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*registered office*

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*operational headquarters*

Via Dall'Aglio 21/2 • 43122 Parma (Italy)

tel. +39 (0)521 1564934

fax +39 (0)521 1564935

Email [redazione@pastaria.it](mailto:redazione@pastaria.it)

ROC no. 23238

## **EDITOR-IN-CHIEF**

Lorenzo Pini

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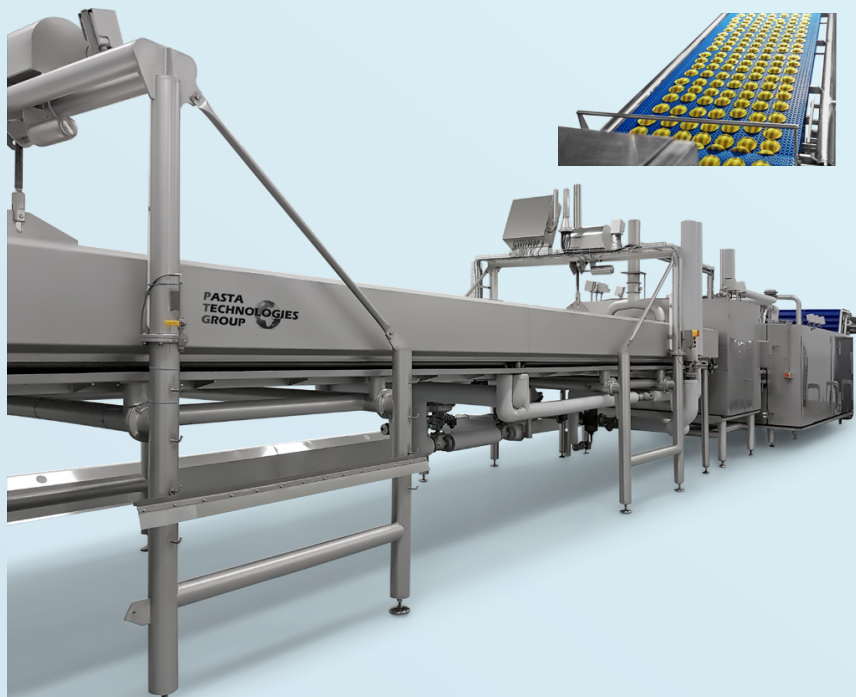
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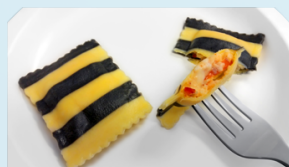
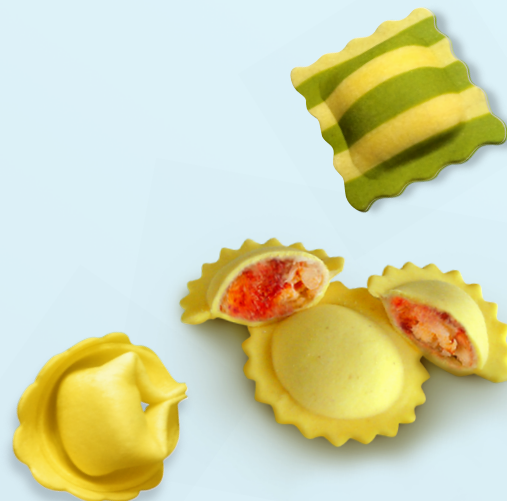
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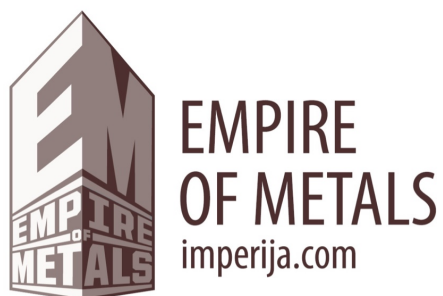
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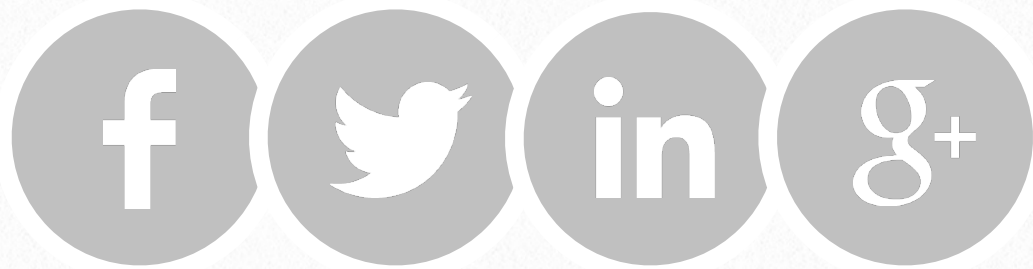


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# 1



## Pastaria Festival 2019: A hugely successful third Festival

Editorial staff



There were packed rooms and large numbers in attendance, at the third Pastaria Festival, held in Parma on 27 September. Three-hundred and forty supply chain operators were in Parma to take part in the many scheduled conferences. For the first time ever, international operators from the United States, Brazil, Spain and Slovenia were also present.

Now in its third edition, Pastaria Festival has confirmed itself as the not-to-be-missed event for the sector's professionals.

On 27 September, over three hundred people, comprising pasta factory operators and personnel from associations, universities, professional bodies and supply chain companies, gathered in Parma to take part in a day of free meetings, conferences, workshops and exhibitions that have been a feature of Pastaria Festival ever since its first edition, creating a unique moment of professional training and updating on activities associated with pasta production.

Pastaria Festival 2019 proved itself a success in a number of ways: first and foremost, with the "parallel sessions, with an extensive and detailed programme aimed at professional figures who work inside a pasta factory" (owners as well as production, R&D, quality assurance, purchasing, business, marketing and communication managers); secondly "by the fact that all the initiatives organised as part of Pastaria Festival, were free of charge – which is consistent with our publishing house's way of delivering a specialised press that, drawing its inspiration from open access, makes free information and access a distinguishing feature, on a par with the convinced and very widespread use of the instruments that new technologies place at

our disposal", as affirmed Lorenzo Pini, Pastaria's CEO, who opened the proceedings together with Paolo Barilla (Barilla G. & R. Fratelli), Riccardo Felicetti (Unione Italiana Food), Gherardo Bonetto (Italian Association of Fresh Pasta Producers, APPF) and Fabio Fontaneto (Italian Association of Small/Medium and Artisanal Fresh Pasta and Gnocchi Manufacturers, APPAFRE). In his welcoming address, Paolo Barilla underlined the huge challenges and opportunities that these historic times are offering the sector.

"Pasta has never before had a historic occasion such as this to reinvent itself."

These are times of great change within society (one need only think about the new forms and tools in communication, the changes that are affecting catering, the attention that the new generations are paying to issues such as the environment and sustainability) that, by definition, also provide great opportunities for pasta manufacturers.

If the entire sector, in close synergy with the actual supply chain, is capable of overhauling itself, without abandoning tradition and by going along with the different needs and sensitivities of consumers in terms of sustainability, nutrition, health and well-being, "we will have an extraordinary future ahead of us".



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After all, “profit”, as Paolo Barilla recalled, “rewards innovation”.

By underlining the importance of “bringing under the same roof all those who are a part of our supply chain and who normally do not tend to have such interesting opportunities for coming together and sharing”, Riccardo Felicetti welcomed the presence of international operators and suggested that future Pastaria Festivals should also be opened up to the distribution sector, a particularly important link for the entire sector.

“Pasta”, maintained Riccardo Felicetti, “is the food of the future”.

Gherardo Bonetto (APPF), who brought greetings from the President, Giovanni Rana (who, owing to work commitments, was abroad), said that he sees in Pastaria Festival “a moment that makes it possible for us to come together, to reflect carefully, with professionalism, on the opportunities for our sector, and that offers us the possibility of sharing experiences and discovering really significant ideas on how to improve, still further, what we are endeavouring to do every day, with great dedication”. For Gherardo Bonetto, the extraordinary capacity of fresh filled pasta to adapt to the tastes and food traditions of different countries represents one of the reasons for

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this product proving so successful on many foreign markets, towards which we can look with optimism, even in the times that lie ahead.

“The inclination to keep the tradition of Mediterranean food and wine alive, reworking it in line with a series of modern propositions, that can match the tastes of consumers”, is – according to Fabio Fontaneto (APPAFRE) – a prerogative of Italy’s numerous artisan fresh pasta companies, that are now in a position to reach faraway markets, with ease and confidence.

## **What was new at the third Pastaria Festival**

The third Pastaria Festival also featured some important innovations, beginning with the “the event’s internationalisation (an important strategic objective for us)”. As Lorenzo Pini affirmed, “in doing this, we have taken a first, tentative, but somewhat onerous step for our small shoulders, opening up the event – that until now had been intended and reserved for the domestic supply chain – to international operators” who were able to attend many of the conferences scheduled, thanks to a simultaneous English translation service.

Among those attending from abroad we would like to highlight the presence of Carl Zuanelli, owner of Nuova Pasta Produc-

tions, and Delia Murphy, representing the National Pasta Association (the body that brings together American pasta manufacturers), in their respective roles as Chairman and Director. Also present were Riccardo Selmi (Selmi) and Sonia Cristina Romani, Chairman and Technical Director respectively of ABIMAPI (*Associação Brasileira das Indústrias de Biscoitos, Massas Alimentícias e Pães & Bolos Industrializados*), the Brazilian association of pasta, bread and confectionery industries.

The awarding of the Pastaria Prize for the best Master’s and Doctoral theses on research applied to pasta (see the article entitled *Effect of chestnut flour and peels on gluten and gluten free fresh pasta* on page 32) and the meeting of the Pasta Sector of Unione Italiana Food (formerly AIDEPI) during the course of the event represent significant new additions to this most recent Pastaria Festival.

## **Participants’ views**

The success of the recent edition of Pastaria Festival is apparent in the many comments received by our editorial team from participants and sponsors, some of which we bring you below.

“I find Pastaria Festival a prestigious event for meeting major operators in the pasta sector, getting to know the data and learn-



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## THE NATIONAL PASTA ASSOCIATION AT THE PASTARIA FESTIVAL

As part of the Pastaria Festival's efforts to expand internationally for its third annual event, Carl Zuanelli, CEO of Nuovo Pasta Productions, Ltd. and Chairman of the National Pasta Association (NPA), and Delia Murphy, Executive Director of NPA, were able to attend and actively participate. The Pastaria Festival in Parma was a unique venue that brought together a diverse collection of attendees, including pasta producers, suppliers and industry experts, for timely discussions on current trends and new innovations in pasta making.

"Attending the Pastaria Festival 2019 was a rewarding and educational experience," said Carl, "This third annual event was the second I have attended and I look forward to participating in many future conferences. It is through the sharing and transfer of information and industry knowledge that our individual companies, and the pasta category as a whole, will grow and prosper. The new relationships formed, and existing ones strengthened, at events like this provide the basis for partnerships that can last a lifetime."



Carl Zuanelli, president of the National Pasta Association, during Pastaria Festival 2019

The Festival included a new feature this year, English translation services, which were provided in the opening proceedings as well as multiple sessions throughout the day and allowed for international attendees to more fully partake in the event. This dedication to making the Festival more accessible to global attendees will undoubtedly help to broaden the scope and increase inclusive participation in the Pastaria Festival in years to come.

"I am thrilled that we were able to attend the Pastaria Festival this year and hope to continue the spirit of collaboration and communication between NPA and Pastaria moving forward," said Delia, "We can and should be working together to promote pasta consumption worldwide."

ing about new trends in the Italian market and beyond. The formula, consisting of different conferences/meetings divided up by topic, is very effective, because it allows me the possibility of choosing which of the themes to look at in greater depth.” This is the view of Andrea Toffano of Canuti Tradizione Italiana.

For Stefano Rossi of MartinoRossi, “the event was undoubtedly a success because of the presence of large numbers of operators, as well as some major foreign pasta manufacturers with which, within a matter of days following the event, we have already set up business meetings.

We particularly appreciated Pastaria Festival’s ability to create networks and generate contacts with conventional pasta factories that expressed an interest in our products. We are also extremely satisfied with the outcome of the conference entitled New food requirements: protein pasta, the passage from tradition to innovation that we organised as part of Pastaria Festival, and that was attended by many high-profile professionals”.

For Sonia Cristina Romani, ABIMAPI’s technical director, “Pastaria Festival presented the important trends in pasta, such as protein, gluten free and whole grain pasta. It also covered pasta consumption in the Italian and European ‘out of home’ segment.

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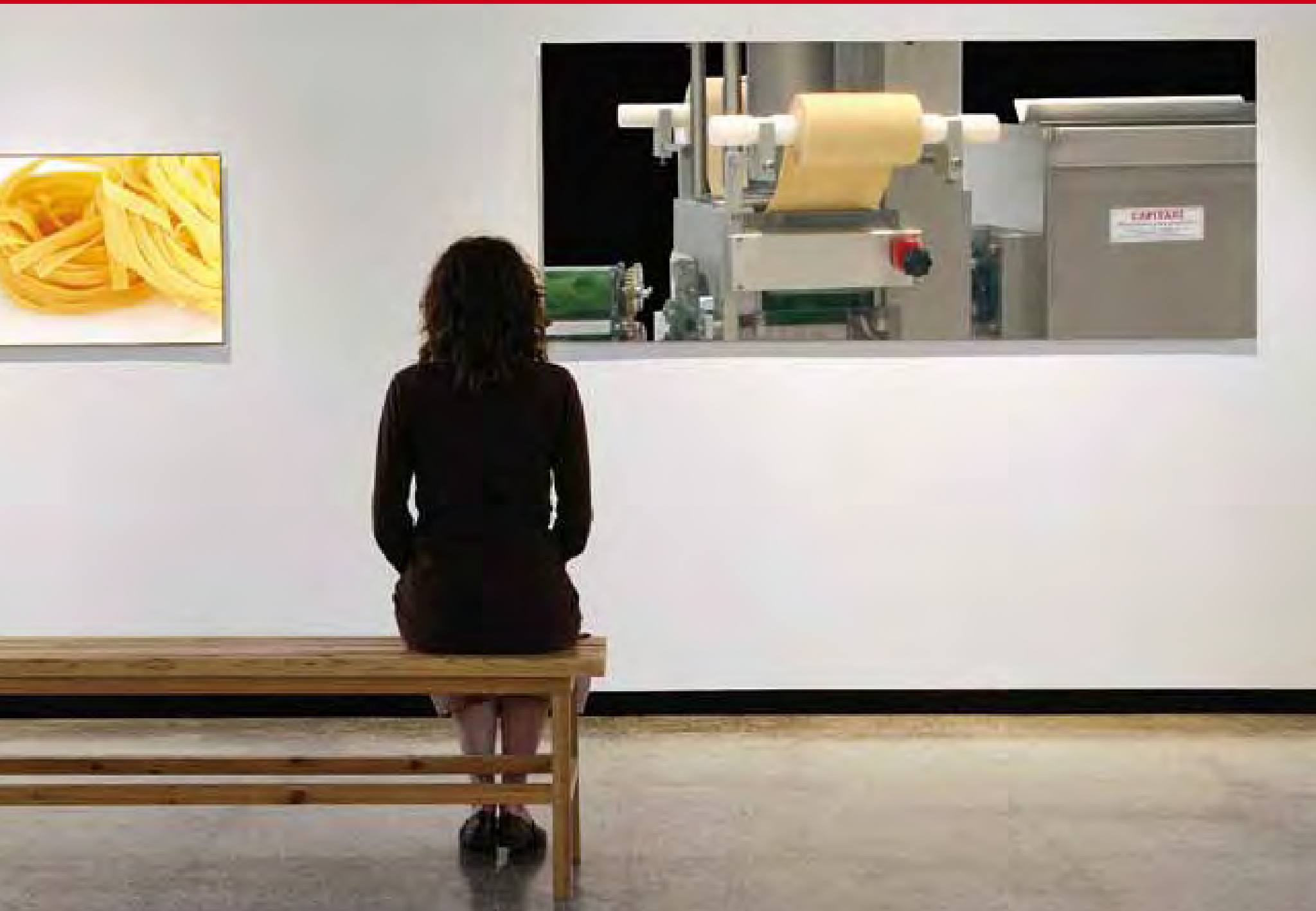
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In my opinion it was an all-encompassing event when it came to updates on various issues related to the manufacturing, nutritional and commercial aspects of pasta". According to Paolo Bossi, marketing manager at Kerry, the recent edition of Pastaria Festival "was very positive for us in terms of leads. This was also thanks to the speech (entitled *Filled pasta: longer lasting freshness and flavour*, delivered in the Companies and Innovation Space, - editor's note) that prompted many to pay our desk a visit.

If possible, we'd want the experience of the speech to be repeated again at the next Pastaria Festival."

"Our overall impression of Pastaria Festival is very positive", says Alessandro Bonistalli of Landucci.

"We enthusiastically welcomed this first move towards internationalising the event, which we hope will be developed still further in the future. The opportunity to meet individuals from companies that are both upstream and downstream of our sector in the pasta supply chain, gave us the possibility of gaining a global, across the board vision.

Without a doubt, the format with parallel conferences in different rooms remains the winning formula.

It was undoubtedly a very interesting event, both from a strictly commercial

point of view but also from that of examining, in depth, the different areas that make up our sector."

According to Armando Barozzi of Fava, Pastaria Festival was "a successful event that took place in a constructive atmosphere between sector operators, with quality presentations by companies of reference, universities, research bodies and statistical institutions.

An important event at which to take stock of the situation within our sector and find out about the changes in a constantly evolving pasta market.

The message is clear. Today we are living in a complex world where food habits change on the basis of different scenarios that are shaped by very profound issues: the planet preservation and sustainability; nutritional aspects; food safety and the importance of the production chain.

The challenge to be met is to interpret these messages in order to redevelop a range with suitable products. Evidence of this can be found in the example of some companies that were mentioned in different moments as being excellent for having successfully undertaken this exercise.

So many issues were presented, with well-structured and content-packed addresses. Congratulations to the organisers of this undoubtedly successful event".

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For Elisa Vedani of Rivestimenti Speciali, “This year too, Pastaria Festival was very well organised. Every year we find a welcoming atmosphere that allows us to establish personal relationships with lots of people and to stage an in-depth exhibition of our flooring and covering systems designed for food companies.”

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Pastaria Festival was made possible thanks to the support and contributions of: Anselmo, Asos, Barilla, Brambati, Buhler Capitani, Cibus, Domioni, Fava, Foodtech, G& Partners, Ipack-Ima, Iride Comunicazione, Kerry, Landucci, MartinoRossi, Molini

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## The proceedings

The proceedings of Pastaria Festival 2019 will appear in instalments in different issues of Pastaria.

## The next edition

The fourth Pastaria Festival will take place in Parma in September 2020 – a year in which the city will be celebrated as the Italian Capital of Culture. The precise date will be announced soon.



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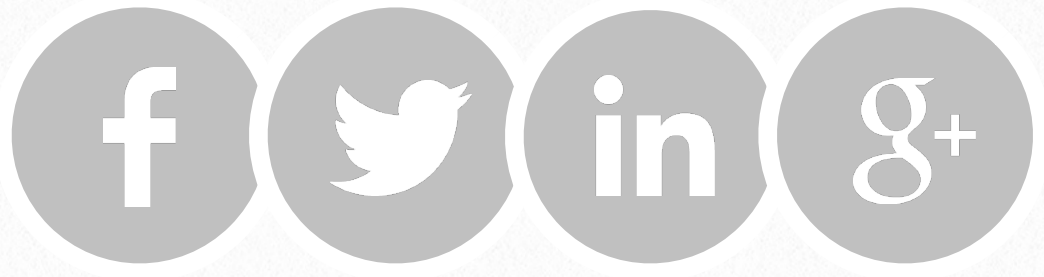
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# 2



## Images of the Pastaria Festival 2019

Editorial staff



These pages bring you a gallery of pictures taken at the latest edition of the Pastaria Festival (Parma, 27 September 2019).



Registrations at the Pastaria Festival



From left to right: Alessandro Bonistalli (Landucci), Ricardo Selmi (President of ABIMAPI), Giacomo Tosi (Landucci)



The speakers at the opening of proceedings.  
From left to right: Riccardo Felicetti, Paolo Barilla, Lorenzo Pini, Fabio Fontaneto, Gherardo Bonetto (APPF).



Opening of proceedings



Dino and Laura Martelli of Pastificio Martelli from Lari (Pisa, Italy)



The APPAFRE conference at the Pastaria Festival



The Board of Unione Italiana Food Pasta Group



Guida Pirotti (School of Management - Bocconi University of Milan) - speaker at the *Pasta and marketing* workshop



Presentation of the Pastaria Awards for the best degree and doctoral theses. From left to right: Luca Mantovani, Paola Littardi, Lorenzo Pini (editor-in-chief of Pastaria) and Simone Galli.



Stefano Galli (Nielsen), speaker at the conference entitled *Pasta: trends and consumption in Italy, Europe and around the world in the retail and 'out of home' channels*.



The APPF conference at the Pastaria Festival



*Gluten-free pasta and ready meals: production and new distribution formats* conference.



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Riccardo Sartirana at the MartinoRossi conference on *New food requirements: protein pasta, the passage from tradition to innovation*



*From the field to the table: state of the art of research applied to pasta conference*



Rossano Bozzi, CEO of Ipack-Ima, speaker at the conference entitled *The new challenges in pasta packaging: sustainability and safety*.



Giacomo Tosi (Landucci) during the presentation of *The extrusion process: the secret to success lies in the maintenance of the dies*



Emanuele Marconi (Italian Association for Cereal Science and Technology) speaker at the conference entitled *Pasta: scientific truth versus fake news*.



The exhibition space at the Pastaria Festival



The exhibition space at the Pastaria Festival



The exhibition space at the Pastaria Festival



Unwinding and networking in the outdoor area



Unwinding and networking in the outdoor area



Unwinding and networking in the outdoor area

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# 3



## **Effect of chestnut flour and peels on gluten and gluten free fresh pasta**

Luca Mantovani



**The degree thesis project, summarised in these pages, that was part of the BIOCAST project funded by MIPAAF, foresaw a complete chemical-physical and sensory characterisation of fresh pasta recipes, with or without gluten, supplemented with different percentages of chestnut flour and peels, before and after cooking. The thesis was the winner of one of the 2019 Pastaria prizes awarded during the course of the recent Pastaria Festival.**



The chestnut is a traditional product of the mountainous regions which was once used as a staple (the chestnut is considered the “bread tree” thanks to its chemical composition, Braudel, 1977). The main derivative of the chestnut is its flour, used as an ingredient in various studies that have evaluated the possibility of adding it to gluten-free bread and oven products (Dall’Asta et al., 2013; Hegazy et al., 2014; Rinaldi et al., 2014; Paciulli et al., 2016; Demirkesen et al., 2016; Rinaldi et al., 2017). Being a gluten-free flour, it could be used for making products for coeliacs.

The by-products derived from the processing of the chestnut are the pericarp and the episperm. They correspond to approx. 15-25% of the waste of the fresh product, but since they naturally contain high quantities of fibre and bioactive substances (Wang, 2003), they could be of considerable interest for the purpose of fortifying

food and reducing food waste. There are not many studies in literature on the use of chestnut flour in pasta formulations (Kosovic et al., 2016) and none of them are dedicated to gluten-free pasta. In this study, it was demonstrated that adding chestnut flour to durum wheat flour pasta, during the production of pasta, led to a decrease in the hardness, cohesiveness and optimal cooking time, an increase in stickiness and cooking loss, and a change in the colour of the pasta.

## Materials and methods

Fourteen samples of fresh pasta were formulated with (Table 2) and without gluten (Table 1), supplemented with three different percentages of chestnut flour (CF) and peels (P), and compared with the respective control samples prepared with 100% NUTRIFREE Mix and 100% CONAD branded 00-type flour.

**Table 1 FORMULATIONS OF THE NON-GLUTEN LINES (per 100 g of flour)**

100% NUTRIFREE Mix + 65 g water + 1 g salt (control)
80% NUTRIFREE Mix + 20%CF + 65 g water + 1 g salt
70% NUTRIFREE Mix + 30%CF + 65 g water + 1 g salt
60% NUTRIFREE Mix + 40%CF + 65 g water + 1 g salt
79% NUTRIFREE Mix + 20%CF + 1%P + 65 g water + 1 g salt
77% NUTRIFREE Mix + 20%CF + 3%P + 65 g water + 1 g salt
75% NUTRIFREE Mix + 20%CF + 5%P + 65 g water + 1 g salt



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**Table 2 FORMULATIONS OF THE GLUTEN LINES (per 100 g of flour)**

100% 00-type flour + 45 g water + 1 g salt (control)
80% 00-type flour + 20%CF + 45 g water + 1 g salt
70% 00-type flour + 30%CF + 45 g water + 1 g salt
60% 00-type flour + 40%CF + 45 g water + 1 g salt
79% 00-type flour + 20%CF + 1%P + 45 g water + 1 g salt
77% 00-type flour + 20%CF + 3%P + 45 g water + 1 g salt
75% 00-type flour + 20%CF + 5%P + 45 g water + 1 g salt

Cooking conditions: 2'30" for the non-gluten pasta and 5' for the gluten pasta.

Methods:

*Physical analysis of the flours entailing evaluation of the following parameters:*

*WBC* (water-binding capacity during low-speed centrifugation; g/g), *WHC* (water-holding capacity in stressless conditions; g/g), *WAI* (water absorption index; g/g), *WSI* (water solubility index; g/100g), according to the method described by Saran-gapani et al. (2016).

*Chemical analysis of the flours:*

- composition
- anti-oxidant activity - DPPH method.

*Analysis of the pasta samples:*

- analysis of the water content (raw and cooked pasta) – AOAC method 925.09
- measurement of water activity (raw pasta) - ACQUA LAB 4TE
- measurement of freezable water (raw and cooked pasta) - DSC Q100 MFC, TA Instruments (Equilibrate at -60°C, Ramp: 5°C/min to 120°C); TA Universal Analysis

processing software

- analysis of firmness during cooking (cooked pasta) - AACC method 66-50.01; Coni Imhoff
- analysis of texture (raw and cooked pasta) - TA-TX2i Texture Analyser; Texture Exponent processing software; - penetration test and extensibility test
- colorimetric analysis (raw and cooked pasta) - colorimeter RCM-2600d (Minolta); - parameters  $L^*$ ,  $a^*$ ,  $b^*$
- measurement of anti-oxidant activity (raw and cooked pasta) - DPPH method
- sensory analysis (cooked pasta) - acceptability test.

The statistical analysis was carried out with SPSS software (SPSS Inc., U.S.A.) v. 24 using analysis of variance (ANOVA) with a post-hoc test (Tukey) ( $p < 0.05$ ), t test ( $p < 0.05$ ) and Kruskal-Wallis test ( $p < 0.05$ ).

## Results and discussion

The compositional analysis of the flours produced the following results:

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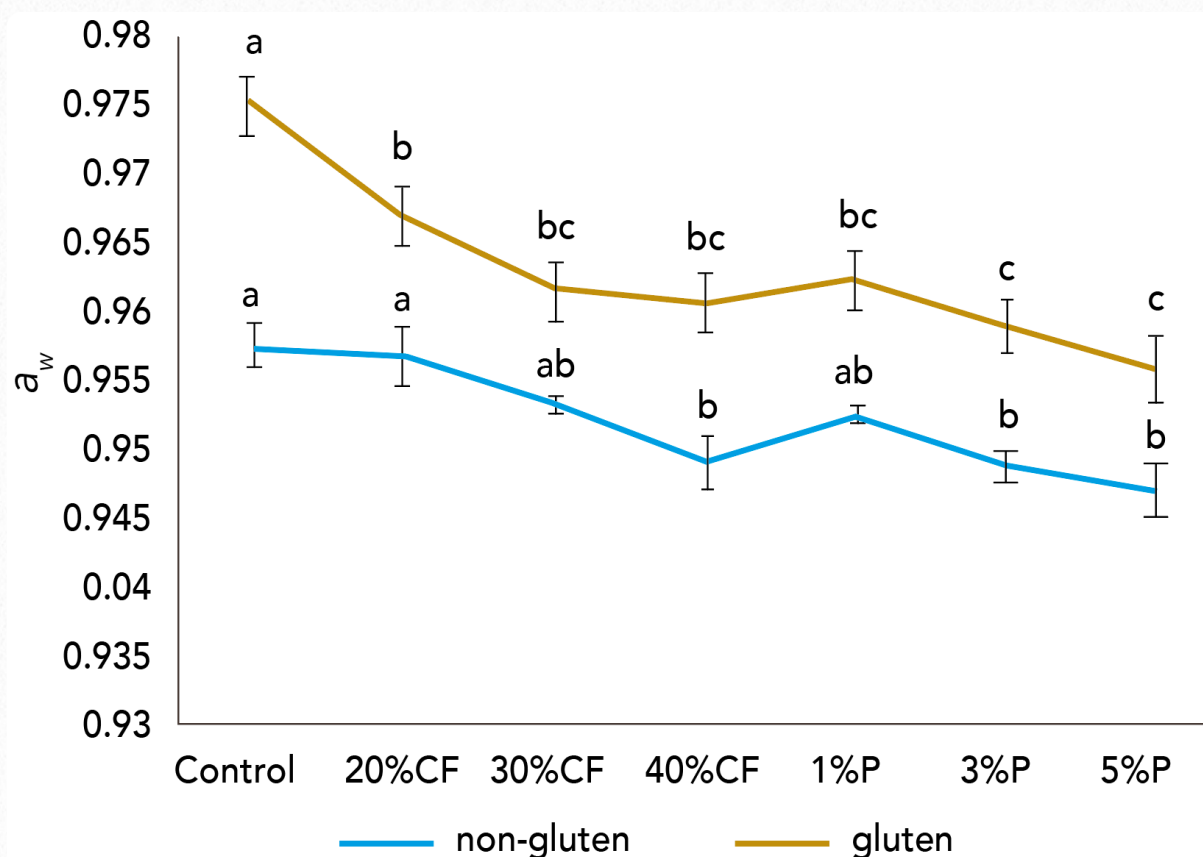
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**Chart 1  $a_w$  VALUES IN THE PASTA SAMPLES**



- chestnut flour: 78.3% carbohydrate, 6% protein, 3.5% fat, 12.2% moisture
- chestnut peels: 46.3% carbohydrate, 5.2% protein, 6% fat, 29.5% fibre, 1.4% ash, 11.3% moisture.

Chestnut flour displayed an anti-oxidant activity equivalent to 9.1  $\mu\text{mol/g}$ , less than that of the peels (14.5  $\mu\text{mol/g}$ ), but markedly higher than that obtained from the NUTRIFREE Mix (1.2  $\mu\text{mol/g}$ ) and the 00-type flour (0.25  $\mu\text{mol/g}$ ). The chestnut peels presented the highest WBC value (3.30 g/g), followed by the chestnut flour (3.05 g/g), while the NUTRIFREE Mix (2.50 g/g) and the 00-type flour (1.79 g/g) produced lower results, probably due to the lower fibre content. The *WHC* index did not show significant differences, a sign that centrifugation greatly affects the water absorption capac-

ity of the flours. Both for the 00-type flour samples and for the NG formulations, the adding of small percentages of chestnut peel to the formulation did not significantly affect the absorption of water (*WAI*) or the loss of solids in water (*WSI*).

The water content of the raw samples was not affected by the different quantities of chestnut flour/peels added; the water content was found to be greater in the raw samples of the non-gluten line (41% NG vs 37% G), but similar in the cooked samples (54% each). Lower values of  $a_w$  were found in the samples of the non-gluten line compared to those of the gluten line and, more precisely, for both lines, the  $a_w$  was lower in the samples supplemented with higher percentages of chestnut peels ([Chart 1](#)).



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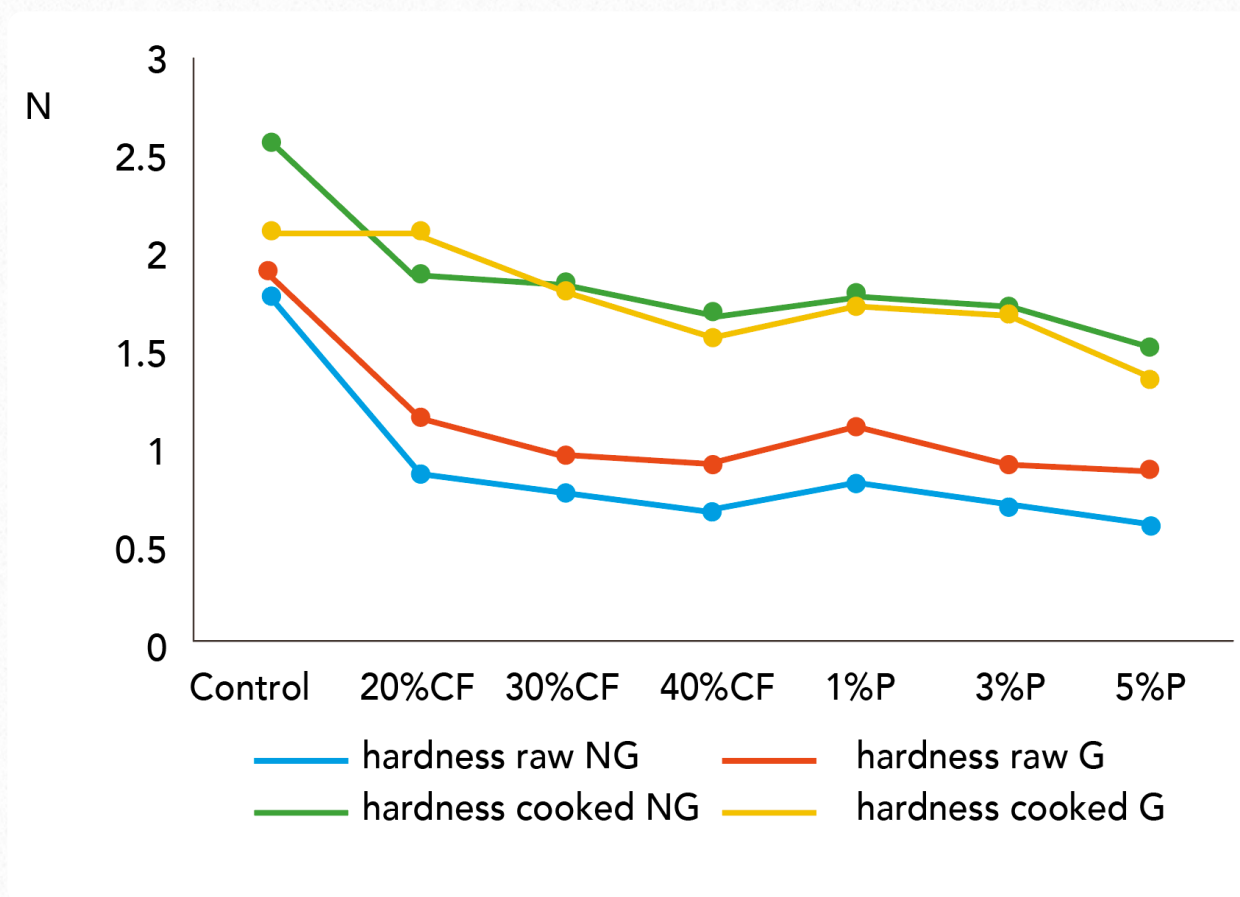


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**Chart 2 HARDNESS OF RAW AND COOKED SAMPLES WITH (G) AND WITHOUT GLUTEN (NG)**



This could mean that the majority of the water-binding molecules are contained in the chestnut peels rather than in the flour (this is confirmed by the *WBC* values obtained). The quantity of freezable water (*FW*) is strictly correlated to the  $a_w$  and, in confirmation of this, the *FW* values obtained confirm the same trend as those of the  $a_w$  values: the greater the percentage of chestnut flour and, particularly, peels added, the lower the  $a_w$  – and hence the freezable water – in the samples. The firmness during cooking test showed an increasing percentage of dispersed solids, compared to controls, as the chestnut flour/peels added were increased, for the gluten and non-gluten samples. In particular, the samples supplemented with peels

had higher values for dispersed solids than those supplemented with chestnut flour alone. Deposit volume values for the non-gluten pasta samples were found to be around three times greater than those of the samples containing gluten, probably because the gluten network entraps the molecules to a greater degree (Kosovic et al., 2016).

With regard to texture, both for the non-gluten and gluten lines, the adding of increasing percentages of chestnut flour/peels brought about a decrease in the hardness (Chart 2) and extensibility of both the raw and cooked pasta samples compared to the control samples, while elasticity was not affected.

This phenomenon can be attributed to the



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progressive reduction of the quantity of structure-making molecules (gum, mono- and diglycerides) in the non-gluten mixture and to a reduction in the gluten fraction in the gluten line samples (Kosovic et al., 2016).

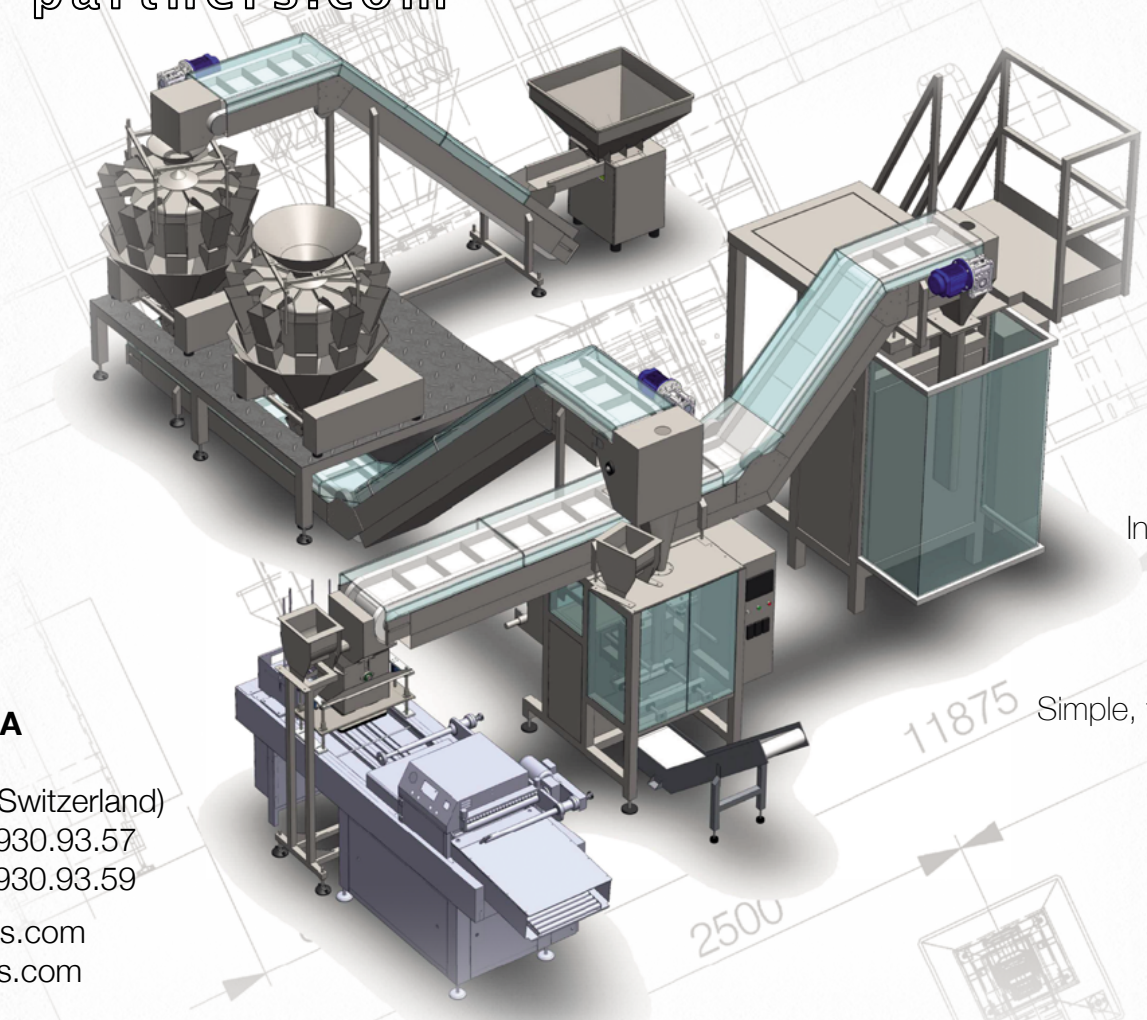
The adding of increasing percentages of chestnut flour/peels brought about a change in the colour of the pasta samples, both raw and cooked, with a consequent decrease in the brightness (parameter  $L^*$ ) and an increase in parameters  $a^*$  (red index) and  $b^*$  (yellow colour index). The values obtained by the formulations containing both chestnut flour and peels were more greatly affected than those obtained from the formulations supplemented with chestnut flour alone. Cooking brought about a reduction in the three parameters considered.

The anti-oxidant activity was greatest in the chestnut peels, followed by the chestnut flour, the NUTRIFREE Mix and, lastly the 00-type flour. Greater anti-oxidant activity was found in the samples supplemented with the higher percentages of flour and, above all, chestnut peel. After cooking, both types of pasta underwent a reduction in the values. The anti-oxidant activity was greater in the non-gluten pasta samples as opposed to the gluten pasta samples.

It was observed that, with regard to sensory acceptability, the samples that had been supplemented to a medium degree both with flour and with chestnut peels tended to enjoy greater appeal: 30%CF and 3%P, both for the line with gluten and for that without. The samples supplemented with the lowest percentage of flour (20%) were considered to be tasteless, while those supplemented with the highest percentages of chestnut peels were judged as being too smoky and the excessive presence of peel during chewing was not considered pleasant. From the comments made by the tasters, the gluten line samples were more greatly appreciated than the non-gluten samples in terms of texture, while no particular differences were found in terms of taste and appearance.

## Conclusions

In general, from the results that emerged, it can be seen that chestnut flour and peels could be used to enrich formulations of fresh pasta, having brought about a change in colour, a reduction in  $a_w$ , an increase in anti-oxidant activity and having been preferred by consumers to the control formulations. Further studies will be necessary to improve the texture of the enriched products and improve the taste made by the chestnut peels, so that an in-



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dustrial scale-up can then be carried out.

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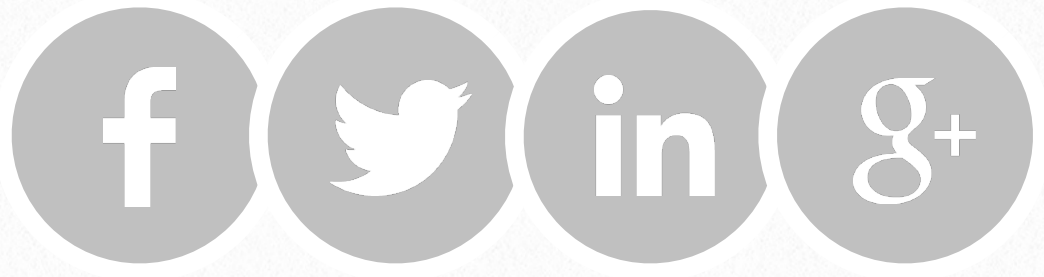


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# The International Pasta Organization meeting in Vienna

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IPO Assembly in Vienna. From left to right, Paolo Barilla (President) and Raffaello Ragolini (Secretary General) who was celebrating his 50 years of activity in the sector

Pasta producers and representatives of international associations met on 17 October in Vienna for the general assembly of the International Pasta Organization (IPO). Pastaria present at the assembly.

The general assembly of the International Pasta Organization was held in Vienna on 17 October 2019. The IPO is the body which brings together numerous and prestigious national pasta-maker associations. At the opening of proceedings, IPO President, Paolo Barilla, reiterating the need to meet the latest objectives set by the United Nations for sustainable development, highlighted the importance a plant-based diet can have in achieving these goals, and said he was convinced that the future holds great opportunities for the manufacturers of pasta – a sustainable, tasty, versatile and highly accessible food – provided that the sector is able to respond to these new needs and meet current trends, with actions aimed at further improving production processes along the whole supply chain while effectively and broadly communicating the value of pasta on a global scale.

The topic of communication was widely debated during the Viennese assembly. Secretary General, Raffaello Ragaglini, who was celebrating 50 years of activity in the sector while in the Austrian city, after commenting on the incredible work of Luca Virginio (Barilla), long-time leader of IPO communications who prematurely passed away, stressed how the association's communication has changed over the last year and how, after successfully tackling the

emergencies arising from the spread of low-carb diets, from the United States to Europe, it has recently begun to spread positive messages on pasta, which is:

- characterized by a high nutritional profile, a source of complex carbohydrates and proteins;
- extremely safe;
- sustainable from field to table, with an extremely low environmental impact;
- accessible to all budgets;
- global, suitable for all latitudes.

The communication activities carried out during 2019 and the proposals for 2020 were presented in detail by Francesca De Feo of the INC (National Institute for Communication), who also analysed the results of the main IPO communication initiatives, Carbonara Day and World Pasta Day, which from this year's edition has taken an important step forward by radically changing its format: no longer a single event celebrated on 25 October in a specific city, but a more widespread event lasting months and which aims to involve restaurateurs from all over the world and to reach the widest possible audience through intense and continuous activity on social media. During the meeting, the 2019 Annual Report was handed out to participants; this document summarizes the activities carried out by the International Pasta Organization throughout the year, containing a

large section dedicated to the world pasta market, an important source of information elaborated also on the basis of data provided by members of the association.

Market data and current trends were the subject of further study in the presentation by Stefano Galli (Nielsen) entitled *Re-building Pasta Value*. Lorenzo Pini, editor-in-chief of Pastaria, the only magazine associated with the IPO, was also at the meeting. A copy of the latest issue of the magazine was given out to those present.

On the same day the assemblies of the Union des Associations de Fabricants de Pâtes Alimentaires de l'UE (UNAFPA) and of the Semouliers, the association that brings together European millers, were also held.

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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.

## 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.



## MEMBRI

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

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5



***Proceedings of the  
Pastaria Festival 2019.***

Pastaria Centre for  
Economic Research

**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, the scenario remains barely above zero. Italy is still trying to catch up**

The economic cycle worldwide shows signs of a general worsening, with clear evidence of weakness in both Europe and China. In Italy, the level of wealth lingers below pre-crisis levels: the Eurostat indicator on the trend of the GDP shown in the [Chart 1](#) and the figures listed in the [Chart 2](#) that follows indicate a negative gap still at 3.3% with respect to the value of the GDP in 2008. The countries that have gone much further, on the other hand, are Germany with +13.9%, France with +9.6% and Spain with +4.3%.

## **Consumption, “Made in the Euro-zone” asymmetries**

The evidence is the same as for the GDP, if we analyse the consumer spending of families. Even when it comes to this variable, the comparison with pre-crisis levels sees Italy lagging behind its major European partners, with Italy the only country still in the red (-0.8%).

Growth, in short, is asymmetrical and the double negative difference of the GDP and consumption points firmly to the fragility of the Italian economic system, in a context that is already one of general decline, as evidenced by the macroeconomic data for the second quarter of 2019, that reports a reduction of 0.1% in the Italian GDP (the comparison is with the same period of last year) and a slowing of growth to 0.4% in Germany (the growth is more sustained in France and Spain). This, after Italy had already reduced its rate to +0.9% in 2018, from 1.7% in 2017.

## **Food consumption is losing ground... and when it comes to inflation we are talking about rates barely above zero.**

In this context, food consumption has clearly lost ground and continues its downward trend at a markedly accelerated rate that is more severe than the general trend of expenditure for Italian families, remaining below pre-crisis levels by a significant -6.4% (-0.8% for total consumer spending). Inflation has gone back

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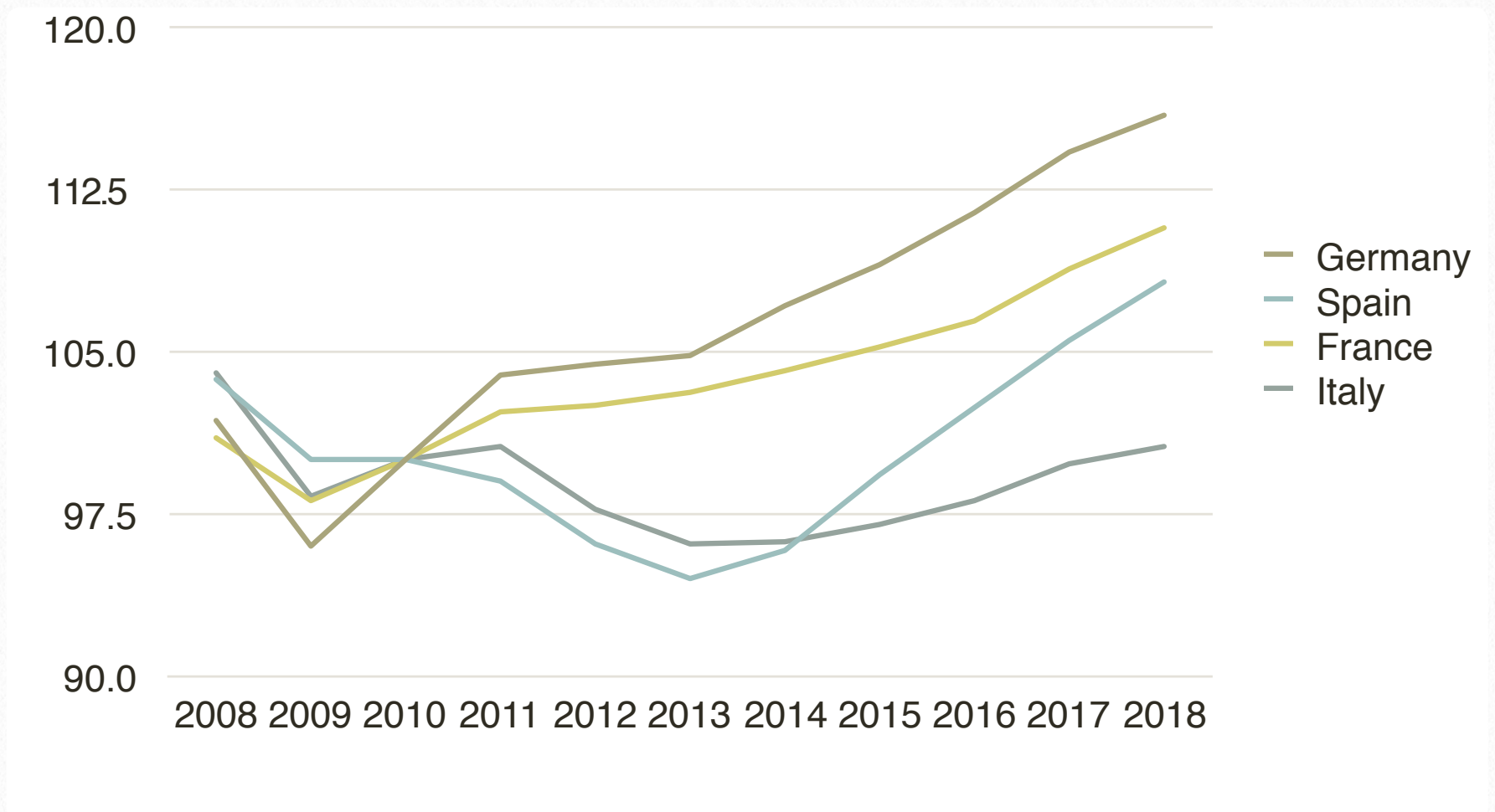
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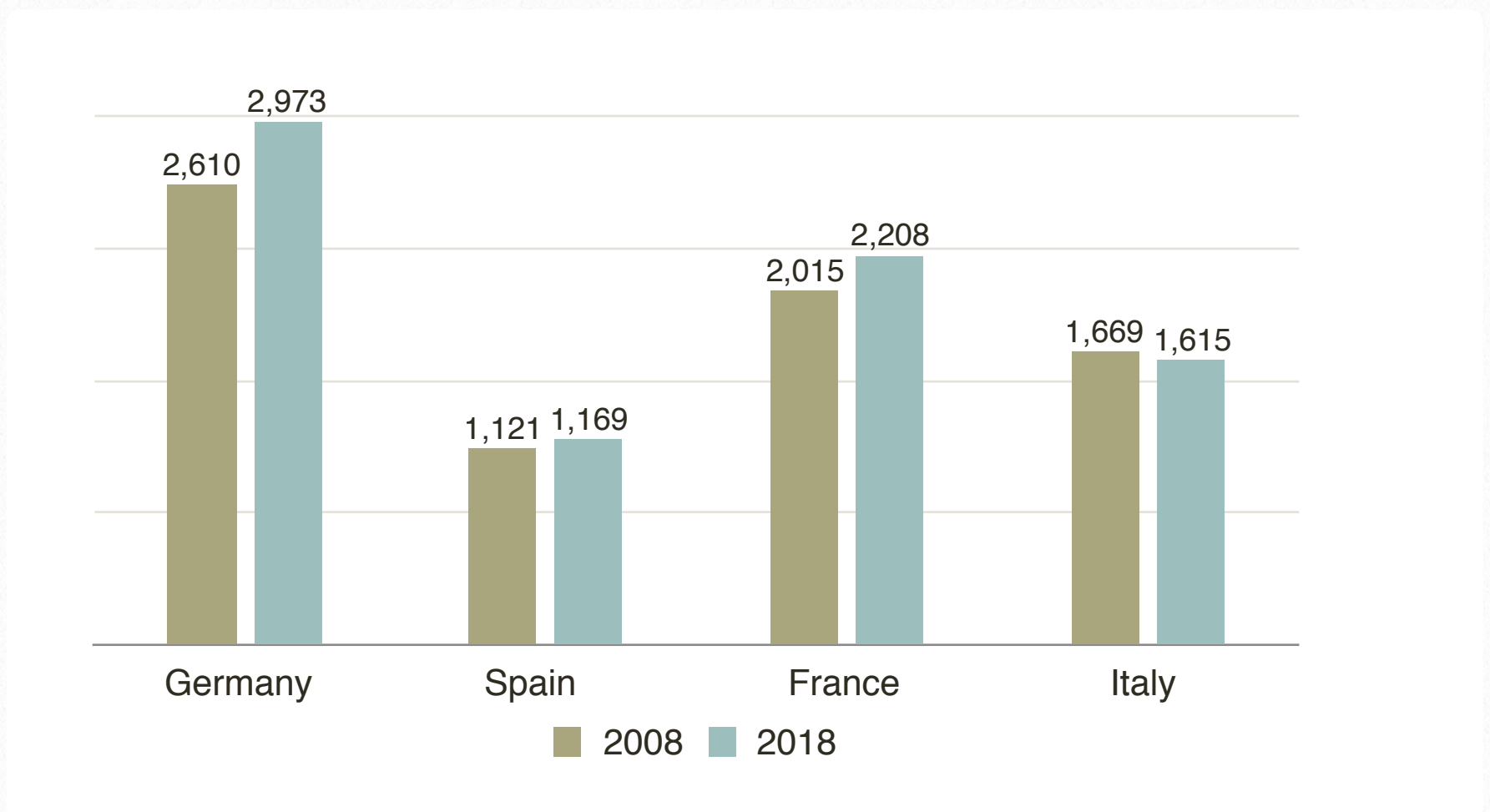
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**Chart 1 GDP, EUROPEAN COMPARISONS (2010=100)**




Source: Eurostat


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




Source: Eurostat




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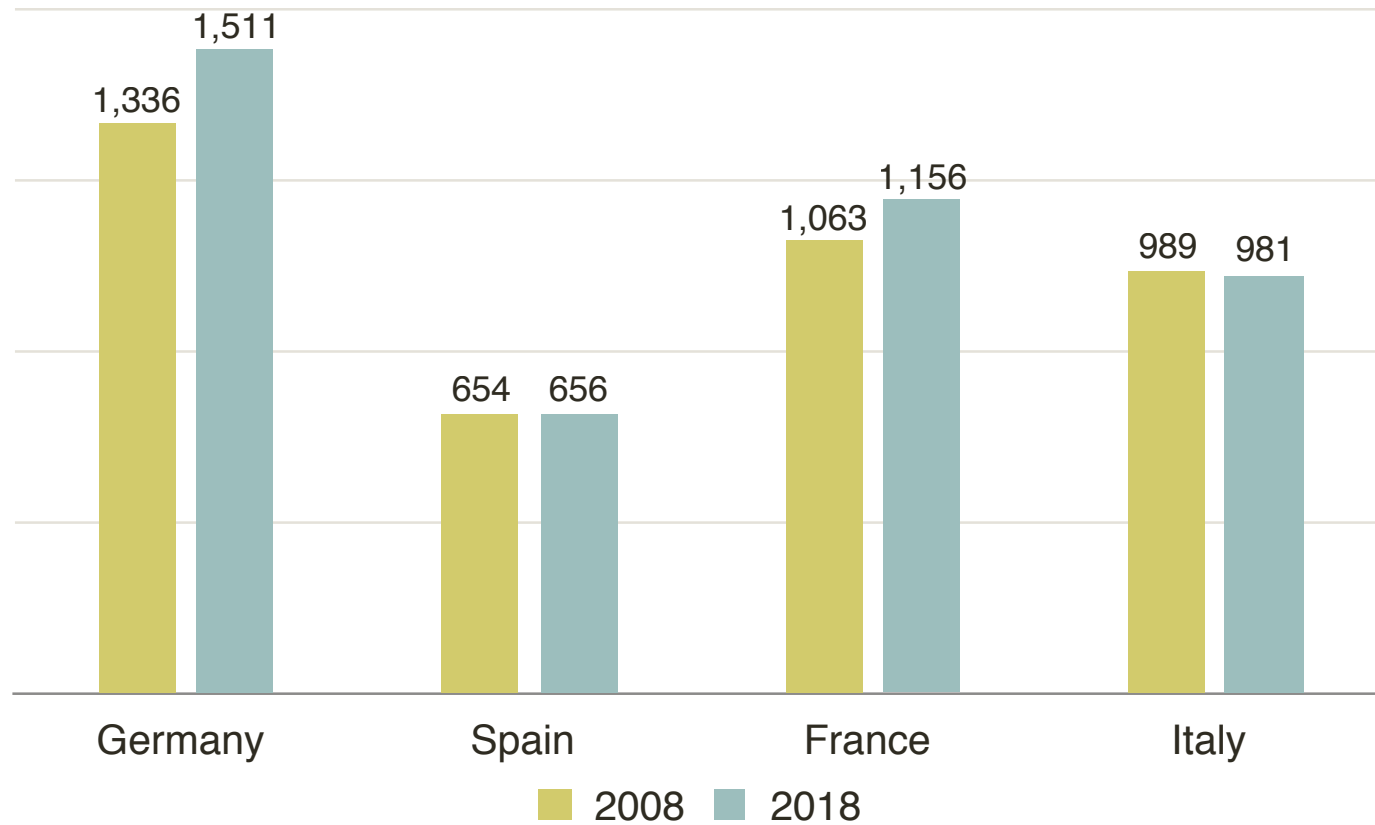
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**Chart 3 SPENDING ON CONSUMPTION, COMPARISON WITH PRE-CRISIS LEVELS (€BN AT LINKED VALUES)**



Source: Eurostat

to expressing only fractional rates. The latest statistical evidence, relative to the month of September (preliminary data communicated just a few days ago by ISTAT), reports a trend of high living costs of just 0.4%. Inflation relative to food prices is slightly higher, showing up to 1% growth, but as regards consumer prices for pasta products the situation is totally stagnant, with three episodes of deflation reported since the beginning of the year.

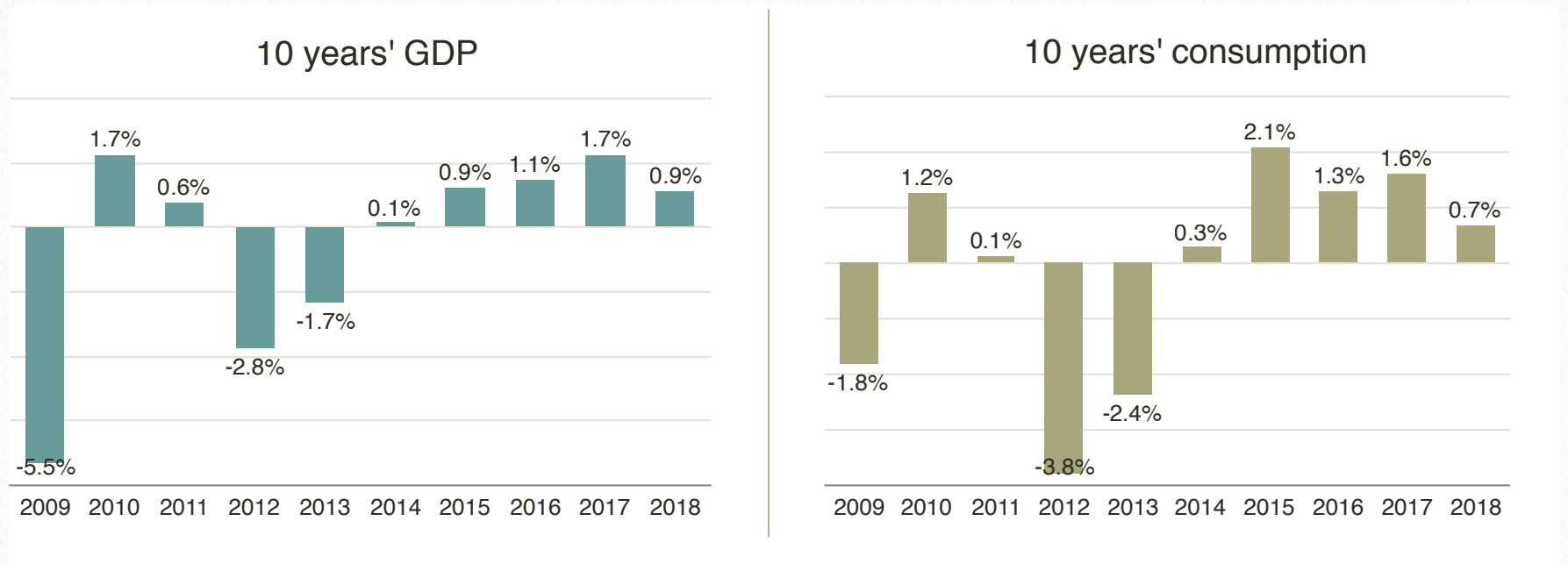
### **Crude: no longer in a state of alarm, the market remains in a “comfort zone”**

On the international oil markets, the price of crude per barrel has settled within the nor-

mal range again after the brief panic caused by the attack on the Saudi oil fields. The fundamentals suggest a picture of relative moderation of the prices in the coming months as well, with values that should remain around 60-70 dollars per barrel.

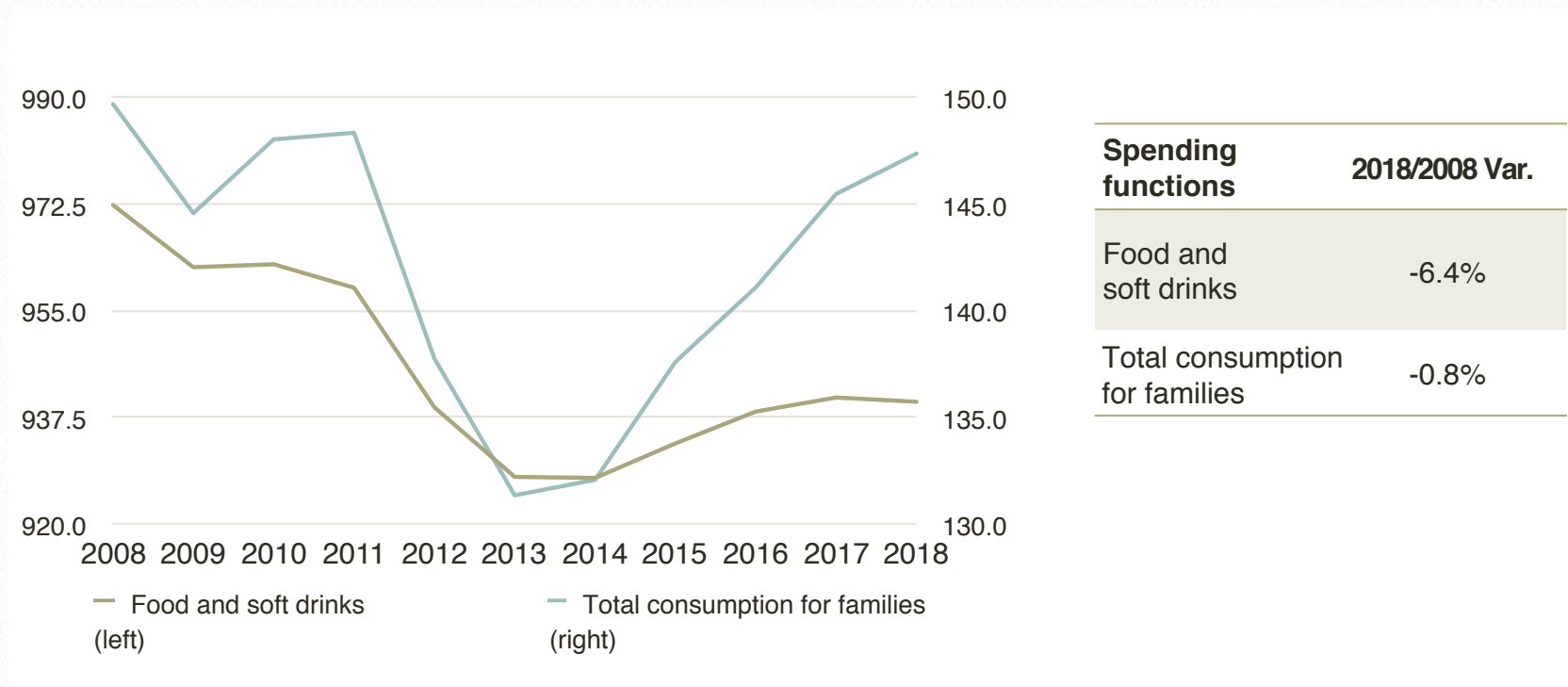
When it comes to ocean freight rates, the deficit of “high tonnage goods” along the South American-China routes has caused some tension, visible in the Baltic dry index chart, but the dip is expected to be short-lived, also in light of the generally moderated trends expected on the crude oil market. That means that “shipping” should not contribute as an inflationary element, either on the cost of shipping or on the final cost of the goods.

**Chart 4 GDP AND CONSUMPTION IN ITALY**



Source: Istat, Eurostat

**Chart 5 SPENDING ON CONSUMPTION IN ITALY (€BN AT LINKED VALUES)**



Source: Istat

## End of the “New Normal” in the USA? The ECB’s mini-bazooka keeps the dollar high

On currency markets, the diversity of monetary policies between the two shores of the Atlantic has weakened the European

common currency in its exchange ratio with the American dollar, generating an implicit competitive advantage in favour of the Old Continent. In the USA where growth remains strong and the interest rates are kept relatively high, the Federal Reserve has appeared recently more inclined to take an expansive approach,



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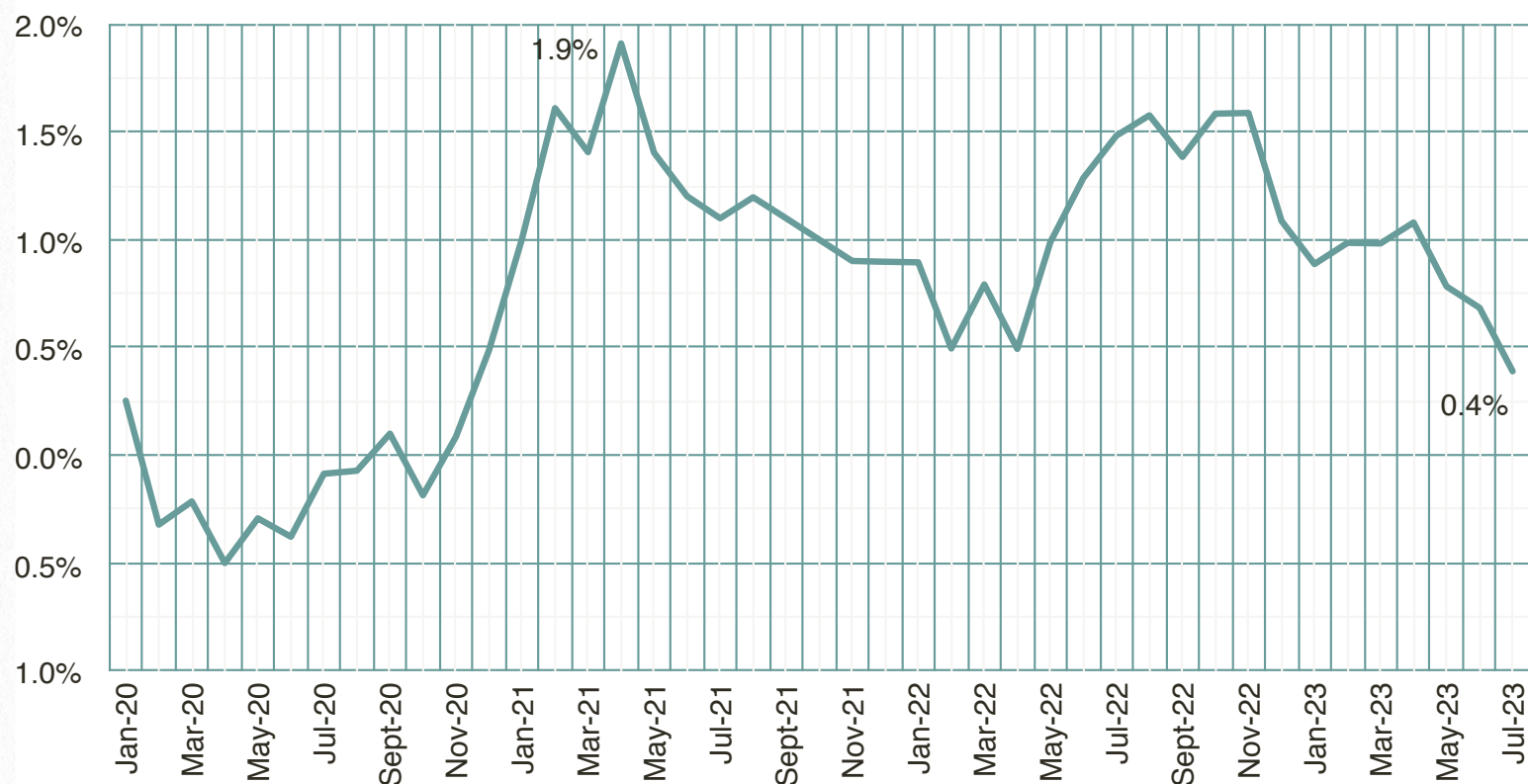
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Chart 6 INFLATION IN ITALY



Source: Istat

though its actual actions in that direction have been rather timid so far. On the contrary, the European Central Bank (ECB) has announced a new period of Quantitative Easing in the Eurozone which, starting in November, will proceed to the acquisition of €20 billion a month in bonds, in order to pour liquidity into the system. At the same time, the ECB has reduced the rates on deposits by 10 base points, measures which suggest a probable further weakening of the euro against the dollar.

## World trade is slowly picking up again, but protectionism is complicating the scenarios

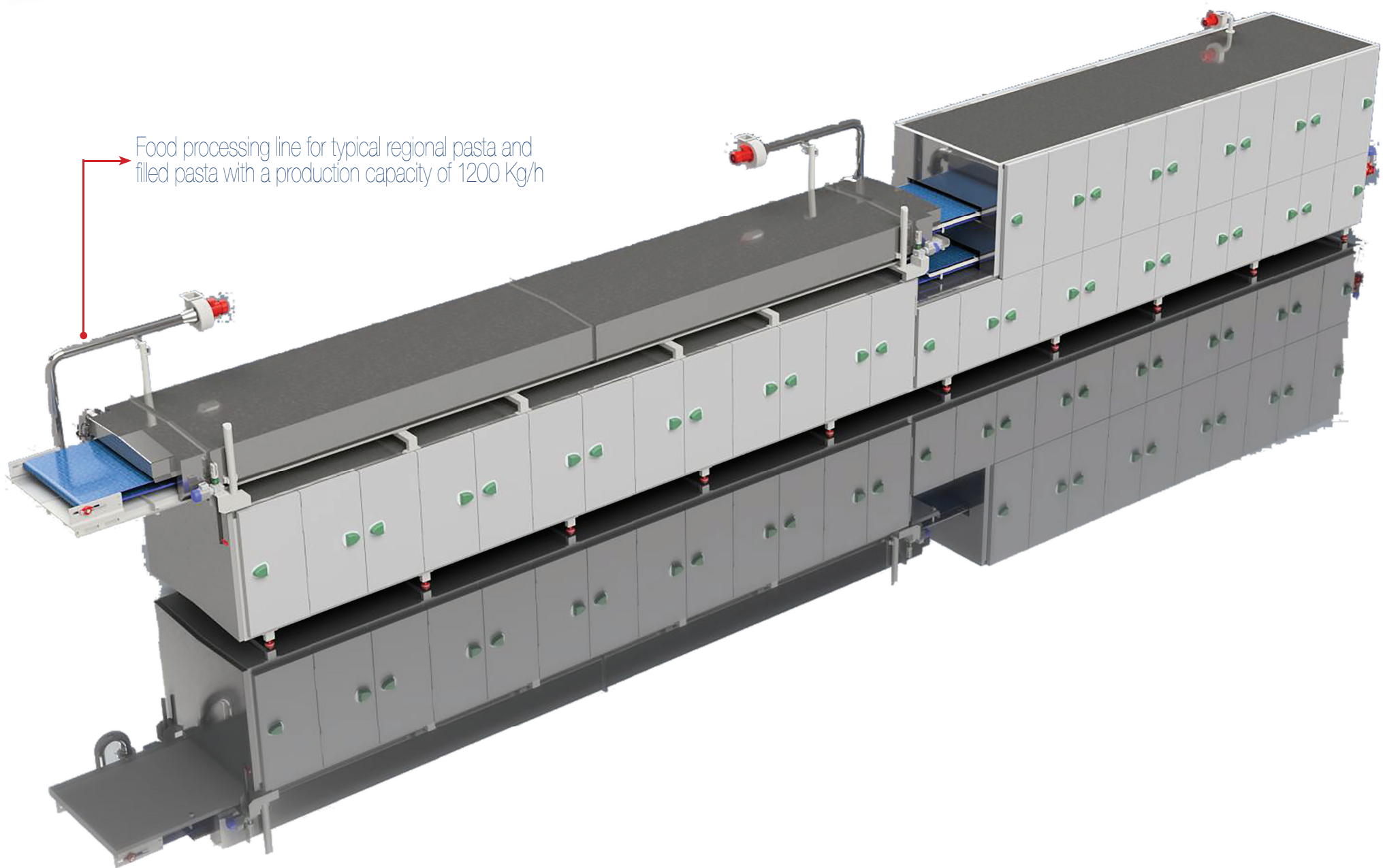
Expectations on the part of international analysts paint a gloomy picture with regard

to the trends of world trade, due to the continued protectionist policies of Washington and the risks of a worsening of the tariff war between the USA and China and between the USA and the EU. This year, the WTO forecasts an increase of 2.6% in world trade in goods, in relation to the actual physical movement of merchandise, a rate 3 tenths of a point below that of 2018. If the protectionist trend should deepen further, even that forecast might turn out to be overly optimistic.

In this context, in 2018 the surplus in the Italian balance of trade could go down for the second year in a row. The most recent data show a slowing of the dynamic trend of exports from +3.1% last year to +2.7% in the first half of 2019.

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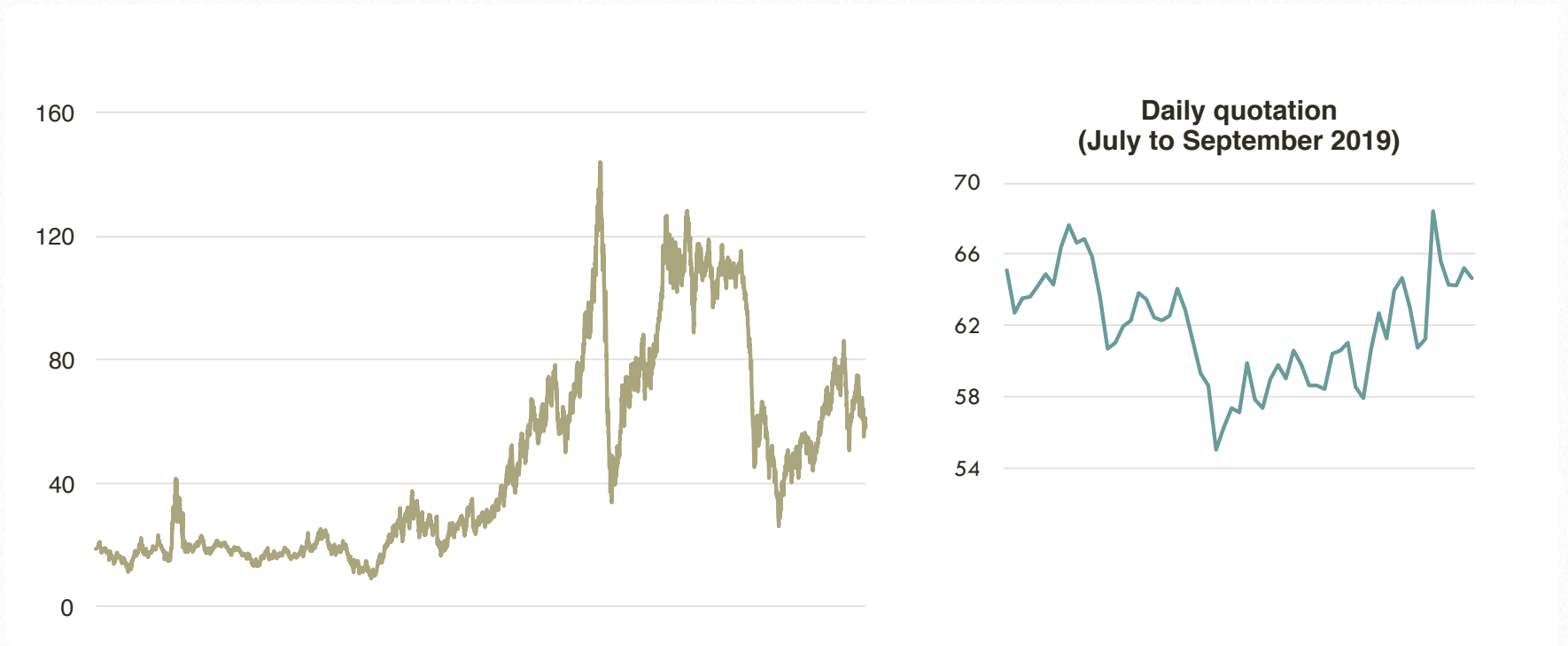
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**Chart 7 EUROPE BRENT SPOT PRICE FOB (DOLLARS PER BARREL) - 1987-2019**



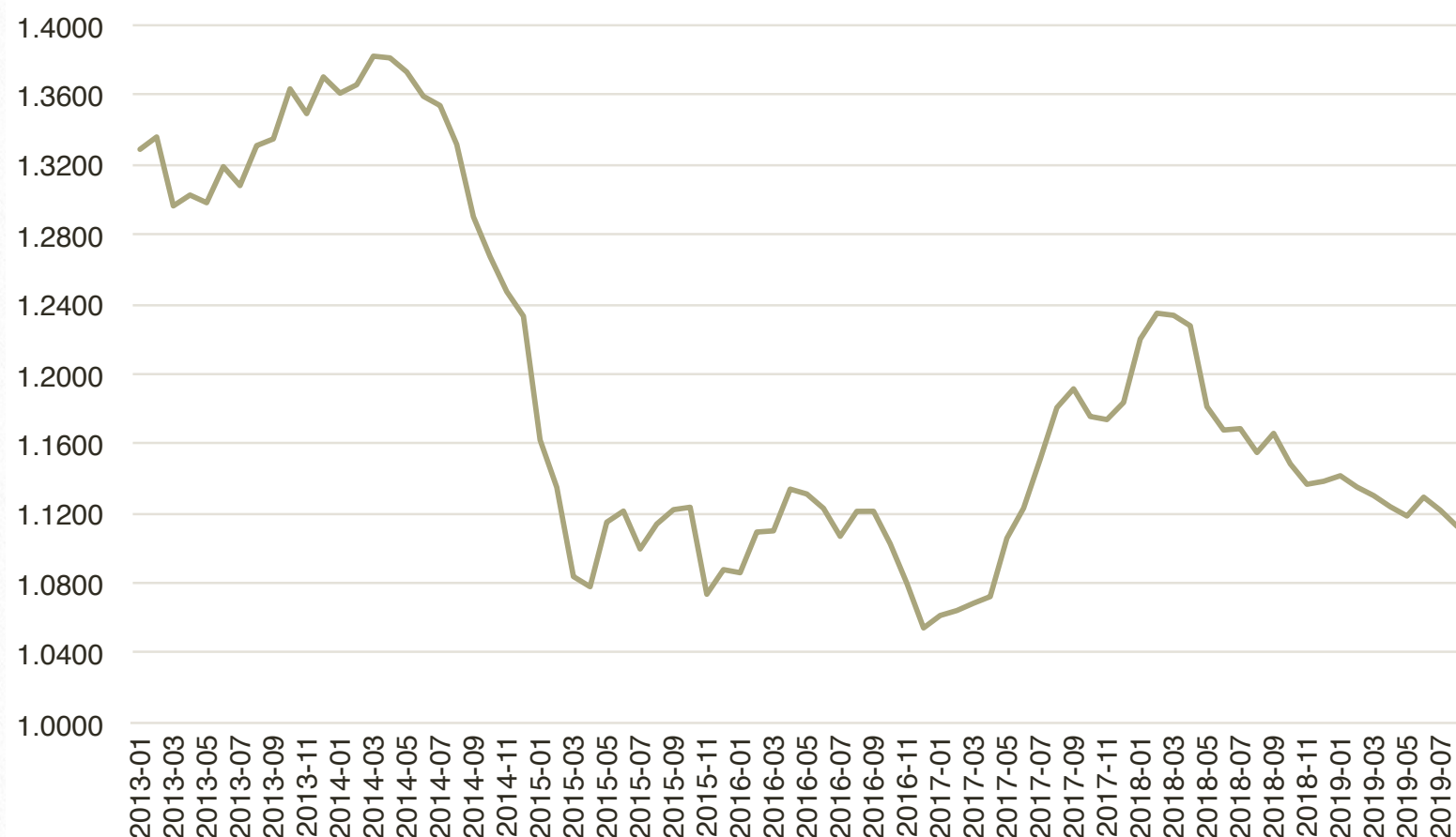
Source: Esa

**Chart 8 BALTIC DRY INDEX**



Source: Lloyd's list

**Chart 9 HISTORY OF EURO/DOLLAR MONTHLY EXCHANGE RATES**



Source: Banca d'Italia

## **Agrifood sector, exports are starting to pull out of last year's slump**

On the contrary, in the Italian agrifood sector, exports are showing a definite acceleration this year after their poor performance in 2018. Last year, sales abroad reported a growth rate of just 1.2% for the year, while this year growth has jumped (in the first six months) to +5.5%. At the same time, the deficit in the trade balance dropped from €2.1 to €1.2 billion.

## **Soft commodities still below the 10-year average, grains plunge**

The prices of farm and food commodities show a moderately positive trend for the year, with the Food price index, the synthetic indicator elaborated by the FAO, still below the average of the last ten years, however, as of August 2019. Grains reported the worst performance, losing 6.6% on average for the year. As regards other commodities, the balance is negative for dairy and cheese products and vegetable oils, while raw sugar has gained slightly after a prolonged period of negative prices. Meat products have increased in price by

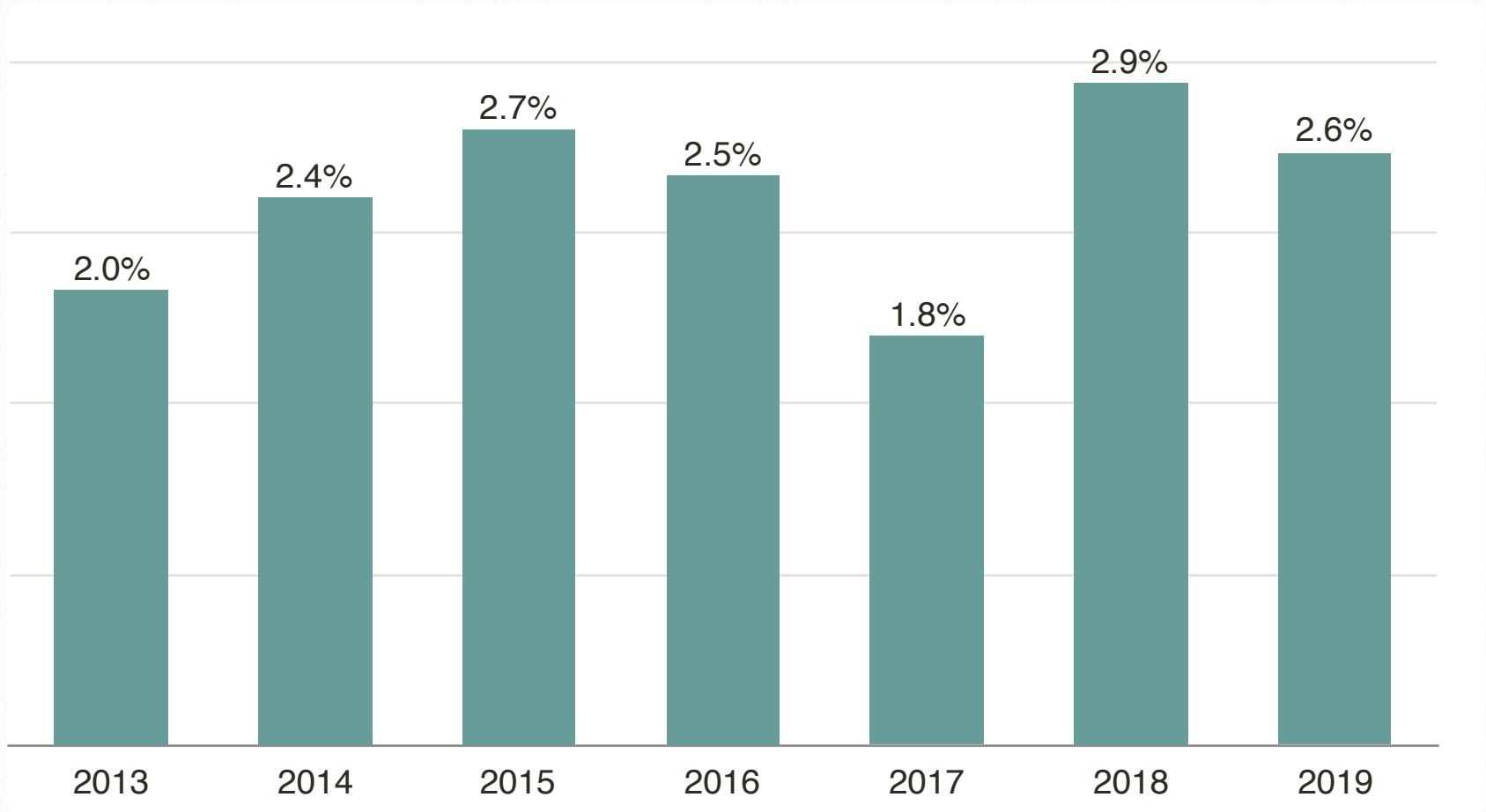


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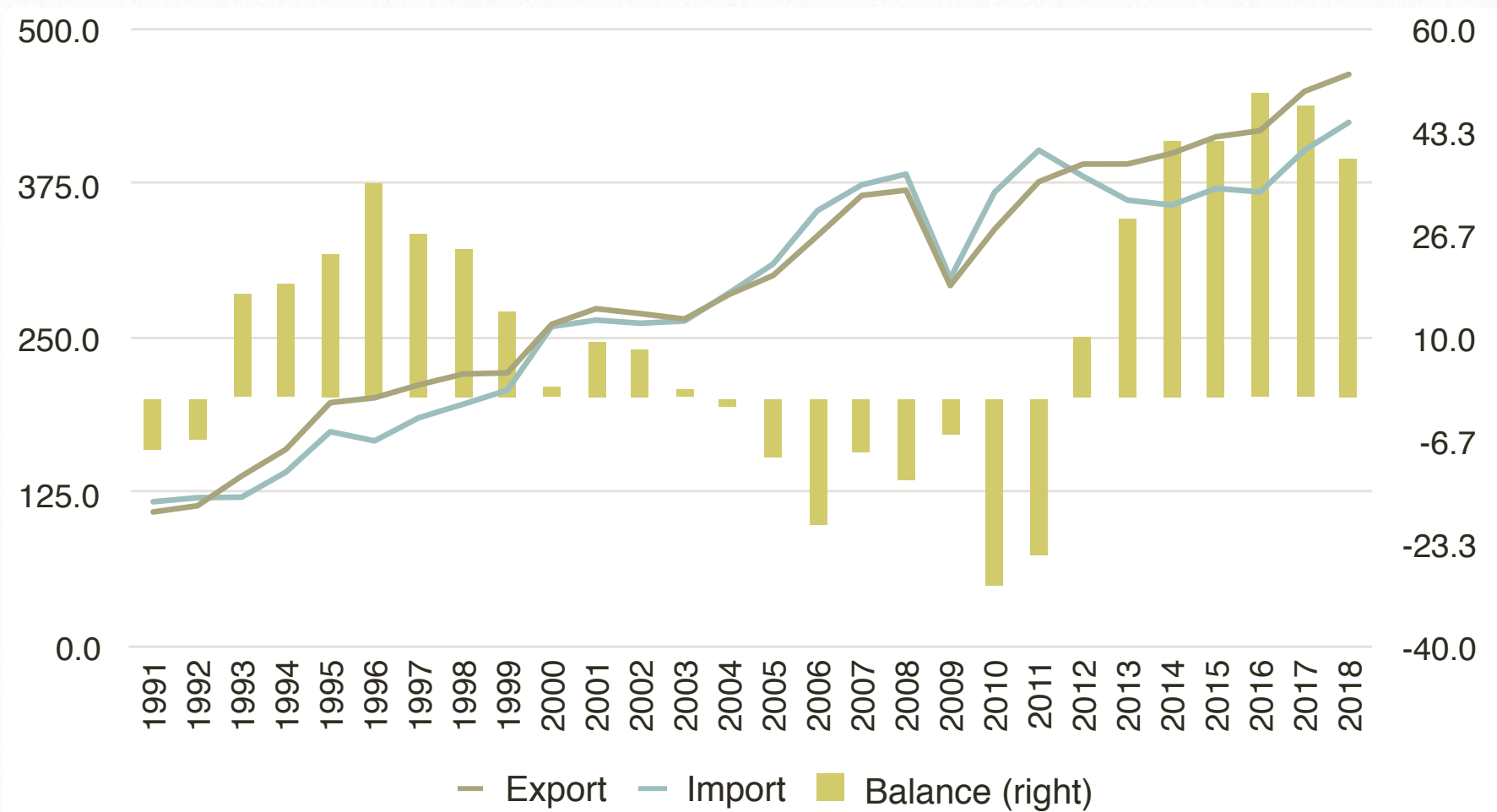
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**Chart 10 TREND OF WORLD TRADE IN GOODS (ANNUAL % VAR. OF “TRADE VOLUMES”- 2019 FORECAST)**



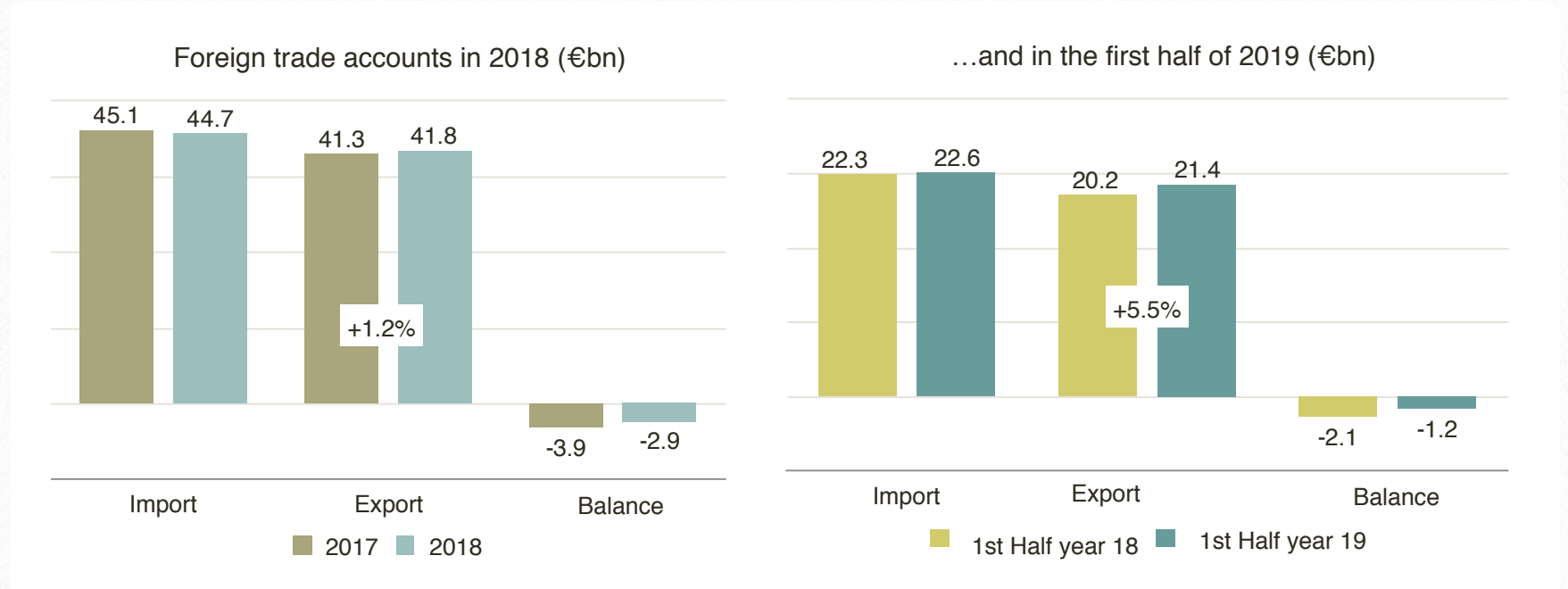
Source: Wto

**Chart 11 ITALIAN TRADE BALANCE (€BN)**



Source: Istat

**Chart 12 ITALIAN AGRIFOOD BALANCE (€BN)**



Source: Istat

7.8%, largely due to the deep cuts in pork imports as a result of the health emergency in China (where there is an epidemic of African swine fever), an event which has drastically reduced the offering worldwide and given a strong thrust to exports, especially of European meats, to the Asian giant.

### Grains, “glut on the markets”

The fall in grain prices reflects a strong improvement in production and stocks worldwide, especially as regards wheat. In this respect, the International Grains Council (IGC) is estimating, for the 2019/20 campaign, a growth in harvests worldwide of 4.2%, and a final stock level that is 2.2% above the past season’s. The outlook is for a positive balance in Europe as well, after a generally favourable season and a positive investment balance. The fundamentals for corn are not as robust, with a 2.6% re-

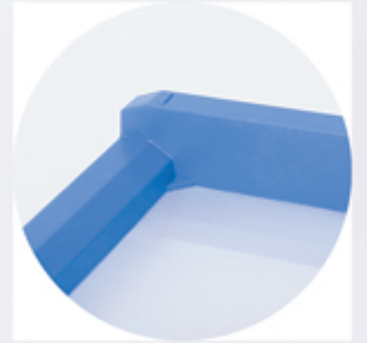
duction in production forecast by the IGC, and with ending stocks falling by more than 12 percentage points.

### For durum wheat, this is the fourth year in a row of falling imports. But Ottawa is betting on a comeback

For the fourth year in a row, Italy’s durum wheat imports were down in 2018. They have gone from roughly 2.8 million tonnes in 2014 to less than 1.8 million. In the first half of this year, however, there was a strong upward trend, with a jump of 21% in imports and a maxi increase in supplies of Canadian grain, whose share rose to 34%, from 5% in the first half of 2018. With Ottawa back at the head of the list of suppliers, France, Kazakhstan and Australia, all lost ground, while the influx of wheat from the USA gained strength in Italy.

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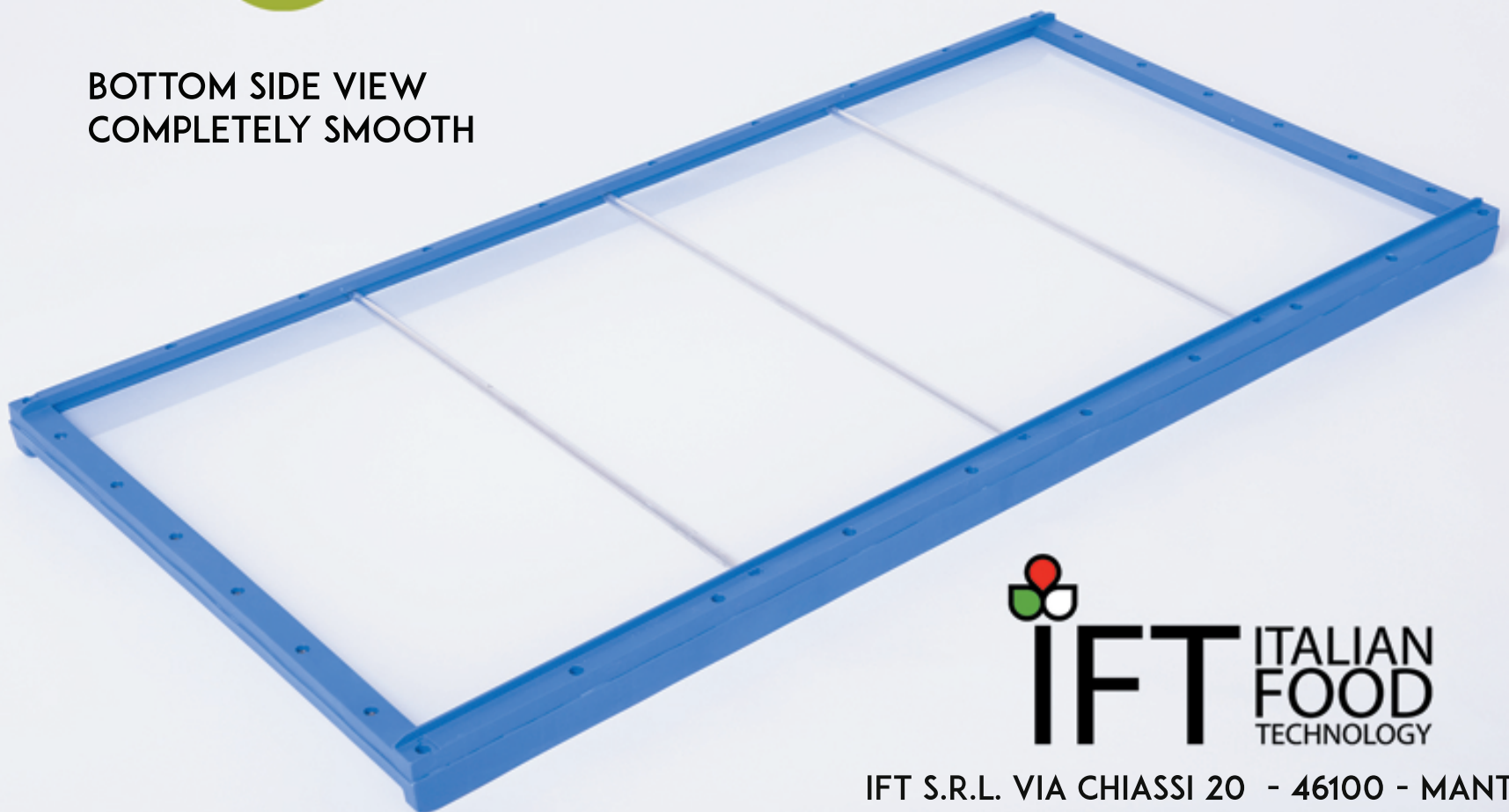


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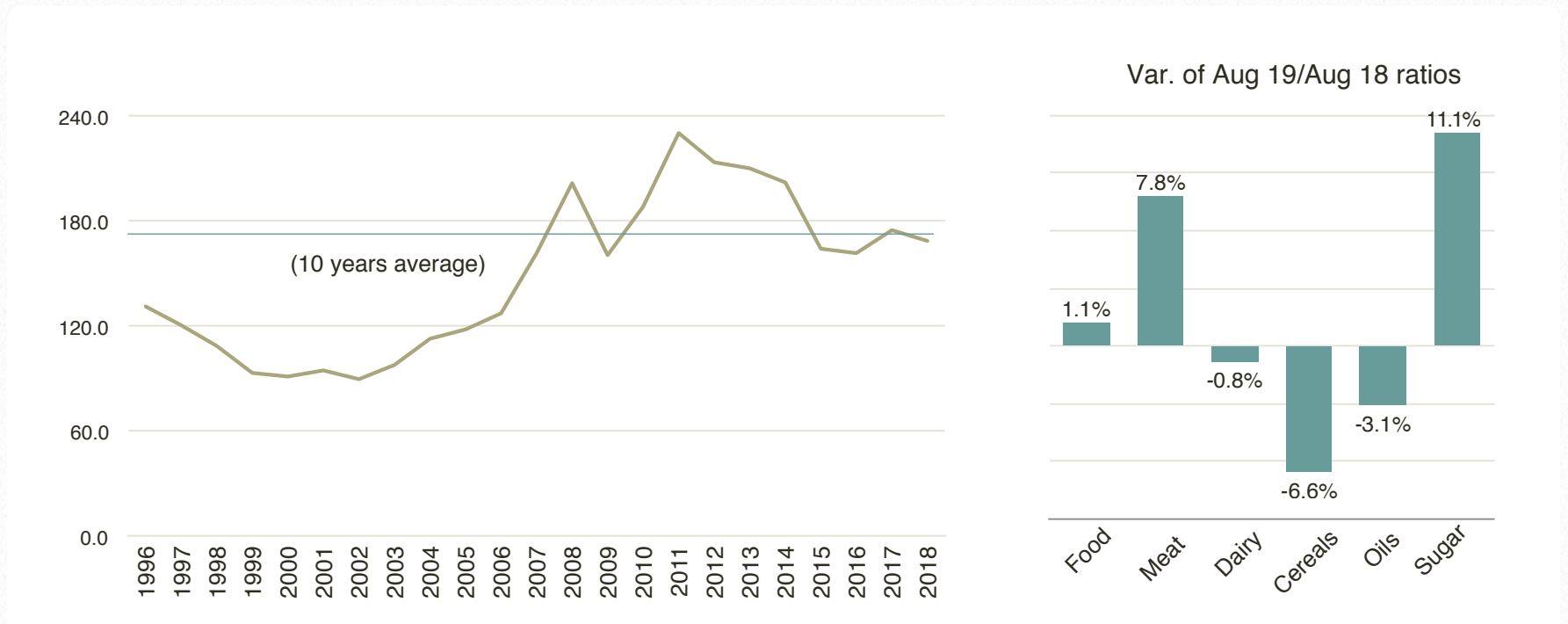
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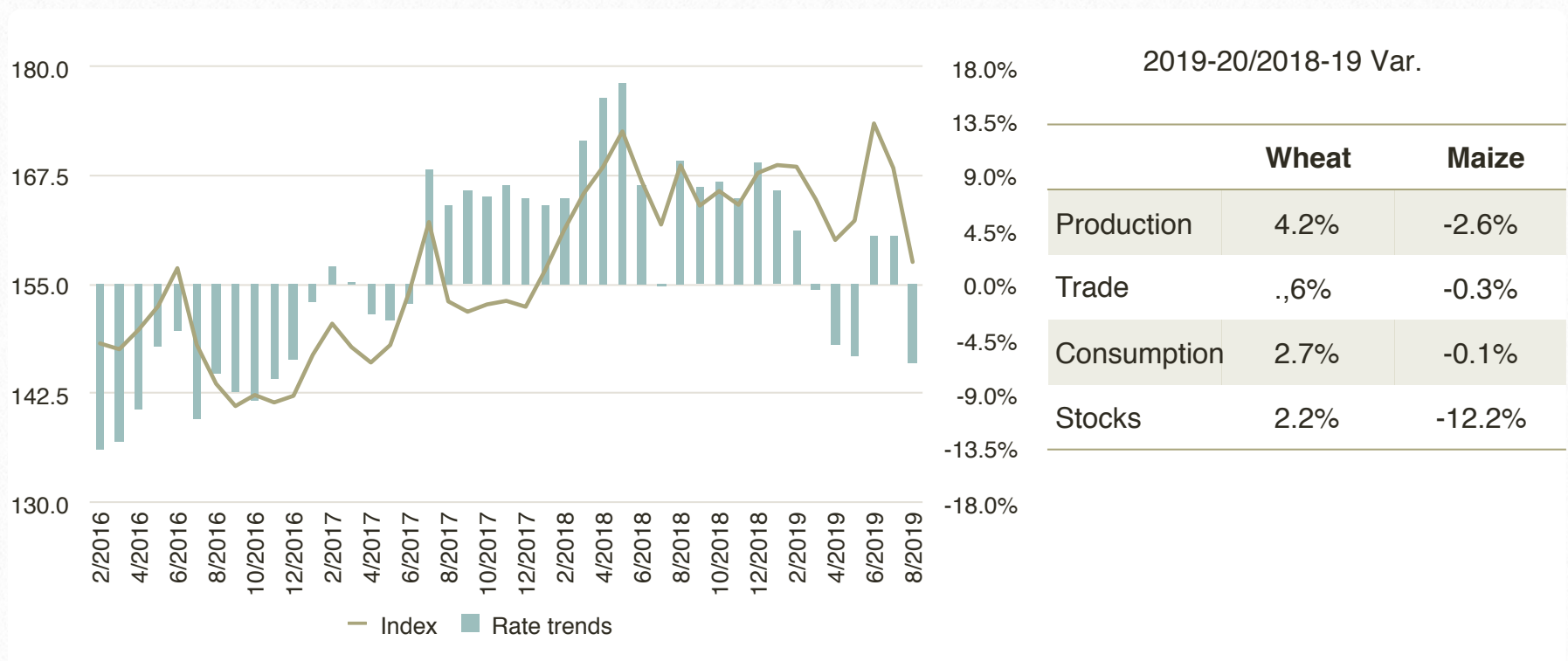


**Chart 13 FOOD PRICE INDEX (2002-2004=100)**



Source: FAO

**Chart 14 CEREALS PRICE INDEX**



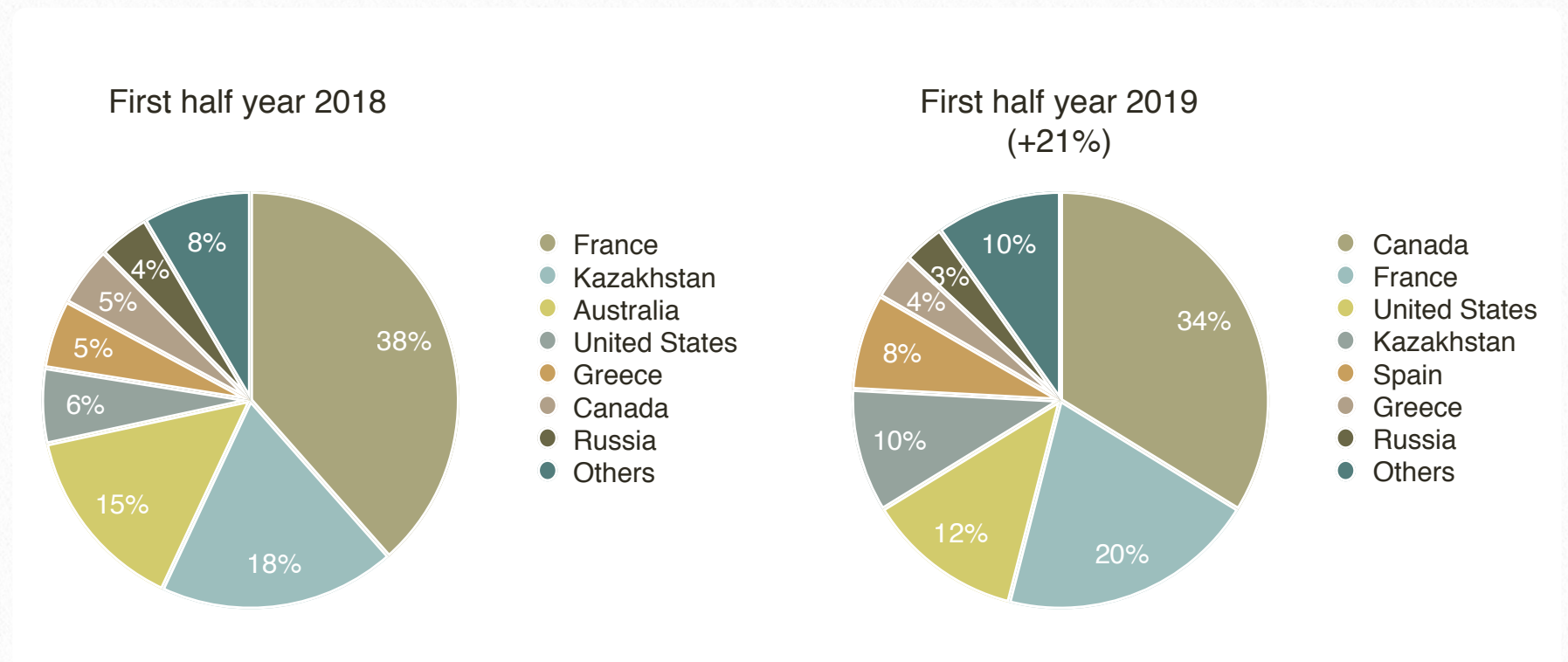
Source: Igc

## Italian pasta exports are showing strong performance, with “double digit” growth in the USA

For pasta exports, this year is expected to

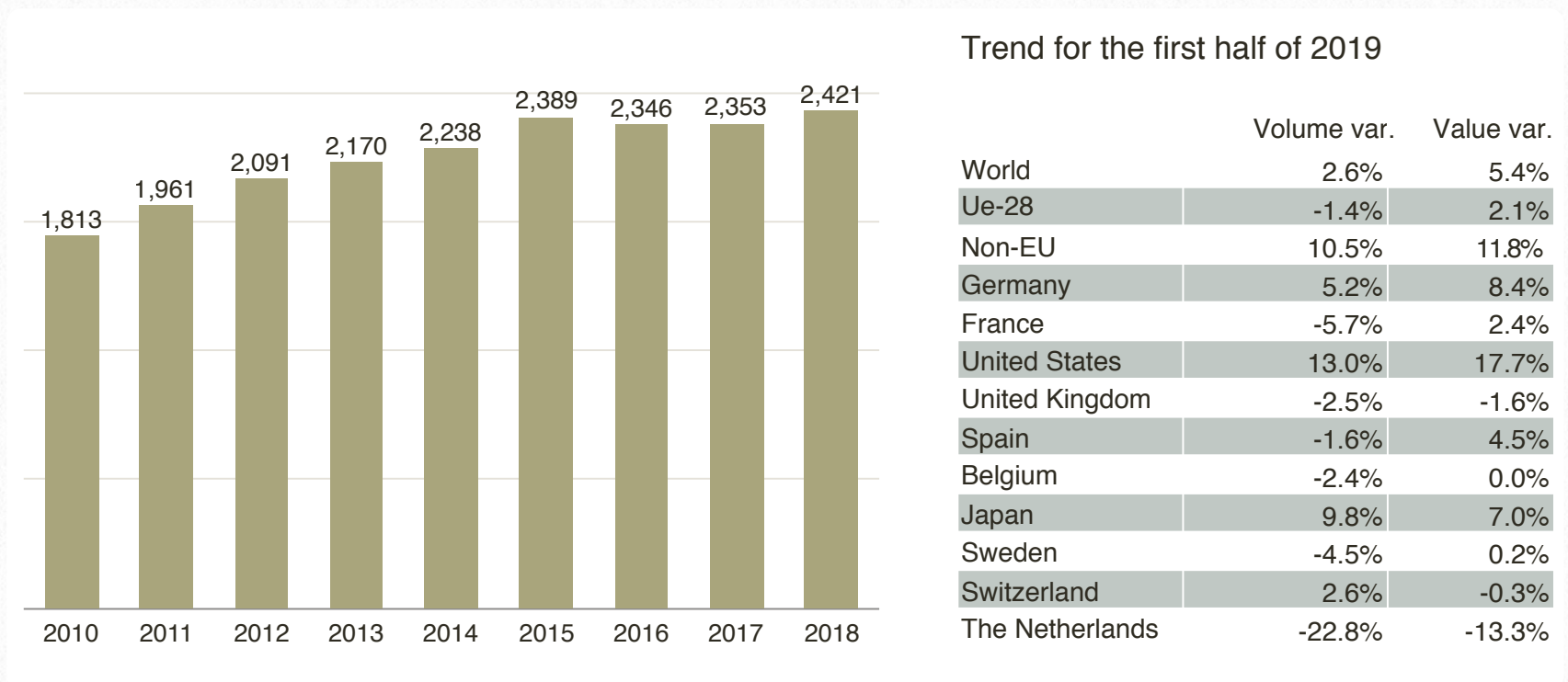
be another record year, with foreign sales that, based on the trends of the first half of 2019, could reach more than €2.5 billion for the first time ever. In the first six months of 2019, Italian pasta sales abroad grew by 5.4% in value and by 2.6% in vol-

**Chart 15 IMPORTS OF DURUM WHEAT INTO ITALY**



Source: Istat

**Chart 16 EXPORTS OF ITALIAN PASTA (€ MLN)**



Source: Istat

ume. Performance on extra-EU markets improved, with peak growth of 18% in the USA, value-wise. Exports to Japan are also improving (+7%). In the EU, the only country where Italian pasta sales were

slightly weaker was the UK, while sales improved in Germany, which remain the primary market for Italian pasta.



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**Table 1 FOCUS ON PRICES (LATEST QUOTATIONS)**

REST OF THE WORLD	Unit of measure	Price	Annual var.
Canada CWRS 13.5 (Spot)	\$/ton	208.34	-10.8%
Canada CWAD 13 (Spot)	\$/ton	242.88	9.1%
Canada CWRS 13.5 (Forward November 2019)	\$/ton	209.81	-10.2%
Canada CWAD 13 (Forward November 2019)	\$/ton	234.06	4.1%
US No 2 Hard Red Winter (HRW)	\$/ton	198.00	-16.0%
US No 2 Soft Red Winter (SRW)	\$/ton	205.00	-3.0%
EU France Grade 1 (Rouen)	\$/ton	182.00	-23.0%
ITALY	Unit of measure	Price	Annual var.
Fine durum wheat Foggia	€/ton	260.00	15.6%
Fine durum wheat Northern Bologna	€/ton	230.00	4.5%
Fine durum wheat Central Bologna	€/ton	240.00	4.3%

**Table 2 BALANCE OF GLOBAL PROVISION OF DURUM WHEAT (MLN TONNES)**

	2018/19	2019/20	% Var.
Production	38.1	36.5	-4.2%
Availability	47.3	45.9	-3.0%
Consumption	37.3	37.6	0.8%
Final stocks	9.4	8.2	-12.8%
Stock-to-use ratio	25.2%	21.8%	-

Source: Igc

## Focus on prices, as durum wheat gets back in gear

The scene for fundamentals, with regard to durum wheat, makes it clear that, on the price front, there has been a complete re-

versal of the negative trend experienced in recent years.

Unlike the common wheats, which are experiencing severe depression on international markets, durum wheat found several elements of support in real variables, with world production declining by 4.2% (IGC

estimates) and a level of stocks that should no longer be “reassuring” and, indeed, is expected to fall by 12.8% at the end of the 2019/20 season.

This situation has already led in Italy to price increases by as much as 16% on the Foggia grain exchange (compared to the quotation a year ago), with values currently around €250-260 per tonne. The same evidence is seen on the Canadian markets, where prices more than 9% higher are reported on an annual basis for the CWAD 13, for spot contracts.

Production is down by 11.2% in Canada and by over 22% in the USA. In the EU, reductions between 8 and 10 per cent are forecast, while in Italy the 2019 harvest is expected to yield around 4 million tonnes, down about 3 percentage points year by year.

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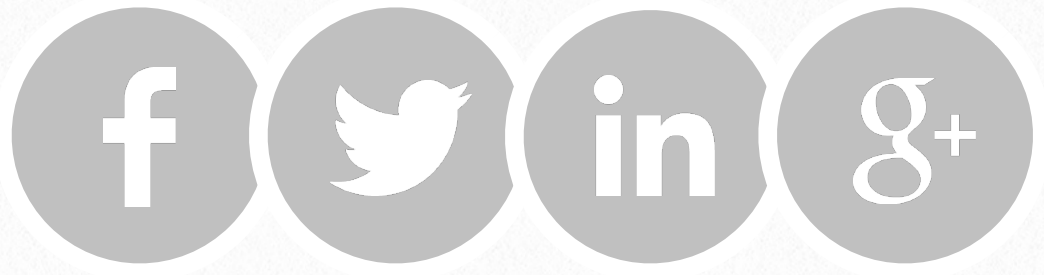
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6



## ***Proceedings of the Pastaria Festival 2019.***

# **Precision agriculture for the production of quality pasta**

**Giovanna Visioli\***, **Gabriella Pasini\*\***, **Francesco Morari\*\***

\*Department of Chemistry, Life Sciences and Environmental Sustainability, University of Parma

\*\*Department of Agronomy, Food, Natural resources, Animals and Environment, University of Padua



Here is a brief summary of Giovanna Visioli's contribution at the conference *From the field to the table: state of the art of research applied to pasta* held at the recent edition of the Pastaria Festival (Parma, 27 September 2019).

There is no doubt that today's agriculture must tackle the enormous problems linked to climate change, soil protection and the ever-increasing demand for food due to the exponential growth in world population.

Technology in agriculture has made, and continues to make, giant steps forward: from the early twentieth century, with the advent of mechanization, followed by the green revolution up to the present day with its Precision Agriculture 3.0 and Digital Agriculture 4.0. The term Precision Agriculture (PA) refers to a business management strategy that uses technology (e.g. drones, satellites, sensors) to acquire data and information that help out in decision-making aimed at agricultural production. In the field, the aim is to manage the variability of soil and crops in order to improve production, minimize environmental damage and raise the quality standards of agricultural products. It can be applied to different farming practices such as sowing, fertilizing, irrigation and plant protection treatments. In the case of wheat, PA makes it possible to distribute nitrogen-based fertilizer at a variable rate based on the different areas of soil fertility and plant vigour (Morari et al., 2018). This permits maximization of yields while at the same time reducing nitrogen emissions into the atmosphere and nitrate leaching in vulnerable aq-

uifer areas such as the Po Valley. In the project coordinated by Prof. Morari (Department of Agronomy, Food, Natural Resources, Animals and Environment - DAFNAE at Padua University) a prototype was created and validated to optimize nitrogen fertilization of durum wheat based on medium-term climate predictions. The project also aimed to verify how PA can be exploited to select and separate, directly in the field, different qualities of grain which can therefore be designated to different uses in the food processing industry. Durum wheat quality depends on the nitrogen content in the grain and, in particular, on the quantity and composition of gluten proteins (gliadins, high- and low-molecular-weight glutenins) and on the relationships between the different classes of proteins. In this project, Biensur, a high-yield variety of durum wheat which also has a good nitrogen content and excellent gluten protein characteristics (Visioli et al., 2018), was sown over an area of 13.6 hectares at the Miana Serraglia farm in Mira (Province of Venice, Italy). The field was divided into areas with high, medium and low soil fertility. For the variable rate application (VRA) of fertilizer, measurements carried out on the soil and biomass using sensors placed on tractors, drones and satellites were integrated with the results of a mathematical model capable of simulating wheat growth.



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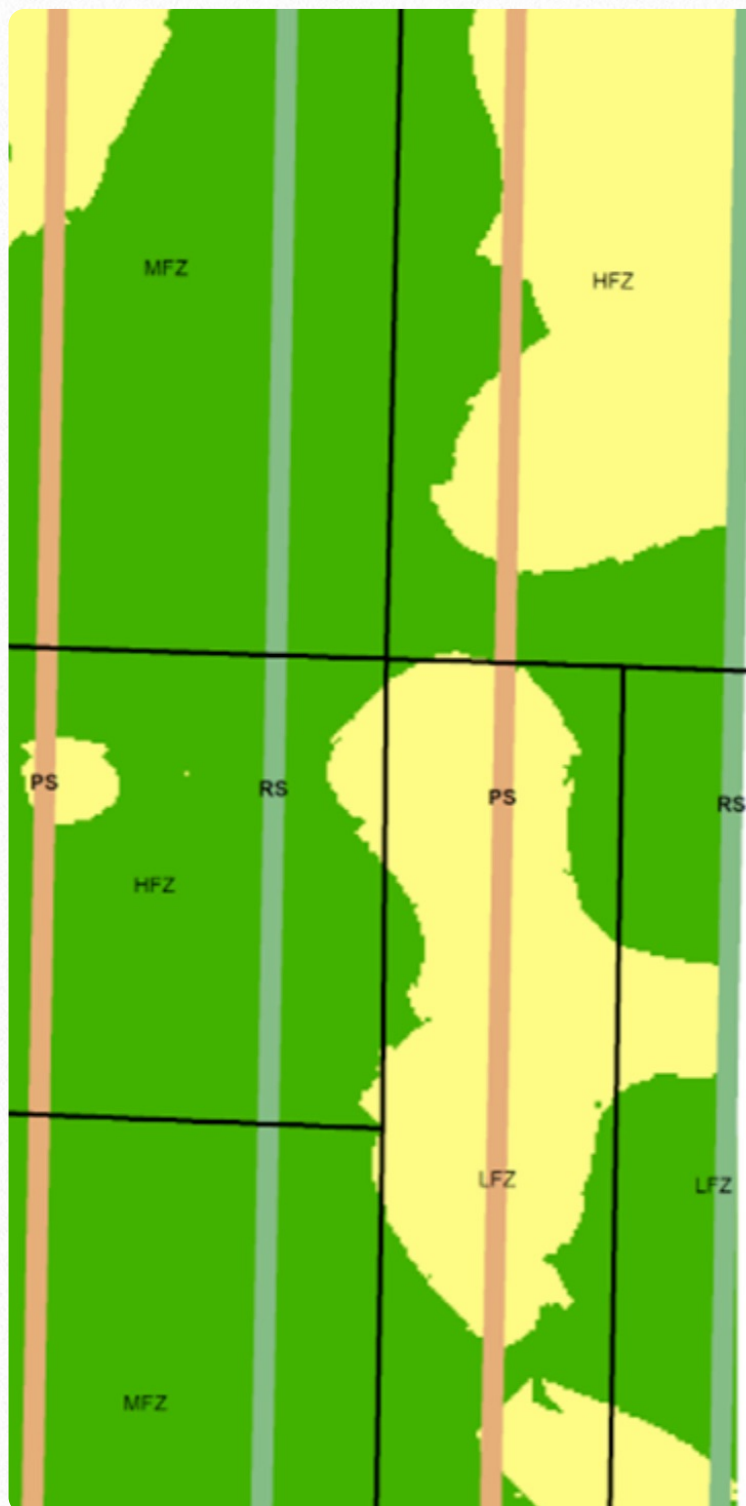
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**Figure 1** MAP OF FIELD AND PRECISION HARVESTING: YELLOW ZONE: PROTEIN <13%, GREEN ZONE: PROTEIN >13%



In this way, prescription maps were created to supply just the right amount of nitrogen to the crop at the right time of vegetative growth. In the context of also validating the quality of the grain, before harvesting, ears of wheat were taken from 120 points in the field in zones subjected to VRA. In the laboratory, after separating the grain from the husks and milling the sam-

ples, gluten proteins were extracted using a standardized protocol (Visioli et al., 2016).

Precision harvesting was then carried out with a combine harvester, selecting two zones: one with a protein content of over 13% and the other with a protein content of less than 13% (Figure 1). Milling of these samples provided the semolina from

**Table 1** CHARACTERISTICS OF THE 2 PASTA TYPES MADE BY TAKING GRAIN WITH DIFFERENT PROTEIN CONTENT FROM THE FIELD

PASTA	Optimum cooking time (min)	Weight increase	Dry residue in g (%)	Maximum cutting force (N)
≥ 13 protein	8a	109.4 ± 5.3a	3.6 ± 0.6b	2.9 ± 0.6a
≥ 13 protein	7.30b	96.7 ± 5.4b	4.4 ± 0.3a	2.1 ± 0.6b

which the “precision pasta” was made. The two types of pasta, characterized by a different protein content, were subsequently compared to confirm the different qualitative characteristics.

In particular, the pasta made with semolina with a protein content of >13% had a higher yield, greater firmness in cooking and lower cooking loss (Table 1).

In conclusion, with a view to greater sustainability in the durum wheat supply chain, PA can be functional not only for optimizing harvests but also in selecting the raw materials for obtaining quality pasta. Increasingly radical agricultural mechanization can therefore help select raw materials in the field for use in the production of differential foods in the processing industry.

## Acknowledgements

Project no. 2017-2194 was financed by AGER (Partnership of Foundations for Agri-food Research) as part of the Technological Transfer tender. A video showing the

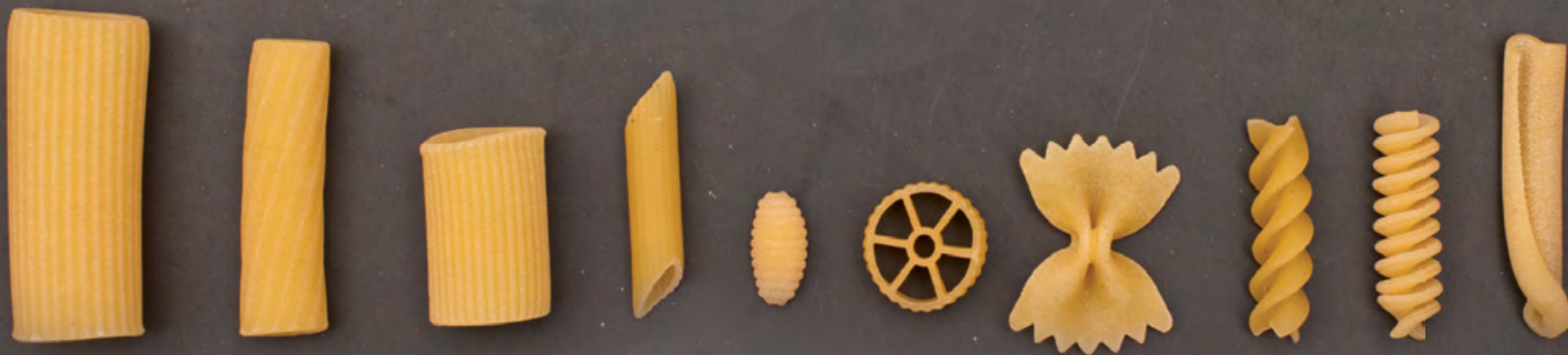
various phases of the project is available at the following link:

<https://www.youtube.com/watch?v=uQidouxYgDY&feature=youtu.be>.

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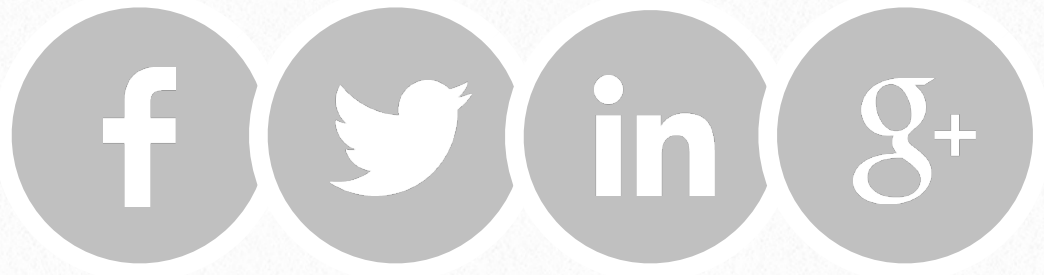
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# 7



## Coop Report: Italians spend less time cooking

Pastaria Centre for Economic Research



Food deliveries and takeaways are flying high. Food is still key when it comes to making shopping decisions, but Food & Beverage is underperforming with respect to general consumer spending, despite low inflationary pressures. Lack of confidence and low incomes curbed spending in 2018, whilst the North-South divide widened.

Italy is the country with the “least” middle class in Europe. Moreover, the sense of powerlessness and a sort of resignation to not strictly virtuous dynamics, that are typical of Italy, intensify the sense of insecurity and fragility, and also condition the spending decisions of families.

The 2019 Coop Report on the economy, consumption and lifestyles of Italians, published in recent days in digital format, draws a picture of a country that is dominated by a feeling of unrest. More than half of those who consider themselves middle-class complain of economic difficulties and 25% of them is unhappier than their European counterparts, believing that the only way to achieve success is to be born into a wealthy family, have the right contacts or even rely on good fortune.

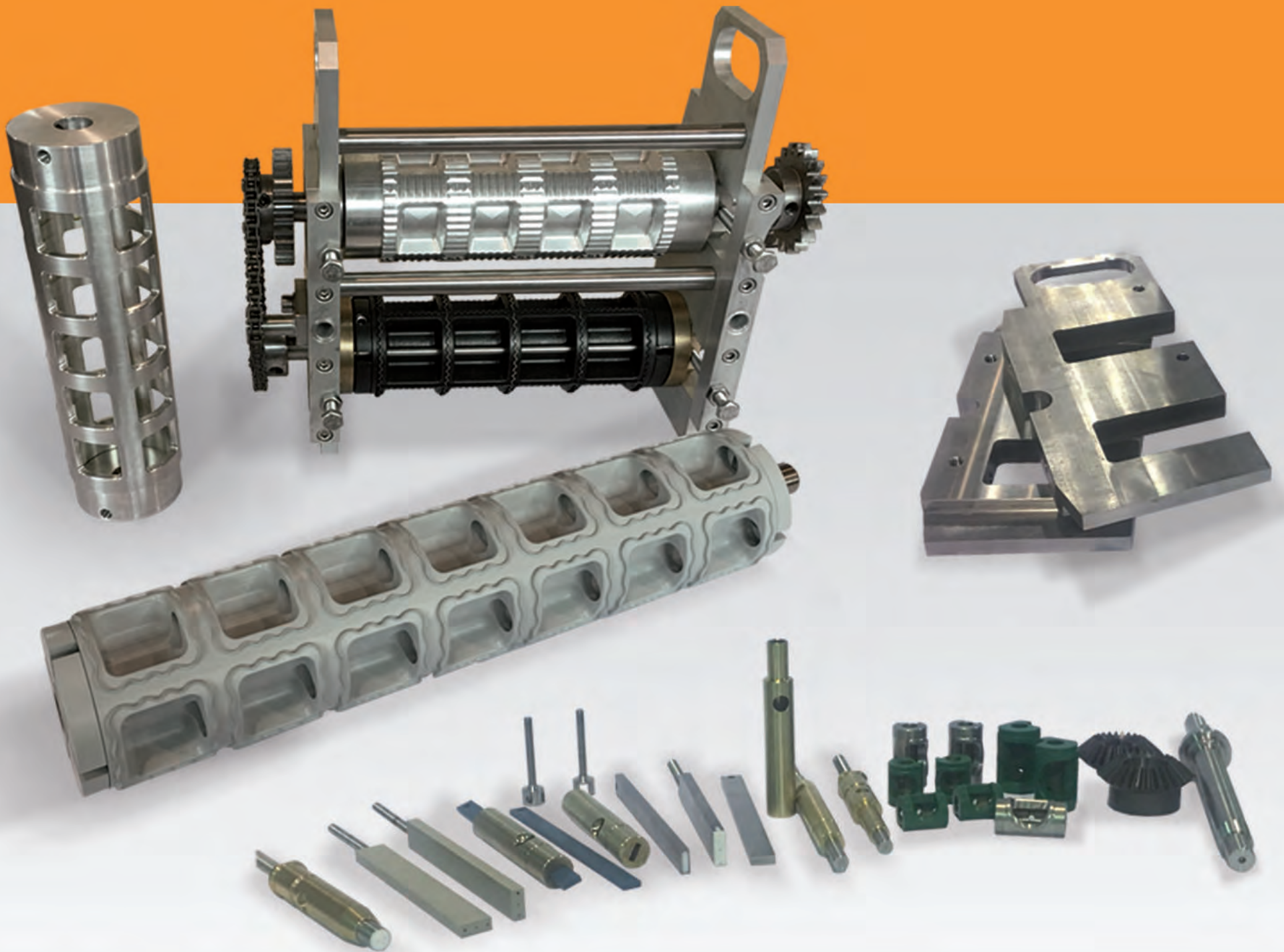
In this climate of distrust, it is no accident, therefore, that in 2018, following five years of growth, albeit moderate, there was already an about turn in average family spending, which, in real terms, fell (taking into account the inflationary dynamics) by 0.9%. At a national level, the gap between the north and south of Italy has widened still further. This, against a backdrop where food has also experienced a standstill, following three years of growth that have still not guaranteed a return to pre-crisis consumption levels, with a gap which remains of 5 percentage points.

The report says that Italians, who are both prudent and cautious, have not only reined in on their spending (64% stated they “only spend on what’s necessary”), but have also eased off on their financial investments, favouring bank deposits and bolstering their liquidity reserves.

Significant changes have also emerged in daily behaviour. The “flight from cookers”, a phenomenon that has been under way for some years, has raised the incidence of out of home spending, with “away from home” which, in the food sector, last year generated a turnover of €84.3 billion, against the €149.7 billion figure that ISTAT’s data, on the other hand, attributes to food consumption within the home. Italians prefer not to cook, spending an average of 37 minutes in front of the cooker, compared to an hour spent there twenty years ago. The flip side of the coin, when it comes to this phenomenon, is the sharp rise in demand for food deliveries and the fashion for takeaways, something that is more common in large urban areas.

The report also observes that food is still key when it comes to shopping decisions, but Food & Beverage is underperforming with respect to general consumer spending, despite the lower inflationary pressures of recent years. The trends of the first half of 2019 confirm a recovery in the consumption of meat, cured meat and

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above all vegetables, but trolleys are increasingly carrying instant foods, with ready-to-eat products recording, in terms of value, a year-on-year rise of 9.3%. The grocery sector, a category that also includes pasta, has grown more slowly, with a meagre +1% in value in the first six months of the year (compared to the same period in 2018), a result that however also includes the increase in retail prices. It is important to note that whilst spending on smartphones, by Italians, has fallen,

for the first time ever (-1.6% from January to July 2019), there has been a boom in the sale of “instant pots”, the electric saucepans that significantly reduce meal preparation times (+72.8% sales in the first seven months of the year). The concept of “courses” is also on the wane, explain the analysts. Instead of the traditional first and second courses, there is a tendency to favour snacks and fruit and vegetables, preferably fresh and pre-prepared produce, washed and pre-



cooked and, irrespective of the products, the choices tend to zero in on anything that can be seen as a ready meal.

Fibre and protein crowd out fats and carbohydrates. What also emerges from the study is that 78% of consumers are reassured by Italian provenance. The value aspects associated with food, in addition to the provenance, place growing emphasis on sustainability and protection of labour. The “social” aspect overridingly makes its way onto the dishes of Italians, whilst the environment, in the perception of consumers, now represents a key component in a company’s reputation.

Against this backdrop of low inflation and a general slowdown in consumption, the map of the Italian distribution system has highlighted that in 2018 there was a further drop in the number of retail businesses in the food sector, that, according to the figures released by the Italian Ministry of Economic Development and elaborated by Federdistribuzione, have fallen to just over 253,000. The trend is similar in modern distribution, which accounts for fewer than 26,000 points of sale, albeit with different trends, depending on the formats. Hypermarkets and convenience stores have confirmed the backwards path recorded in 2017, whereas supermarkets (including superstores) and discount stores are gaining positions.

The role of modern distribution has grown by 3 tenths of a point, rising to 74.5% of market share, thanks above all to the drive of the hard discount stores that have jumped to a 13.9% share, from a 13.1% share in 2017. In contrast, traditional shops (small retailers) are still losing ground, whereas the channel made up of itinerant traders, outlets, direct sales and e-commerce has improved marginally.

Of significance, in the analysis by Federdistribuzione, is the controlling role of large-scale retailers. Moreover, the organisation writes that in a scenario of consumption that is still weak in the 2008-2018 period and in the face of a 21% cumulative increase in tariffs and services and inflation at 12.5%, the prices of packaged products (groceries) in the modern sales channel have increased by 3.4%.

The balance sheet for the last twelve months has nonetheless revealed a first drop in the promotional pressure by super and hypermarkets. In 2017 it was 31.1%, always in relation to grocery products, but in 2018 it fell to 30.3%, reaching the lowest figure since 2014.

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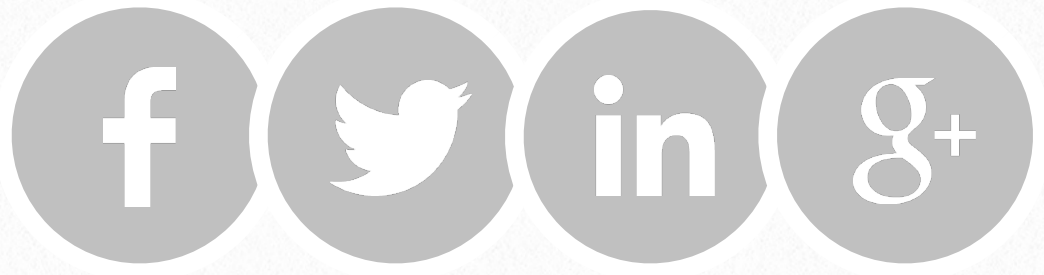


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# Pasta-makers' multiple resources: the experience of Fabio Fontaneto

Editorial staff



The world of pasta is one that requires attention, from every point of view, and often, for those working in the field, striking a balance between everything is not easy. And yet, there are those who, in addition to their business, their family and their life, in association with fellow producers, manage to find room for other projects and, in some cases, even very ambitious ones.

Fabio Fontaneto, the owner of Fontaneto, a renowned fresh pasta factory in the province of Novara, is well-known, amongst other things, for his involvement in the world of associations, being the Chairman of APPAFRE and a member of the National Presidency of CNA Agroalimentare. Born in 1962, Fontaneto discovered the power and benefits of running, late in life. But in recent years he has developed a passion for athletics, to the point of achieving increasingly significant goals in the field. He has run a total of seven marathons. The New York marathon twice, as well as the marathons of Rome, Lake Maggiore, London, Berlin and finally Chicago. He has recorded increasingly gratifying times, right up to the last one, on 13 October, when he completed the gruelling 42-kilometre 195-metre course in under three hours.

It's not always easy to train consistently, but Fabio Fontaneto manages to find a few hours every day, on at least five days a week, skipping his lunch break or getting



up at four in the morning, when the summer heat becomes oppressive early on in the day.

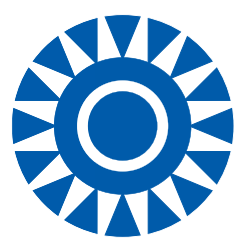
But the astonishing aspect of Fontaneto's relationship with athletics is his capacity to create dialogue between the world of pasta and that of sport. Profoundly convinced that in order to keep healthy it is necessary to keep fit, but also to eat healthily, Fabio does not miss out on any opportunities to promote the consumption of pasta, even in sporting settings. In recent years carbohydrates have been undermined by an unfair defamatory campaign. But fortunately there are schools of thought, based on irrefutable scientific data, that, in addition to appreciating the enormous benefits of pasta, also maintain that in a balanced diet - in particular that of a person who practices sport in a professional or amateur capacity - pasta is something that cannot and must not be left

out. All the more reason for Fabio Fontaneto, who is often the joint organiser of sporting events, to not simply seize the opportunity for promoting pasta in those settings, but to sponsor them and lovingly substitute the usual gadgets, that athletes and spectators receive at competitions, with packs of pasta, and, at the end of the event, organise huge “tortellini parties”. A pleasing and enjoyable way of thanking those taking part for their involvement and at the same time leaving the palate with a pleasing impression.

This time, Fabio Fontaneto and APPAFRE left an indelible and emotion-packed impression on Tanquietà Hospital in the north of Benin, one of the poorest countries in Africa. Fabio Fontaneto accompanied Marco Brunero, a dear friend and paediatric surgeon who has been travelling to those places for years, to treat children with no means of support. Firstly, Dr Brunero received a piece of medical equipment that had been purchased, in the main, thanks to funds raised during a Fontaneto ArteSapori solidarity evening, something strongly wanted by the Fontaneto pasta factory, to mark the 30th anniversary of its foundation. An event that was in support of Africa but which, in Piedmont, had already brought together bodies, associations and companies. It was only after the event that Fabio Fontaneto visited Benin, as always with his

friend, Dr Brunero. But this time, however, it was in order to give the hospital’s bakery some machines for making pasta, a product that is still little known in those areas. Last May, thanks to the generosity of APPAFRE members, Fabio Fontaneto was able to donate, in person and on behalf of everyone, a pasta making machine and a drier. He then spent time there teaching the hospital’s bakers all the production processes, from making the dough to drying the product.

“It was a unique, significant and unforgettable experience in every respect. We introduced pasta to a place where it is still little known. We tried different recipes for making it, even using mixtures that, in addition to semolina, envisage the use of local flours like manioc. In short, we took one of our best dishes to where it was virtually unknown, and we stirred up great interest and participation about wanting to learn how to make and cook it. We returned to Italy with a wonderful feeling of having done something useful, in a world that is in so much need of support. Above all, however, we were happy and thankful for what we had experienced” explained a moved Fabio Fontaneto. In essence, this is another of the countless strengths of pasta: to nourish both joyfully and tastefully, but also to build bridges between individuals and peoples.



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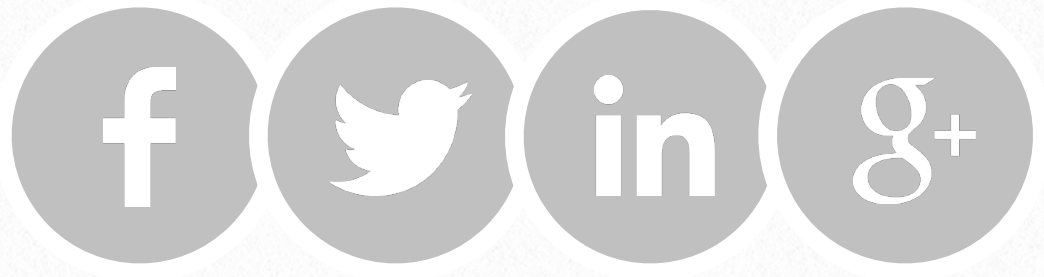
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*Piemonte Nord*

# 9



## **Keita Yuge of Japan becomes Barilla's 2019 Master of Pasta at the Parisian Pasta World Championship**

Press release



**After 2 days of intense competition, chef Keita Yuge, Japan representative, wins the 2019 Barilla Master of Pasta title thanks to his reinvented signature dish: “Penne Gorgonzola Profumo Giapponese”. A dish which is the best embodiment of the theme of this eighth edition: The Art of Pasta.**

Keita Yuge has been crowned as 2019 Barilla Master of Pasta on Friday 11 October during the Pasta World Championship, held in Paris on October 10 – 11.

He won the title thanks to his reinvented signature dish prepared during “The Gran Finale”, competing against 13 young chefs from all around the world in front of more than 250 international guests: top jury, foodies, industry professionals.

While receiving the prize – an original sculpture made of bronze, which takes inspiration from the pasta die – he said:

“I am proud to be the new Barilla Master of Pasta, I would like to transmit my knowledge and all the technical skills I have acquired during the years to the next generations”.

## **Keita Yuge perfectly turned his dish into a Masterpiece**

Keita is a multidisciplinary chef with extensive knowledge of Italian cuisine. He grew his talent in the finest restaurants in Paris (G.Savoy), Tokyo (Chez Inno), Osaka (Quintocanto) and recently Yokohama (Salone 2007).

Keita is a member of the Pasta World Championship family since he was a Barilla Pasta World Championship 2017 finalist. This year he cooked “Penne Gorgonzola Profumo Giapponese”, penne gorgonzola

with oyster and an aroma of Japan “Sake, Sansho, Yuzu”, and turned his signature dish into a masterpiece for the final round. After the feedback from the jury, Keita improved his recipe using a bowl instead of a plate making all ingredients mix very well together and the pasta stay warm. This recipe made the jury unanimous by its taste but also by the way it embodies the link between the eastern and the western world through pasta and its multiple cooking traditions.

## **More than a culinary competition, an Art Exhibition**

Fourteen chefs under 35 years old from 14 different countries participated in the single-elimination tournament, now in its eight year.

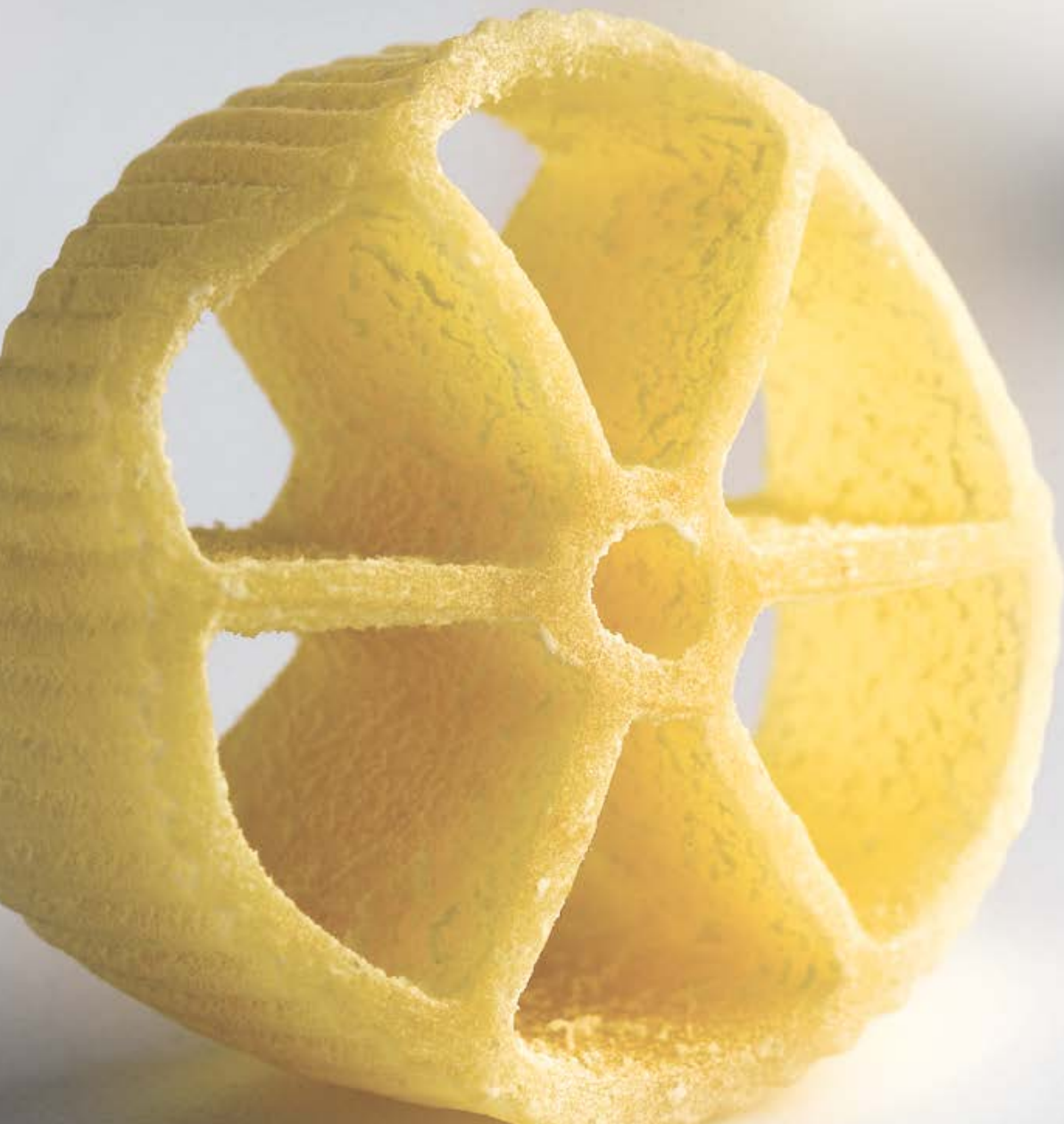
For its very first time since its creation, the Championship took place outside of Italy, in Paris, France. Indeed, it was not only the perfect city to celebrate the 50th Barilla France Anniversary, but also to embody this year’s theme “The Art of Pasta” due to the richness of France’s gastronomy culture and Art.

The fourteen competing chefs had to reveal their signature dish for the first trial “The Masterpiece”, creating their best pasta dish defining the expression “Bello, Buono, Fa bene”: beautiful for the eyes, ta-



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sty for the palate and good for the soul. For “The White Canvas” they were asked to prove their talent by embracing a new gastronomy perspective, creating a recipe able to combine creativity with a holistic concept of well-being. Finally, for “The Grand Finale”, the finalists had to find their finest cooking skills and try to improve their signature dish up to perfection.

Barilla gathered the best ingredients from the food and lifestyle fields to entertain the competition. The famous Italian chefs Davide Oldani and Simone Zanoni, the French chef Amandine Chaignot, as well as Italian architect & designer Paola Navone and Australian food photographer & content creator, Ashley Alexander, formed the jury. Beyond the taste, they took into account the story, the culinary style and the aesthetics of each dish.

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The Championship has been punctuated by a talk about Food, Aesthetics and Art, a live cooking show by the French Chef Amandine Chaignot – putting under the spotlight the new premium Lasagnette from Collezione Edition Gourmet range – and a surprising live music performance “The Sound of Pasta” by Food Ensemble and Davide Oldani.

This hard Championship closed with a great Pasta Party in the Pavillon Cambon, redesigned as an Art Gallery for the occasion.

## **The Sound of Pasta: a Spaghetti Symphony**

Last year, Barilla took its first steps in the world of “cooking and music” thanks to a partnership with the Italian artists Food Ensemble. The group is known for interpreting and presenting brands by creating music inspired by “ad hoc” dishes: the song is made out of sounds sampled by the preparation of the dish.

They sampled the sound of “Spaghetti al cartoccio cacio e pepe”, prepared by Davide Oldani and performed live during the Pasta World Championship 2018. In 2019, Barilla has turned this one-track collaboration into an album called “Spaghetti Symphony” to strengthen the bond between the brand and music.

This album includes 4 original tracks each one inspired by a Barilla spaghetti recipe of Davide Oldani. One of them, “Puttanesca with Horseradish” (recipe seen in the spot “Masters of Pasta –The Party” with Davide Oldani and Roger Federer) has been performed during the new edition of the Pasta World Championship 2019 and offered as a vinyl to the event’s guests.

## **First Rank partners**

The event was made possible thanks to the participation of nine exceptional partners and leaders in their own categories: San Pellegrino (gourmet water), Electrolux (professional kitchens), Smeg (design appliances), Marriott (hospitality sector), Vorwerk (premium household product), Campari - Aperol Spritz (spirits), Lavazza (coffee), Moët&Chandon (champagne) and Fine Dining Lovers (media partner).

Moreover, the Pasta World Championship had this year a partnership with Parabere Forum, an independent, international and non-for-profit platform to empower women in hospitality.

For more information about the 2019 Pasta World Championship, full list of participating chefs and bios, you can visit:

[www.pastaworldchampionship.com](http://www.pastaworldchampionship.com).

You can indulge in pasta dishes by following Barilla on Instagram (@Barilla).

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# 10

## Short news



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## **Felicetti, pasta lessons at In Cibus**

Pasta teaching the way. At In Cibus, the Haute Cuisine Culinary School of Southern Italy in the province of Salerno, products made by the Pastificio Felicetti took centre stage in a series of lessons entitled "Chefs in Training" as well as in a special master class with Cristiano Tomei. The chef illustrated processing techniques to the participants as well as different interpretations of pasta. "Teaching how to cook, getting students involved in the richness of the territory, interpreting the products of our land, without stopping at zero kilometres but aspiring to achieve the 'good kilometre': this is why we support In Cibus," said Cristian Deflorian, Sales Manager at Pastificio Felicetti.

## **La Molisana is growing and investing in "black&blue"**

A growing turnover, consolidated supply chain agreements, an important award and last but not least, a significant investment in sport. La Molisana has the wind in its sails and is ending the year with important achievements and looking to the future with optimism.

Its turnover, in fact, is expected to be over €150 million, with growth of the brand in the classic pasta market standing at

+22.9% in terms of volume and +23.9% in value. "In the wholemeal segment, we can confirm our position as co-leaders with exceptional results which speak of 38.2% growth in volume and a market share of 12.2%" said CEO, Giuseppe Ferro. "With regard to semolina, on the other hand, La Molisana is market leader with a 17.8% share and 17.1% growth".

Of fundamental importance to the company are the supply chain agreements it has with a total of over 1,450 farmers from the Molise, Abruzzo, Marches, Lazio and Apulia regions, equal to a surface area covering over 15 thousand hectares. "These agreements represent an important tool for supporting Italian agriculture, creating a stable relationship with farmers and protecting their work," explained Ferro. In order to reward the synergies which have contributed to its having achieved such important results, the company decided to acknowledge six farms by presenting them with the "Il Chicco d'Oro" (The Golden Grain) award.

La Molisana itself also received an award for being an example of entrepreneurial and Made-in-Italy excellence. The award ceremony was held in Milan at the Parenti theatre, as part of the first "Imprese Vincenti" (Winning Enterprises) roadshow created by the Intesa Sanpaolo bank to celebrate 120 selected companies. An impor-

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tant event at which Ferro said he was very happy with the award which rewards "the dedication, commitment and passion of a company that is increasingly more technological and innovative while at the same time sustainable, geared towards export and attentive to human capital, skills and generational change". And also to sport. Because the company's latest adventure is painted black&blue. In fact, the pasta factory has become official supplier to the Inter Milan football club for a two-year period running from 2019 to 2021. La Molisana's logo can be seen on the sidelines, in the football ground's hospitality rooms and on the team's official website. Furthermore, the 'Inter Pasta' line, dedicated to the team, is ready to be launched and will also be available in large-scale retail outlets.

## **Pastificio Di Martino, pasta on Alilauro ferries**

Travelling hand in hand with pasta. This is what happened at the end of October when passengers on the Naples-Ischia crossing were given a free pack of pasta on their trip. Alilauro, the private shipping company running services between Naples and the Gulf islands, decided to celebrate World Pasta Day by forging a collaboration with Pastificio Di Martino which has been

making traditional Gragnano pasta since 1912. So it gave out packs of pasta accompanied by a special leaflet on the philosophy of the product to all of its passengers.

## **Pastificio Pallante takes over Pasta Sara**

Pallante, producer of the famous "Pasta Reggia" brand is focusing its attention on fresh pasta. In fact, last September the Capodrise pasta factory in the province of Caserta took over "Pasta Sara", a historic brand of fresh pasta from Salerno. The production plant in Fisciano (Salerno) was acquired with the aim of relaunching it and safeguarding jobs after the company fell into a period of crisis. Pallante, already a family of millers as far back as 1949, today produces 290,000 kg/day with selected top-quality semolina, thanks to 5 production lines and 13 automatic packaging lines. The workforce is made up of 45 employees.

## **Granoro and Pastificio Graziano, new products at Anuga**

Two ambassadors for Italian pasta in Germany. Granoro and Pastificio Graziano were leading players at the 35th edition of Anuga, the famous biennial Food & Beverage trade fair which brings together over



165,000 sector visitors from 198 countries and took place in Cologne at the beginning of last October.

Granoro, strengthened by the positive trend in its turnover (+9% in 2019 and +10% in volumes) and its opening up to new markets, such as Korea and South Africa, showcased many new products. In the "Dedicated" segment their "Penne rigate con doppia rigatura" (double-grooved quills) made their debut appearance: this is a special bronze-extruded pasta which captures sauce on both the outside and inside. New packaging for organic pasta, made from 100% recyclable paper, was also presented at the event.

The Pastificio Graziano from Manocalzati (Avellino), on the other hand, attended the fair as part of its project to internationalize the brand. At its stand, the company showcased the brand's entire portfolio, made up of around 40 different pasta shapes. Furthermore the company presented the scientific research and experimenting techniques performed in collaboration with the laboratories of the Department of Chemistry of the University of Salerno, which led to the patenting of two exclusive and cutting-edge dies made from platinum and silver. A memorandum of understanding was also presented in Cologne to support the dissemination of the real Made in Italy, a battle which the pasta factory is fighting

also thanks to the QR code printed on every pack of pasta which offers consumers the chance to find out about every step in the life of the product they have purchased. And Graziano announced something new for 2020: pasta for children.

## **De Matteis, pride for its "zero pesticides" pasta**

A pasta with zero pesticides and zero glyphosates. The latest offering launched by Pastificio De Matteis, "Pastine Armando", is the first pasta to come complete with third-party certification declaring the absence of these substances. Not just a pasta for haute cuisine, but also for those who want quality products with good performance in their home kitchen. The news was given within the context of IncontrArmando, a festival-event organized by the company for the ninth year running and which saw the participation of over 500 farmers representing the 1500 farms linked to the pasta factory. Today De Matteis produces and sells all over the world 130,000 tons of pasta made with 100% Italian wheat. In 2018 the product was exported to 43 countries for a turnover of €112 million.



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