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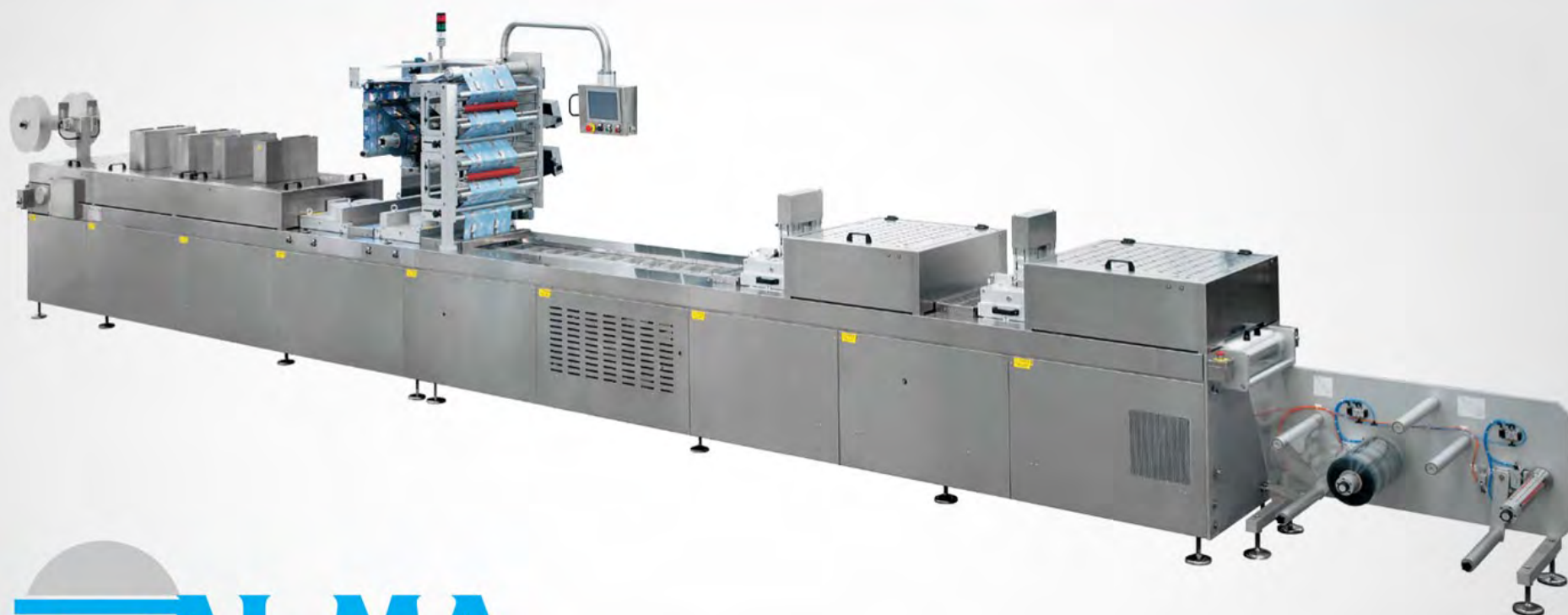
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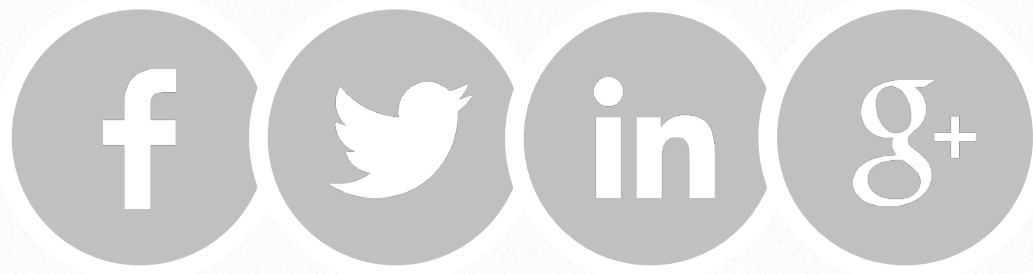


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Leading names and so many people at Pastaria Festival 2018

Editorial staff



The opening of the proceedings of Pastaria Festival. From the left, Riccardo Felicetti, Guido Barilla, Lorenzo Pini, Justo Bonetto, Fabio Fontaneto, Bruno Serato

The community of Italy's pasta production sector came together in Parma for the second edition of Pastaria Festival, the day of free conferences, workshops, presentations and laboratories on production activities related to pasta.

It was a day for studying, discussing, networking and professional updating. And not just that: because if what Justo Bonetto of APPF (Italian Association of Fresh Pasta Producers) said is true, i.e. that those taking part were all “sons and daughters of the same mother”, then it was also a grand “family reunion”.

Pastaria Festival, this year in its second edition, on 20 September brought together, in one location in Parma, representatives of the entire supply chain of Italy’s pasta production sector, providing a voice and a space for producers of dried and fresh pasta, gnocchi and ready meals, trade associations, companies supplying machines and systems, ingredients and services, as well the scientific community. And it is precisely “union”, “collaboration” and “sharing” that are the key words that emerged from the event, that saw the participation of more than 330 sector operators

The festival

Conferences, workshops, presentations, discussions and exhibitions. The programme for this year’s Pastaria Festival was jam packed with events: thirty of them, from the morning through to the afternoon, in parallel sessions, aimed at different professional figures working in pasta factories. Free meetings, consistent with our way of doing specialised publishing that, at the opening of the proceedings, Lorenzo Pini, Pastaria’s editor in chief, said “makes free information at no charge a distinctive feature that means we are a rarity in Italy”.

The Festival, bears the name of the magazine that organised it in partnership with Ipack-Ima and TuttoFood and in collaboration with AIDEPI (Italian Association of Confectionery and Pasta Industries), APPAFRE (Italian Association of Small/Medium and Artisanal Fresh Pasta and Gnocchi Manufacturers), APPF (Italian Association of Fresh Pasta Producers), IPO (International Pasta Organisation), the Veneto and Trentino Alto Adige branch of the Association of Food Technologists (OTAV), the Piedmont and Valle d’Aosta branch of the Association of Food Technologists (OTAP), with the patronage of DeFENS (University of Milan) and the Italian Scien-



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What's new

Compared to the last edition, the festival now has a “Steering Committee” made up of university professors and prominent figures from major pasta factories, and also the launch of “Pasta Experience” (see page 71), Pastaria’s international tasting project to promote pasta around the world. The Festival has also launched the activities of the technical round table on pasta, that will lead to the development of ad-hoc projects that will culminate in the 2019 edition of TuttoFood, in which Pastaria will

participate as media partner.

The exhibition of shaping machines for pasta production and the problem-solving session, in which food technologists tackled some of the problems most commonly found in pasta factories, represented the other new additions to Pastaria Festival 2018 that were particularly appreciated by participants.

A united supply chain, a look at the foreign markets

“Bringing the entire supply chain together is an extraordinary opportunity”. Guido Barilla, Chairman of the Parma-based multinational, is convinced of this, and he fo-



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cussed his address, at the opening of the Festival's proceedings, on the need for collective discussion and reflection. Coming together "annually under the Pastaria banner" said Mr Barilla, represents an occasion to reflect on the opportunities for the sector and identify a guideline for the future. "We Italians have the skills, the know-how, the history and the quality products to innovate and venture onto foreign markets", he went on. The Chairman of the Parma-based multinational, in particular dedicated some time to how pasta is perceived abroad. In many countries, he explained, there is a very poor awareness of the product's quality and this considera-

tion represents a good opportunity for development with significant room for manoeuvre.

Foreign markets, therefore, but also the consolidation of Italy's domestic market. "Everything, however, has to start with the Italian market" said the Group's Chairman "and it is for this reason that we have to reflect together on the major steps to be taken to stabilise the situation and to tackle the reduction in volumes that in Italy are falling slightly albeit continually. It most certainly won't be domestic consumption that will bring us new opportunities, but we have to start from our country".



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For Guido Barilla, it is therefore essential for the entire sector to be united in taking on the challenges of the future because “Much depends on us and on our ability to innovate”. This is a quality that is also required for taking on the issue of communication Mr Barilla went on to underscore the point by going on to say “I am certain that the distorted information that the public has been fed, because of the mistaken perceptions about carbohydrates in the last twenty years, will change, and that, in the next ten years, pasta will have a more robust future and will be better perceived by consumers. The category today is beginning to have an interesting level of inno-

vation and can represent an added value for our customers as well”.

The challenges in communication

We need to communicate the quality of our products in a more intelligent and modern way and we must find the courage to abandon the technical terms that we consider a demonstration of our skill, but that could be misinterpreted”. This, the thought of Riccardo Felicetti, Chairman of the Pasta Group of AIDEPI, (Italian Association of the Confectionery and Pasta Industries), who, looking to the future of the sector, is hoping for greater “authenticity and honesty”

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in communication, continuing to repeat the “value” of the supply chain. “We need to have a robust structure behind us, and this robustness will only come when a supply chain knows how to work together”, he said at the opening of the festival’s proceedings. For Felicetti, like Barilla, the capacity to work united, to network, is also a key issue. “The major competitiveness of the market, above all abroad, is demonstrating that perhaps we have lost something in our ability to innovate, to create an interest and communicate quality” emphasised AIDEPI’s President. “These are ideas that must make us work with what is a truly common goal.”

AIDEPI presented two workshops as part of Pastaria Festival, the first of which was about the PEF (Product Environmental Footprint) project, a “calculation method certified by the European Union for determining the environmental impact of pasta”. “Having this seal can be instrumental in creating that skill and that authoritative-ness that we have perhaps lost and that perhaps was the stimulus for all the unedifying news there has been in recent years about our product” commented Felicetti. The second workshop focused on export (“Italian pasta in the world - How our way of exporting is changing”), and offered an overview on the documentation and prob-



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lems that can arise when exporting products in Europe and outside of the European Union.

Defence of quality and of the made in Italy

Not just information but also a defence. Justo Benetto, Secretary General of the APPF (Italian Association of Fresh Pasta Producers), at the opening of the Festival's proceedings spoke of a "persecution that is being levelled against pasta and carbohydrates" that calls for a defence "which, the stronger it is, will result in the world of pasta intervening with a single voice in unanimity". And collaboration is the banner that Mr Bonetto always waves when looking to the future. Because, as he said, quot-

ing his Chairman, Giovanni Rana, who was unable to come to Parma for personal reasons, "we are all sons and daughters of the same mother". Speaking of fresh pasta, Mr Bonetto explained that the sector is looking increasingly beyond Italy's borders, to Europe but also the USA. "We do not want to be presumptuous, but the markets are proving us right. Our domestic market is growing, the European market is growing more every year, and now there is also the prospect of America" he explained.

Still at the opening of the proceedings, Fabio Fontaneto, Chairman of APPAFRE (Italian Association of Small/Medium Fresh Pasta and Gnocchi Manufacturers) spoke of "sharing".

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What was important, for Fontaneto, was the sharing of information and the common actions aimed at fulfilling the scopes and objectives of each businessman. “This is why APPAFRE has set out with great enthusiasm to pursue the path of collaboration with other associations creating a veritable support network for companies”, he said. “Our objectives of becoming ever stronger and mattering even more can only be achieved together” continued the Chairman. The market is not quite favourable, but it is enormous and we have to demonstrate that we can offer more and better. Italy has a wealth of thousands of companies producing pasta, of top quality products, that sum up the best tradition that

continues to innovate. We are admired the world over, we are leaders when it comes to pasta, but we are not sufficiently appreciated and safeguarded both at home and abroad. It is necessary to start again from here. There are so many things we can do for our members and for the many companies that could be in need of our associations. It is necessary and essential to protect and disseminate the brands and the quality of Italian products, to inform consumers about the Made in Italy, enhancing it, telling the stories of Italian companies to help them sell better in Italy and in particular around the world. Pasta Italia caput mundi, and why not?”



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APPAFRE contributed to the Pastaria Festival by organising a conference on the topic “Typicality and territory as a tool for enhancing the small and medium sized fresh pasta enterprise”. “Fresh pasta and gnocchi, scenarios and opportunities for Italian producers” was the title of the APPF workshop at Pastaria Festival 2018.

The Power of Pasta

Pastaria Festival was a celebration of pasta in all its forms, even from the point of view of solidarity. Also present at the event was the Chef, Bruno Serato, the well-known restaurateur and founder of the “Caterina” project, that provides plates

of pasta for poor children and that today feeds 4,000 people every day in 77 locations throughout South California. Serato presented his book entitled “The Power of Pasta” at the festival, and his work, already published in the United States last year, is now available in Italian. “Pasta is a product that is so good in so many ways, and not just from a nutritional point of view” said the Chef. “I dedicate this book to the Barilla family, who gave me a truck load of pasta for the Caterina Project, and to all the pasta makers in the world, because it is thanks to pasta that we are able to help so many people”.

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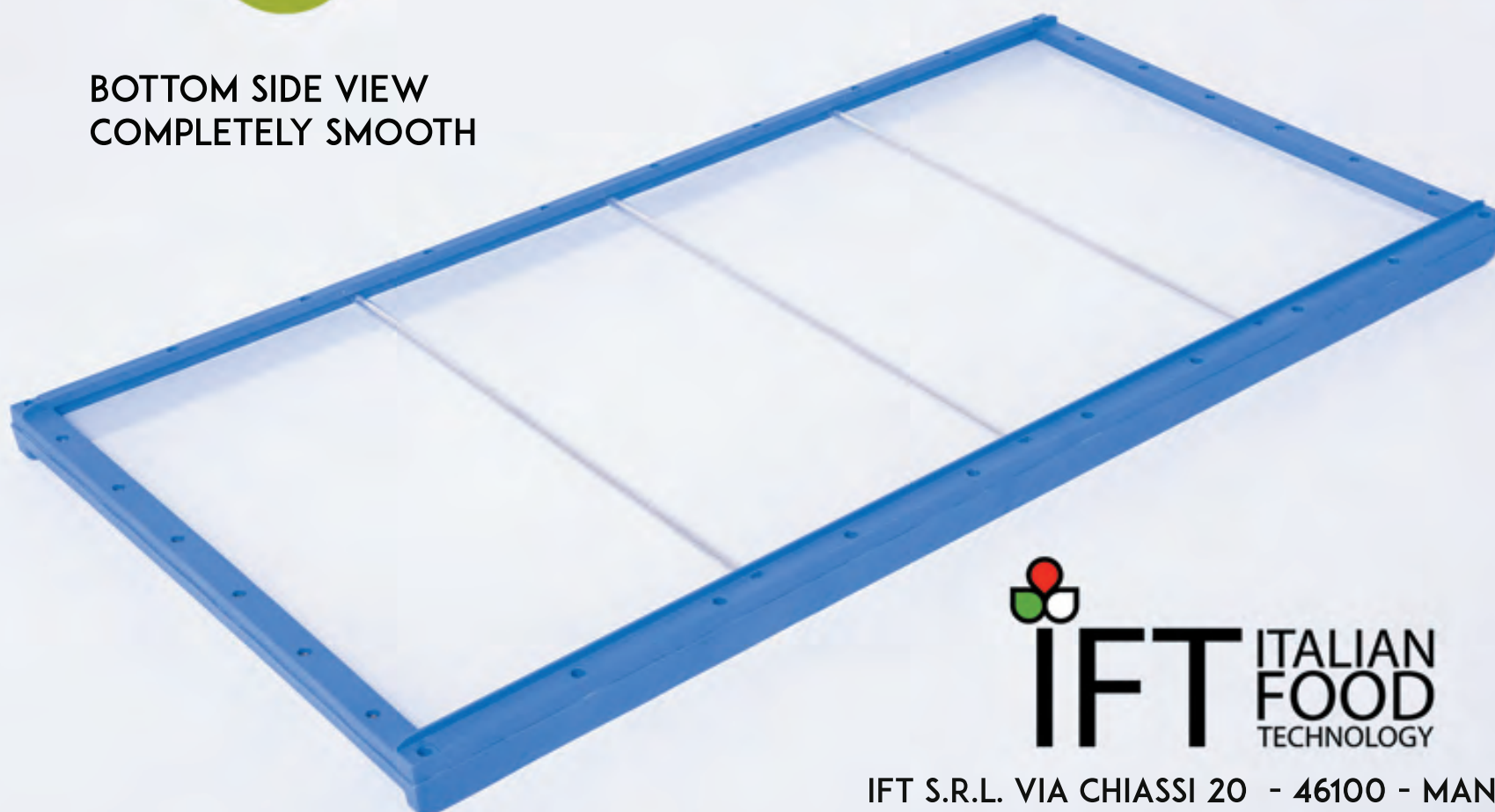
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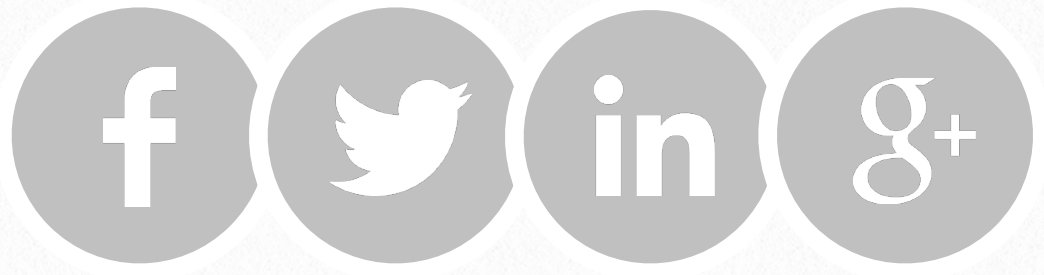


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Typicality and territory as a tool for enhancing the small and medium sized fresh pasta enterprises

Editorial staff



The conference entitled *Typicality and territory as a tool for enhancing the small and medium sized fresh pasta enterprises*, organised as part of the 2018 edition of **Pastaria Festival**.

The many members of APPAFRE (The Italian Association of Small/Medium and Artisanal Fresh Pasta and Gnocchi Manufacturers) came together recently at Pastaria Festival 2018, to discuss on the topic *Typicality and territory as a tool for enhancing the small and medium sized fresh pasta enterprises*.

The Association, chaired by Fabio Fontaneto, in fact contributed to the event held in Parma, on 20 September, by organising an interesting conference featuring pasta makers from the different regions of Italy. Pasta factories operating in Italy, above all artisan ones, that have strong ties with the local environment and economy that surround them, usually tend to buy and enhance local raw materials. There are a number of disparate reasons. The first is the need to give the product a strong characterisation and render it, to a certain extent, unique. In a globalised market that tends to lean strongly in the direction of standardisation, the typical specialities that have an important identity automatically attain their own space, because they are linked to a tradition or a specific locality.

To remain on the market with typical products does not necessarily require a great deal of effort, but what is important is a promotion that is effective, combined with a genuine link with the area. In addition to being an incredible marketing lever, the creation and use of typical local products brings with it countless benefits. This is something that Federica Calcagno of Fontaneto wanted to emphasise in her address to the conference. It means favouring collaboration between associations, reducing the overall impact of a product on the environment, promoting the entire territory, and taking consumers back to flavours of the past, with all the emotions that this brings with it. “It is a mistake to think that this work, that can bring huge rewards, not just from a commercial point of view, will not be free of any obstacles or impediments,” added Ms Calcagno. “Paradoxically, the use of raw materials that are afforded specific protection, can become a double-edged sword. Sometimes making a quality choice that involves costs and commitment, can be frustrating, if then, that valuable element, about which one could boast because it is of huge added value to the product, cannot be highlighted to the market. The regulations governing the use of PDO or PGI prod-




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ucts, such as the ingredients in a filled pasta, are very stringent and they discourage any mention of them. The use of designated or even simply PAT raw materials, or Slow Food items, can become difficult and costly, from many points of view. We make an effort every day and we stoically persist in those things in which we believe, but it is a real effort, above all because of those obstacles of a bureaucratic, as well as operational, nature, that prevent us from using certain products”, said the Quality Control Manager from Fontaneto.

Her sentiments were echoed by the lawyer, Nazario Malandrino, who alerted companies to the numerous pitfalls that exist in the regulations governing the use of designated products on labels or in any information, even promotional. Providing numerous examples of recent cases, the lawyer from the Parma-based law firm, Ambanelli

Malandrino, highlighted how a simple reference to a designation, if undertaken differently from what is prescribed in the regulations, can result in serious problems for operators. These can begin with heavy administrative sanctions and even even up with criminal ones. Then, responding to the requests of many of those who were present, Mr Malandrino went on to point out that “another burning issue is that of the origins of raw materials and the location in which the transformation takes place”. Whilst for the Customs Code and for the European Union a product can be considered, to all intents and purposes, as originating from the country in which the last substantial transformation occurred, in Italy there is a push, in a different direction, for the origins of raw materials to be put first. Public opinion, a certain school of thought in the farming sector and many of Italy’s re-

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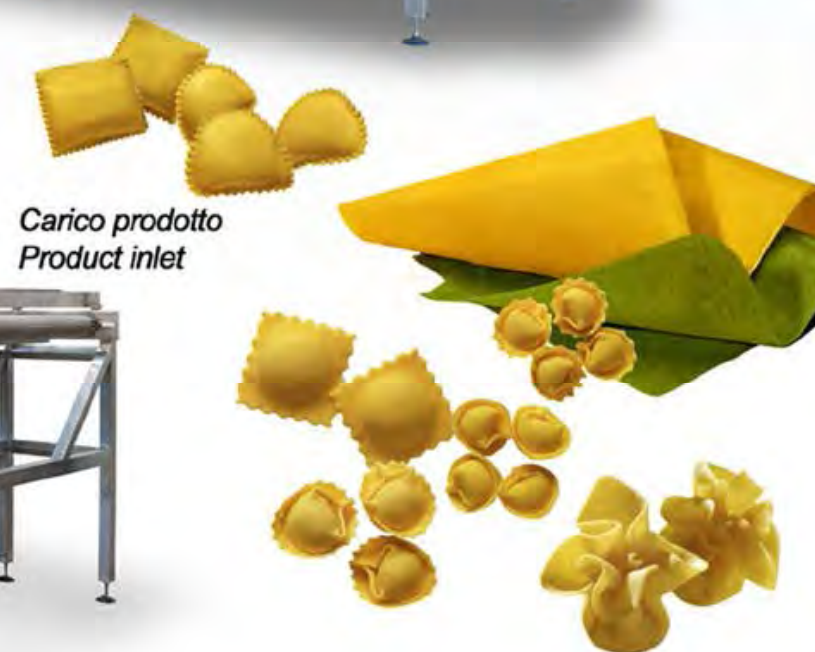
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cent governments have worked in the direction of a national regulation that is not perfectly aligned with that of Europe, generating confusion and imaginative interpretations, that create problems for companies. European designations are a great opportunity, but they are also harbingers of significant problems. Not only using the name is difficult, but also acquiring one is an odyssey. From this perspective an emblematic example of this is the PGI Culurgionis d'Ogliastro, a unique product of fresh pasta, filled with a mix of potatoes and cheese, hand sealed exclusively by the women of Ogliastro. A highly regarded small pasta parcel that is only produced in a particular part of Sardinia that is renowned for its beauty and for the longevity of its inhabitants. "We considered that such a prized speciality could not go unprotected. This drove producers to look for a way of protecting the name against being usurped and, at the same time, to promote the name of Ogliastro, in the firm conviction that we were doing something that all of Sardinia would have benefited from, even though it wasn't a PDO product" pointed out Vito Arra, the owner of the I Sapori di Ogliastro pasta factory and President of the PGI Promoting Committee. "The problem is that even though the intention is to promote a product and a territory, the road to obtaining any form of European designa-

tion, is fraught and difficult, but above all it is long. It cost us thirteen years of hard work and an enormous effort in terms of resources, of professionals employed, of awkward conflicts with others in the trade and with public opinion, where paradoxically the territory was fearful of having the product snatched from them or even bastardised" added Maria Antonietta Dessi, manager of CNA Alimentare Sardinia, that from the very outset has supported the Promoting Committee.

Even though European designations is the ultimate means of protection, it is not the only one. Many others, less demanding and easier to obtain, are in a position to give much to the territory. One example came from the owner of the Poker pasta factory in Bergamo, Rosa Carissimi, who, together with the Bergamo Chamber of Commerce and other fellow pasta makers, contributed to achieving the recognition, such as PAT, of Casonsei della Bergamasca. An important goal in defining a recipe from the past with a specification and placing clear references on the raw materials to be used. "For us this a very important goal, but we realise how much of an uphill struggle it will be to pursue the path to protecting our typical products. It is hard to bring producers together so that they follow a common line, but even once the goal has been achieved, there is still a

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lot of work to be done, because this is just the starting point and not the finish. But it is certainly worth it! Given that the market actually wants the typical product and that the tradition is precisely what we have to offer our customers on top of that”.

There are many, with Paola Freccero of the Fratelli Delfino pasta factory in Toirano leading the way, who have highlighted the difficulties in procuring certain raw materials, the lack of which creates serious problems for the operational plan. Often it is difficult to obtain products with continuity, but paradoxically, the fact of having to go beyond one's own borders, can become the subject of discussion among those working in the sector and others, including the media, where the mistaken belief reigns that only a locally produced raw material can be valid and safe. The effort to stock up from provincial or regional farmers is constant, but it is not always possible and this is often not due to reasons that are not attributable to the pasta factory.

As if there weren't enough countless testimonies about how much locally produced products are an element of strength on the market, Fabio Zanin from the I Pastai di Perth pasta factory then chose to underscore the issue still further. Zanin, who with his partner Luca Galaverna, launched a fresh pasta workshop a few years ago in Australia, represents the APPAFRE mem-

ber company that is furthest away from Italy. It was Virna Soncin, of CNA Piedmont Region and APPAFRE's national secretary and conference moderator, who asked Zanin what it means to make pasta in a place that is so far away, even culturally, from Italy. “It wasn't easy to start up a workshop on the other side of the world. But we knew we were on the right track and we persisted. The machines, a lot of the raw materials and even the recipes are Italian. Over time some of these recipes have undergone changes compared to the originals, because Australia is a continent that has many cultures and ethnic groups, and we were obliged - at least in part - to satisfy the needs of the local market. But our strength lies in our grandmothers' recipes, and in bringing what our tradition has to offer to the dining table. And even if it is difficult - owing to the logistical and shipping problems you can well imagine - we are keen to import as many raw materials as we can from Italy. We are convinced that our trump card is the product's authenticity in the ingredients and the processing, even on the other side of the planet.

In short, as Vito Arra too emphasised: “We don't have to invent anything new, we just have to enhance and promote what has been left to us by our forefathers. We owe it to our grandmothers and we owe it to our children”.




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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.

ATTIVITÀ

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



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3



Pasta quality and sustainable agriculture.

A winning combination?

A look at the gluten proteins from the perspective of sustainable agriculture

Giovanna Visioli

Department of SCVSA, University of Parma

Gabriella Pasini

Department of DAFNE, University of Padua



The study was presented during the conference entitled *Quality, innovation and sustainability of dried pasta*, organised as part of the 2018 edition of Pastaria Festival.

Widespread degradation and the increasing scarcity of land and water resources are placing a large number of key production systems throughout the world at risk. This poses a serious threat to the task of feeding a world population expected to reach 9 billion people by the year 2050 (<http://www.fao.org/nr/solaw/solaw-home/en>). As far as crops are concerned, intensive farming practices are largely responsible for this degradation; they increase production, but in the long term, they damage the soil and the ecosystems on which it depends. This leads to the ever more pressing need for a type of agriculture targeted at preserving the soil resource, able to supply fundamental ecosystem services such as food production, the accumulation and filtering of water, and biodiversity.

In relation to these issues, and on the basis of the new European directives on agriculture (<https://www.consilium.europa.eu/media/32072/pe00056en17.pdf>), there is growing interest in the adoption of sustainable agricultural practices, also for the “durum wheat” supply chain. Of particular importance among such practices is the use of fertilizers with a low impact on the soil such as foliar fertilizers (which reduce the phenomenon of nitrogen leaching), the use of organic fertilizers which can also contain microorganisms that are beneficial to the health of the plants (such as Plant Growth-Promoting Bacteria and mycorrhizal fungi), the use of conservation agriculture practices (mulching, reduced tillage, crop rotation with legumes) and Precision Agriculture which uses drones, satellites and on-the-go sensors for administering quantities of fertilizers that vary according to the fertility of the soil and the real needs of the crops (Morari et al., 2018).

But are all these sustainable practices able to produce results comparable with those produced by conventional agricultural practices in terms of production and the quality of the pasta supply chain?

The first positive results were obtained through laboratory analyses, carried out also on the quality of the gluten. It is well-known that the technological qualities of flour are determined by its gluten proteins. These represent 80% of the grain’s proteins and are divided into glutenins and gliadins. Both high- and low-molecular-weight glutenins make up



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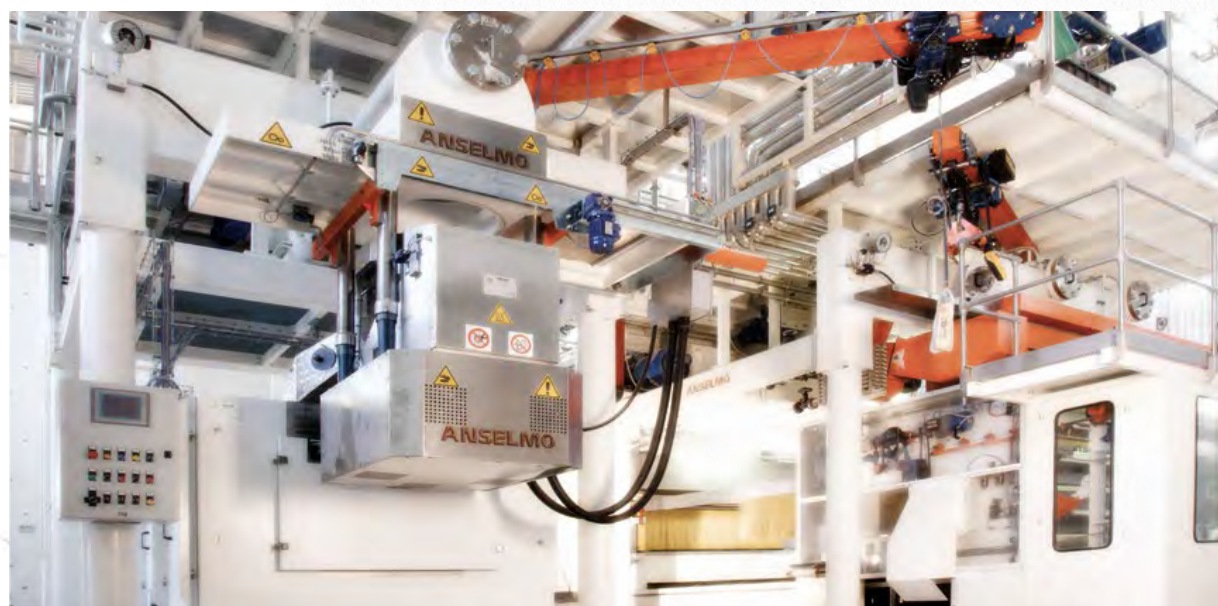
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the gluten protein matrix, while gliadins are monomeric proteins that have a stabilizing effect on the gluten network. High quality flour is characterized, not only by a high protein content (>13-14%) but also by the relations and proportions between the various gluten fractions, in particular between glutenin and gliadin and between high- and low-molecular-weight glutenins (Sissons, 2008). In this context, molecular analyses are very useful: the three protein fractions of gluten can be separated in the laboratory through sequential extraction using alcoholic solvents, which separate the gliadins from

the glutenins. The latter are subsequently extracted with reducing agents and finally differentially precipitated using different percentages of acetone. The three gluten fractions can then be quantified through colorimetric assays in order to obtain the respective quantities and calculate the proportions that represent the quality indices.

In the three-year project financed by AGER (Partnership of Foundations for Agri-food Research) (Grant 2010-0278) entitled "Environmental-productive, qualitative and economic sustainability of the durum wheat supply chain" (with the co-

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operation of Agronomists from the Universities of Padua, Florence and Teramo, Biologists from the University of Parma and Food Technologists from the University of Padua), sustainable agronomic techniques combined with molecular analyses on gluten fractions have led to the selection of the Biensur variety as an excellent candidate for short-supply-chain pasta production in Northern Italy (Visioli et al., 2018a). With the semolina of this variety using a pilot system manufactured by Pavan M.A.P. Impianti (part-

ners in the project), it became possible to produce monovarietal pasta possessing technological characteristics comparable to those of the monovarietal reference pasta obtained using the Aureo variety, already existing on the market (Visioli et al., 2018b).

The two varieties, Biensur and Aureo, were also grown in two different areas (Northern and Central Italy) applying the agronomic technique of Precision Agriculture. The farming areas used were divided into homogeneous zones on the



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basis of the fertility of the soil, defining georeferenced “prescription maps” on which to calibrate the various quantities of nitrogen depending on the specific requirements of the crop. The development of the wheat biomass was monitored by optical sensors installed on three different platforms: satellite, drones and tractor, in order to supply the quantity of nitrogen fertilizer to be applied to the various areas of the field by VRA (Variable Rate Application). Thanks to the molecular analyses carried out on the gluten protein components, it was possible to correlate the physiological growth parameters of the plants, the topdressing and the quality of the durum wheat obtained from Precision Agriculture. An innovative application that will make it possible to increase the competitiveness of farming businesses, with quantifiable savings on nitrogen topping 25%, and positive impacts in economic terms for the manufacturer, and for the environment. The challenge for researchers in this context is to succeed, also in this case, in obtaining good quality pasta, considering the fact that all the conditions for doing so already exist.

References


Morari et al. 2018. *Optimising durum wheat cultivation in North Italy. Understanding the*

effects of site-specific fertilization on yield and protein content. Precision Agriculture: 19 (2) 257-277.


Sisson, 2008. *Role of durum wheat composition on the quality of pasta and bread.* Food 2:75-90.

Visioli et al., 2018a. *Variations in yield and gluten proteins in durum wheat varieties under late-season foliar vs. soil application of nitrogen fertilizer in a northern Mediterranean environment.* Journal of the Science of Food and Agriculture 98(6):2360-2369.


Visioli et al., 2018b. *Pasta-making properties of the new durum wheat variety Biensur suitable for the northern Mediterranean environment.* Italian Journal of Food Science 4/2018; doi:10.14674/IJFS-1163.




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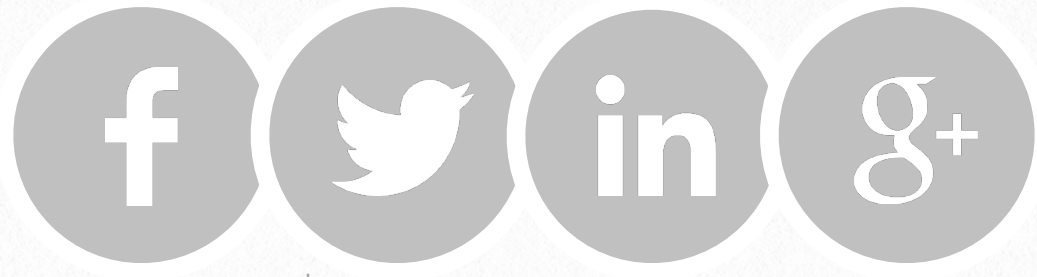
Innovative applications for the **Technologies of primary processing**, particularly in durum wheat debranning, wheat sorting for the main hygienic and quality parameters, and air classification.



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4



Proceedings of the Pastaria Festival 2018.

Centro studi economici
Pastaria

Food commodities, scenarios and risk factors



The contents of the Pastaria workshop on raw materials held in the recent edition of the Pastaria Festival.

GDP, moving ahead slowly. Germany and Spain take off. The real erosion of wealth in Italy stands at 4.5%

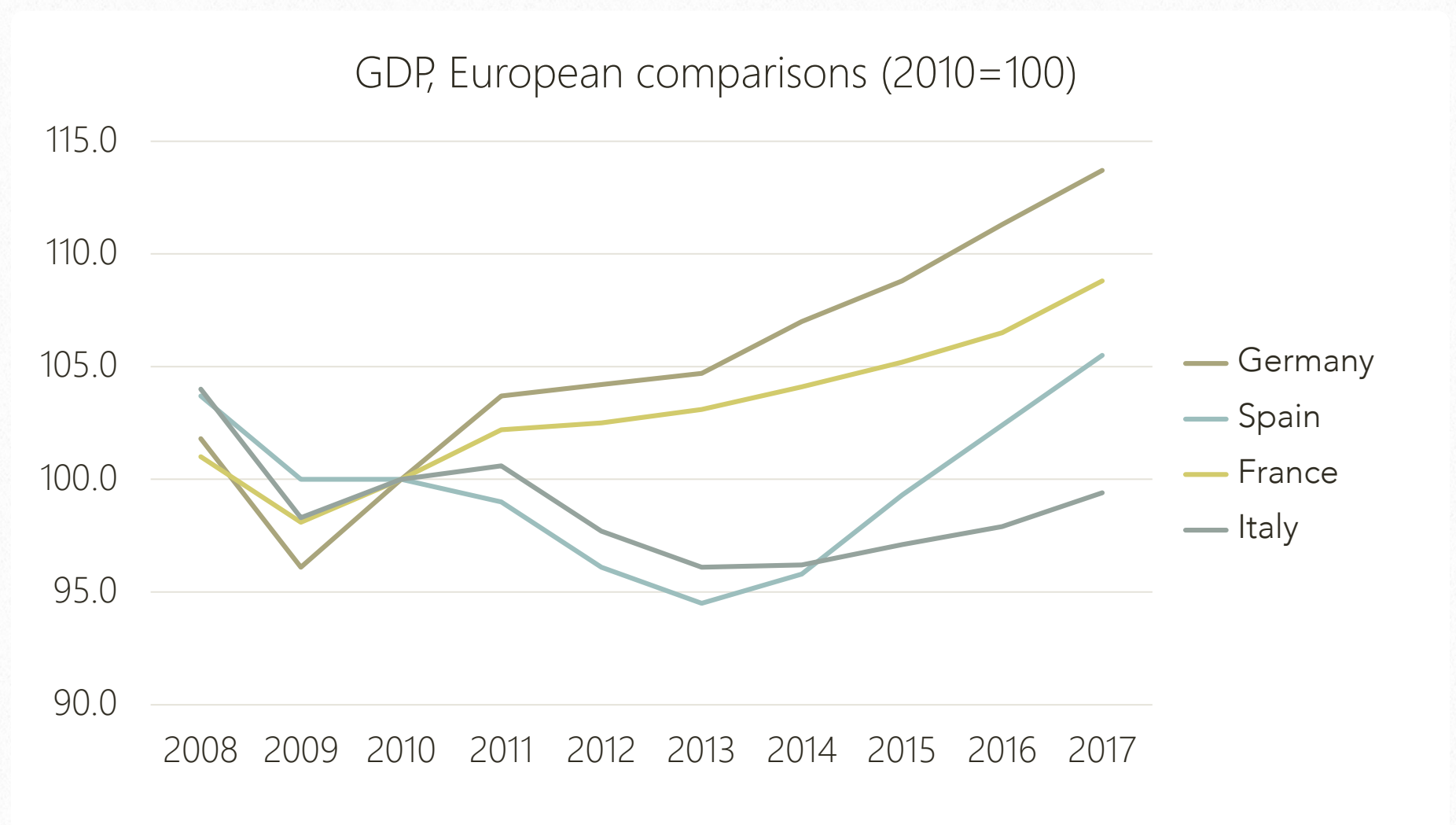
The international economic cycle remains positive, driven above all by a stronger USA. Europe, Eurozone included, is participating in the growth, but this year the pace seems more moderate and compared to 2017 it is slowing down. The Eurostat indicator on the dynamic of the GDP, shown in the Chart 1, and the figures that appear in the Chart 2, highlight the failed recovery of

the pre-crisis levels in Italy, with a negative gap that, compared to 2008, still stands at 4.5%. The countries that have gone much further, on the other hand, are Germany, with +11.7%, France with +7.7% and Spain with 1.7% growth, compared to the 2008 GDP.

Consumption, “Made in the EU” asymmetries and... Italy’s “fragile” growth”

The same can be said for consumer spending in families. Even when it comes to this

Chart 1 GDP, EUROPEAN COMPARISONS (2010=100)



Source: Eurostat



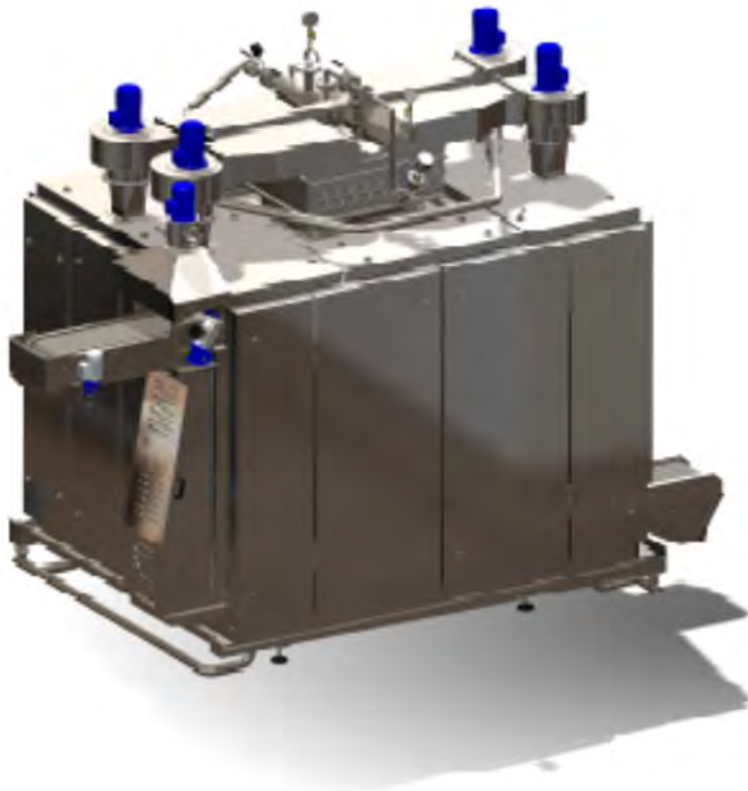
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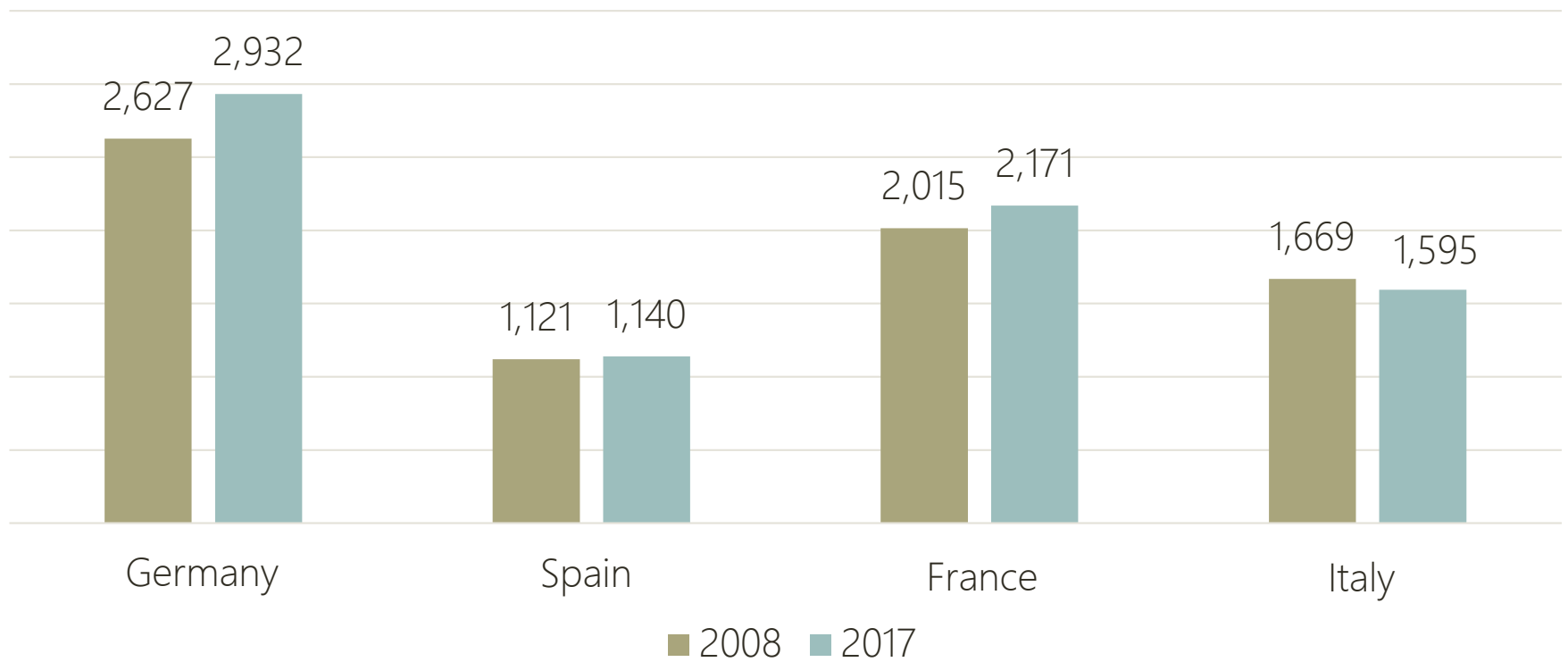


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Chart 2 GDP, COMPARISON WITH PRE-CRISIS LEVELS (€BN AT CONCATENATED VALUES)



Source: Eurostat

variable, the comparison with pre-crisis levels sees Italy lagging behind its major European partners, but this time it is flanked by Spain. Rome and Madrid are still below 1.5% and 1.7%; on the other hand Germany consumes, in real terms (therefore net of the effect of inflation), 11% more than 2008 volumes, whereas France grows by 7.8%.

An asymmetric growth, therefore, that in a domestic context, with the twin shortfall of GDP and consumption, reveals the fragility of an economic system that is still shaped by the great depression of 2008-2009. Italy's economic recovery, that began very timidly in 2014, has strengthened in recent years, reaching 1.6% in 2017, only to slow

down to 1.2% in the second quarter of 2018 (the comparison is with the same period of last year). Consumption, on the other hand, recorded a peak growth of 2.1% in 2015, whereas last year it froze at 1.5%.

This year the gap between the Italian economy and those of the Eurozone remains. According to the most recent data (second quarter of 2018, already mentioned), the Italian GDP's +1.2% is flanked by increases of 1.9% in Germany, 1.7% in France and 2.7% in Spain that, in this phase, shows the greater dynamism. What should be noted is the gradual worsening of the prospects both for the economic as well as the performance component of

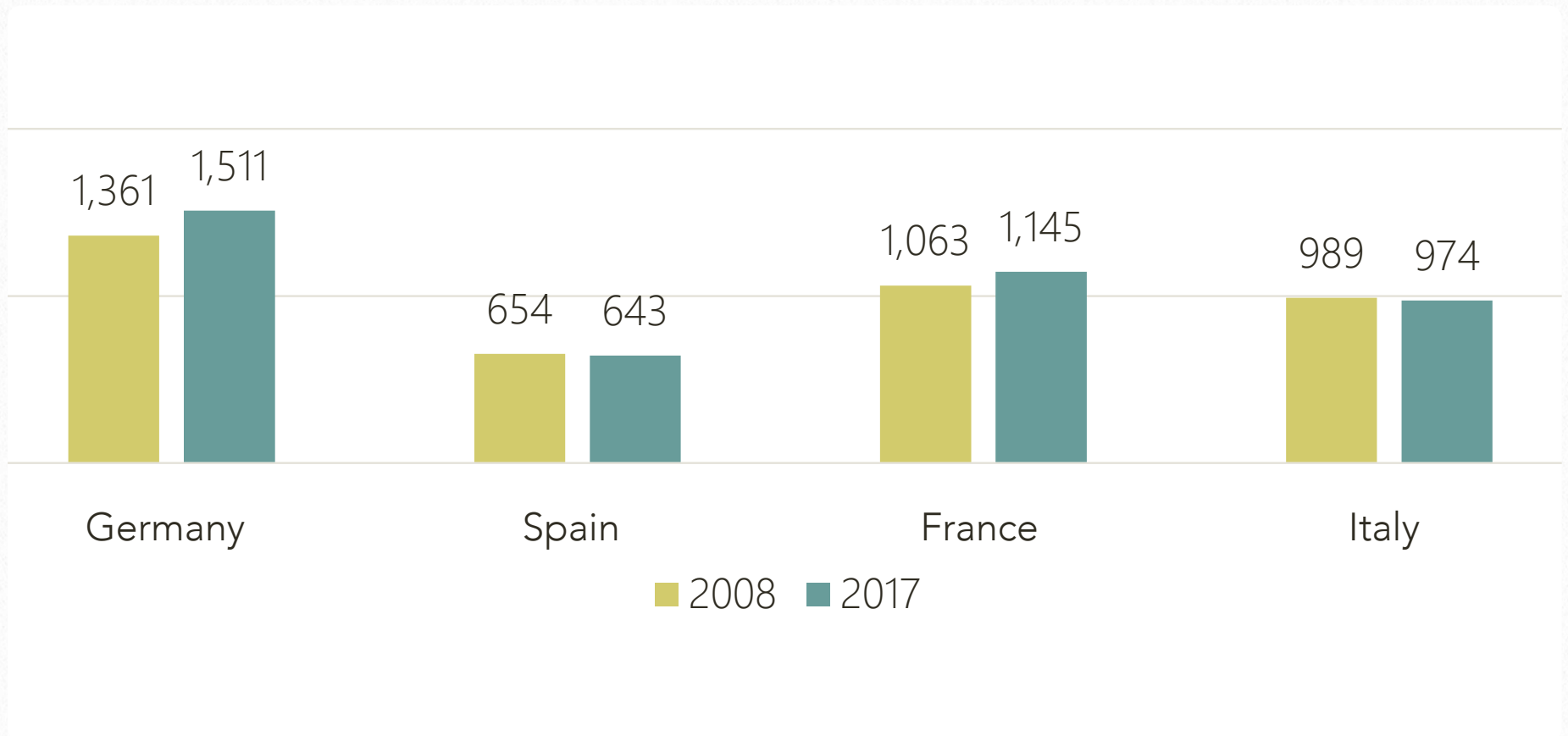
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Chart 3 CONSUMPTION EXPENDITURE, COMPARISON WITH PRE-CRISIS LEVELS (€BN AT CONCATENATED VALUES)



Source: Eurostat

manufacturing, with the deterioration of judgements on orders and production hopes.

Food consumption keeping up. High cost of living: deflation exits the scene

In this context food consumption is struggling to keep up with the dynamic of family spending, but remains below pre-crisis levels by a significant -6.2%. This is thanks to an inflationary recovery that appears to draw support, above all from the more volatile components, represented by fresh food and energy. In this context, food price inflation (including soft drinks) is running at

+2.2%, demonstrating a more accelerated dynamic of 6 tenths of a percentage point compared to the overall rate of inflation of 1.6% in August 2018, the highest since April 2017.

Crude risks going outside of the 'comfort zone'

Despite the rise in core inflation in Italy, calculated net of energy and non-processed foods, it remains below the threshold of 1%. The price of crude oil on international markets is gradually exiting the comfort zone of \$70 to \$80 a barrel. Some are already forecasting that it is heading towards hitting the \$100 mark within a few

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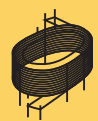
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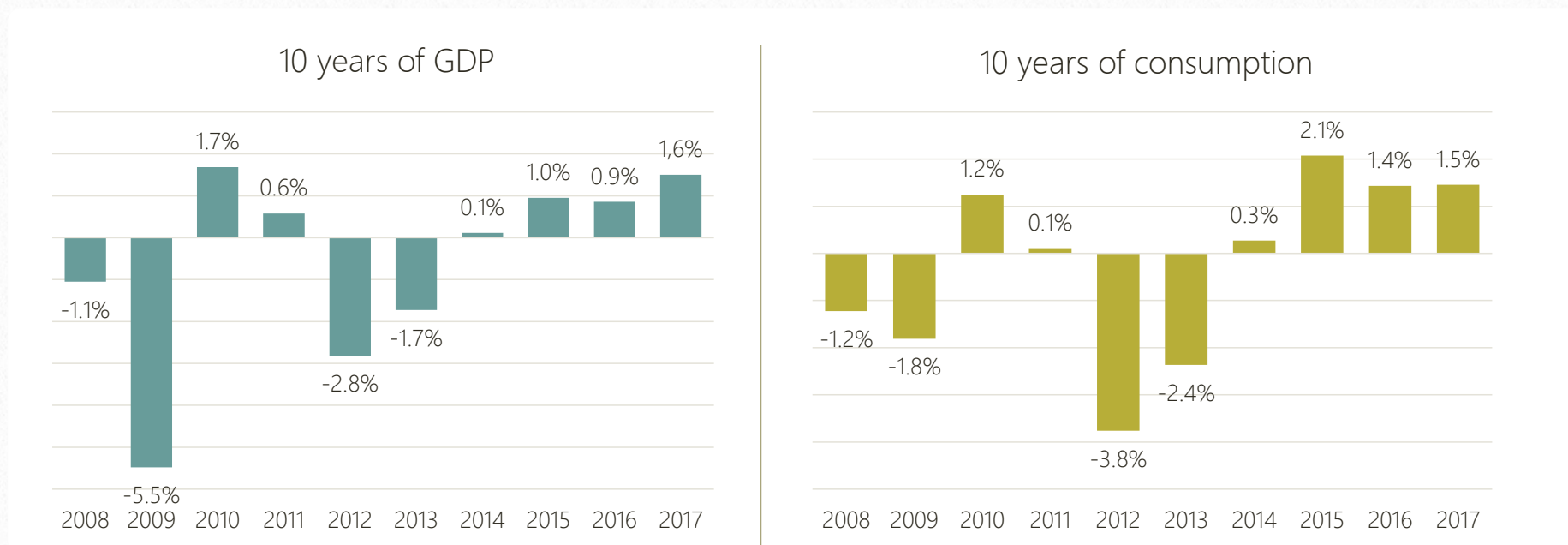
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Chart 4 GDP AND CONSUMPTION IN ITALY



Source: Istat, Eurostat

months, that is unless global demand does not suddenly change direction. The reasons for the current tensions are primarily geopolitical, with the USA's sanctions on Iran draining black gold from the Persian Gulf, without there being adequate compensation, above all from the Saudi fields. The serious impasse in Libya, in the midst of a full-blown war, and in Venezuela, in the grips of an unprecedented economic crisis, together compete, in this phase, to strengthen the analysts' upward-price theories.

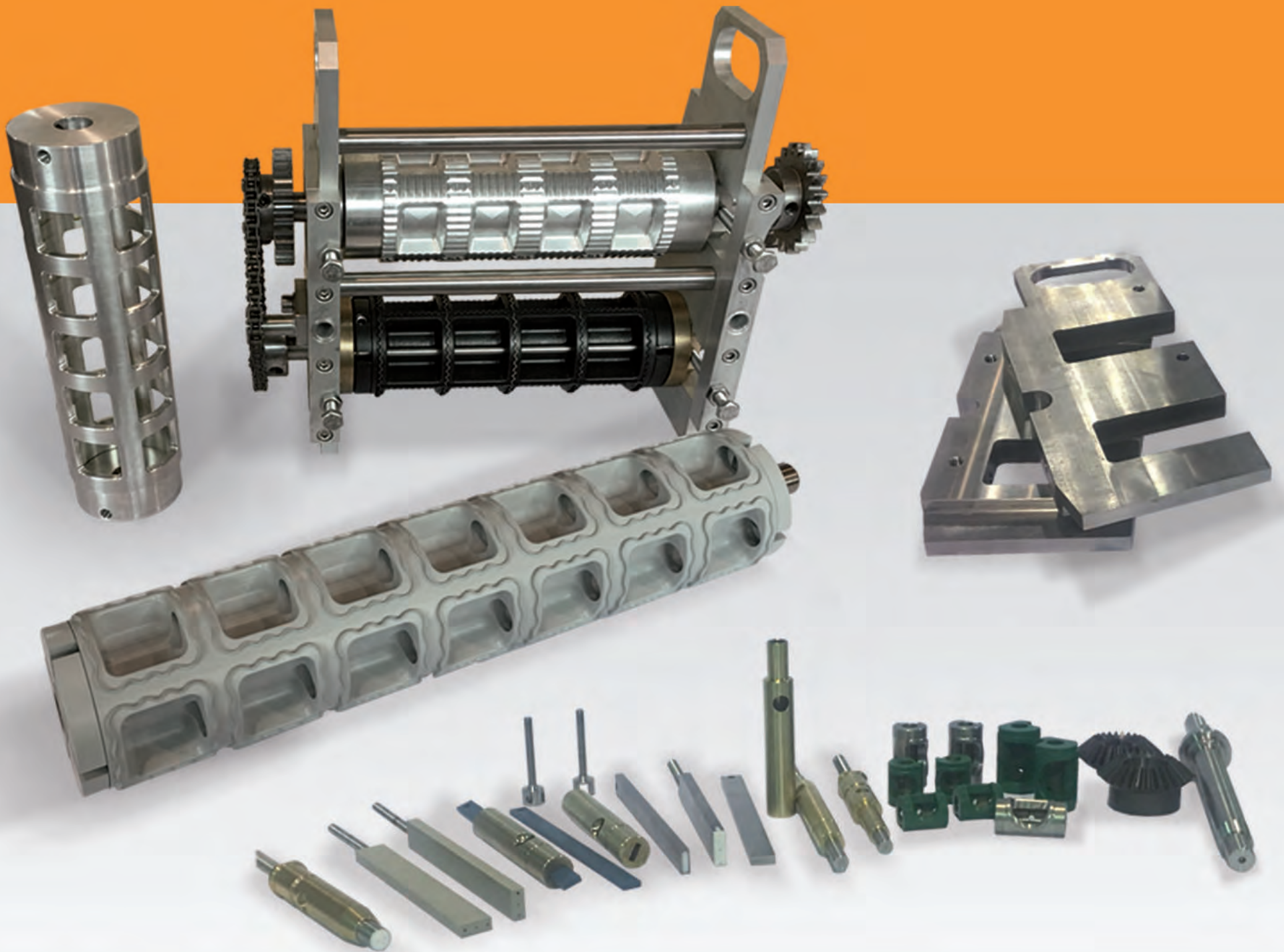
A 'lower for longer' scenario does remain for sea freight, which should not record any price hikes, for the short term at least. Nevertheless, the uncertain situation on the oil markets could also have an effect on shipping and transfer itself, as an infla-

tionary component, onto the costs of transport and on the final prices of goods.

The Fed's 'new normal' relaunches the US Dollar

On the currency markets the USA's "new normal" monetary policy--with the Federal Reserve, America's central bank, having ushered in a season of interest rate rises, after years of zero cost money--is strengthening the dollar, even on the cross-market with the European common currency, but it is creating serious imbalances in other parts of the world, above all at the expense of emerging countries, as a result of the worsening of the cost of debt in dollars for the simultaneous devaluation of local currencies. Up until now the most serious repercussions have been felt in Argentina

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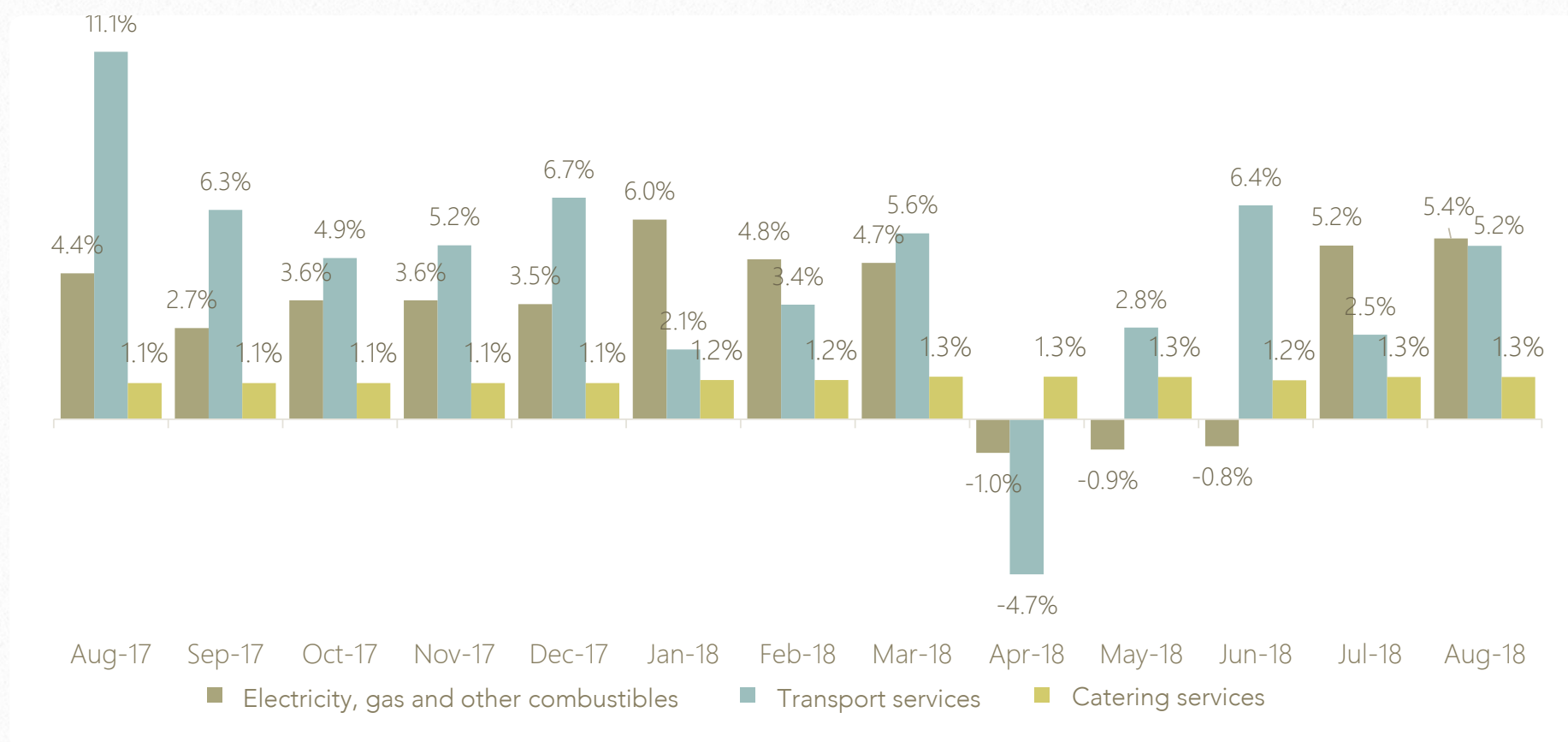


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Chart 5 TENDENTIAL VARIATIONS OF THE ISTAT INDICES OF CONSUMER PRICES



Source: Istat

and Turkey, but there have also been negative effects in Mexico, Indonesia and other emerging economics.

World trade is picking up again, but protectionism is obscuring the scenarios

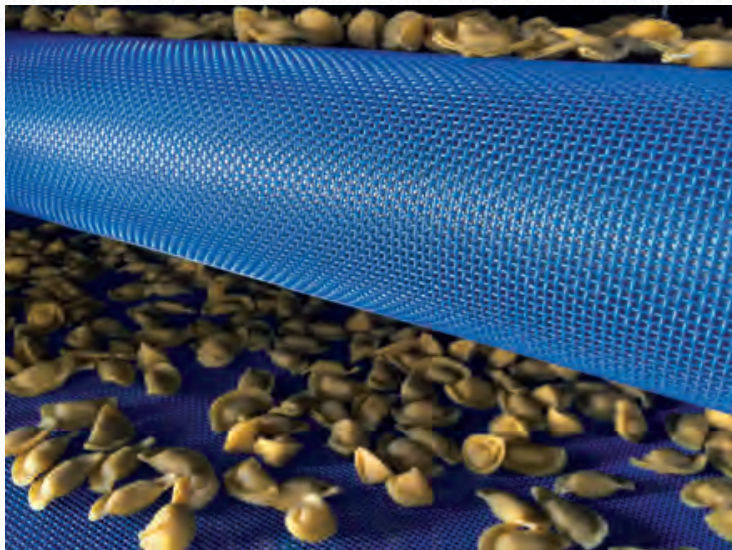
The tendencies of international analysts on the dynamics of world trade remain positive, despite Washington's neo-protectionism and the tariff war between the USA and China, that also sees the EU and Canada drawn in to the spat with America. This year's forecast (Source: WTO) is for a +4.4% in world trade in goods, in relation to the actual physical

movement of merchandise, decidedly sustained, even if slowing down when compared to the +4.7% in 2017.

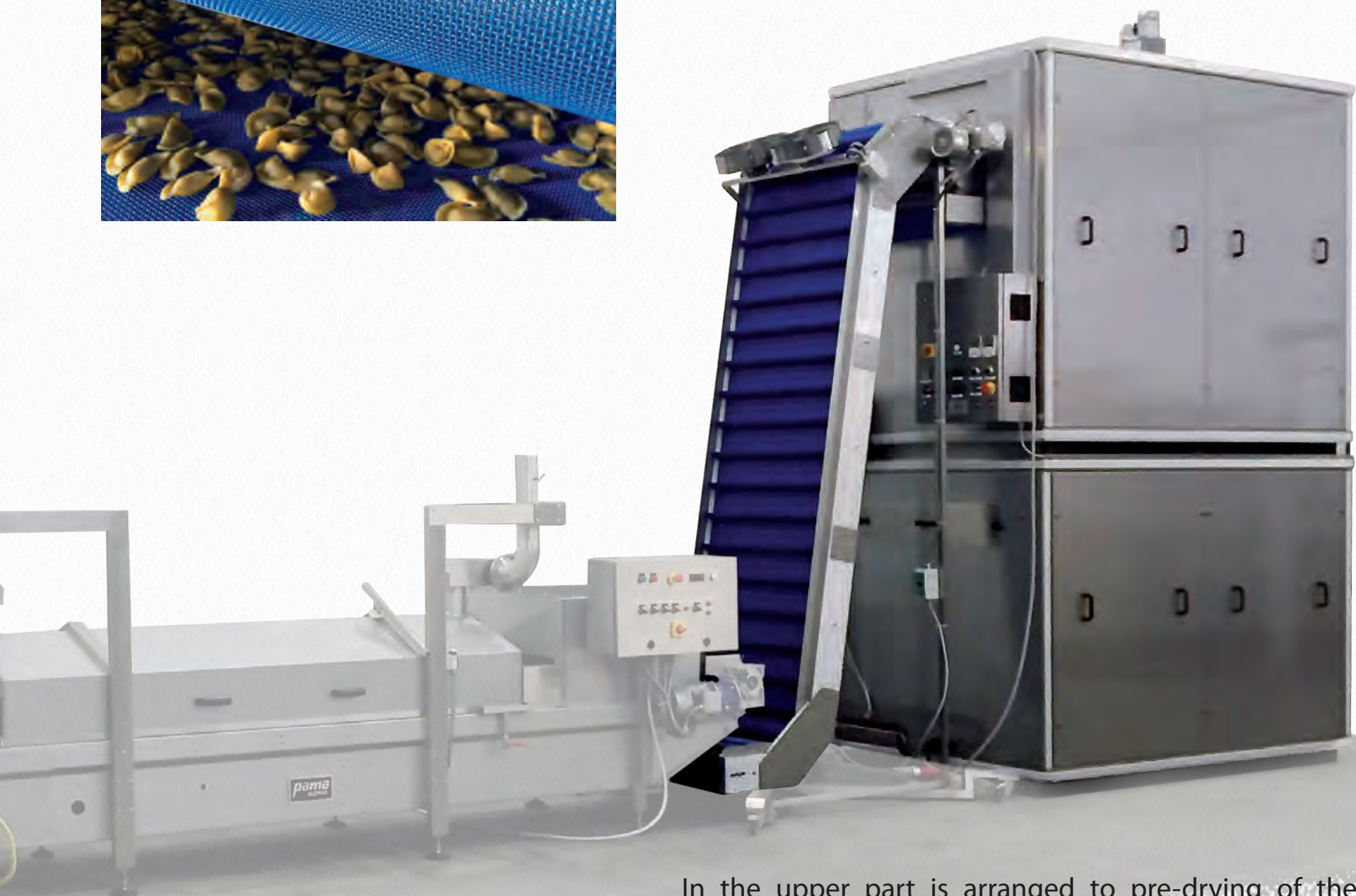
In this context, the surplus in Italy's trading balance is reduced and the dynamic trend in exports slows down from +7.4% in 2017 to +3.7% in the first six months of 2018.

When it comes to the agrifood sector, exports this year are heading towards €43 billion, but the pace of growth will halve from 6.8% to 3.1%. Foreign accounts remain in the red with a figure exceeding €2 billion, but with a bill that is, however, €800 million lower.

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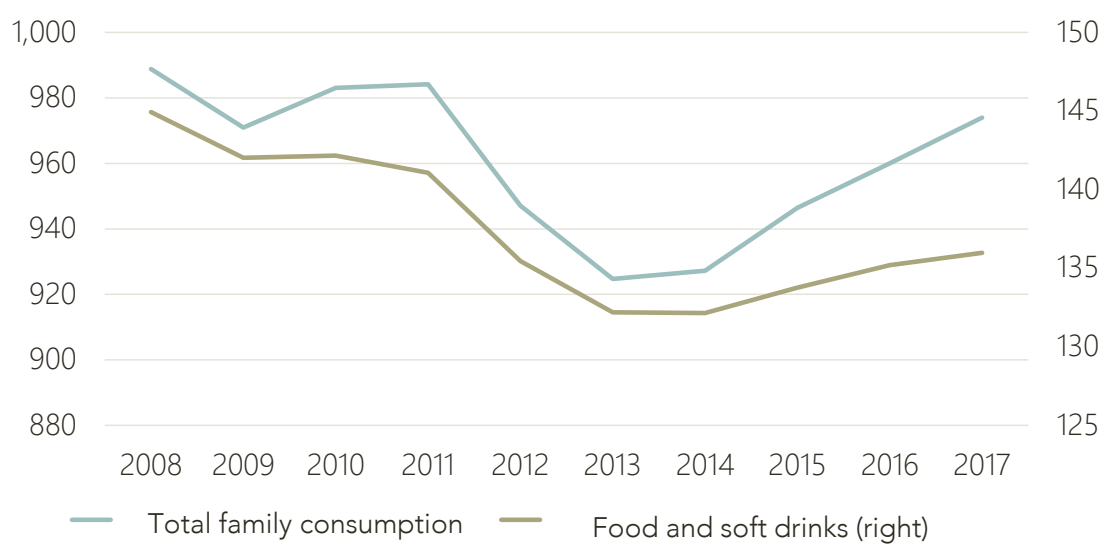
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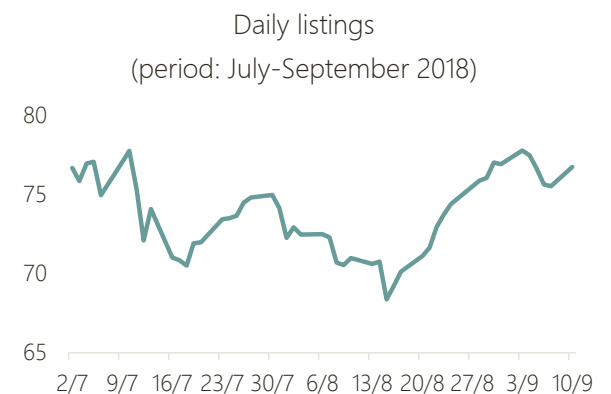
Chart 6 CONSUMPTION EXPENDITURE IN ITALY (€BN AT CONCATENATED VALUES)



Spending functions	Var. 2017/2008
Food and soft drinks	-6.2%
Total consumption for families	-1.5%

Source: Istat

Chart 7 EUROPE BRENT SPOT PRICE FOB (DOLLARS PER BARREL)



Source: Esa

Soft commodities below the 10-year average - a mini rally for cereals

The prices of agricultural and food commodities as a whole maintain a negative trajectory, certified by a minus 5.4% an-

nual drop in the Food Price Index, the summary indicator from the FAO, which as at August 2018 was hovering at 140, below the average for the last ten years. Only cereals, based on surveys updated to August 2018, have touched 10 percentage points on an annual basis. As far as the other

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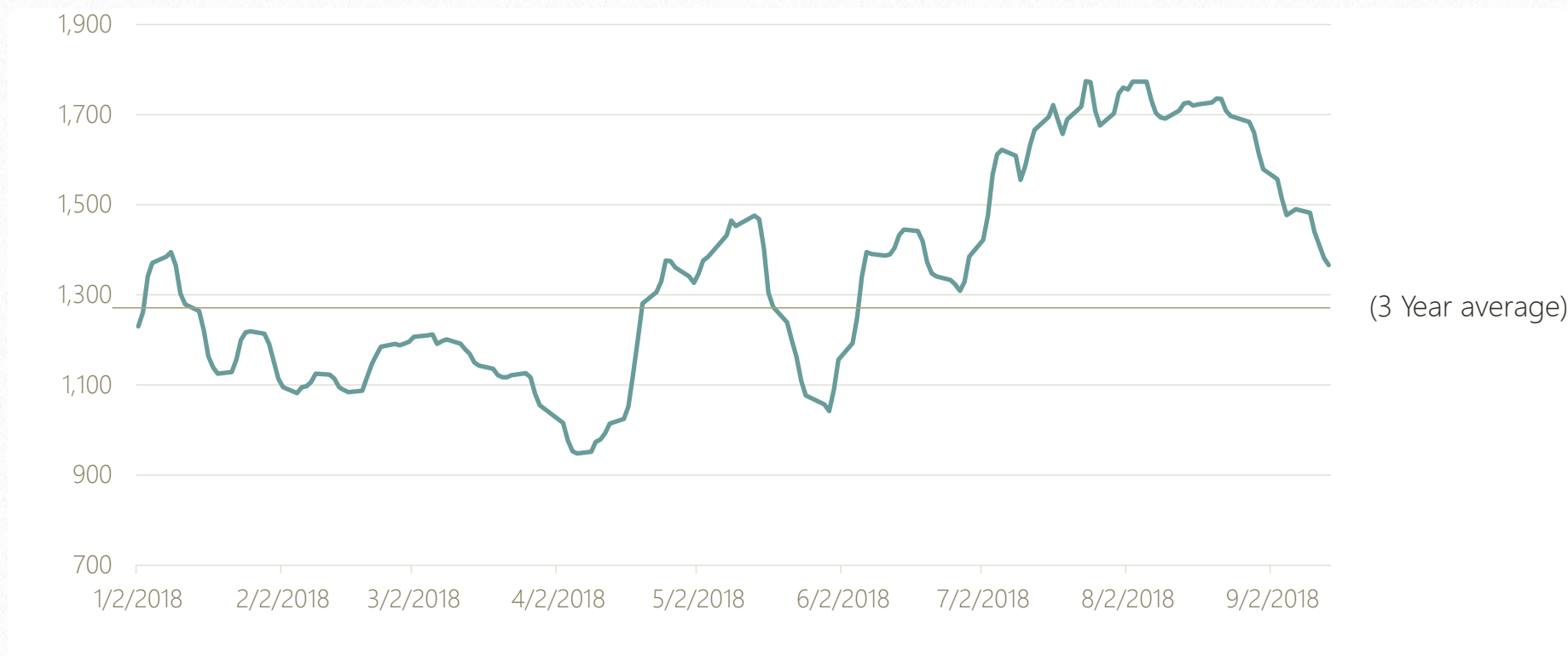
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Chart 8 BALTIC DRY INDEX



Source: Lloyd's list

commodities go, the balance is negative, with particularly noticeable losses for raw cane sugar, vegetable oils and dairy products.

Grains, behind the fundamental rises a little less money

The recovery of prices on the cereal markets reflects a less sound balance for global production and stocks of wheat. In this respect, the International Grains Council (IGC) is estimating, for the 2018/19 campaign, a drop in harvests of around 5.5%, and a final stock level that is 6.8% lower than last season's. The prospect appears to be that of a negative balance in Europe, because of a hot, dry summer that has seri-

ously reduced yields in the field in different regions of Northern Europe and above all affected the grainfields of France and Germany. The fundamentals for maize are more robust, with a 1.8% in growth in production forecast by the IGC, but with ending stocks falling by 14 percentage points.

Durum wheat, three years of imports on a downward trend. The map of suppliers is changing

For three years in a row imports of durum wheat into Italy have shown a drop. They have gone from an abundant 2.7 millions tonnes in 2014 to less than 2.1 million in 2017. The first six months of this year have also seen a dramatic reduction in Cana-



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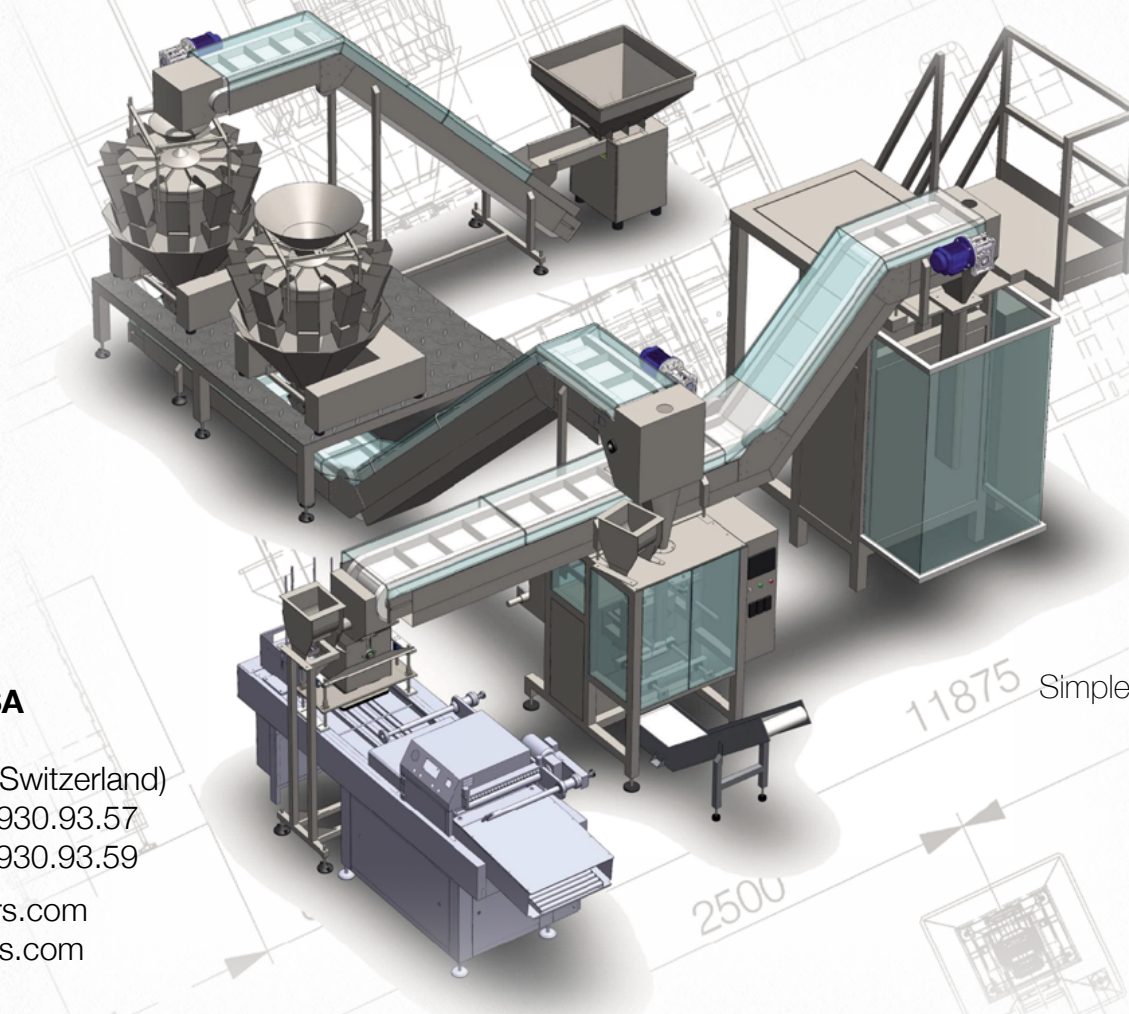
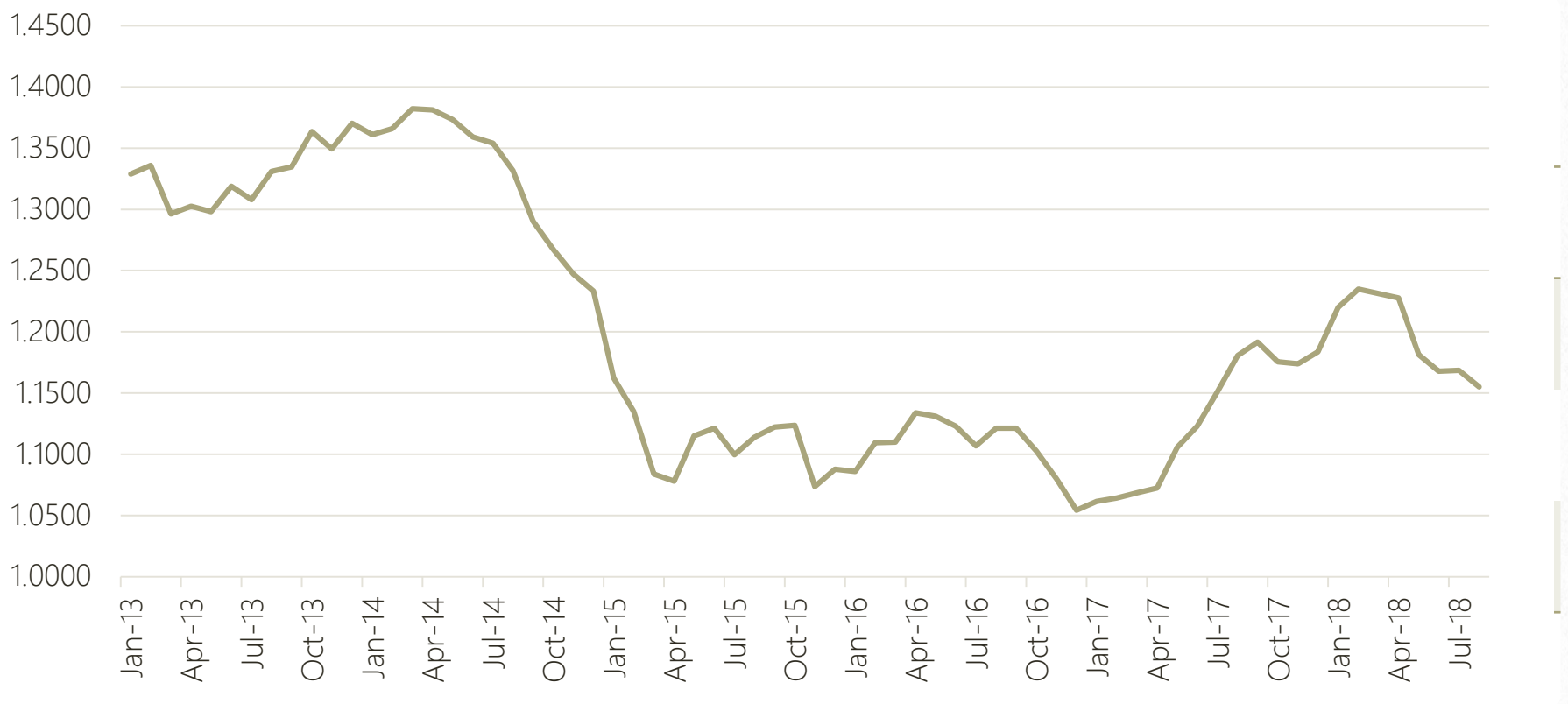
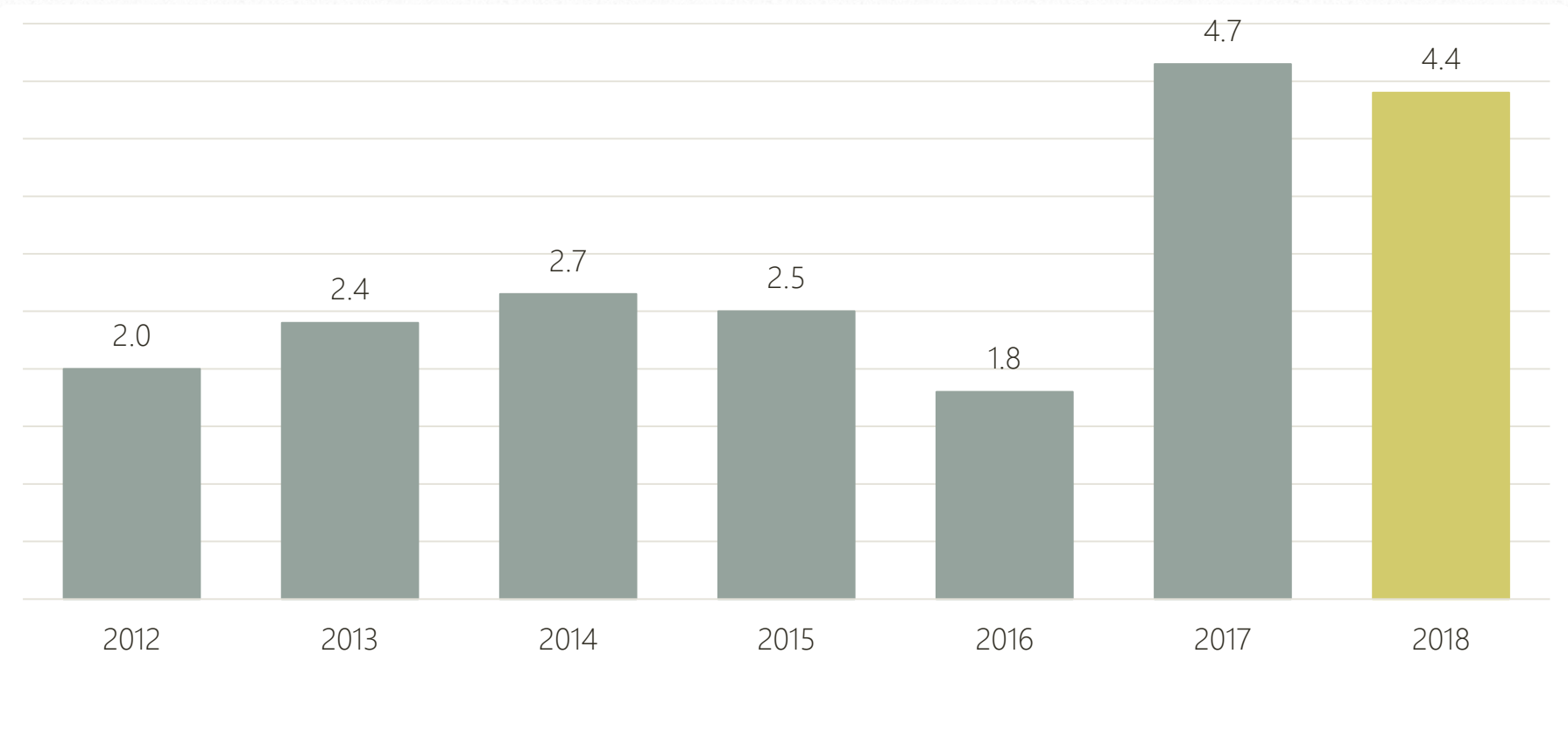


Chart 9 EURO-DOLLAR EXCHANGE RATE MONTH-BY-MONTH HISTORICAL SERIES



Source: Banca d'Italia

Chart 10 DYNAMIC OF GLOBAL TRADE IN GOODS (ANNUAL % "TRADE VOLUME" VARIATIONS – 2018 FORECAST)



Source: Wto

dian wheat supplies, the quantity of which fell from 36% to 5% (the primary beneficiar-

ies of this are France, Kazakhstan and Australia). The collapse in imports from Ottawa



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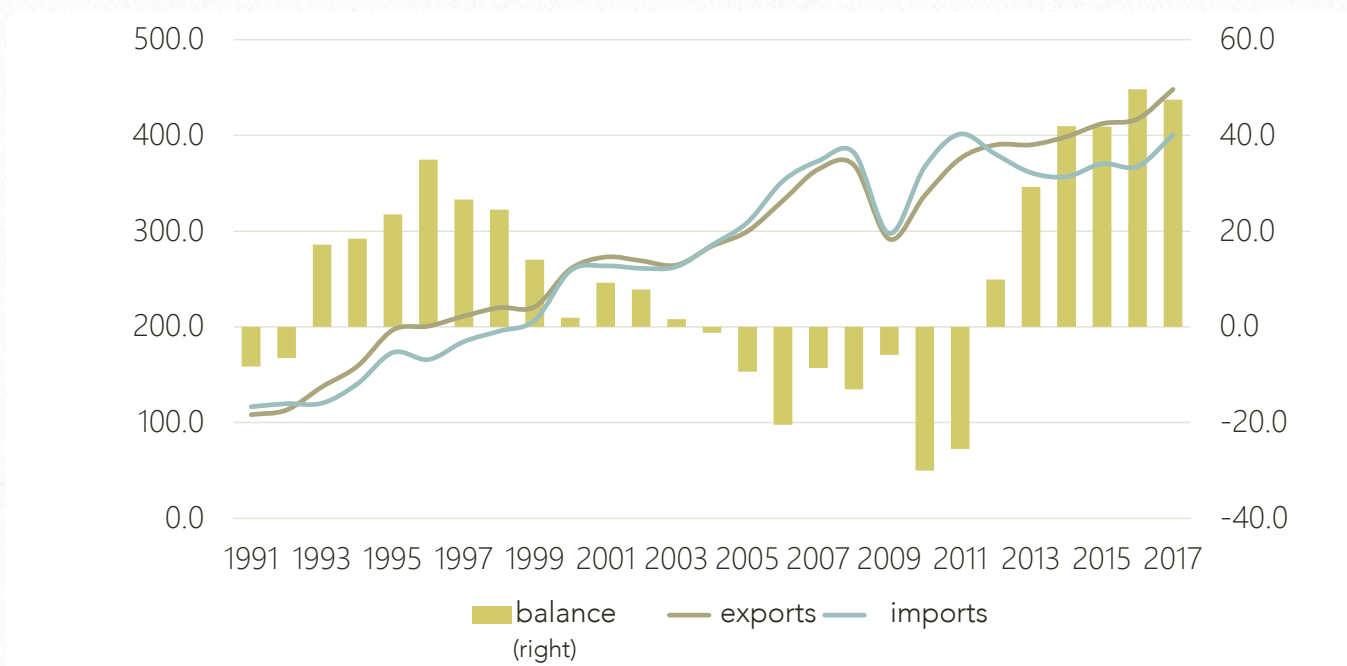


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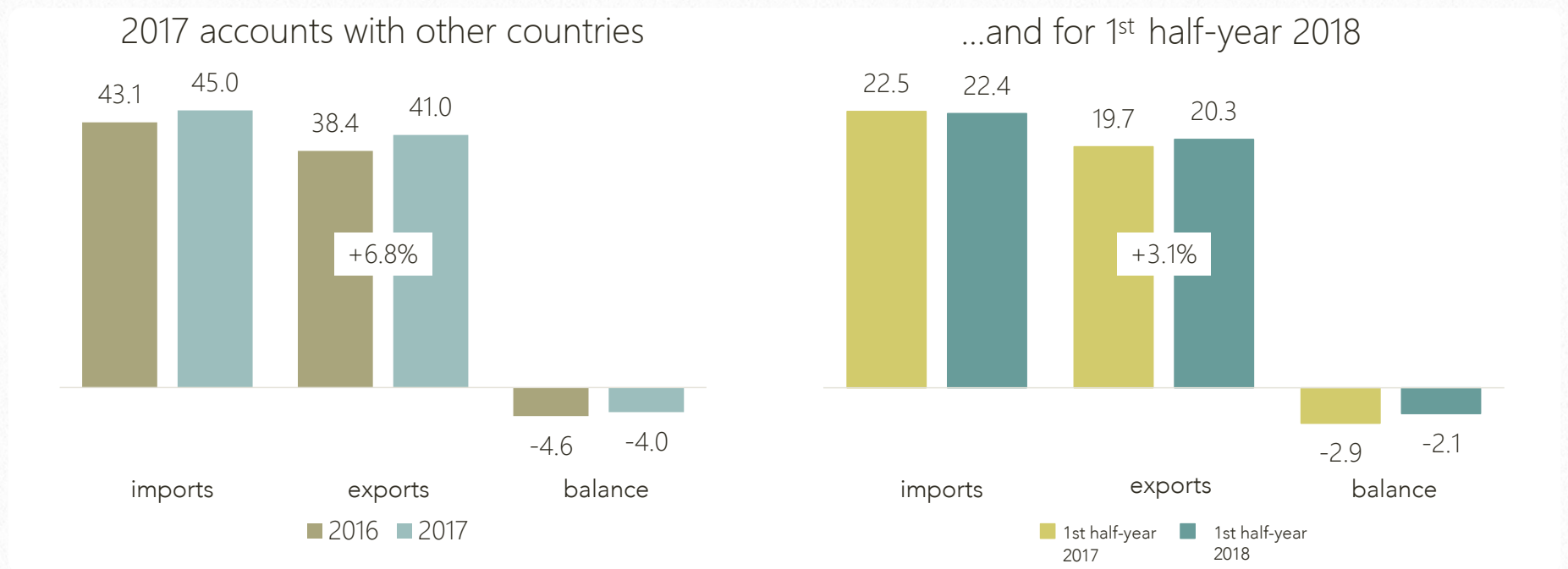
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Chart 11 ITALIAN TRADE BALANCE (€BN)



Source: Istat

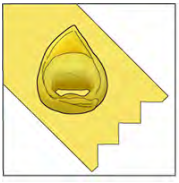
Chart 12 ITALIAN AGRIFOOD



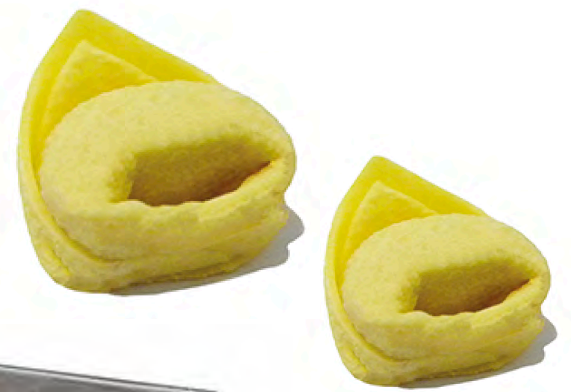
Source: Istat

is down to a number of different factors, including the reputational crisis associated

with the smear campaign on the use of glyphosates, the worsening quality of 2016/



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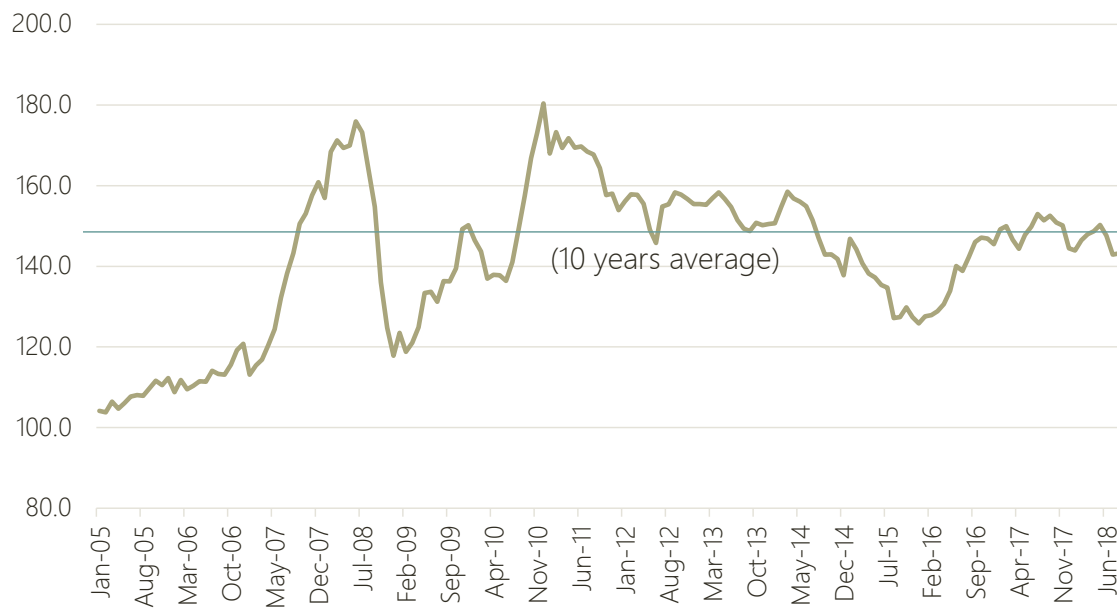
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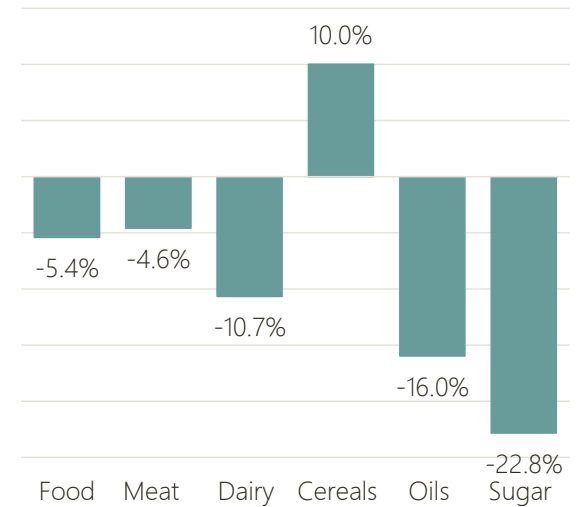
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Chart 13 FOOD PRICE INDEX (2002-2004=100)

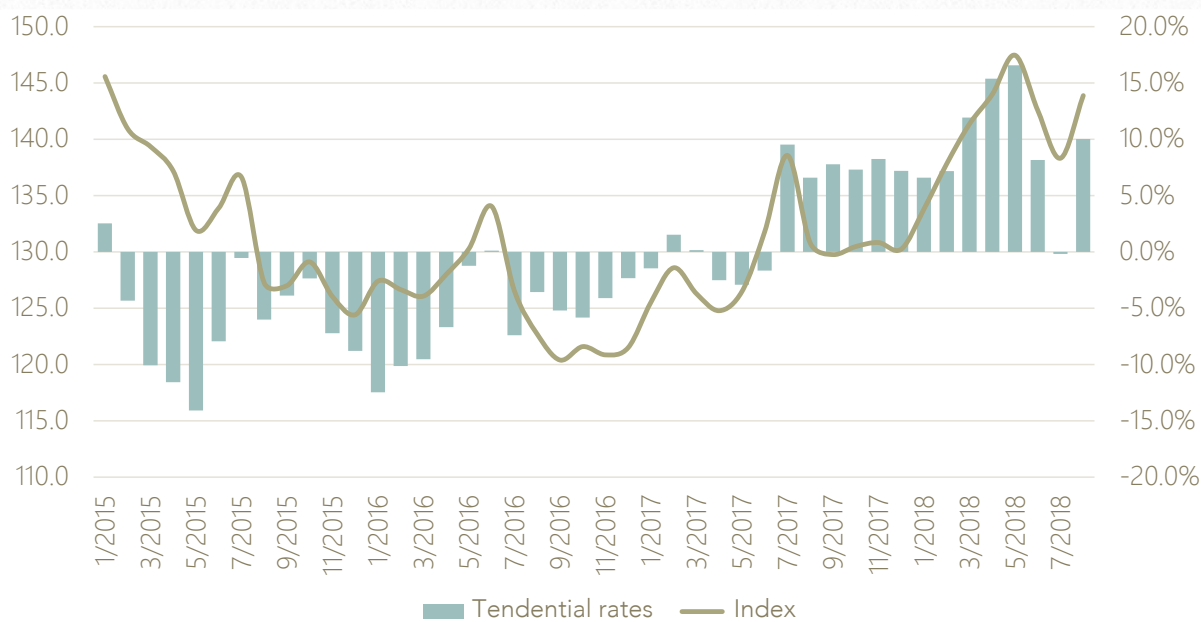


Index variations
Aug. 2018 / August 2017



Source: Fao

Chart 14 CEREALS PRICE INDEX



	Wheat	Maize
Production	-5.5%	1.8%
Trade	-1.1%	3.3%
Consumption	-0.3%	2.5%
Stocks	-6.8%	-13.8%

Source: Fao, Igc

17 stocks due to the problems of mycotoxins and the passing of the law on pasta labelling that makes it a legal requirement to indicate the provenance of raw materials.

Pasta, exports take off, full steam ahead in the EU

Pasta exports are this year expected to reach record highs, with an estimated turnover of at least €2.4 billion. During the first



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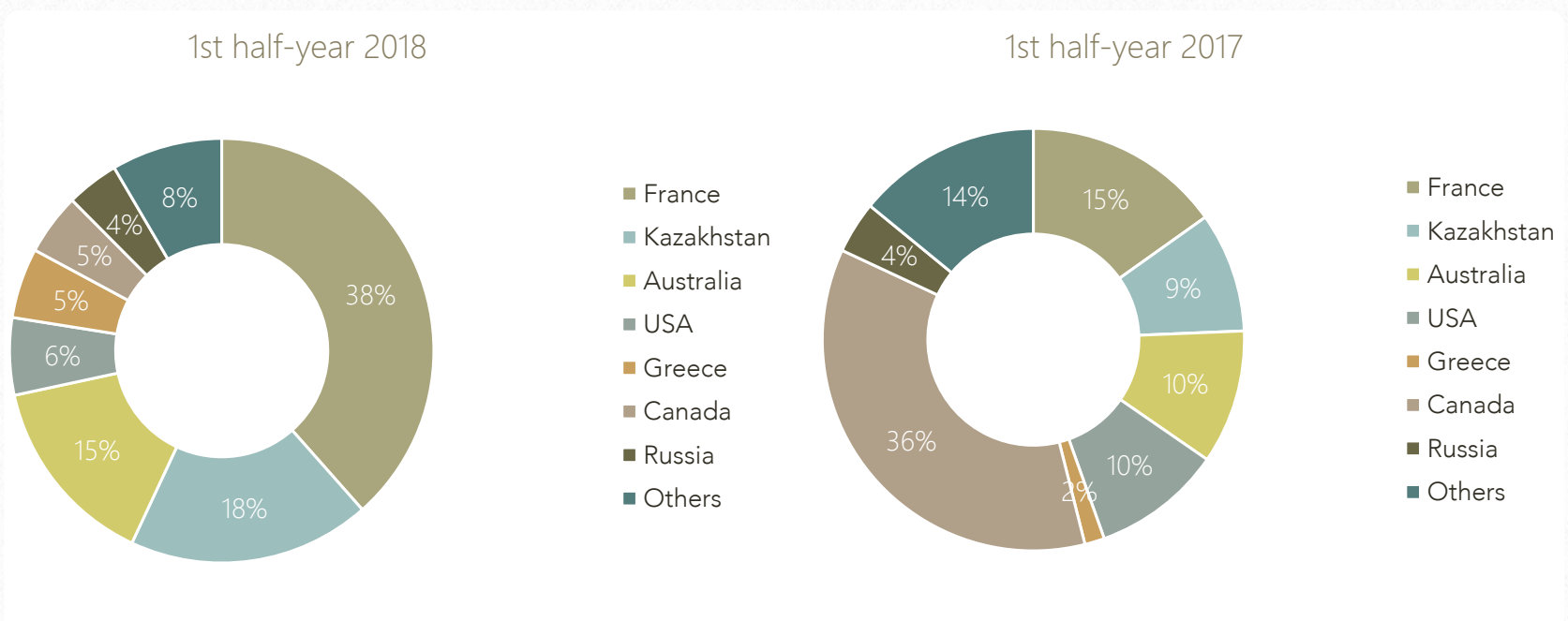


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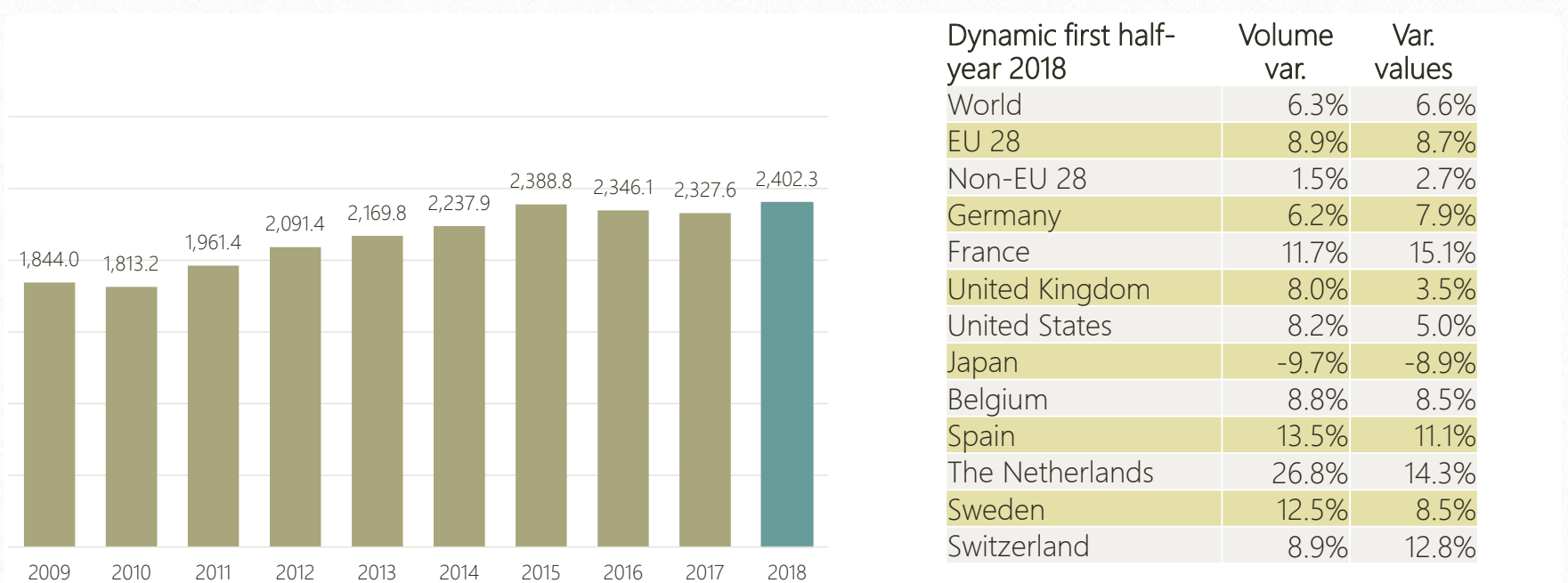


Chart 15 IMPORTS OF DURUM WHEAT INTO ITALY



Source: Istat

Chart 16 EXPORTS MADE IN ITALY PASTA (€M)



Source: Istat

six months of 2018 foreign sales have seen advances in excess of 6%, both in volume and value. An excellent performance in Europe (particularly in France), where growth levels approaching 9% in the EU. The only negative figure comes

from Japan, where pasta – at least the traditional variety – is declining in popularity among consumers, as confirmed by the Euromonitor analysis presented at Pastaria Festival. The export figures for the USA are positive, with growth of 8.2% in volume

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Table 1 WHEAT PRICES

REST OF THE WORLD	Unit of measure	Price	Annual var.
Canada CWRS 13.5 (Spot)	\$/ton	228.18	-2.8%
Canada CWRS 13 (Spot)	\$/ton	222.67	-16.1%
Canada CWRS 13.5 (Forward November 2018)	\$/ton	228.55	-7.7%
Canada CWRS 13 (Forward November 2018)	\$/ton	224.51	-15.8%
US No 2 Hard Red Winter (HRW)	\$/ton	241.00	11.0%
US No 2 Soft Red Winter (SRW)	\$/ton	216.00	12.0%
EU France Grade 1 (Rouen)	\$/ton	235.00	24.0%
ITALY	Unit of measure	Price	Annual var.
Fine durum wheat Foggia	€/ton	225.00	-3.4%
Fine soft wheat Bologna	€/ton	210.00	14.8%
Fine durum wheat Northern Bologna	€/ton	220.00	-5.2%
Fine durum wheat Central Bologna	€/ton	230.00	-4.2%
Durum wheat semolina Bologna	€/ton	415.00	-4.6%

and a 5% increase in turnover, compared to the first six-month period of last year.

The point on prices, wheats' two directions. Durum wheat, dead calm on all fronts

The scene for fundamentals for durum wheat does not appear to suggest, on the price front, any break in current trends. Unlike soft wheats, that are benefiting from a situation of great dynamism because of the uncertainties over new harvests, which was already mentioned, durum wheat cannot find any support in any of the real variables, with global production that should however record a growth of 3% and stock levels considered to be reassuring.

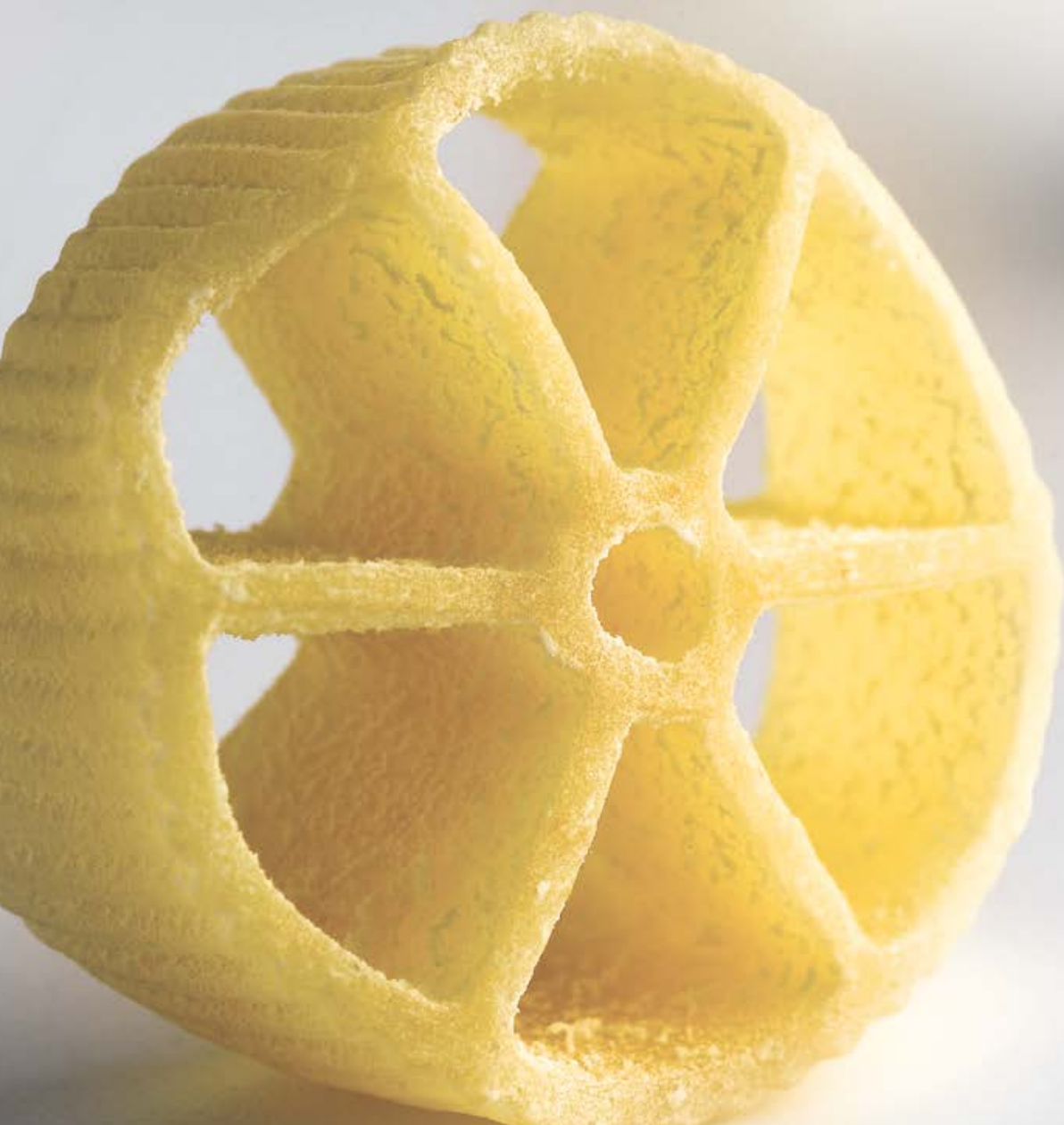
This situation has already translated into price reductions on an annual basis, which

in Italy hover at around 4 percentage points.

In recent days (the data illustrated at Pastaria Festival were prior to the new Outlook editor's note) Statistics Canada surprisingly announced a cut in estimates of 800 thousand tonnes, indicating a durum wheat harvest in the country - which is world's leading producer and exporter - of 5 million tonnes, up just one percentage point over the last campaign (as opposed to the 17% previously estimated). This correction has now led to an estimate of a much more contained increase in global output (+0.6%) and a 0.4% growth in actual availability.

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5



Pasta Experience: registration now open

Editorial staff

for the new international pasta tastings organized by Pastaria. First events to be held in Germany, Spain and Austria



Presented at the recent Pastaria Festival, the international pasta tastings for professional buyers in food service channels, retailers, wholesalers, distributors, importers and restaurateurs will kick off in Germany, Spain and Austria starting in January 2019. Inscriptions are now open for interested pasta-makers.



For information

T. +39 (0)521 1564934

info@pastaria.it

Pasta Experience is the name chosen for these international pasta tastings which were presented at the 2018 Pastaria Festival and organized by our publication to promote the excellence of Italian pasta in all its varied forms (fresh, dried, gluten-free) with professional buyers in food service channels and retailers, wholesalers, importers, banqueting managers, restaurateurs, chefs and buyers of food specialty stores.

The new format: pasta tastings and high-level training for professional buyers

Each Pasta Experience includes a display and tasting of pasta products from the participating pasta-makers and, for professional buyers, a moment of specific training and updating on the product that is a symbol of Made in Italy, aimed at, among other things, demonstrating its distinctiveness and qualitative characteristics.

The training initiatives for those in the trade will differ from event to event and will be specially-designed with local partners to successfully involve professional pasta buyers in the host country.

The target audience

Pasta Experience is a promotional and networking tool designed for small- to medium-sized Italian pasta-makers who generally offer products of excellent and good quality, capable of serving foreign markets and who are looking to open new sales channels and establish direct contact with food service and retail operators in the host country, without having to bear the onerous costs taking part in a trade fair outside of Italy would entail.

Event calendar

Starting in January 2019, a range of cities in various European countries, all with markets of highly-attractive potential, will host the stopovers of a tour that will showcase the quality pasta of Italian producers taking part in the Pasta Experience.

The scheduled events include:

- Stuttgart, Germany (Monday, 28 January or 4 February);
- Madrid, Spain (Monday, 4 or 11 March);
- Vienna, Austria (Monday, 18 or 25 March).

Prestigious venues

The Pasta Experience events will take place in prestigious venues selected on the basis of the event format (institutional locations, such as embassies, renowned Italian restaurants and exclusive hotels).

The chosen venue will host both the participating pasta-makers and the training events for those in the trade.

Partners

To assure significant, qualified involvement of professional buyers in the events, Pastaria will avail itself of the collaboration of strategic partners with in-depth knowledge of the market and

strong networking capabilities in the trade, specifically:

- Authoritative foreign food sector publications which for years have been a point-of-reference for local food service and catering;
- Tuttofood, which will promote the event with selected local buyers;
- Offices of the ITA (local agency for the internationalization and promotion abroad of Italian companies) in the host country; these offices will provide services in the selection and invitation of sector operators.

To take part

Pasta-makers interested in taking part in Pasta Experience events can request more information by calling our editorial offices at +39 (0)521 1564934.

Places are limited.

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(Spain, March 2019)

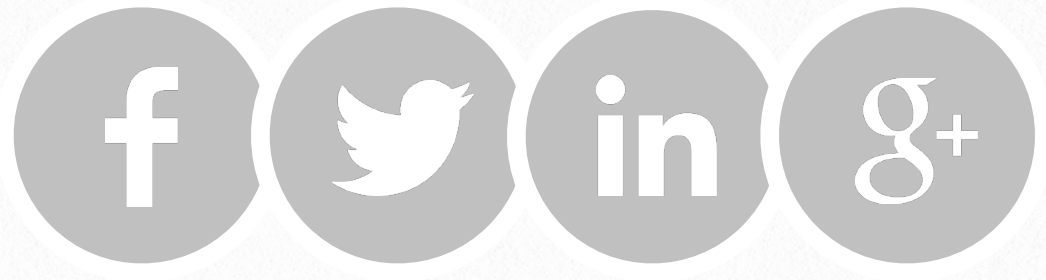
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6



City of West Melbourne issues proclamation for October 25th as Pasta Day, and honors the pasta Industry and DEMACO

Press release



DEMACO extruder

Mayor Hal Rose and the City of West Melbourne issued a Proclamation making October 25 “West Melbourne Pasta Day”. The proclamation encourages all citizens to enjoy their favorite pasta dish on October 25th, which coincides with World Pasta Day. During the city council meeting on October 2, Mayor Rose honored the pasta industry and DEMACO. DEMACO started building pasta machines in 1914 as I. DeFrancisci & Son, and is now headquartered in West Melbourne. The proclamation recognizes DEMACO as “advancing the pasta industry during the course of its long history through innovation and technology development.” Mayor Rose also recognized pasta as, “nutritious, tasty and brings family and friends together.” He also said he is proud that West Melbourne is the home of a company directly involved in this important industry. In honor of West Melbourne Pasta Day, Riviana Foods, a major producer of pasta, donated several cases of Ronzoni Garden

PROCLAMATION

West Melbourne Pasta Day

WHEREAS, DEMACO stands for DeFrancisci Machine Company, where five generations of the DeFrancisci family have designed and manufactured industrial size pasta machines since 1914; and

WHEREAS: the largest and most prominent food companies in the world use DEMACO pasta machines; and

WHEREAS: almost every major pasta brand in the United States got its start using DEMACO pasta presses; and

WHEREAS: DEMACO has advanced the pasta industry during the course of its long history through innovation and technology development; and

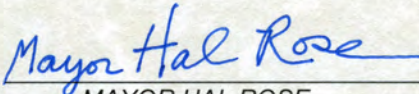
WHEREAS: DEMACO is located in West Melbourne, Florida, on Coral Drive; and

WHEREAS: Pasta is nutritious, tasty and brings family and friends together; and

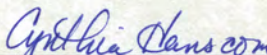
WHEREAS: October 25 has been designated as World Pasta Day.

NOW, THEREFORE, I, Hal Rose, Mayor of the City of West Melbourne, in recognition of DEMACO as an industry leader in the production of industrial pasta machines, proclaim October 25, 2018, as **West Melbourne Pasta Day**, and encourage all citizens to share your favorite pasta dish.

WITNESS my hand and the Seal of the City this 18th day of September 2018.


MAYOR HAL ROSE

ATTEST:


CITY CLERK



Delight brand pasta to the Daily Bread. Garden Delight pasta is made on a DEMACO extruder.

Cynthia Hanscom, West Melbourne City Clerk, helped organize the West Melbourne Pasta Day.

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7

Short news



Editorial staff



The “InSemola” artisan ethical pasta factory opens

An ethical pasta factory, designed to employ people with mental disabilities. This is the project that has been launched in San Cataldo, in the province of Caltanissetta (Italy), promoted by the Controluce Cooperative and supported by the “*Con il Sud*” (With the South) Foundation. “InSemola” is the name of the pasta factory that has, as its objective, the production of fresh pasta and the promotion of critical consumption, fostering relations between the workers and the local community. The partners of the “*Mani in Pasta*” (Hands Busy with Pasta) project, of which the programme is a part, also include the local Social Healthcare District and Slow Food-Enna. “Without labour inclusion, there is no rehabilitation” said Rita Mazzè, director of the Mental Health Module of the Provincial Health Authority in Caltanissetta, who explained that the project represents the release of patients, thanks to the support of psychiatric services with other local partners.

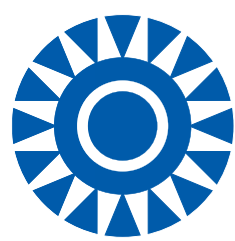
De Matteis joins RED-Feltrinelli

Pasta on the bookshelf. This is the innovative idea from De Matteis, that has signed an agreement with Red, Feltrinelli’s bistro-bookshop, in order to have a presence in

the chain’s retail outlets. As a result of the partnership, Pasta Armando – the company’s leading brand – has, in addition to the tastings in all Italian bistros, since September been offering a rich assortment in Milan (in Piazza Gae Aulenti), in Parma, in Florence (piazza della Repubblica and Santa Maria Novella station) and in Rome, in Via Tomacelli. Pasta Armando is made from 100% percent Italian wheat, harvested in over 1800 farms that have signed up to the supply chain agreement launched nine years ago by Armando De Matteis.

Pastificio Virgilio at Degusté

Gnocchi, agnolotti and whole-wheat pasta, all bearing the Virgilio pasta factory name, were the protagonists at Degusté, the gastronomic event dedicated to Masters of Taste from Turin and surrounding Province, that took place in September in Grugliasco (Province of Turin, Italy). The Turin-based pasta factory has been producing artisan pasta since 2001, which is when the first point of sale opened in Corso Casale, using only ingredients from the Piedmont area. Since then, a second, larger point of sale has opened in Corso Brescia, confectionery production has begun and the pasta factory has started taking part in major events across all of Piedmont.



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Piemonte Nord

Pastificio Gilio, launches “street” ravioli (*raviolo da passeggio*).

Ready to eat “street” ravioli delivered to the home or office. This is the challenge set by Como-based Pastificio Gilio, together with the Good Food Cooperative, to launch the take-away gastronomic business, with on-line ordering and deliveries to homes and businesses. And a number of businesses have also drawn up agreements aimed at maintaining the territory’s traditions. In addition to the ravioli, that are ready to be heated up at work or at home, there is now also fresh pasta available. The artisan company, bearing the Gilio brand name, has been trading for forty years. The choice of the cooperative model is dictated by a desire to combine result-driven objectives and business logic with the pursuit of social goals.

Delverde launches the new organic wholemeal range

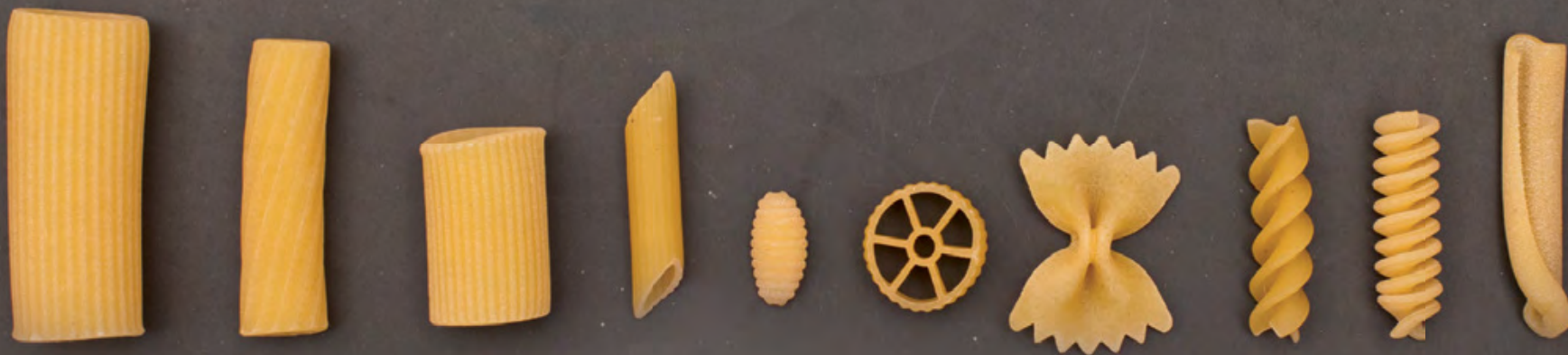
The Delverde pasta factory presented its latest innovation in Paris, i.e. the restyling of its jewel in the crown, the organic wholemeal range, at the SIAL trade fair, one of the food sector’s most important events. The innovation is in the packaging that highlights the product’s 100% Italian origin, and has a greater shelf impact. The Abruzzo-

based pasta factory, from Fara San Martino, in the province of Chieti (Italy), has also completed its 22005 chain certification process, which adds yet a further motive to be proud for a range that is constantly growing. Delverde, now a world leader in the sector, is the only pasta factory located inside a natural park - The Maiella National Park - at the source of the Verde river, from which the company draws bacteriologically pure water with a low-mineral content.

Girolomoni launches green fusilli

Durum wheat semolina fusilli with spinach. In short, green fusilli! This is the latest innovation launched at Sana (the international exhibition of organic and natural products) in Bologna, by Girolomoni, the cooperative from the Marches region (Italy) that specialises in the production of organic pasta. It is a new durum wheat semolina pasta with spinach created with a very slow drying process (more than eight hours) that helps retain all of the wheat’s nutritional and organoleptic properties. The product is produced in the organically run Isola del Piano pasta factory, in the province of Urbino (Italy), using 100% Italian raw materials. At Sana, the company also officially announced the launch of its work for the construction of the mill attached to the pasta

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11
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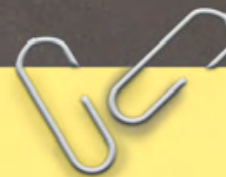
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factory. This will lead to the cooperative becoming Italy's first organic pasta factory to complete the supply chain that goes from the seed to the dish.

La Molisana, Italian wheat also abroad

La Molisana is focussing entirely on 100% high-protein Italian wheat, also abroad. And it is estimating that it will end 2018 with a turnover of around €110 million (+7% compared to 2017). The 100% Italian wheat project is the result of many years of research carried out by a team of agronomists to select the best seeds, and with supply chain agreements being drawn up in 2016 with the farmers of Molise, Apulia, The Marches, Lazio and Abruzzo that were aimed at promoting innovative methods improving farmers' skills and reducing CO₂ emissions and water consumption. In the two years since, the undertaking has grown with the goal of increasing purchase volumes of durum wheat five-fold to up to 50 thousand tonnes. Investments in technology have exceeded €50 million from production to packaging and even warehousing. Today, foreign trade accounts for 35% of the company's turnover with exports to Canada, USA, Brazil, Australia, Japan and the Iberian Peninsula. However, the aim now is to reach a figure of 50% in five years, also looking to-

wards Asia. In terms of the domestic market, the pasta factory is looking to make its way up the rankings. Today La Molisana is fifth in Italy's durum wheat semolina pasta segment, offering in excess of 100 shapes. It is also the joint-leader when it comes to whole-wheat pasta.

Barilla, agreement for farms with Crédit Agricole

Direct funding until 2020 for Barilla's farmer suppliers. This is what Crédit Agricole will offer farms on the basis of a statement of intent signed with the Parma-based multinational. The agreement will allow around 5000 farms, and not just those that are members of a consortium or cooperative, to access credit on even more competitive financial terms. The intention is to favour the territory's economic development and consolidate the local production base, stimulating collaboration between farms, the Barilla Group and the banking system. Following the multi-year contracts for the farming of durum wheat for 2017-2019, for an investment of €240 million, there is now another important element aimed at increasing loyalty between Barilla and the farms and supporting the production of durum wheat in Italy. "The support for the durum wheat-pasta supply chain operators will allow suppliers to better programme their resources

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and the means of producing the best durum wheat possible,” said Guido Barilla, Chairman of the Parma-based Group. “It’s a positive path that is in line with our corporate mission ‘Good for you, good for the planet’”.

Organic Pasta Toscana wins the 2018 Italian Food Awards

Organic Pasta Toscana is the most innovative and creative food product of 2018. This was decided in Paris by a jury of buyers, importers and distributors from all around the world, at the SIAL fair, the major food event, held in the Trade Fair Centre in Paris Nord Villepinte. The award was accepted by Luca Fabianelli, the CEO of Pastificio Fabianelli, who said: “I’d like to dedicate this award to all our collaborators who every day contribute to the creation of this product in our factory in Tuscany. I believe that the pasta made by us in Tuscany is recognised and loved the world over, because it combines organic wheat and a traceability that is guaranteed by the QR Code on the back of the packet”. Pasta Toscana from the pasta factory based in Castiglion Fiorentino in the province of Arezzo (Italy), is produced with 100% traceable Tuscan wheat from a certified chain of Tuscan and Italian farmers. The bronze drawn pasta is slow-dried at low temperatures in order to preserve the

wheat’s nutritional properties. In addition to the classic and organic pasta, the line also includes the innovative whole meal organic pasta with Omega 3, made from flaxseed flour.

Company Excellence, Pastificio Rana receives an award.

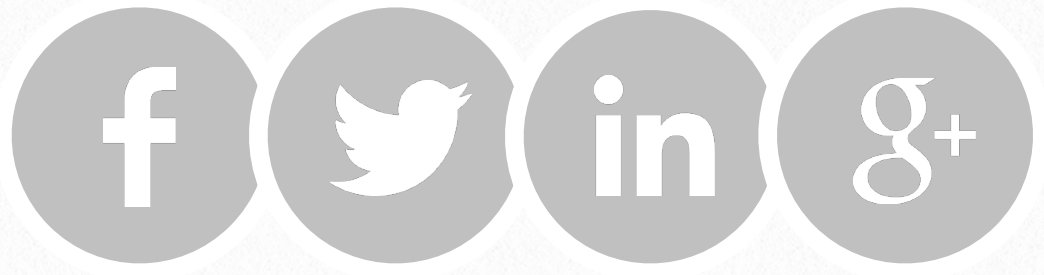
Rewarded for “values of excellence in the internationalisation process, that has resulted in the company having a widespread presence in Europe and the United States.” Pastificio Rana won the Eccellenze d’Impresa Award, awarded in Milan in the final leg of the programme promoted by GEA-Management Consultants, the Harvard Business Review Italia and ARCA Fondi SGR, with the patronage of the Italian Stock Exchange, during the conference entitled “The global competitiveness of Italian companies in the new institutional context”. The jury consisted of the Chairman of Assicurazioni Generali, Gabriele Galatieri, the CEO of Borsa Italiana, Raffaele Jerusalemi, the Vice President of the Edison Foundation, Marco Fortis, the Chairman of Enel, Patrizia Grieco and the President of Todini Finanziaria, Luisa Todini. Pastificio Rana is a leader in the production and marketing of fresh food products.

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8



***The Power of Pasta:* Bruno Serato's tour from Los Angeles via Parma to Dubai**

Press release



From Los Angeles to Verona, via Parma, Ferrara and other Italian cities, and on to Dubai, Serato spreads the idea of pasta as a “good virus”.

Bruno Serato is an Italo-American chef and entrepreneur who has recently concluded a tour of Italy entitled “The Power of Pasta”. Through his restaurant, the Anaheim White House, in Los Angeles and his non-profit foundation, Caterina’s Club, he offers a plate of pasta a day to over 4,000 children, approx. a million meals per year. He returned to Italy, where some of his original family from San Bonifacio (Verona, Italy) still live, to tell us his story and convey what he has witnessed first-hand. He did this by promoting his book, which is entitled *The Power of Pasta* (Gruppo Lumi 2018), an Italian translation of the American best seller, and the autobiography through which Bruno not only reveals the details of his own life, but also stresses how important it is to “stop talking about it and do something about it” if you want to create a better world. Pasta is the tool he uses to do good, and he urges everyone to take this responsibility and follow his example.

Serato has taken part in numerous presentations, events in town squares, meetings in theatres and schools, particularly hotel management schools (such as those of Verona, Bergamo, Ferrara...); he has spoken before audiences of all different ages and made motivational speeches in institutions and companies. He donated a copy of his book to Pope Francis and has met with FAO representatives for future projects.

The first leg of the tour was Parma, during the Pastaria Festival and the Pasta Week, where the chef interacted with operators during the course of the Pastaria event, and with the public and visitors at the Academia Barilla. This was a key moment of the tour, given the relationship between Bruno and the Barilla family, who are keen supporters of his solidarity projects.

Among the most interesting enterprises visited during the tour, there was one close to Ferrara: Fava S.p.A. in Cento (Italy), which chose to be a partner of the *The Power of Pasta* project.

And of course the tour would not have been complete without a stop off in Bologna at the agrifood park, FICO Eataly World, where he spent much of his time at the fresh pasta-making shop Sfogliamo, the cooperative start-up whose goal is to promote Italy’s gastronomic heritage and fine wines.

At the end of the tour, Serato stopped off in Dubai to attend World Pasta Day, as usual. Each year this event sets itself the goal of promoting the consumption and knowledge of pasta throughout the world, providing consumers with increasingly more information on its nutritional values and beneficial effects, chiefly for the purpose of safeguarding the image of the pasta-making industry throughout the world. In 2017, Bruno Serato was Pasta Ambassador for the USA. This year he is still a major testimonial, recounting how his own life actually took an unexpected turn thanks to pasta. Since 2005, Bruno has been serving spaghetti with tomato sauce to the children of the community centres in the suburbs of Los Angeles. It was his mother, Caterina (the inspiration behind the name of the charity foundation), who urged him to provide an evening meal for those children, and from that day on he

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has never looked back, not even when a devastating fire burnt down his restaurant and put his volunteering spirit sorely to the test.

Bruno is involved in training projects that aim to integrate young people in the world of work, as well as support programmes for needy families. CNN chose him as one of their top ten social heroes, giving initial impetus to his success. Many more awards were then to follow: among the latest, the Ellis Medal of Honour and induction into House of Savoy's Order of Merit.

Although media exposure has made him into a celebrity, the words of Serato and the model he embodies enable him to spread a message that is far more important and far-reaching than personal success. Bruno doesn't just turn the spotlight on himself, but always makes sure it also shines on the children and those in need, and by so doing, he contributes to raising public awareness and prompting the question: "Can I do something too?".



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