared by Tuttofood.

Time: **3:00 p.m.** • Room: **Venere A** • Duration: 1 hour 15 minutes
"Pasta alla logistica" (Pasta with logistics) - Logistics as a driver for innovation and sustainability in the pasta supply chain

- Opening of Proceedings by Number1
- Damiano Frosi (Contract Logistics Observatory of the Politecnico di Milano), *The pasta market: the value of outsourcing logistics and the main added value services*;
- Company case histories:
  Nicola Solfrizzi (Barilla G. & R. F.lli);
  Giovanni Schisa (Pastificio Lucio Garofalo);
- Summing up and farewells by Number1.

Number1 Conference.

Time: **3:00 p.m.** • Room: **Fedora** • Duration: 30 minutes
Pasteurising fresh pasta: recurring problems and potential solutions

- Stefano Zardetto

Problem solving, in collaboration with **OTAP** and **OTAV**.



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Time: **3:30 p.m.** • Room: **Fedora** • Duration: 30 minutes

How to solve problems deriving from pest control

- Serena Pironi

Problem solving, in collaboration with **OTAP** and **OTAV**.

Time: **3:30 p.m.** • Room: **Carmen** • Duration: 45 minutes

Workshop Pastaria sulle materie prime

- Nicola Lasorsa (esperto mercati commodity), Food commodity, scenarios and risk factors

Prepared by Centro studi economici Pastaria.

Time: **3:45 p.m.** • Room: **Venere C** • Duration: 30 minutes

Pasta Experience. Presentation of international pasta tastings organised by Pastaria

Prepared by Pastaria.

Time: **16:30** • Room: **Gilda**

CLOSING OF PROCEEDINGS.

EXHIBITION AREA

Exhibition of the suppliers' shaping machines and desks

Sponsors

Pastaria Festival is only made possible with the collaboration and support of companies that operate in the sector supplying technologies, ingredients and services for the production of pasta.

The sponsors of the 2018 edition of Pastaria Festival are:

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Notes

1. Admission is restricted to pre-registered users in possession of a regular ticket, and whose names appear in the list of the organisation's invitees. It will not be possible to register at the venue and gain admission on the day.

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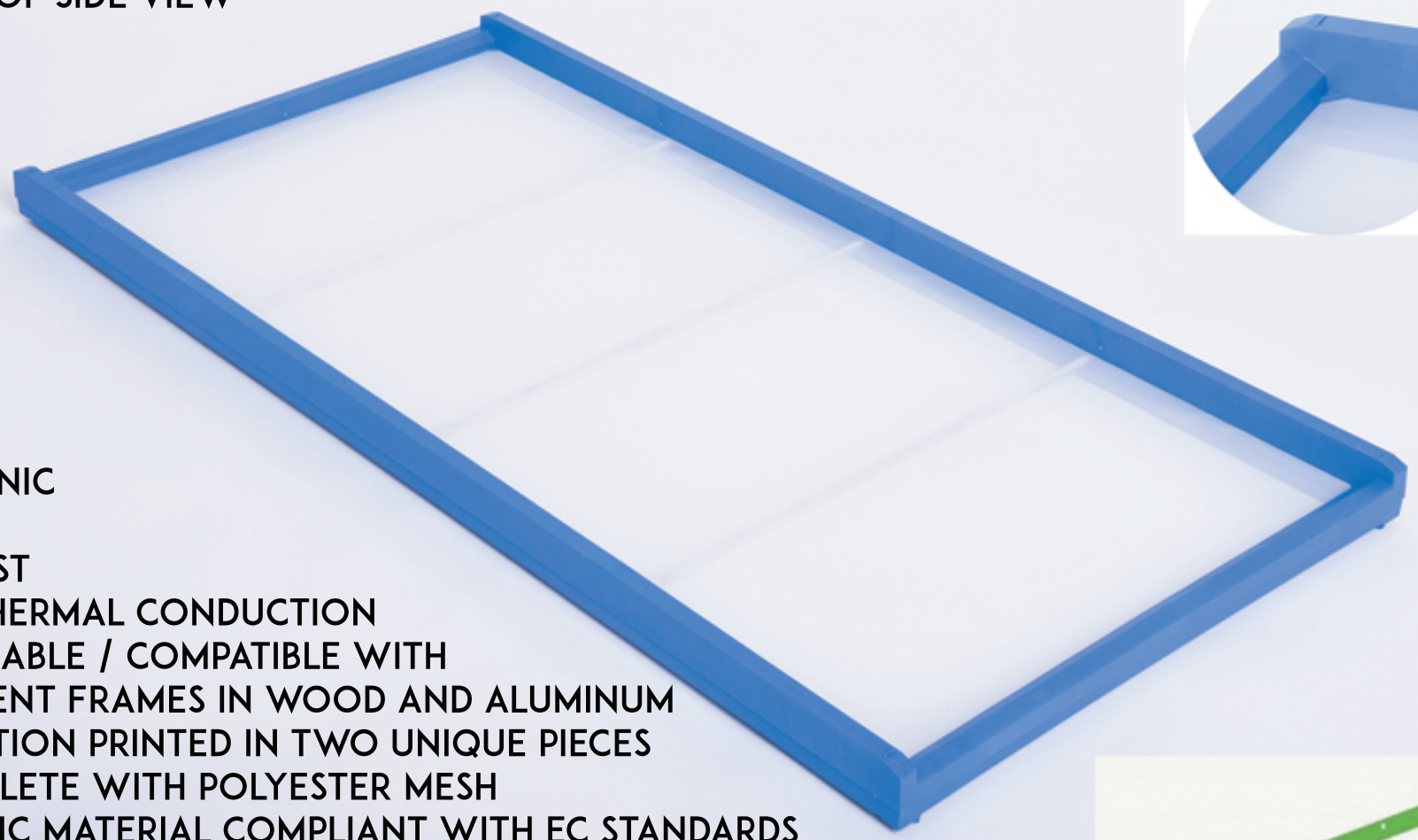
TOP SIDE VIEW



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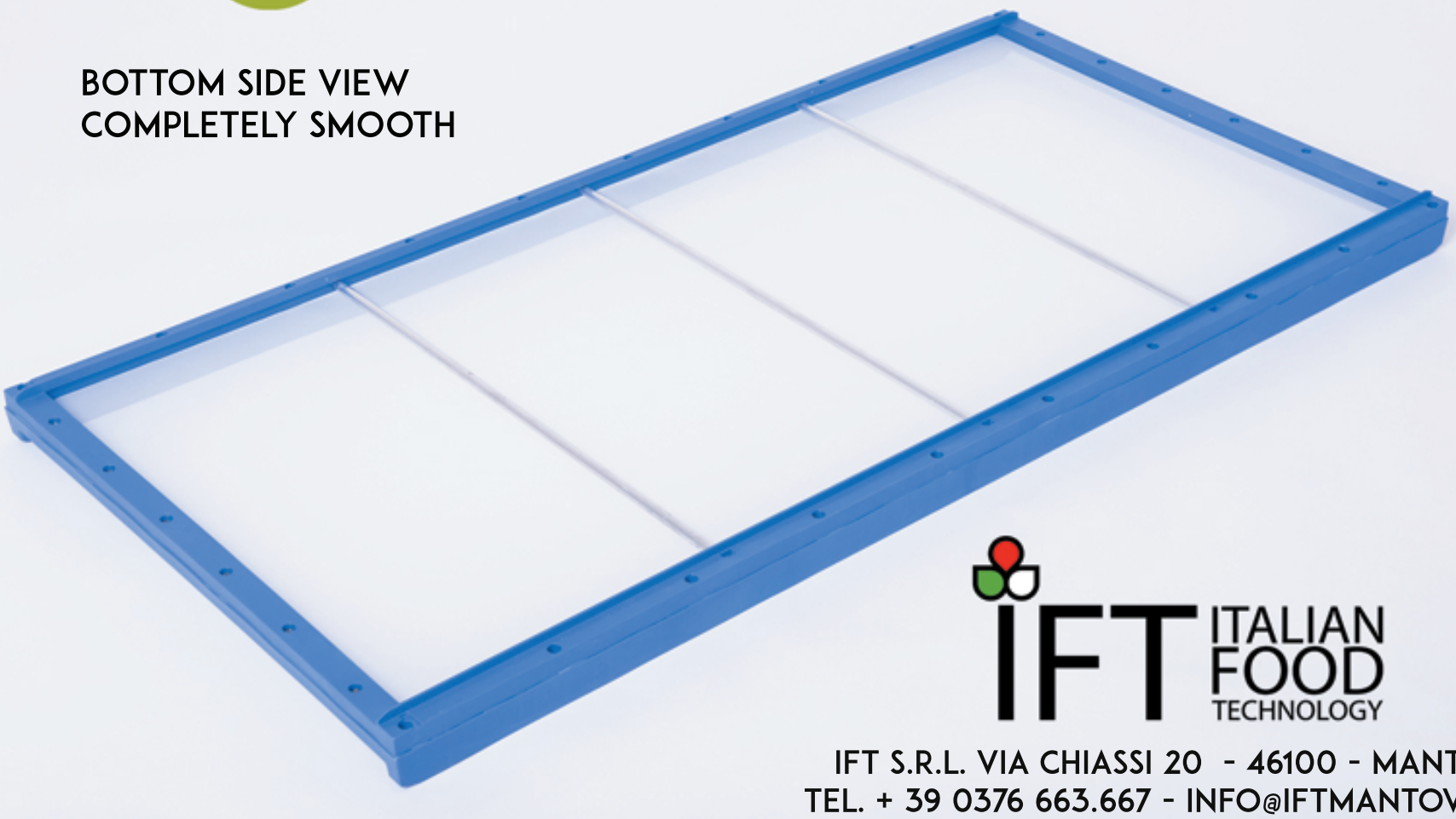

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2

Pastaria Festival 2018: with so many registrations, it is heading for a sell out

Editorial staff



Myriad registrations at the second edition of Pastaria Festival, on 20 September, in Parma. Over 100 pasta-makers signed up for the event, and not just from Italy.

Four hundred people are expected at the first Pastaria Festival to be held on 20 September. Parma will be the venue for the sector’s operators and the leading players in the supply chain who will have the opportunity to exchange knowledge and expertise about pasta production, free-of-charge.
The number of registrations for the 2018 edition should confirm the extensive presence of operators interested in the different initiatives that make up the event's packed programme.
A high level of registrations in terms of positions within the firms, as reflected in the presence of owners and production, quality assurance, R&D, purchasing, sales and marketing managers, to whom the various scheduled activities, with the issues to be examined in detail, are addressed.
Just few days from the completion of the registration process, here is the list of the pasta-makers registered for the event, which includes leading brands on national and international markets as well as a wide variety of types of products and companies, from small artisan producers to major manufacturers:

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3

Organic supply chains in the pasta sector

Ilaria Mazzoli
Open Fields



While awaiting the next Pastaria Festival, here is some information about organic pasta from last year's conference

On 29 September of the last year, as part of the previous Pastaria Festival, a conference was held on *Organic Supply Chains in the Pasta Sector*. Speakers were: Simona Caselli (Agriculture Councillor for the Emilia-Romagna Region), Silvio Grassi (Owner, Molino Grassi), Fabrizio Piva (CEO, CCPB), Sara Bosi (researcher at the University of Bologna), Francesco Pantò (Director, Product Development, Barilla), Riccardo Felicetti (Owner, Pastificio Felicetti, president of the pasta-makers' section of AIDEPI and IPO) and Roberto Ranieri, managing director of Open Fields. The conference, promoted by Molino Grassi, Italian leader in the milling of organic grains, provided the impetus for broad-ranging reflection on the organic sector in general, its demand potential, the incentives offered by the public sector and the guarantees and certification implemented by companies in the production supply chain. However, the emphasis was on attempting to answer this key question: In the pasta sector, what is the extent of the value offered consumers by organic products? What is the potential and what are the problem areas to be solved?

In discussing *Strategies implemented by the Public Administration to support and protect organic farming*, Councillor Caselli underscored the significant efforts made by the Emilia-Romagna region, in particular through the tenders included in the 2014-2020 Rural Development Plan and "investment measures" which, statistically, have fostered a significant increase in those using organic farming methods and thus generated clear growth in the number of farms involved and the share of organic UAA well over the 10% of the overall regional UAA.

On a national level, according to Sinab data presented by CCPB, in 2016 the land area destined for organic grains increased by 33% in 2016 compared with 2015 (+45% for that destined for organic durum wheat).

In fact, within the growth trend of the organic supply chains, grains play an important role, as confirmed by the recent Ismea-Nielsen statistics presented (January-June 2017) and according to which 16.5% of the demand for organic foods consumption involves grain derivatives.

The Nielsen data, offered in different forms in the various presentations, delineate a picture rich in opportunity for the organic sector. The presentation

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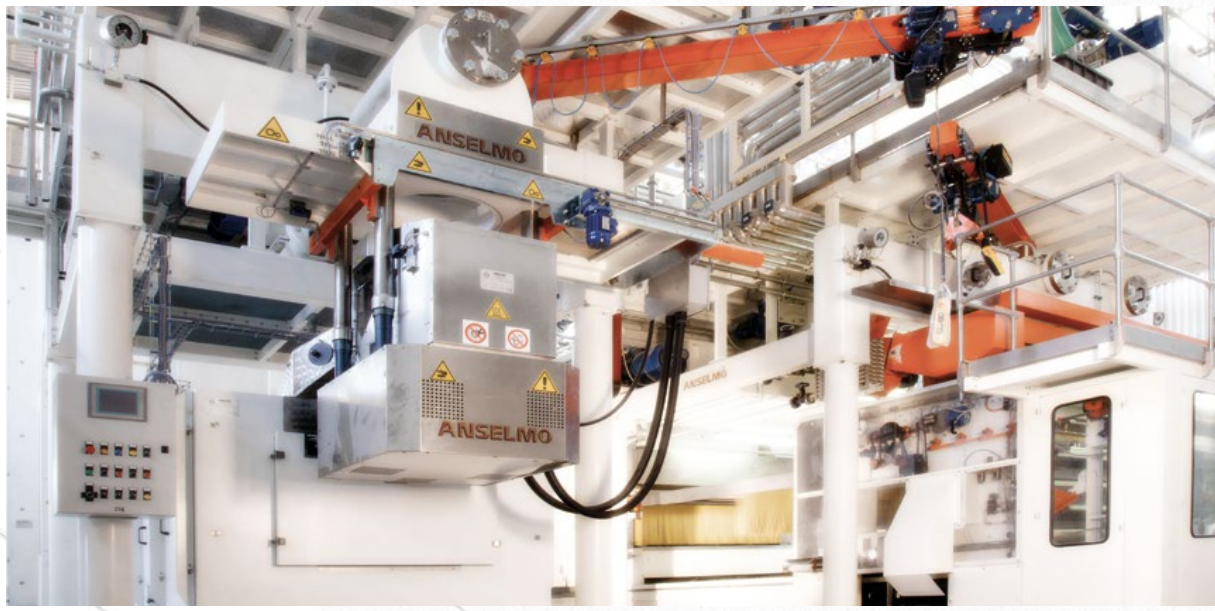

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Table 1 **BREAKDOWN OF PRIMARY METHODS OF CULTIVATION (IN HECTARES)**

	Surface area under conversion	Organic surface area	Total 2016	Total as of 31/12/2015	% Var. ’16-’15
Cereals for grain production (including seeds)	104,177	195,463	299,639	226,042	32.6
Total wheat	59,343	120,411	179,753	122,026	47.3
Durum wheat	48,28	89,042	137,321	94,885	44.7
Soft wheat and spelt	11,063	31,369	42,432	27,142	56.3
Source: Sinab					

by Francesco Pantò, which underscored the *Values of Organic Pasta*, showed that, for 2016, total sales of organic products on the domestic market (all channels) were around € 3 billion (+14% compared with 2015), while the Open Fields presentation stressed that the overall market (domestic plus exports) is close to € 5 billion (+15% over 2015). The increase in sales is, in fact, more marked in major retail outlets (which handle about 37%), but small speciality shops (30%) and foodservice also play an important role. In addition to the monetary value, there is also a clear-cut increase in the number of products (for every 100 new food products, about one-fourth are organic).

On the basis of the more “conceptual” analyses offered (source: Nomisma), the growth in organic can be explained by the broad variety of elements that make up the perceived value. In fact, this starts with health-related aspects (products perceived as being “especially healthy”), which then move on to more emotional characteristics such as being simple and natural, but also – and this is an aspect that is growing in importance – environmental sustainability. Heath, safety, sustainability and quality prevail, therefore, among the reasons for purchasing. But the aspect of promotion should also be mentioned – the result of supply chain policies aimed at making organic products accessible to broader segments of the population to enhance their market penetration.

These aspects also emerged from the presentation given by Riccardo Felicetti (*Opportunities and communication of organic values in the pasta making sector*) which high-

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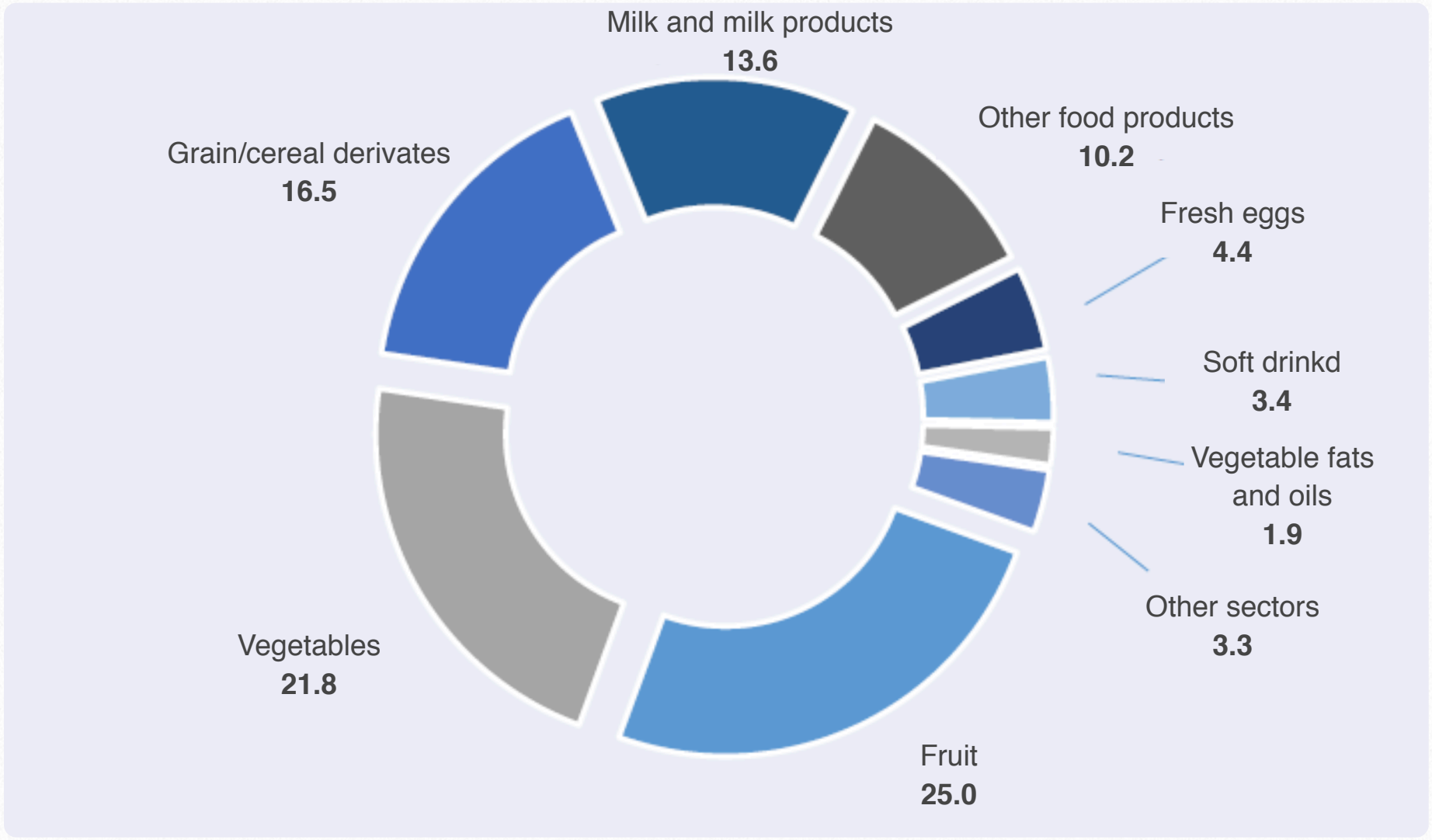
Figure 1 CONSUMPTION IN THE ORGANIC SECTOR (JAN-JUNE 2017 IN PERCENTAGE)



Source: ISMEA - Nielsen

lighted the importance – beyond "organic" in the strictest sense – of the entire productive system, including the values of the local territory and attention to the environment, including the management of the production energy cycle.

Nonetheless, in the face of this overall very favourable trend, regarding pasta consumption, the observations offered by Sara Beretta of Nielsen Italia should be noted. They were expressed in a conference held in parallel with last year's Pastaria Festival (*Food Trends in Italy and their Implications for Pasta*). From this presentation it emerged that, in the absence of initiatives aimed at revitalizing the image of "dry pasta", the product tends to become less-popular due to some of its characteristics which clash with consumption drivers that have emerged recently and trigger its substitution by alternative products, such as fresh pasta, rice, ready-to-serve soups and cereals and grains. To fully benefit from the opportunities offered by the growth in the organic sector, pasta must overcome some of the weaknesses in its image which are linked, above all, to the idea that it is fattening, difficult to digest and complicated to cook. It is no accident that there is a growth in market segments



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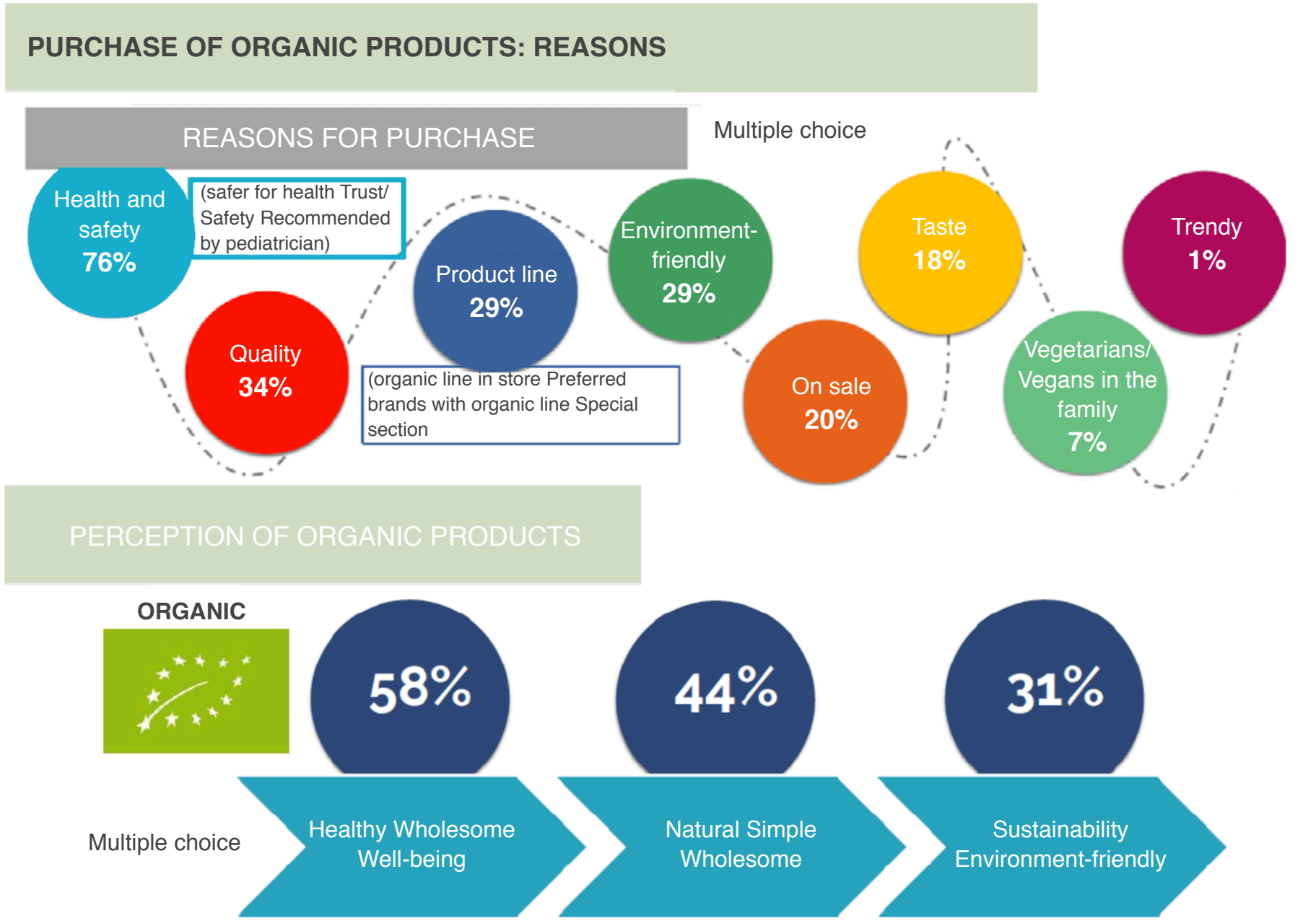
Figure 2 PURCHASE OF ORGANIC PRODUCTS: REASONS



Source: Nomisma for Osservatorio Sana 2017

such as gluten-free, whole-grain and "healthy" pasta in general as part of ready-to-serve products.

A specific area in which organic pasta can demonstrate its true potential – both in terms of sustainability (and in particular the biodiversity) of its production and regarding the vertical differentiation of the product range – is that involving ancient wheat varieties, the theme of the presentation by Sara Bosi of the University of Bologna, entitled *The combination of organic farming and ancient varieties*. This presentation offered an especially rigorous scientific look at this question which is often approached in largely "communicational" and emotional terms to take somewhat simplistic advantage of consumer interest. The presentation began by highlighting how "ancient" strains pre-date the green revolution which focuses on maximizing yields and, therefore, on developing strains which, in terms of yields, benefit from the recent availability of synthetic farming methods,



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thus putting them squarely within the category of conventional products. Therefore, if “modern” strains exhibit weaknesses when cultivated using organic methods, ancient strains tend to be right at home in this “natural” context because they date from an age in which “all farming was organic”. The development of ancient strains starts from the necessity to once again recreate/enrich the seed stock available to organic and biodynamic farming with a selection that takes into account, for each variety, both the agronomic and productive performance and the nutritional and nutraceutical characteristics. Among the aspects to be considered – and already the object of analysis by the Department of Agricultural Science of the University of Bologna – are the propensity for plant setting and the presence of soluble fibre, polyphenols and flavonoids (and, with these, the cytoprotective and antiproliferative properties), as well as, following consumption, the inflammatory reaction in patients known to be gluten-sensitive.

On a general level, as a guarantee for consumers who choose organic food products, there is a complex regulatory framework that sets standards and controls, as highlighted in the CCPB presentation, *Cer-*

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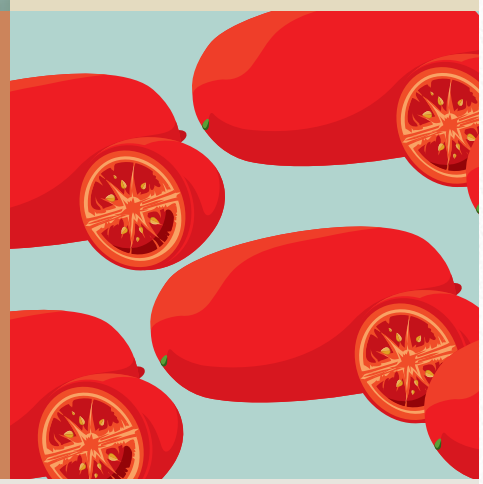

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tification in the Italian Organic Sector. This presentation outlined the complex and constantly-evolving system that regulates the organic sector in Europe and Italy and which sets the standards for control and certification activity.
Regarding this, of particular interest was the thinking that the Italian system has a number of special characteristics that allow it to stand out on a European level, for example, the fact that it is the only one to have a single catalogue of non-conformities and measures, and to have a unified approach to risk. Overall, the Italian system carries out around 96,000 audits each year, involving 1,400 auditors.
Above and beyond the regulatory framework, individual farms are working to ensure even stricter guidelines for themselves and their customers. This is the case of the *The Molino Grassi Short Supply Chain Model* presented by Silvio Grassi. The goal of this model is to focus on the supply of organic raw materials with as few middlemen as possible between the farmer and the mill. This ensures highly-accurate traceability and particularly-solid relations with suppliers. The model also includes additional controls to those dictated by law. In fact, the explicit acceptance by suppliers of sample tests completes the rigorous request for full documentation as a condition for being involved in the buying and selling process.
In summary, last year's conference not only highlighted the development potential of the organic sector, but also a number of challenges that will be examined in the upcoming Pastaria Festival:

- the relaunching of dried pasta through differentiation;
- examination and highlighting of the nutritional and sustainability aspects;
- guarantees of safety and authenticity for consumers;
- the ability to further increment – through targeted communications initiatives – awareness of the many qualities of the organic sector, both strictly in food terms and in terms of value, as pursued by supply chain operators through significant efforts in research and development and optimization of production systems.

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4

Breaches of fair information practices in labelling

Lino Vicini



Some thoughts on sanctions for breaches of the EU Regulation 1169/2011 on providing information on food products to consumers.

Title II of Italian legislative decree no. 231 dated 15 December 2017 contains sanctions for the violation of measures contained in EU Regulation 1169/2011.
As we have already specified (see *Initial general observations on the decree regarding sanctions for breach of Regulation no. 1169/2011 (EU)*, published in Pastaria International DE 4/2018), the regulation and legislative decree must be read conjointly. The former contains the requirements all operators must observe, while the latter contains the sanctions, i.e., the consequences applicable in the event the requirements laid out in the European Regulation are breached.
The first provision to be noted immediately following the general principles and definitions is that of art. 3 which involves the breach of fair information practices as per art. 7 of the oft-cited European Regulation regarding the supply of information on food products to consumers.
Respect by operators of fair information practices is one of the main goals of European Community legislation.
In fact, recital 3 of Regulation 1169/2011 states that "in order to achieve a high level of health protection for consumers and to guarantee their right to information, it should be ensured that consumers are appropriately informed as regards the food they consume".
Recital 20 states that the "food information law should prohibit the use of information that would mislead the consumer in particular as to the characteristics of the food, food effects or properties, or attribute medicinal properties to foods".
These declarations of intent are developed fully in art. 7 of the regulation.
The provision opens with a general declaration according to which "food information shall not be misleading".
There follows specific information regarding those areas in which this ban is applicable.
"The information should not mislead the consumer, particularly:
a) As to the characteristics of the food and, in particular, as to its nature, identity, properties, composition, quantity, durability, country of origin or place of provenance, method of manufacture or production;

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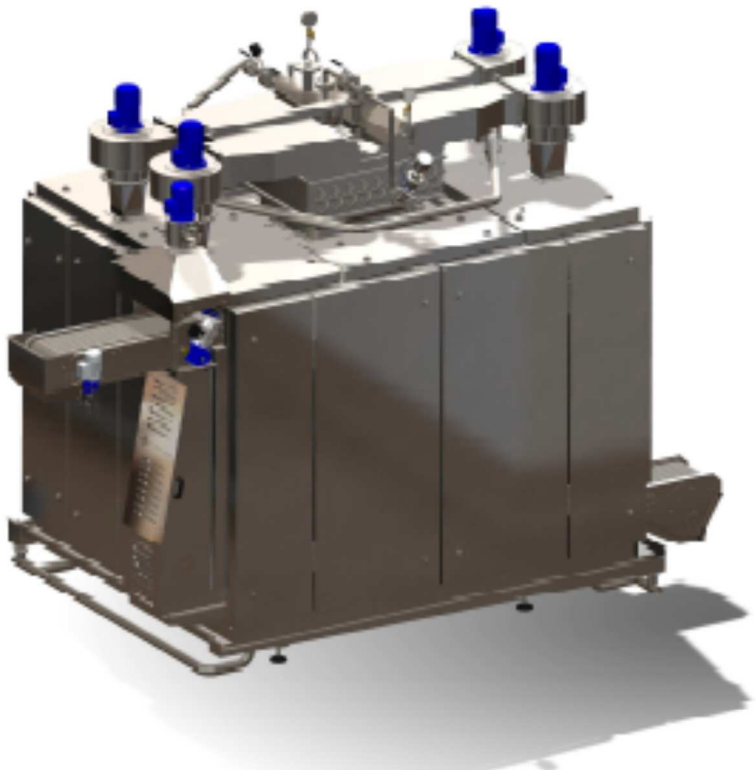

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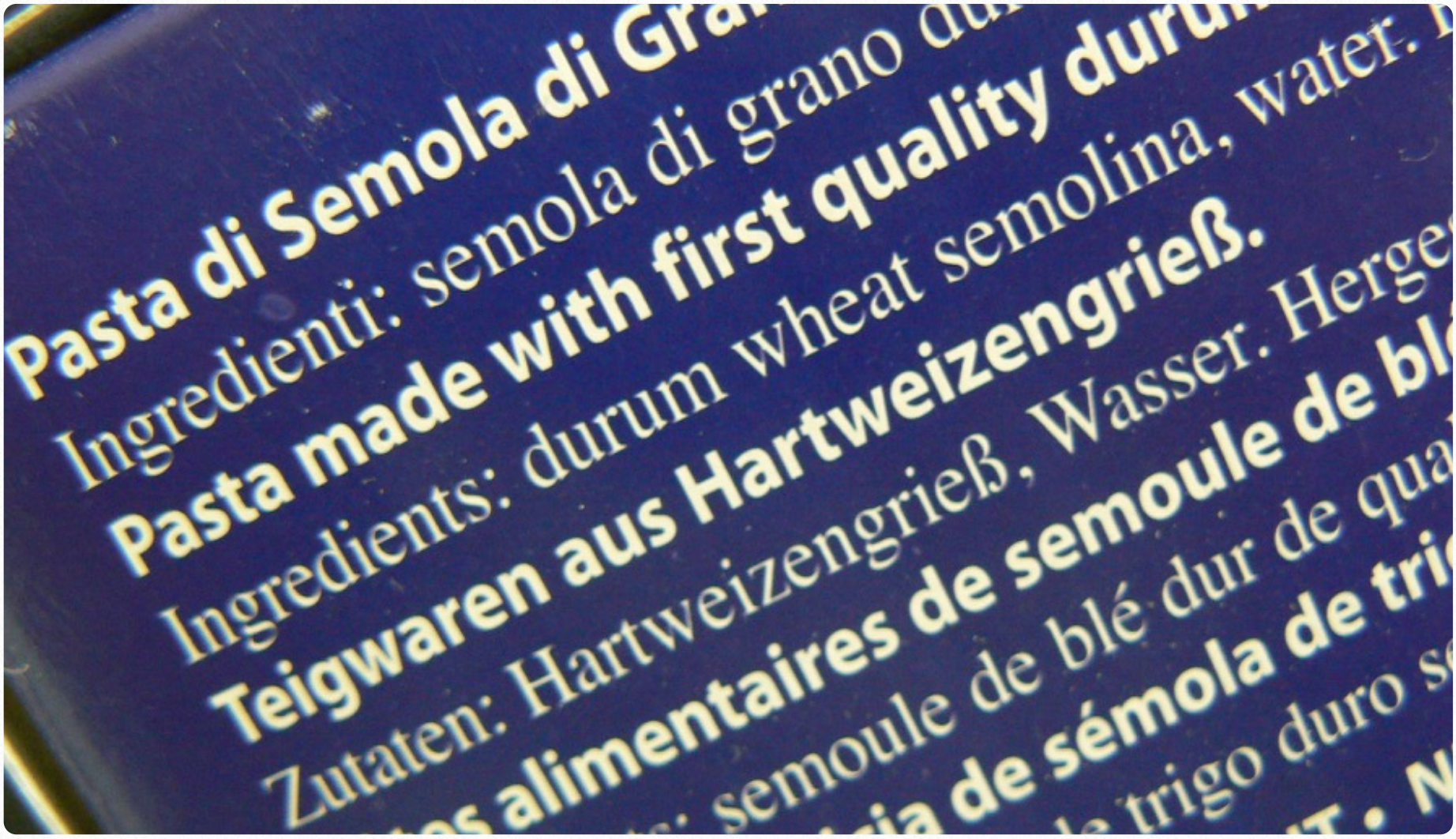

b) By attributing to the food effects or properties which it does not possess;

c) By suggesting that the food possesses special characteristics when in fact all similar foods possess such characteristics, in particular by specifically emphasising the presence or absence of certain ingredients and/or nutrients;

d) By suggesting, by means of the appearance, the description or pictorial representations, the presence of a particular food or an ingredient, while in reality a component naturally present or an ingredient normally used in that food has been substituted with a different component or a different ingredient."

The content of the first part of article 7 of the regulation is basically analogous to art. 2 of Italian legislative decree no. 109 dated 27 January 1992, now repealed, that dealt with the objectives of food product labelling.

It should be noted that the breaching of this provision was punishable as specified in art. 18, para. 1 of the same legislative decree with an administrative fine of between €3,500.00 and €18,000.00.

However, the right of consumers to have full and fair information about the essential characteristics of the product does not originate with European norms and the provisions that implement EEC direc-

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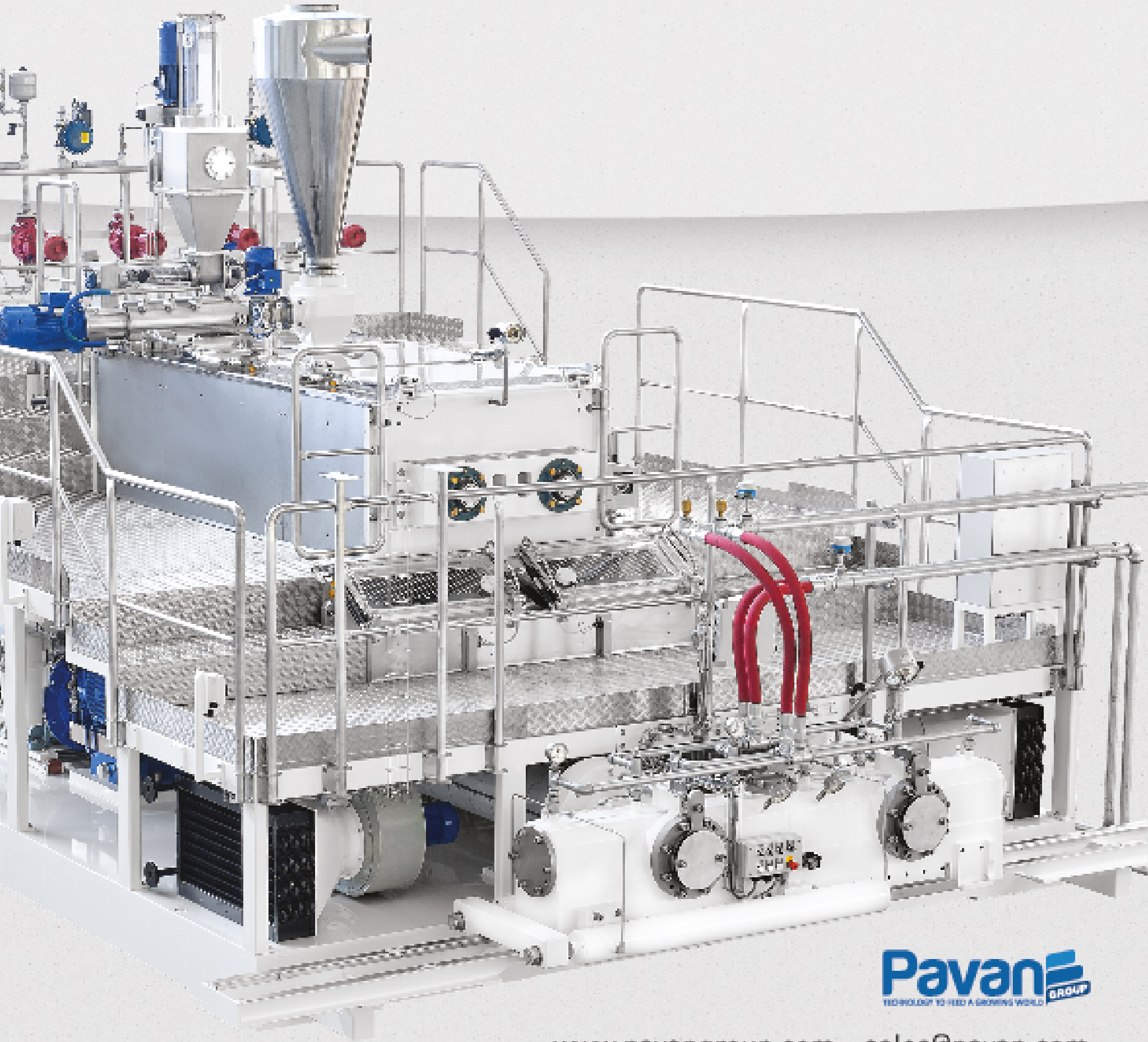

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tives (for example, Directive 79/112 later replaced by Directive 13 of 2000).
In fact, Italian law was one of the first to introduce within its framework provisions aimed at fighting misleading behaviour.
Royal Decree no. 2033 dated 15 October 1925 involving anti-fraud measures in the preparation and sale of agricultural substances, already expressly established that: “Anyone who verbally, in writing, in the press or in any other form offers for sale substances and products as provided for in this decree, adopting incorrect names that do not respond to the nature of the merchandise or that violate good faith, or mislead the buyer regarding the nature of the merchandise itself, is subject to a fine [...].”
So, already in the mid-1920s, a specific measure was introduced regarding agricultural products that was aimed at preventing misleading advertising.
A general measure applicable to any type of food or beverage was later introduced with article 13 of Italian law no. 283 dated 30 April 1962.
The first comma of this article provides that: “it is forbidden to offer for sale or advertise food products in the press or in any other way using false descriptions or names, advertising slogans, brands or certifications issued by anyone regarding quality or authenticity, as well as illustrations that would violate good faith or mislead buyers about the nature, substance, quality or nutritional properties of the food products themselves, or claiming specific medical benefits.”
Originally, article 13 of law 283/1962 carried criminal sanctions, although it was punishable solely as a violation and therefore only subject to a fine.
Juridically, art. 13 was intended to protect consumers against misleading propaganda that was aimed at producing in the buyer unjustified trust and unmotivated belief that the product advertised possessed qualities superior to those of other similar products.
Therefore, it can reasonably be stated that the European Community norms regarding misleading advertising were preceded in Italy by numerous specific measures aimed to protect the consumer.
To return to art. 7 of Regulation 1169/2011, the second paragraph states that “food information shall be accurate, clear and easy to understand for the consumer”.
The provision continues, stating that “subject to derogations provided for by Union law applicable to natural mineral waters and foods for particular nutritional uses, food information shall not attribute to any food the property of preventing, treating or curing a human disease, nor refer to

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such properties".
Finally, it should be noted that the rules established by art. 7 regarding food product information should apply "to advertising and the the presentation of foods, in particular their shape, appearance or packaging, the packaging materials used, the way in which they are arranged and the setting in which they are displayed".
Violation of the described article 7 of the Regulation is currently sanctioned by art. 3 of legislative decree no. 231/2017.
This norm creates a double safeguard clause by providing that it not be applicable in the event in which the act constitutes a crime and in the event another provision of the same leg. dec. 231/2017 is applicable.
In other words, in the event violation of fair information practices involves a crime (for example, commercial fraud), the administrative sanction is not to be applied.
Similarly, while the same circumstance is provided for in one of the subsequent provisions of the decree, the so-called general norm as per art. 3 gives way to the special sanctions contained in the subsequent articles of the decree.
Therefore, for example, in the event the label were considered to be misleading because it lacks an aspect of the obligatory indications specified in art. 9 of the Regulation (name of the food product, list of ingredients, allergenic ingredient or processing aid, etc.), the applicable sanction will not be that in art. 3, but, respectively, that in arts. 5 and 6 of leg. dec. 231/2017 because the circumstance is traceable to the specific provision regarding the omission of the single indication.
The administrative sanction that must be applied for the violation of art. 7 of Regulation 1169/2011 is a fine of between €3,000.00 and €24,000.00.
If we compare the current fine with that applied for violation of art. 2 of leg. dec. 109/1992, we see that the minimum amount has been reduced by €500, while the maximum statutory fine has been increased by €6,000.00.
To clarify this point for the reader, here are some examples of situations in which the sanction described here is applicable.
It is clearly insufficient to include in the label of a type of "egg pasta" the description "egg tagliatelle" alone as its legal name.
To be correct, the label should also include "egg pasta" as the legal name of the food product.
On the other hand, in the event of an incorrect sales name which the supervisory bodies deem could mislead the buyer—for example, a generic "pasta"—an error must in any case be identified on the basis of a violation of the provision laid

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down in art. 17 of Reg. 1169/2011 and sanctioned by art. 8 of leg. dec. 231/2017.
In these cases, the applicable fine will be between a minimum of €2,000.00 and a maximum of €16,000.00.
The penal safeguard clause, on the other hand, is applicable whenever the circumstance, given its objective and subjective characteristics, is detrimental to the interests protected by the regulations concerning advertising. Thus, in the case of a product described as “durum wheat wholemeal semolina pasta” produced using semolina that is not wholemeal, it is covered by art. 515 of the penal code and therefore punishable by imprisonment of up to two years or a fine of up to €2,065.00.
In this case, it is clear that since the product is different than what is indicated on the label, it falls under the situation of “aliud pro alio” and therefore subject to criminal sanction.
Again in the case of egg pasta without the minimum egg content required by Italian law (art. 8 of Presidential Decree no. 187/2001), the product is different from that offered and therefore, once again, in violation of art. 515 of the penal code.
Another situation is that of quantitative fraud when the net weight of the product on sale is different from that on the label.
However, in those cases in which the description on the product label is incorrect, it is not considered fraudulent, but only misleading and therefore administratively sanctioned by art. 3 of leg. dec. 231/2017.
To clarify:
Let us imagine a ready-to-serve product sold in large retail outlets, labelled by its manufacturer as:
“Salmon, olive and rocket tagliatelle”
Ingredients: egg pasta 50%, salmon 4%, rocket 30%, olives 15%, herbs 1%, salt.
Such a label is clearly misleading.
First of all, the description is insufficient. In fact, it is a food product and simply indicating its primary ingredients does not meet the requirements contained in art. 17 of reg. 1169/2011.
The description highlights the salmon which is indicated as the main ingredient in its preparation, while a look at the ingredient list shows that its quantity is minimal compared with other ingredients.
In fact, it should be noted that art. 18 of Reg. 1169/2011 provides that “the list of ingredients shall include all the ingredients of the food, in descending order of weight, as recorded at the time of their use in the manufacture of the food”.
Therefore, in this specific case, the correct sale description and the ingredient list on the label should be as follows:

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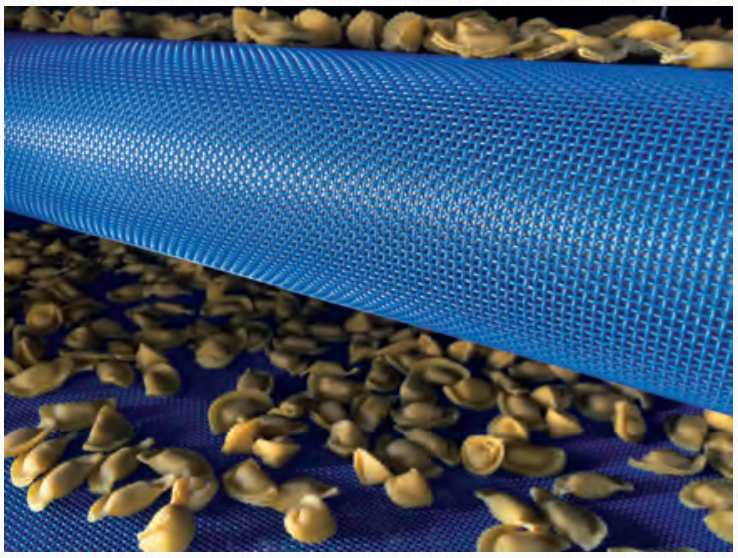

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Rocket, olive, salmon tagliatelle food product.
Ingredients: egg pasta 50%, rocket 30%, olives 15%, salmon 4%, herbs 1%, salt.
In conclusion, it should be remembered that the competent authority to impose administrative sanctions is the General Inspectorate for agrifood product quality control and fraud prevention of the Italian Ministry of Agricultural, Food and Forestry Policies.
This in addition to the responsibilities of the Antitrust Authority as provided for in leg. dec. no. 145 dated 2 August 2007 and decree no. 206 dated 6 September 2005 (known as the Consumer Code).
In terms of the procedures to be followed in imposing sanctions, the provisions contained in leg. 689/1981 are compatible and therefore applicable which, it should be remembered, constitute the general framework for all administrative crimes.
A leniency provision is that contained in art. 27 of the legislative decree, which provides for a reduction of up to one-third in the event of a violation committed by very small companies, i.e. those with less than ten employees and a turnover or annual balance of less than €2 million.

Notes

1. Legislative decree no. 109 dated 27 January 1992—the implementation of EEC Directives 89/395 and 89/396 regarding labelling, presentation and advertising of food products—provides for the actuation in Italy of the content of the European provisions in this area.
2. EEC Council Directive no. 79/112 dated 18 December 1978 involves the reconciliation of the laws of member states regarding labelling and the presentation of food products to end consumers, as well as related advertising. This directive was adopted in Italy by Presidential Decree no. 322 dated 18 May 1982 Actuation of (EEC) Directive no. 79/112 regarding the labelling of food products to end consumers and related advertising, as well as EEC Directive 77/94 regarding food products destined for special diets which was abrogated by art. 29 of legislative decree no. 109 dated 27 January 1992.
3. Directive 2000/13 of the European Parliament and of the Council of 20 March 2000 laid down the progressive amendments inserted into directive 79/112 and abrogates all previous directives, starting from 1979.
4. Art. 17 of Regulation 1169/2011 states that “the name of the food shall be its legal name. In the absence of such a name, the name of the food shall be its customary name, or, if there is no customary name or the customary name is not used, a descriptive name of the food shall be provided.”

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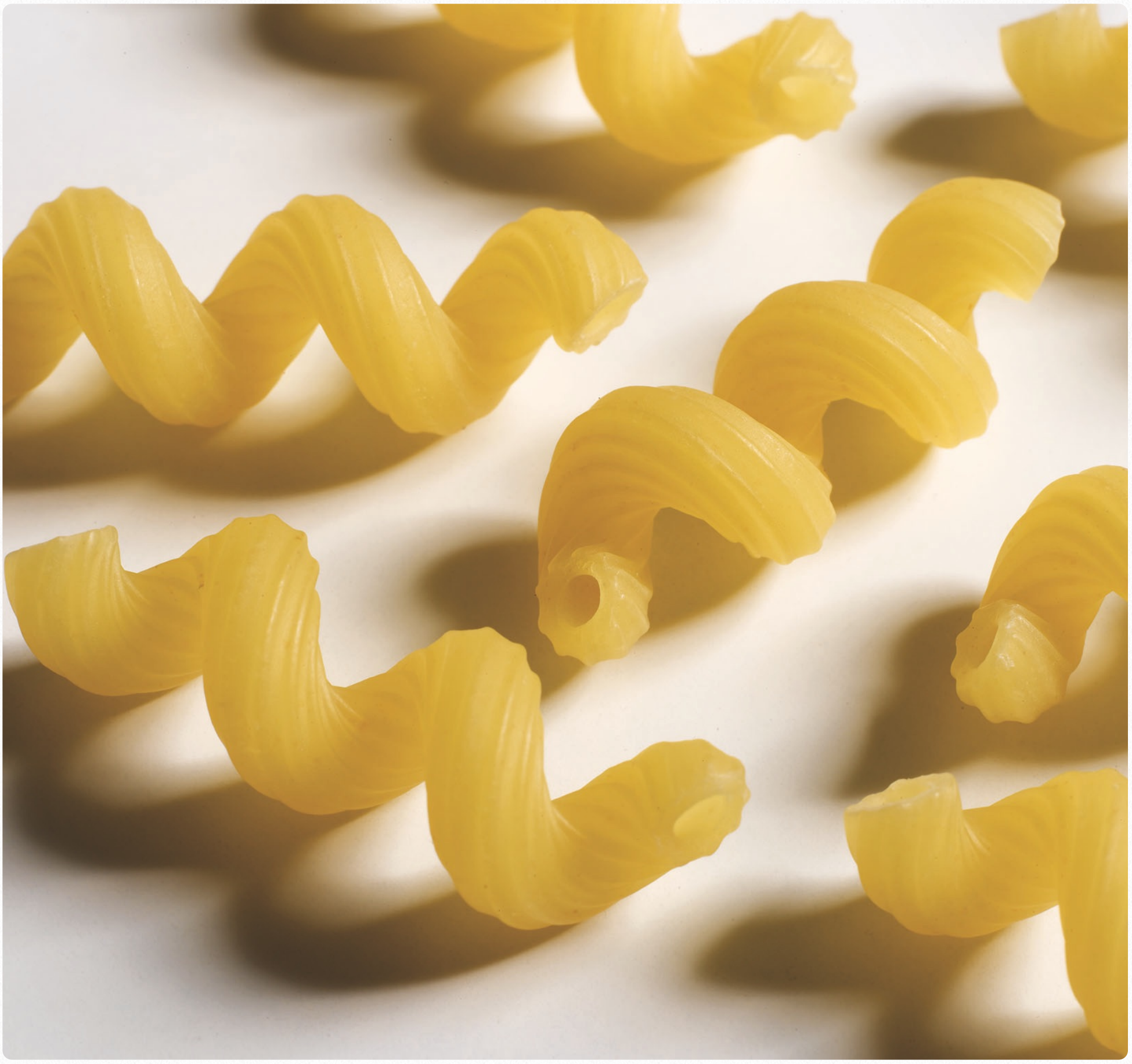
5

Short news

Editorial staff



Felicetti takes on the States with spaghetti

Felicetti's challenge to the States takes the form of an "oversized" spaghetti. The Trentino-based pasta factory has in fact launched the "Il Valentino Il Cappelli" spaghetti onto the American market and with a diameter of 2.4 millimetres it promises to unleash the fantasy of Michelin-starred chefs and complement lunches and dinners in American homes. As part of the Summer Fancy Food Show, Guy Arnone, the sous-chef at New York's "Babbo" restaurant, wanted to promote the product through simplicity, serving spaghetti with tomato sauce and pasta 'alla gricia' (with cheese and bacon). And it was precisely this simplicity that was the key theme chosen by Felicetti for this edition of America's largest trade fair dedicated to gastronomic specialities.

In New York tortelli with tails by Lucia Lucchini

Tortelli with tails have arrived in New York. The typical pasta shape from Piacenza was the star attraction at the Big Apple's new Eataly restaurant during the first week in September, thanks to Lucia Lucchini, maestro 'sfoglina' (woman pasta maker) of Eataly Piacenza's "Sweet and savoury" corner. As part of the "Il Pastaio di Eataly", dedicated to fresh Italian pasta and the artisan tradition, Ms Lucchini spoke about regional pasta, focussing on history and technique. Like her, other Maestro Pasta Makers will, in the coming months, also be presenting different pasta shapes. Tortelli with tails ('turtei cu la cua', in the dialect of Piacenza) have a very ancient tradition. Their peculiar feature is that they are shaped like a sweet, with two tails sealed with a braid. The filling consists of cow's milk ricotta, spinach or chard and Grana Padana DOP, and the pasta is made with eggs and soft wheat flour.

Cavalieri marks its centenary

A history in the world of pasta that spans one hundred years The Benedetto Cavalieri pasta factory celebrates this year the centenary of its foundation. On 7th July 1918, Benedetto Cavalieri decided to start up a business producing pasta bearing his name and surname, in Maglie, in the province of Lecce. Today the company is run by a grandson of the same name and his son, Andrea, third and fourth generation Cavalieris. The pasta, also famous for its "ruote pazze" (crazy wheels) shape, is loved by top chefs such as Alessandro Negrini and Fabio Pisani, as well as Daniele Usai, Antonia Klugman, Massimiliano Alajmo and Heston Blumenthal, and was

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also mentioned in Ferzan Özpetek's film, *Loose Cannons.*

Di Martino, the sale of the mill in Salerno gets the go ahead

Di Martino's milling and pasta production has officially split, even for the Campania region, that has acknowledged the separation of the integrated environmental authorisation. In what was once the Antonio Amato pasta factory, in Salerno's industrial district, the running of the mill has now passed to Sinergie Molitarie Scarl, an Apulia-based, Gruppo Casillo company. Pasta production and the processing of milled wheat, on the other hand, have now been taken over by Pastificio Di Martino Gaetano e F.lli Spa. In 2015 Di Martino loaned the location and the tenancy of a part of the company, namely the mill, to Società Molino Casillo Spa that in turn, signed a loan for use agreement with its subsidiary Sinergie Molitarie Scarl. The latter now operates independently from the parent company.

Pastificio Veneto launches vegan tortelli with jackfruit

A vegan pasta with a super fruit. Pastificio Veneto's new challenge was presented at the Biofach trade fair, along with its partners of the Noigroup cooperative. The new line of filled pasta features the jackfruit, that is rich in nutritional properties, has anti-inflammatory and antioxidant properties and is rich in fibre, mineral salts and vitamins. Used by vegans as an alternative to meat, when the seeds and pulp are eaten as well, the jackfruit from Pastificio Veneto comes in three variations: paprika and ginger, zucchini and basil, and curry. The new product forms part of the philosophy of the company based in Montebelluna, in the province of Treviso, and is aimed at seeking out quality products that will satisfy new food requirements and respond to social sustainability.

Pasta Gentile has a new line

One that tells of the Campania region and "Made in Italy" products. "Grano Italiano" is the new product from Pastificio Gentile, which focusses on producing high-quality pasta using only semolina obtained from wheat grown in the Campania region and using a Neapolitan mill. The old "Il 1650" mill is the new location for the pasta factory in the Valle dei Mulini (Valley of the Mills), the natural cradle for the processing of the Gragnano pasta. Inside there is a showroom, a Vietri-style kitchen, the machine room for extrusion and the drying cells that use the natural "Cirillo Method". There is even a vegetable garden. The new

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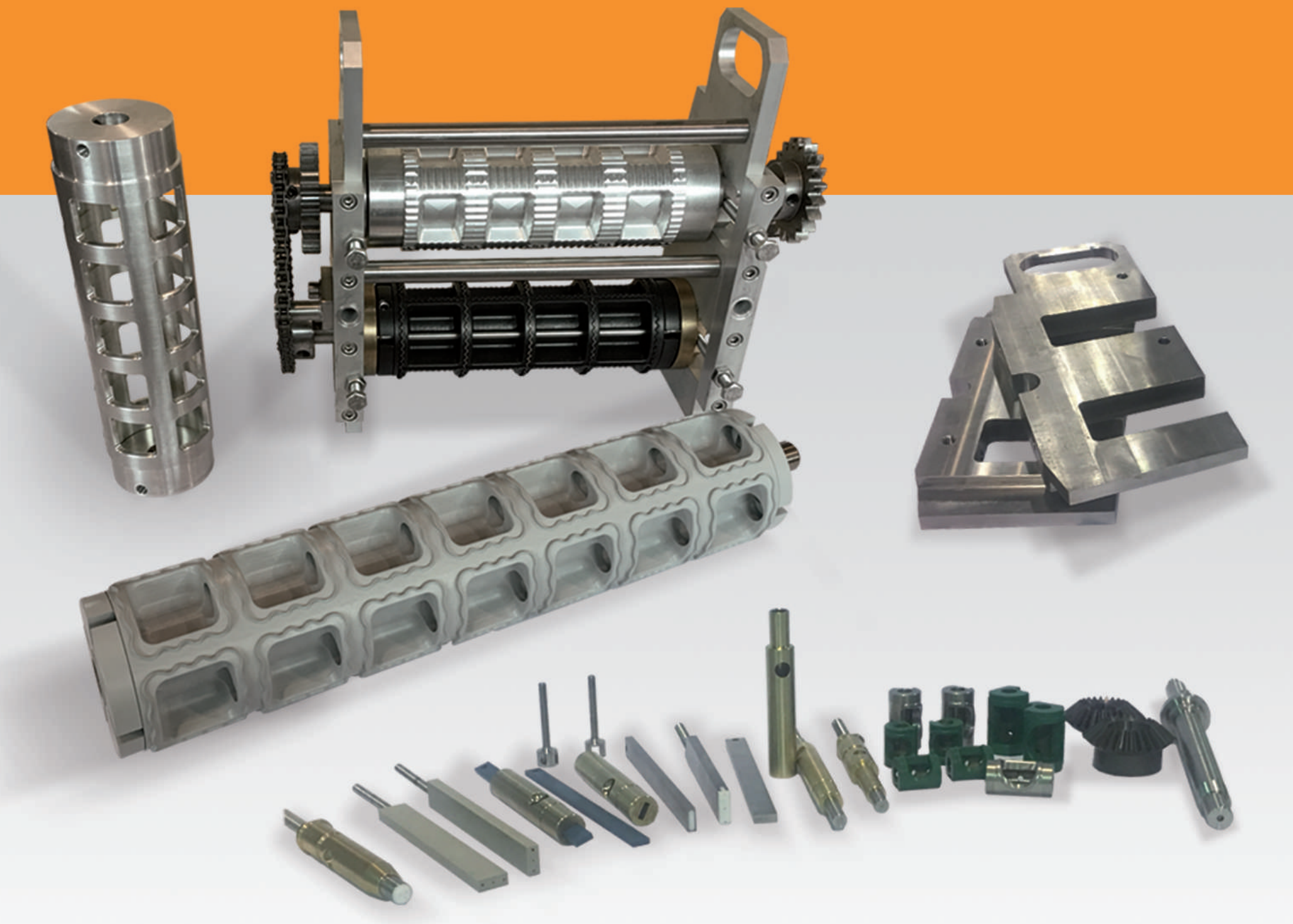

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"Grano Italiano" project is the outcome of a memorandum of understanding signed with the Apulia-based company, "Selezione Casillo", and the farmers of the Campania region.

Paone sts its sights on wholemeal and organic

Wholemeal and organic are the new keywords for the Paone pasta factory that has launched a new product line onto Italian and European markets. Organic and wholemeal pasta is produced in its factory in Penitro, in the province of Latina, where they make five different shapes: linguine, farfalle, mezzi rigatoni, fusilli and spaghetti. The wheat used is exclusively Italian and is grown without any type of additive. The company's new product has attracted the attention of the Russian market and of Coop and Carrefour, two well-known large-scale retailers in Italy. Organic and wholemeal pasta will also be presented in October at the SIAL in Paris,

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Rana and Marras, a union of food and fashion

A temporary restaurant on the occasion of the Milano Design Week 2018. This project has brought together two seemingly unrelated companies: the Giovanni Rana pasta factory and the fashion house Antonio Marras. A restaurant dedicated to pasta has in fact been set up inside the NonostanteMarras area. The reasons that have brought these two families together are Italianness, the concept of hospitality, a passion for eating and the beautiful. For Marras, fashion is a language and foods are the vocabulary of life. Antonio Marras is a stylist and artist who rebels against extremisms in search of purity in the most disparate of contexts: fashion, art, theatre, architecture and design.

Miscusi, new horizons for the Milan-based chain pasta factory

It is called “Miscusi” [I am sorry] and for now it has only successes to apologise for. The Milan-based chain-pasta factory, established two years ago, continues to receive more and more plaudits and it is promising to open new venues in Milan. The concept, conceived by two millennials, Alberto Cartasegna and Filippo Mottolese, envisages pasta at the centre of a chain, taking the place of the usual hamburger, sushi and pizza. The pasta factories inside the restaurants produce fresh pasta every day, using doughs made only with Italian semolinas, and customers can add one of the nine set sauces, plus a weekly one – all of which are fresh. They currently have two locations, and turnover for 2018 is predicted to be € 3.5 million. Plans are already in hand for two other sites, one in Milan and another in Turin.

Pasta Fresca Morena at MOAC 2018

The company celebrated its half century jointly with MOAC, where it participated by paying homage to tradition and the territory. With a history dating back fifty years, Pasta Fresca Morena brought all of its expertise to the Exhibition Market of Artisanship in Sanremo, presenting a traditional dish - Ligurian Egyptian onion ravioli. Bruno Ramon, the pasta factory's owner and originator of the dish, wanted, in this way, to pay homage to the history of Liguria. The Egyptian onion is, in fact, an ancient variety of Ligurian onion, rediscovered and reintroduced by the farmer-writer Marco Damele, and today it is a symbol of biodiversity.

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PUBLIC Projetos Editoriais

6

Full steam ahead for exports of Italian pasta in the first six months of 2018

Centro studi economici
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Progresses of over 6 percentage points in volume and turnover for ‘made in Italy’ pasta exports in the first six months of 2018.

Pasta exports have fired up their engines and have returned to results that hadn’t been seen for three years.
A six-month period with a following wind that has kick started volumes and turnover abroad once more, producing progresses in both areas of more than 6 percentage points.
ISTAT data for the entire month of June show revenues of €1.2 billion, the equivalent of a 6.6% growth compared to the first six months of a year ago. The same goes for the physical movements abroad with the passing of the 1 million tonne figure, 6.3% more year on year, in the cumulative figure for June.
Numbers that seal the real growth of exports in the absence, this year, of a driving effect of prices. A phenomenon that in similar situations in the past, when growth rates related to turnover were of the same magnitude (with reference to 2015), had boosted revenues, without however adding substance to the weight variable.
At this pace a new record is foreseeable for exports of Italian pasta. If the second six-month period were simply to replicate the volumes and values of last year (a “conservative” hypothesis, compared to a more probable continuation of the positive trend), we would get to December with record exports of 2.1 million tonnes and a cheque for €2.4 billion, this too an unprecedented record.
A projection that incorporates, into the twelve-month balance sheet, an annual growth that is half that of current trends, with a 3% balance both for real as well as cash flows.
Driving the surge on, in these first six months, above all, have been exports between EU states, that have seen growths of almost 9%, these too in monetary and quantitative terms.
Positive, but decidedly more subdued, has been growth outside of the EU, with 1.5% in volume and 2.7% in value, which nevertheless confirm a progress by no means predictable.
Of the three countries topping the listing, the most noticeable is France. It has achieved double figures, where a 12% growth in physical shipments of pasta is the equivalent of a 15% increase in relative revenue. Paris, does not

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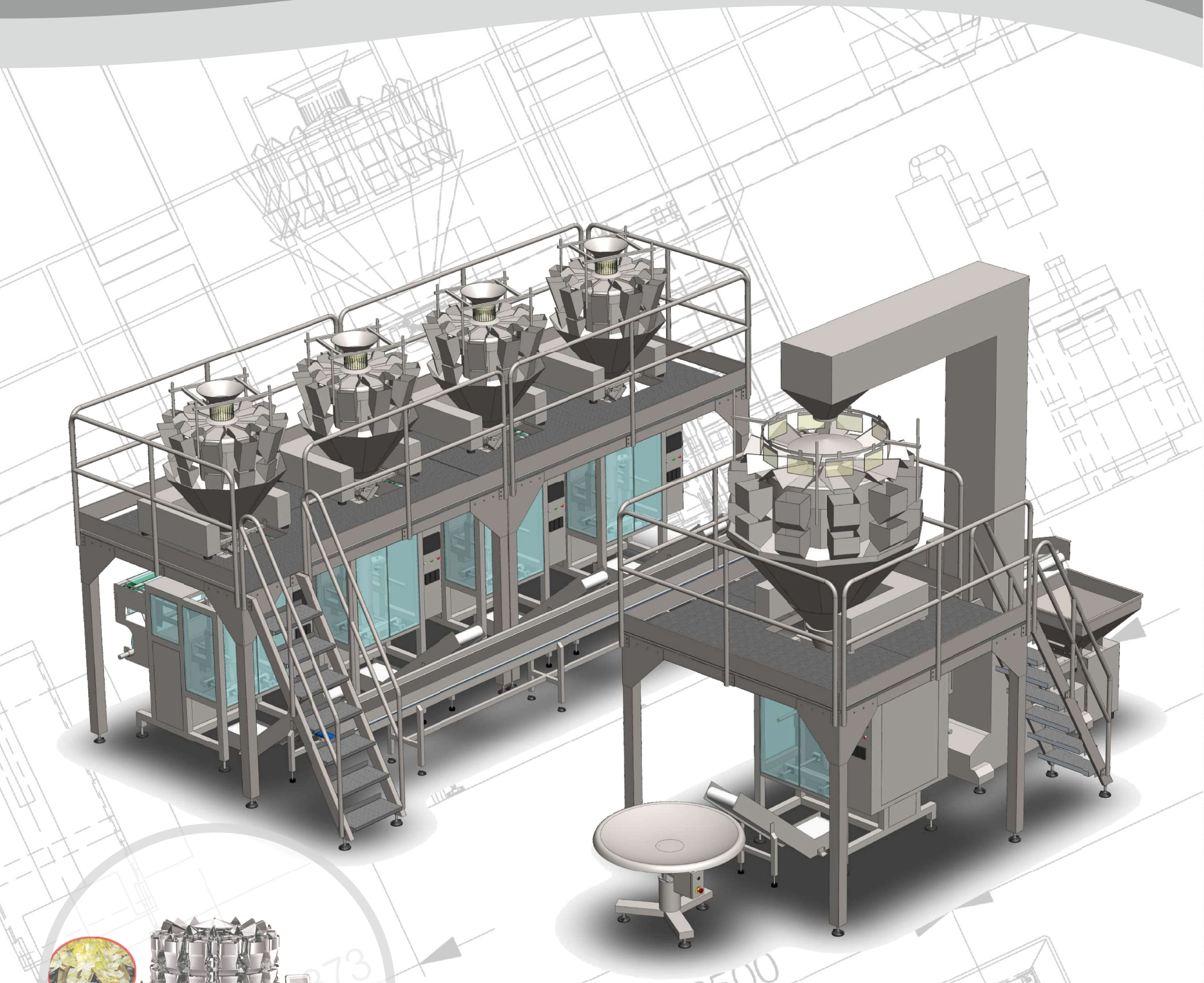



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Table 1 **ITALIAN PASTA EXPORTS**

	Tonns			Thousands €		
	1st Half year 2017	1st Half year 2018	Var. %	1st Half year 2017	1st Half year 2018	Var. %
World	**985,806**	**1,047,727**	**6.3%**	**1,130,473**	**1,205,228**	**6.6%**
EU 28	639,342	696,166	8.9%	736,022	800,143	8.7%
Non-EU 28	346,464	351,561	1.5%	394,451	405,086	2.7%
Germany	173,687	184,441	6.2%	170,089	183,456	7.9%
France	129,530	144,657	11.7%	154,700	178,031	15.1%
United Kingdom	129,042	139,357	8.0%	154,140	159,587	3.5%
United States	87,580	94,744	8.2%	133,323	139,967	5.0%
Japan	38,314	34,602	-9.7%	37,203	33,905	-8.9%
Belgium	28,769	31,299	8.8%	35,245	38,250	8.5%
Spain	25,498	28,953	13.5%	47,386	52,650	11.1%
The Netherlands	22,290	28,258	26.8%	27,482	31,400	14.3%
Sweden	23,823	26,809	12.5%	30,819	33,428	8.5%
Switzerland	16,973	18,482	8.9%	26,420	29,811	12.8%
Austria	18,272	18,210	-0.3%	20,544	20,923	1.8%
Russia	10,458	18,008	72.2%	9,246	16,608	79.6%
Poland	13,975	16,830	20.4%	14,164	16,943	19.6%
Australia	12,543	14,577	16.2%	15,870	18,131	14.3%
Israel	14,004	14,261	1.8%	11,013	11,429	3.8%
Canada	13,261	14,040	5.9%	18,289	19,543	6.9%
Czech Republic	12,347	12,708	2.9%	10,776	10,942	1.5%
China	12,373	12,140	-1.9%	10,531	10,186	-3.3%
Brazil	11,131	10,658	-4.2%	12,250	11,175	-8.8%
South Korea	10,012	10,512	5.0%	9,379	10,088	7.6%
Denmark	9,786	10,417	6.5%	11,828	13,024	10.1%
Saudi Arabia	8,075	8,907	10.3%	7,468	7,683	2.9%
Ireland	6,604	6,978	5.7%	7,562	8,012	5.9%

Source: Istat

however, top Berlin's record, with Germany remaining first in the list of destination markets, thanks to more vigorous demand during these first six months (volumes and val-



ues have grown 6 and 8% respectively).
Also worth a mention is the decisive contribution of the UK market, where what has emerged, however, is a marked divergence in growth levels, of 8% in volume and 3% in monetary value.
Even the USA is playing its part this year. There is a gap of 8 points on an annual basis for physical shipments and a 5% increase in revenues.
On the other hand, exports to Japan, where the annual comparison reveals losses of between 9 and 10 percentage points, still show a minus sign.
The double figure increases in Spain, the Netherlands, Russia and Poland are also worth mentioning. The balance sheet for the six-month period for Belgium is also positive, with excellent performances moreover in Sweden, Switzerland and Australia.

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MartinoRossi: new Artisan line dedicated to artisanal production facilities and to the HoReCa channel



A new line of gluten free flours for the food service world has been launched onto the market by MartinoRossi, the lead supplier of gluten, allergen and GMO -free milling and semi-finished products and functional ingredients of cereals and legumes, that has made the complete control of the supply chain its strong point.

“A product’s high quality can only be obtained through the attention you pay to it”. These are the words of Martino Rossi, founder of the company of the same name, who summarises its strong points.
Founded in the 1950s, the company today is managed by his sons, Gianni and Giorgio, and for the last ten years the company commercial interests have been looked after by Giorgio's son, Stefano. This means a third generation of the family is now running a company that has become the lead supplier of gluten, allergen and GMO-free flours, semi-processed products and functional ingredients of cereals and legumes.

The controlled supply chain

MartinoRossi has initiated supply chain agreements with 500 Italian farmers in order to obtain excellent raw materials with respect to the land, the methods of growing and, above all, the agricultural economy. This has been and is the start of development and research, to achieve an increasingly high-quality product that is healthy for consumers. Today the company controls and manages 10 thousand hectares of crop land in Italy and has also created a supply chain in Hungary, to promote special, Plata-type corn hybrids, suitable for producing quality ingredients.
Thanks to a team of expert and qualified agronomists, the company manages these supply chains, guaranteeing:

- market analysis and planning of the controlled supply chain, in accordance with market and client needs;
- contracts with farmers
- the selection and supply of seeds;
- technical support for farmers during the different phenological phases, advising on the best growing methods and ensuring compliance with specifications;
- direct management of threshing and transport, using machines that operate exclusively for the controlled supply chain, and are carefully inspected to ensure there is no contamination from gluten and soy bean.

Moreover, when the raw materials arrive on the company's factories, they are analysed and checked for mycotoxins and contamination. Subsequently the compliant product undergoes the first stages of processing such as drying, selection, cleaning and storage. Finally, the raw materials are sent to the mill and, through a process of milling and heat treatment, are transformed into flours, semi-processed products and functional, gluten, allergen and GMO-free ingredients.

The Artisan line

The company's philosophy and corporate values have led MartinoRossi to launching a new brand named Artisan, a name that is evocative of the product's characteristics and its history. The brand is dedicated to the HoReCa channel and to the wholesalers for artisanal production facilities. As a launch it is offering a line of legume flours which, thanks to their versatility, makes them suitable for producing fresh and dry pasta, gnocchi and so much more and they are available in 1 kg and 20 kg packs. All products undergo a pre-cooking process – similar to that obtained in a domestic pressure cooker – that gives the flours increased binding power and prevents them from becoming denatured, which makes them suitable for every type of preparation, as the sales manager specifies. Three flours in particular, chick pea, green pea and red lentil, are obtained from selected seeds from Italian farming (CSQA certified) with no gluten, soy bean, additives or colourings, but they have, above all, a high protein and fibre content. The intrinsic ability to maintain the organoleptic characteristics, the reduction of cooking times (in some cases by up to 80%), the constant quality, the increased hydration and the versatility in the recipes, make this product unique, and with a method of use that is on a par with that of a normal flour, but which is healthier and suited for every palate. "Consumer tastes are constantly evolving and, as a result, so too are the demands of producers and professionals. If MartinoRossi wants to remain a leader in the flour market, it must know how to interpret and study solutions that will suit the consumers' tastes, which today are increasingly more demanding and geared towards quality".

MartinoRossi SpA

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The Truth about Pasta.

20th Annual World Pasta Day Dubai, 25 October 2018

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.

This month we are pleased to invite all of you to celebrate the happiest holiday of the year: World Pasta Day.

Do you know

At the World Pasta Congress held in Rome on the 25th day of October in 1995, pasta makers from around the world enthusiastically agreed that pasta - a healthy, delicious, popular, sustainable and convenient food - deserved annual worldwide recognition.
Every year since 1998, in countries around the globe, World Pasta Day, has been celebrated on October 25th.
Again this year, on World Pasta Day 2018,
Every year since 1998, in countries around the globe, World Pasta Day has been celebrated on October 25th.
Again this year, on World Pasta Day 2018 pasta lovers around the world will join famous chefs, restaurants, families and friends and enjoy their favorite pasta meals to celebrate this delicious, affordable and nutritious staple that appears in diets around the world in all its versatile forms.
It will be an extra special celebration as this marks the 20th anniversary of World Pasta Day. With pasta consumption on the rise for the second year in a row, there's a lot to celebrate! On October 25, a gathering of pasta makers, industry members, scientists, media and other opinion leaders from around the globe will take place in Dubai at the Auditorium of the Dubai Knowledge Park and at the International Center of Culinary Arts (ICCA).

Pasta is healthy

At the 2015 *Healthy Pasta Meal Scientific Consensus* meeting, twenty scientists and health professionals from nine countries met in Milan, Italy in October 2015 to present the latest research on pasta and to craft a 12-point Scientific Consensus Statement on healthy pasta meals. Since then, top Russian, Turkish and Brazilian scientists have added their names at






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).

IPO Segreteria Generale c/o
AIDEPI
(Associazione delle Industrie
del Dolce e della Pasta Italiane)

AIDEPI

Viale del Poggio Fiorito 61 - 00144 Rome
Tel. +39 06 8091071 - Fax +39 06 8073186
ipo@internationalpasta.org - www.internationalpasta.org

“Pasta is a key component of many of the world's traditional healthy eating patterns, such as the scientifically-proven Mediterranean Diet. Most plant-based dietary patterns help prevent and slow progression of major chronic diseases and confer greater health benefits than current Western dietary patterns.”
(#2 of the *Scientific Consensus Statement)*

subsequent World Pasta Day events in Moscow (2016) and São Paulo (2017).
This year's global event will bring together more scientists and nutrition experts to review the latest research on the Mediterranean Diet carbohydrates and pasta, and who will add their signatures to the Scientific Consensus Statement on the Healthy Pasta Meal.

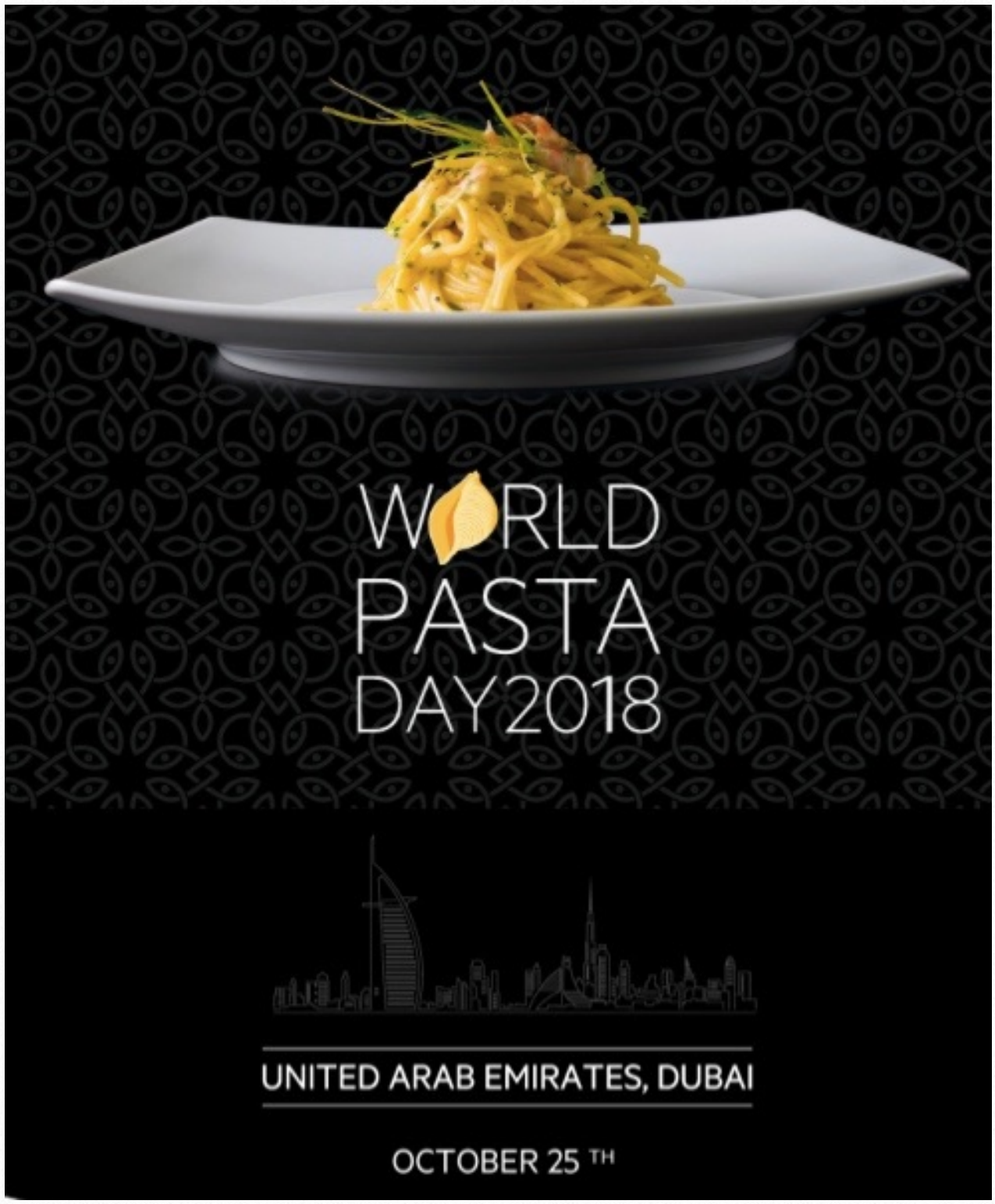
Pasta is a tasty canvas

At World Pasta Day 2018 in Dubai, traditional and Arab culinary interpretations of pasta will meet when celebrated Arab and international chefs demonstrate their recipes. Stay tuned for more detailed information about the Pasta Cooking Show and Tasting to be held at the International Center of Culinary Arts (ICCA), featured amongst the Top 10 Culinary Institutes in the World and awarded the "Recognition of Quality Culinary Education" by the World Chefs.

The Power of Pasta, a global charity initiative

As part of this special celebration, worldwide pasta producers will also join together for the 2nd Annual "*Power of Pasta*" initiative, a coordinated program where donations of pasta are made to local organizations fighting hunger. Last year, more than 3.5 million plates of pasta were donated around the world.
"Through the Power of Pasta, offering a simple dish like spaghetti with tomato sauce using local seasonal ingredients, we can help feed the hungry, meeting different culinary traditions and bringing people together over a healthy meal," said Chef Bruno Serato, the *Power of Pasta* initiative Ambassador and founder of Caterina's Club, a nonprofit organization inspired

“Pasta meals are enjoyed in cultural traditions worldwide. As they are like a canvas, they are versatile and easily adaptable to national/regional seasonal ingredients." (#6 of the *Scientific Consensus Statement*)



by his mother, Caterina, that serves 4,000 warm nutritional pasta meals to underprivileged children every night.
"I call on my fellow chefs to help feed the world by joining us to promote the *Power of Pasta* initiative in their local communities."
Are you a pasta maker, a restaurant owner, a retailer or a chef?
Please contact IPO Secretariat (f.ronca@internationalpasta.org) for more info on how to join the *The Power of Pasta* initiative.



Bruno Serato

Join the Event!

For more information about the 2018 World Pasta Day, please visit: www.worldpastaday.org

For on-line registration, please follow this link.

World Pasta Day 2018 offers a variety of sponsorship opportunities from which to choose. Act quickly to give your company the greatest opportunity to make an impact.

Click here to download the full Sponsorship Opportunities document or contact sponsorship@worldpastaday.org.

We hope you will join the celebration on October 25!

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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Coop report on consumption in Italy: record-breaking food sector, but consumption is polarised

Centro studi economici
Pastaria



Food consumption in Italy, according to the recently published 2018 Coop Report.

In Italy, in the midst of a fragile recovery and instability, in which social divisions and pay gaps are growing, consumption has begun picking up again, albeit slowly and with little conviction.

The 2018 Coop Report offers a snapshot of a country that is at a standstill, that is looking for a way out, but is struggling to catch up with the rest of Europe.

The figures show us that the economy is on the move again, thanks to 1.5% growth in 2017, but they also reveal that it is running out of steam, with a predicted slowdown to 1.2% this year.

Higher debt and lower savings are the flip side of the coin, when it comes to growth in consumption, that only to a minor extent draws on the 'fuel' of new revenue and new employment.

The risk is that of going back to the starting point, but with less financial resources and more instalments to be paid, even with the prospect of interest rate increases and a more robust inflation rate.

The report also points out that the all-Italian record, shared only with Spain, remains, i.e. that of food spending approaching 20% consumption share. It is amongst the highest, even in the international rankings.

The food sector is also the only one to grow, if one analyses the most recent sales trends in fixed retail trade, but a gap of 5 percentage points remains compared to the start of the decade and when this is compared to pre-crisis levels, this is more than double.

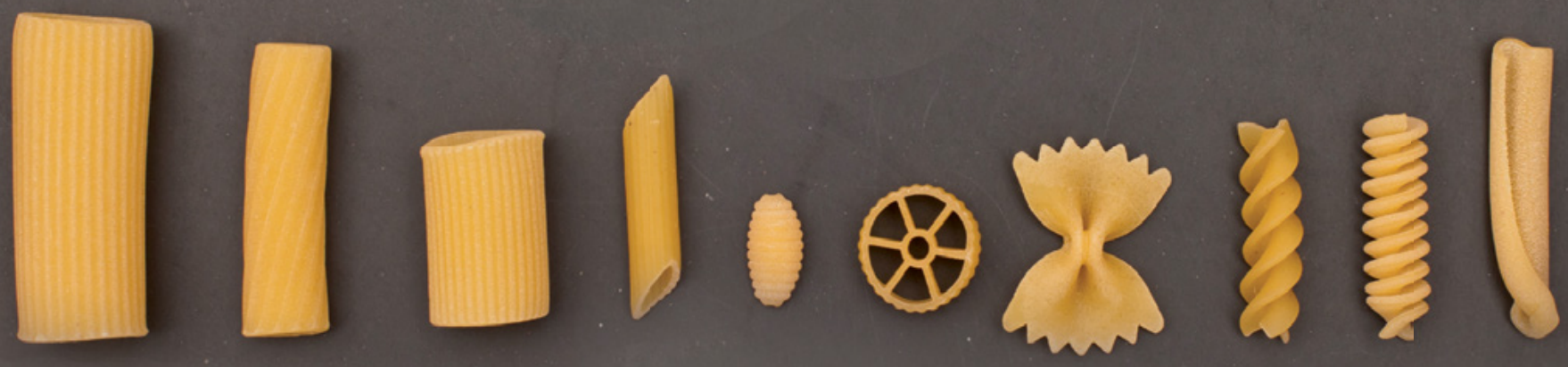
Health awareness, a dominant trend in recent years, has lost some of its appeal and shows signs of slowing down, with growth of 2.3% for the first six months of this year, half that of 2017. First departures also for the "veg & veg" (vegan and vegetarian) trend, with a drop-out rate approaching 10%.

The phenomenon of the moment is, on the other hand, the "ready to eat" sector, with a 6% rise in revenues. Italians, however, have a desire to experiment that also boosts revenues when it comes to ethnic food, and these have risen to double figures in 2018, with sales having doubled compared to 2010. Just behind the 'ready meal' sector, comes a surprise in the form of a "basic ingredients" shopping trolley (dry pasta, tomato purée, milk, olive oil, rice), which, following a fall that lasted six years, sees an unexpected return to growth of +2%.

Reading the data related to volumes, however, reveals a trail of minuses in this first six-month period. Packaged food as a whole has experienced a 1% drop, and beverages have fallen by 1% compared to the first six months of 2017.

Many shapes to tell it.

Only one association to represent it.



11
ADHERING COUNTRIES

11.025
EMPLOYEES

5.147.403
TONS OF PASTA PRODUCED

2.553.168
TONS OF EXPORTED PRODUCT

OVER 35%
OF THE WORLDWIDE PASTA PRODUCTION

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UN.A.F.P.A.

Union des Associations de Fabricants de Pâtes Alimentaires de l'U.E
Union of Organizations of Manufactures of Pasta Products of the E.U.

FOR FURTHER IN FORMATION:

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One year on, pasta has lost 3% in sales volumes (wholemeal and spelt pasta types are doing well, whereas kamut is losing ground). Flour has fallen by almost 5%, whereas ice creams and frozen products grew by 0.4% and fresh products by 3.5%.

What is worth pointing out is the dynamism of the web-food sector in Italy. This is above all down to the impetus of the meal delivery sector, the ordering of dishes directly from restaurants, that is driven by the “aggregators’” apps. Four and a half million Italians ordered meals on line during this last year, but soon the channel is destined to reach 10 million users.

There is a last piece of data, not a positive one, that is related to the block of the social elevator, that is increasing the gaps in food purchases as well. In the first six months of this year the average spend per family has dropped a whole 4% for low income earners. The middle classes have seen a fractional rate of growth of 0.5%, whereas high income earners also move forward in the food sector with a robust 2.8%.

On a par with the capacity to earn and the power to purchase, product ranges too become polarised, with sales that push cheaper products, on the one hand, and on those premium and ultra-luxury products on the other.

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An initiative Pastaria





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Pastificio Menozzi

Editorial staff



Pastificio Menozzi is an artisanal business based in Emilia that has very close ties to tradition and the territory, and has found an interesting innovative component in the use of *Tritordeum*.

Every now and then Gabriele Menozzi still drops into the pasta factory that bears his name. He founded it around forty years ago and even if it has, in the meantime, changed hands, he takes pleasure in regularly paying a visit to see if things are going well. Because he also wants to make sure that the quality of the product is still the same as it once was. The business has, for a number of years now, been owned by GSE Food S.r.l., and it is where Stefania Cavazza and Lorenzo Boni both work to ensure that the product's ties with tradition and the local territory, that have always been a feature of Menozzi pasta, are maintained.

The company's catalogue lists simple and filled fresh egg pasta specialities, that have always been symbolic of the gastronomic culture of Emilia-Romagna. These include: tortellini and cappelletti, with meat and Parmigiano Reggiano DOP fillings. Then there are tortelli and tortelloni, even wholemeal, with pumpkin or ricotta and spinach. Among the simple, always egg pastas, there are tagliatelle, bigoli, passatelli, quadretti, extruded macaroni, even wholemeal or with spinach, as well as lasagne, cannelloni and rosette, in a riot of colours, but above all flavours.

These are always products that use raw materials that originate from the territory of Emilia-Romagna, i.e. pumpkins, spinach, PGI mortadella, lean meats, eggs, Parmigiano Reggiano DOP, the finest flours and semolinas from the Molino Verrini mill in Carpi, or because of the innovative use of *Tritordeum* flour, from the Mulino Dallagiovanna mill in Piacenza. At the Pastificio Menozzi they are keen to point out that every single mouthful is a morsel of Emilia-Romagna.

The intended destination for the historic Carpi-based pasta factory's products is both direct sales, above all, for fresh and ultra fresh pasta, mass distribution and the HORECA channel.

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In this case they come in modified atmosphere packaging of 250 or 500 grams.
The pasta factory's policy has remained unchanged throughout time and the aim, in fact, is that of preserving the propensity of a product that has a strong identity, whilst also keeping an eye on innovation. An important collaboration has in fact begun with Tomato Farm for the exclusive supply of *Tritordeum* intended for use in the production of egg pasta which, following the presentation at Cibus 2018, has been available through large retail outlets since 1 September. *Tritordeum* is a new cereal that results from a process of hybridizing wild barley with durum wheat. It is not a





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Lorenzo Boni

GMO and boasts outstanding yields and excellent properties, from an organoleptic, environmental and nutritional perspective. Compared to traditional wheat, it has a decidedly lower gluten and starch content, which renders it particularly suitable for people who, even though not affected by celiac disease, are particularly sensitive to glutens and need to keep their glycemic levels under control. It is rich in minerals and above all copper and zinc, but also fibre, lutein and fatty acids. Its highly sustainable farming, from an environmental perspective, has led to it winning the “Sustainable Food Awards 2018” prize, because it is a product that requires very few treatments and has a highly resistant nature. But, above all, and this is something that will linger in consumers’ minds, it is very tasty.

Not long to go now until it will be possible to taste the traditional regional products of Emilia, but created with a new cereal.



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