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Pastaria International 4/2016  
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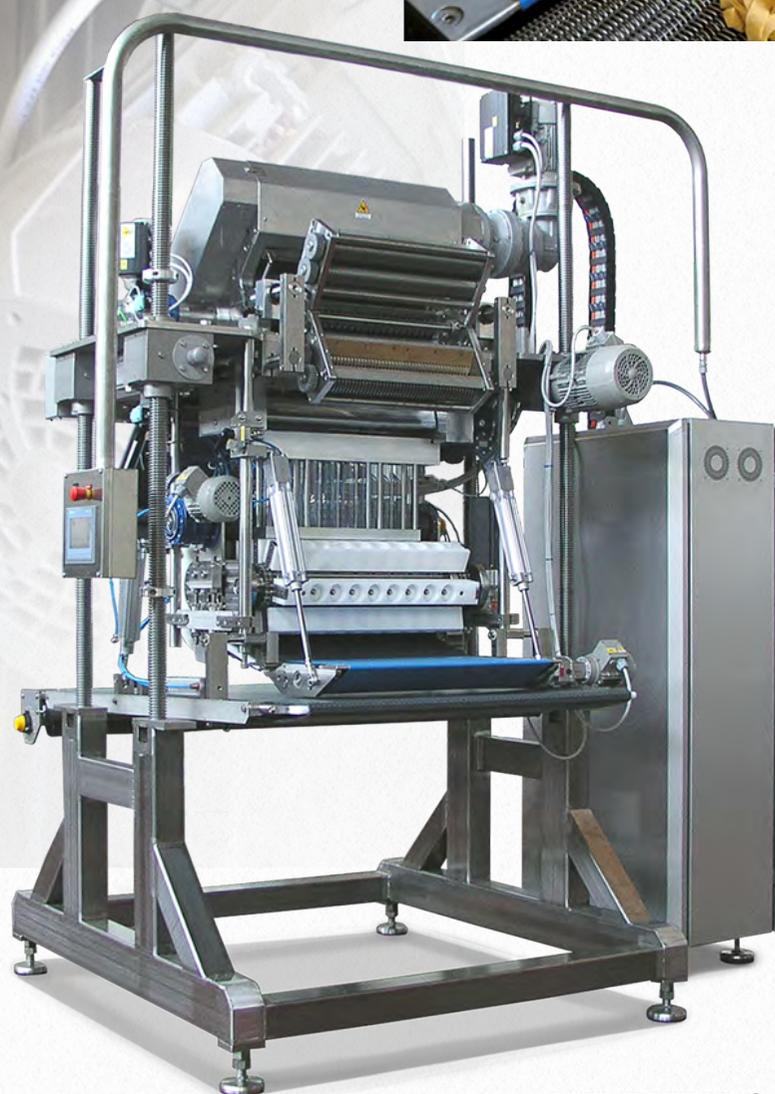
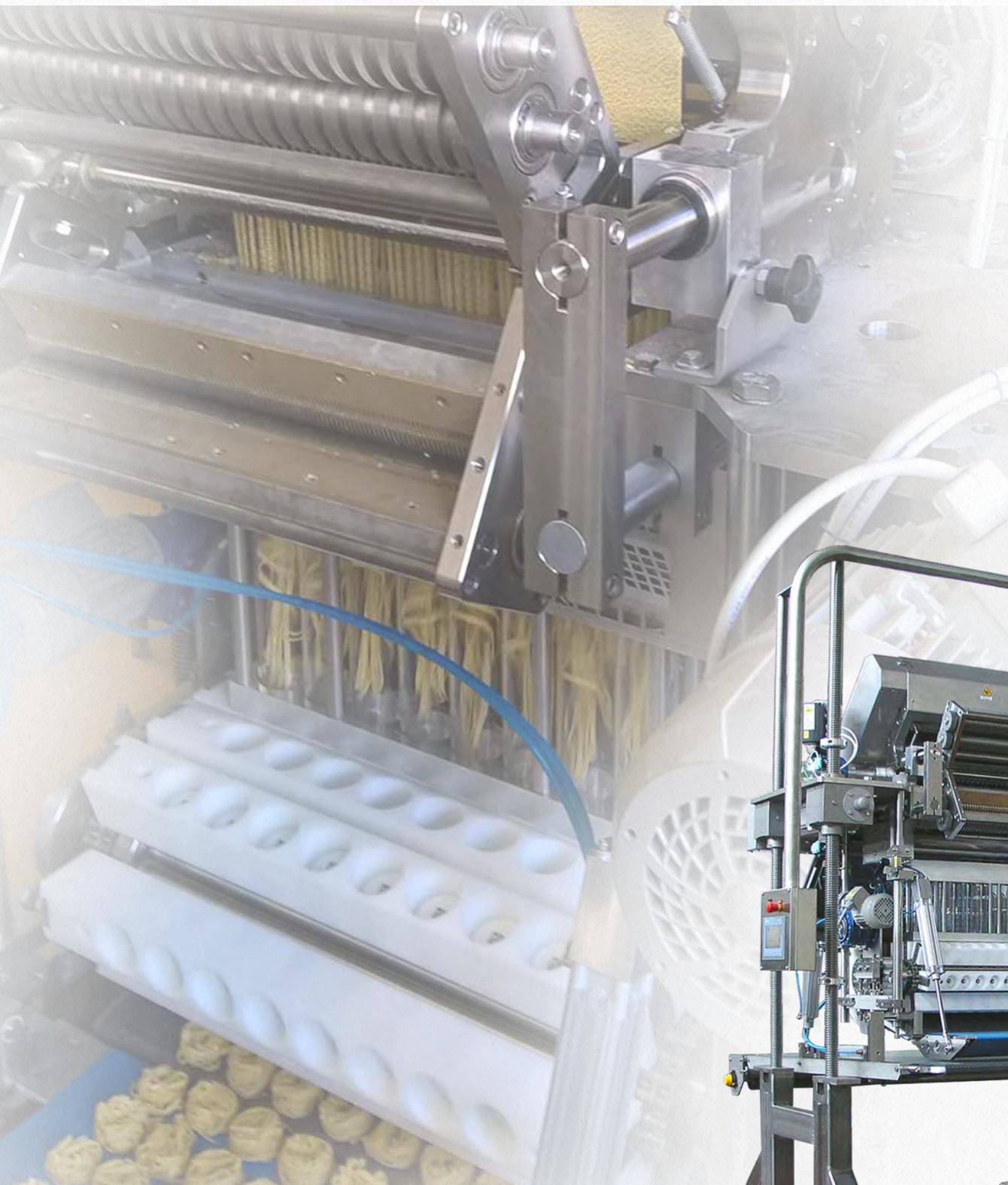
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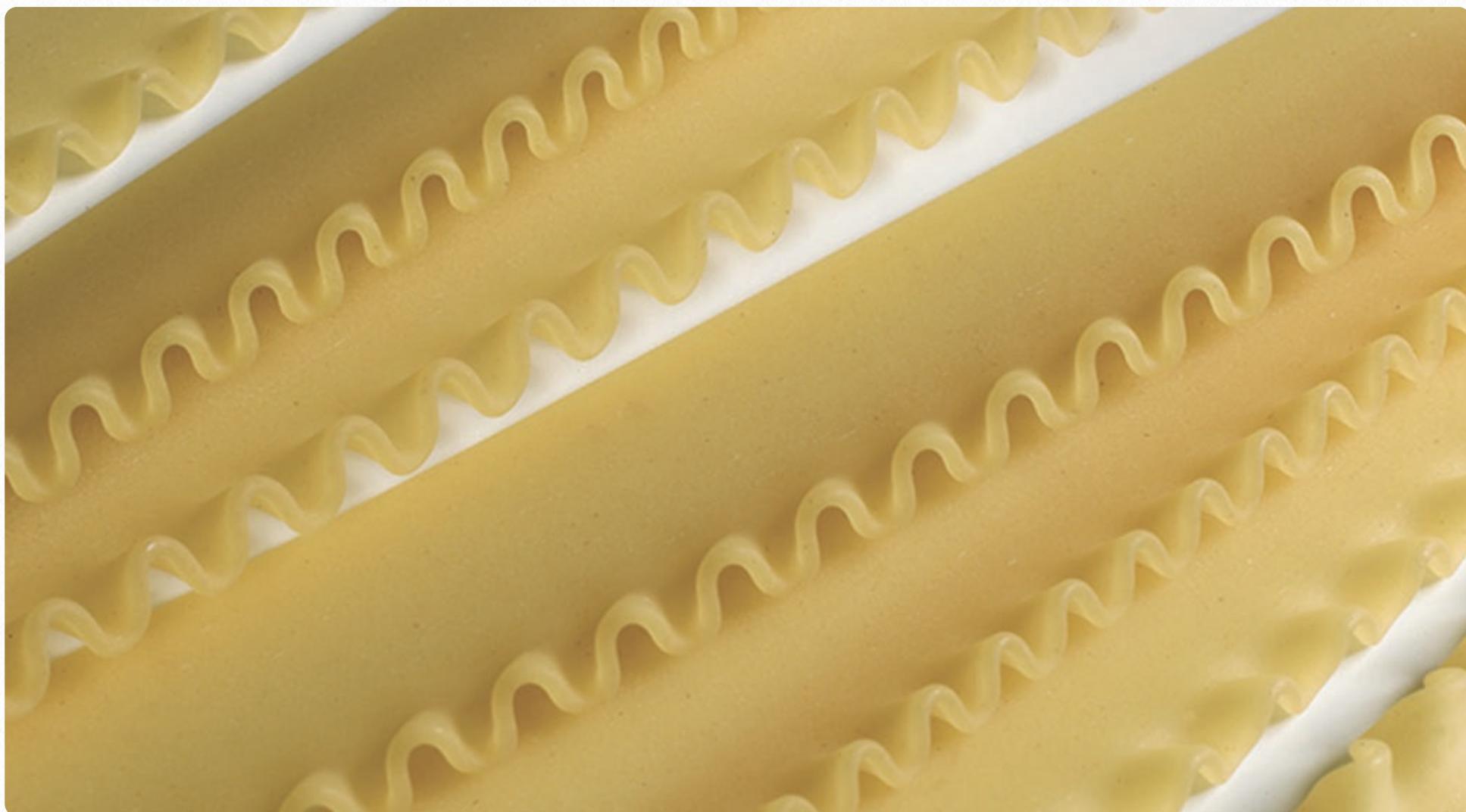
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1



***News from ABIMAPI.***  
**Fifteenth International  
Congress for manufacturers of  
biscuit, pasta and industrialized  
bread & cakes**

ABIMAPI



**ABIMAPI will hold the 15<sup>th</sup> International Congress for manufacturers of biscuit, pasta and industrialized bread & cakes. The event that takes place in Florianopolis (SC/ Brazil) brings together the main leaders of the food industry.**

The 15<sup>th</sup> International Congress for Manufacturers of Biscuit, Pasta and Industrialized Bread & Cakes will be held from 22 to 24 September this year in Florianopolis, Santa Catarina (Brazil). The event will join executives and entrepreneurs aiming contribute to strengthen and grow ABIMAPI categories.

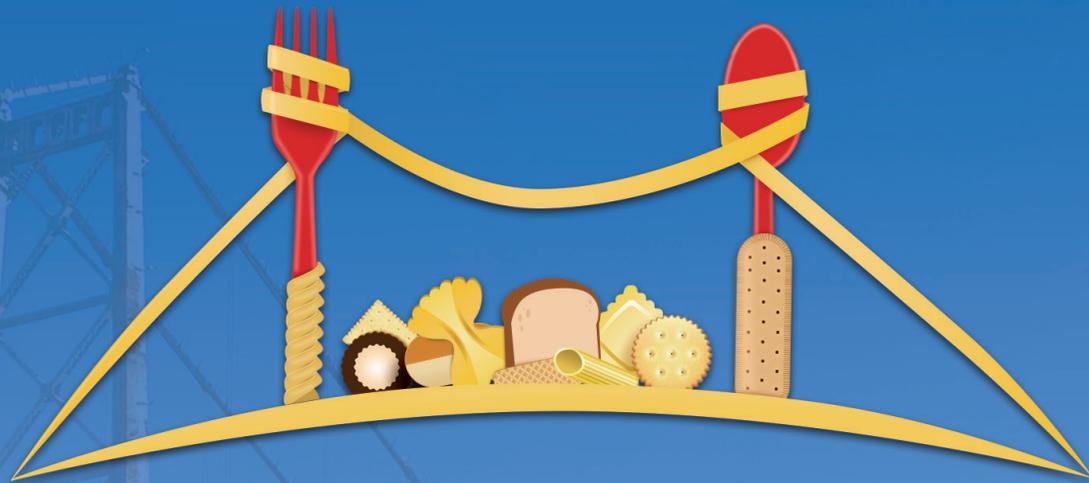
According to Claudio Zanão, Executive President of the Brazilian Manufacturers Association of Biscuits, Pasta, Industrialized Breads & Cakes (ABIMAPI) – the Congress organization staff – there will be three days dedicated to the food industry, with the debate on global trends consumption and market analysis of products derived from wheat and other cereals, as well as discussions on the crisis impacts in the country. “We want to disseminate good management practices, integrating professionals in favor of the industry’s development” he says.

The program includes lectures on prospects for the Brazilian and world economy by the economist and Brazilian Former Secretary of Economic Policy of Ministry of Finance, Mr José Roberto Mendonça de Barros, and the journalist and Globonews commentator, Ms Cristiana Lobo, who will address the current Brazilian scenario and its institutional challenges.

National and international current legislation and food regulations; strategies and relationships between people and brands; changes in the market; consumption in a year of crisis and technological innovations for retail’s future will be other themes presented during the congress. All presentations will be in Portuguese translated to English and Spanish.

In addition to the seminars, there will also be an exhibition of equipment and raw materials suppliers with sector’s leading news and, for the first time, the Business Roundtable with international buyers. Promoted to the members of the trade promotion project called ‘ABIMAPI Brasil Export’, in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil), this dynamic will benefit Brazilian exporters and will enable the promotion of their products in the international market. “This integration is essential to gain competitive advantages to promote the sector and increase sales in different worldwide destinations” explains Claudio Zanão.

The 2016 edition of the congress is considered a solutions platform to leverage business and generate ideas. For more information, visit [www.abimapi.com.br](http://www.abimapi.com.br).



# 15<sup>th</sup> INTERNATIONAL CONGRESS

for Biscuits, Pasta and Industrialized Bread & Cakes Manufacturers

September 22-24, 2016

The Brazilian Manufacturers Association of Biscuits, Pasta, Industrialized Breads & Cakes (ABIMAPI) will join Brazilian and foreign executives and entrepreneurs aiming contribute to strengthen and grow of its categories. The biannual three days Congress is dedicated to the food industry, with the debate on global trends consumption and market analysis of products derived from wheat and other cereals, as well as discussions on the crisis impacts in Brazil. If you are looking for the Brazilian Food Market, this is the best event to join.

All presentations will be in Portuguese translated to English and Spanish.

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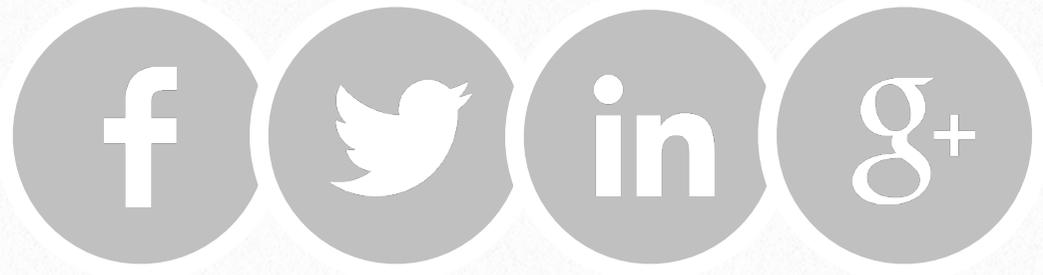
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# National Pasta Association researches and chronicles the narrative of pasta in America

National Pasta Association  
Press release



Through the association's History Committee, NPA has created a timeline detailing pasta's evolution in America, from the first pasta factory opening in 1848 to its progression into one of America's most beloved and popular foods.

The National Pasta Association (NPA), which includes some of the country's oldest family-owned pasta manufacturing companies, actively researches, records and shares the history of pasta in America and its global influence as a main dish. Through the association's History Committee, NPA has created a [timeline](#) detailing pasta's evolution in America, from the first pasta factory opening in 1848 to its progression into one of America's most beloved and popular foods. In sharing this history, NPA emphasizes the importance of Italian immigrants bringing pasta and establishing pasta companies when coming to America as a key part of American pasta history. Additionally, key milestones, individuals and companies that helped establish and advance pasta in America are noted in the timeline, beginning with Thomas Jefferson creating a "macaroni machine" to introduce pasta in America in 1787.

NPA has also digitized *The New Macaroni Journal*, later named the *Pasta Journal*, until its last issue in November 1997. Starting in 1919, the journal was a trade publication that offered a glimpse into the colorful history of the U.S. pasta industry. The digitized journal will become publicly available later in the year on the NPA website and will allow the journal's content to become

much more widely accessible to consumers and researchers.

"NPA is proud to chronicle and share the story of pasta in American history and how its role as a global dish has had an impact in this country," said Leonard J. DeFrancisci, chair of NPA's History Committee and Partner at NPA member company DEMACO. "We share a common goal with other countries of both increasing pasta consumers and recognizing the advancements pasta has made through time."

Americans are collectively consuming 6 billion pounds of pasta a year, or 24% of the global pasta consumption – the highest of any country in the world. America has also grown to be the second largest pasta-producing nation, annually producing 4.4 billion pounds of pasta. Americans love pasta because of its affordability, health benefits and versatility, with the ability to add lean meats and healthy veggies for a well-rounded meal.

The National Pasta Association continues to emphasize the importance of pasta through its positive pasta messaging, facts and creative recipes.

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# 3



## The benefits of a business plan in the cereal value chains

Ilaria Mazzoli  
Roberto Ranieri  
Open Fields



The business plan for a new project (from the launch of new products to investments in production plants) makes it possible, by simulating various situations, to verify stability and envisage any countermeasures which may be needed to tackle possible risks and events.

A conference entitled “A taste filled with tradition and health” on filled pasta was recently held in Bologna (Italy) at the Academy of Cuisine. In an historical perspective, it was pointed out that, as early as in the Paleolithic, humans explored the milling of different plant species and the “processing” of their flours<sup>1</sup>. There is, therefore, no doubt that those of flours and products thereof, are mature markets! At the same time, however, over the millennia and until now, experimental activities, for product and process innovation, have continued to develop on raw materials, aiming at providing more and more creative answers to the needs of an evolving demand.

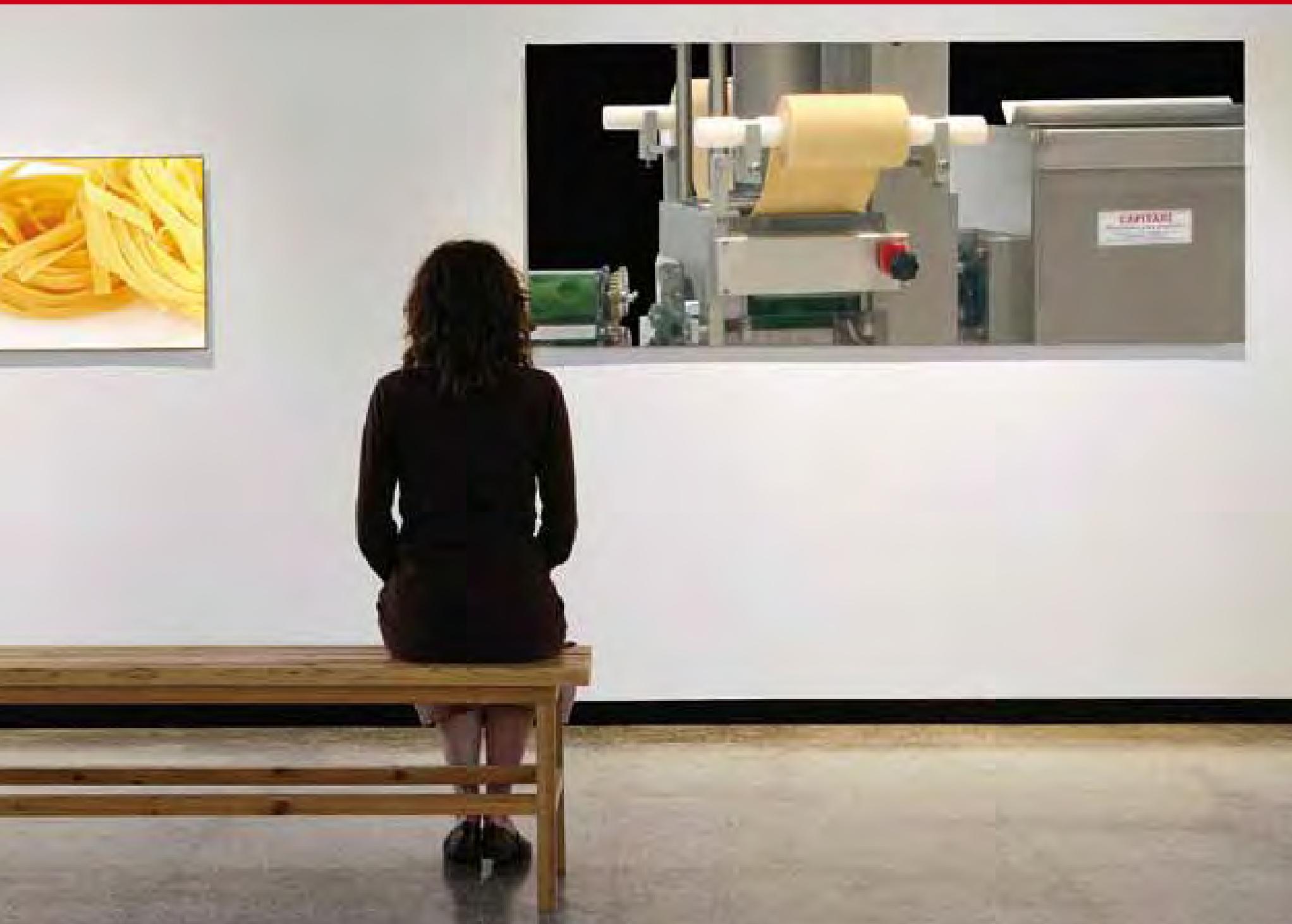
In a highly competitive environment, characterized by strong uncertainty over grain prices (output of farmers, input of processors, [Figure 1](#)), changes can be observed among the various phases of the value chain, whose operators are engaged in actions – including vertical integration policies – designed to intercept those stages of the production chain that generate higher added value and allow companies to rely on a less volatile performance.

As examples, retailers are observed, who are offering under their own brand products for which they can guarantee the control of the supply chain up to the stage of cultivation, as well as farmers and their organizations that invest in production

plants, thus entering into the more complex/segmented markets of flours and possibly of some products produced therefrom. The processing sector (milling, pasta production, bread and baked goods making) is investing in innovation with the aim of occupying market space which are partially protected from pure price competition, by offering solutions both in the sphere of health and wellbeing (organic, wholegrain products, products made with selected raw materials, but also suitable for the growing number of people with food intolerances) and in the sphere of the gastronomic pleasure – even for those consumers who want to try their hand at in home cooking – emotion and culture (rediscovering cultural and local traditions, offering alternatives to the standardization that characterizes the “mass” product). As a consequence, the supermarket shelves devoted to flours and pasta become wider and deeper, more interesting and complex, with consumers that, rather than grabbing the classic every-day package almost without looking at it, stop to read labels, to reflect on recipes, and then share comparisons and experiments on the powerful flywheel of social networks.

In a situation like the one described, it is evident that new investments do not guarantee a priori the expected results, nor we can rely on the certainty that new projects,

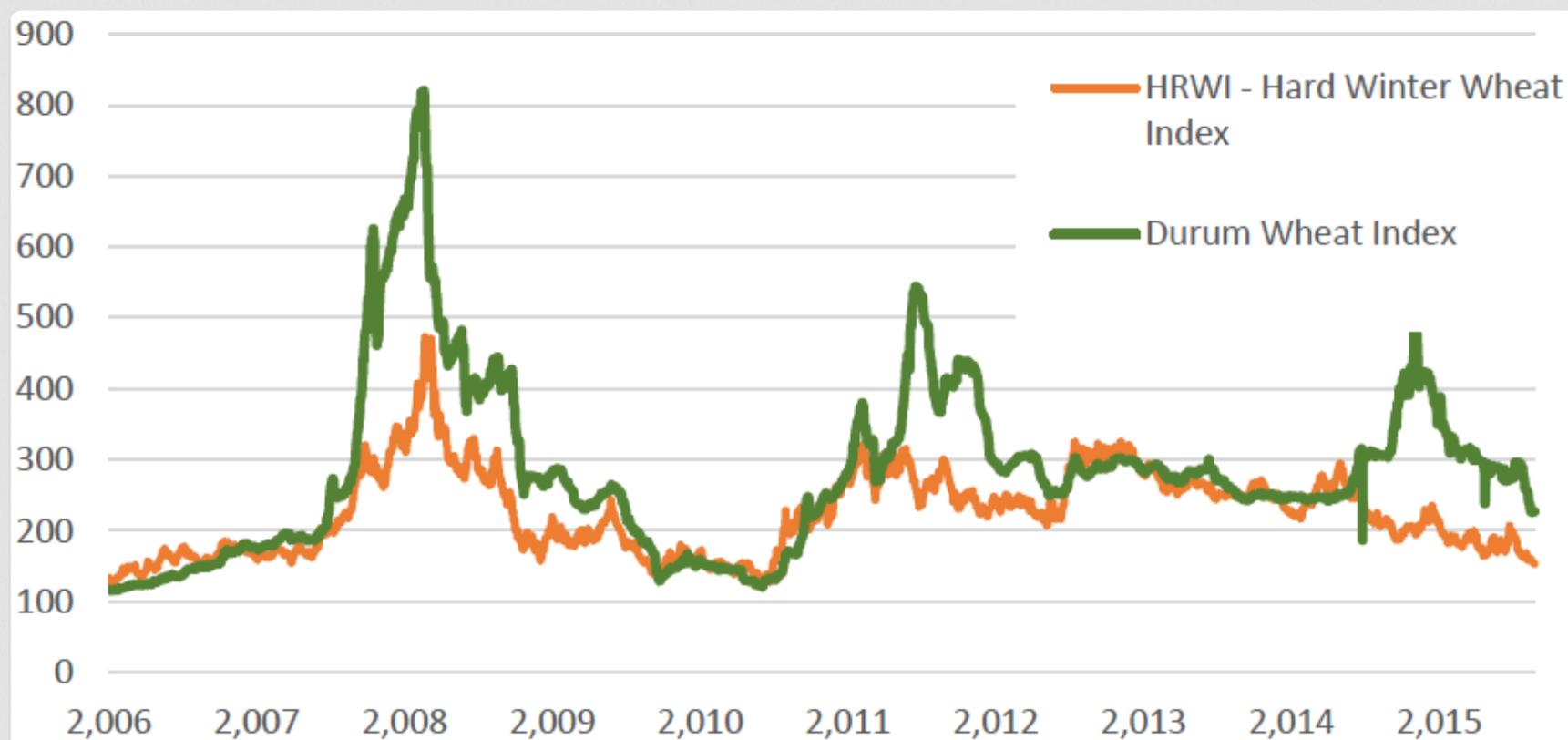
the whole **Italian art** of pasta in one machinery



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**Figure 1 TRENDS OF HARD WINTER WHEAT AND DURUM WHEAT PRICES**



Source: MGEX (USA). Data in \$/t

though intelligent and well designed, are inherently defensible: competition is tight, available technologies are many, and each new need expressed by the consumer finds a multitude of “suitors” who compete to offer their own solution. Consider, for example, gluten-free foods, widely available in multiple versions, in the important food business fair “Cibus”, recently held in Parma, in the heart of the so-called Food Valley.

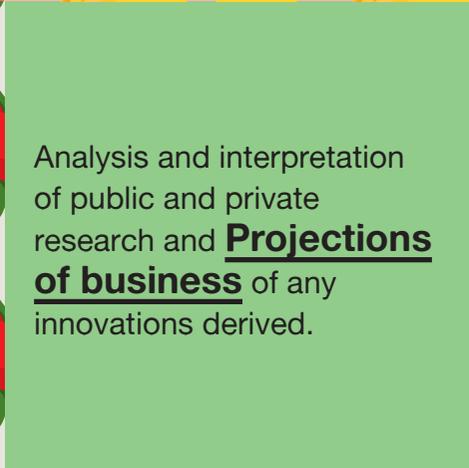
In this situation, the construction of a business plan ([Figure 2](#)) before a new initiative (like the launch of new products, the opening of new shops, or investments in production plants and facilities) becomes particularly helpful.

Helpful to whom, exactly?

First of all, useful to ourselves in order to clarify things, to sift our intuition through a rational evaluation and to be equipped with the necessary tools to assess the results achieved during the development of the project. Then, useful to the other members of our company, which can be more easily and strongly engaged and motivated by a well-structured analysis. Finally, useful to investors, who can clearly identify, in a complete, matter-of-fact and synthetic document, the competence, preparation and professionalism of those submitting the idea, and above all, the fundamentals that make an idea a good idea. Of course, the business plan does not give the certainty of good project performance: it allows, however, hypothesizing possible



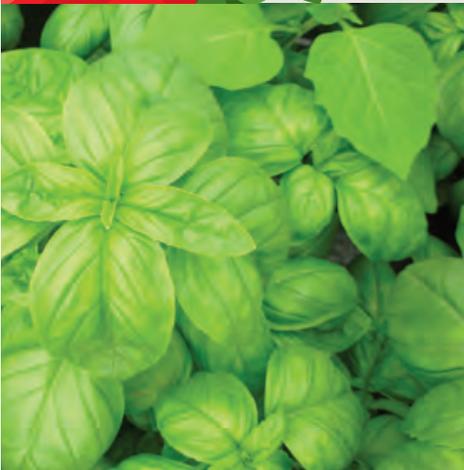
Promotion of genetic research of varieties suitable for semi-finished **Tailor-made products** – on durum, bread wheat, small grains, tomato and chili – up to the organization of Identity Preserved food lots.



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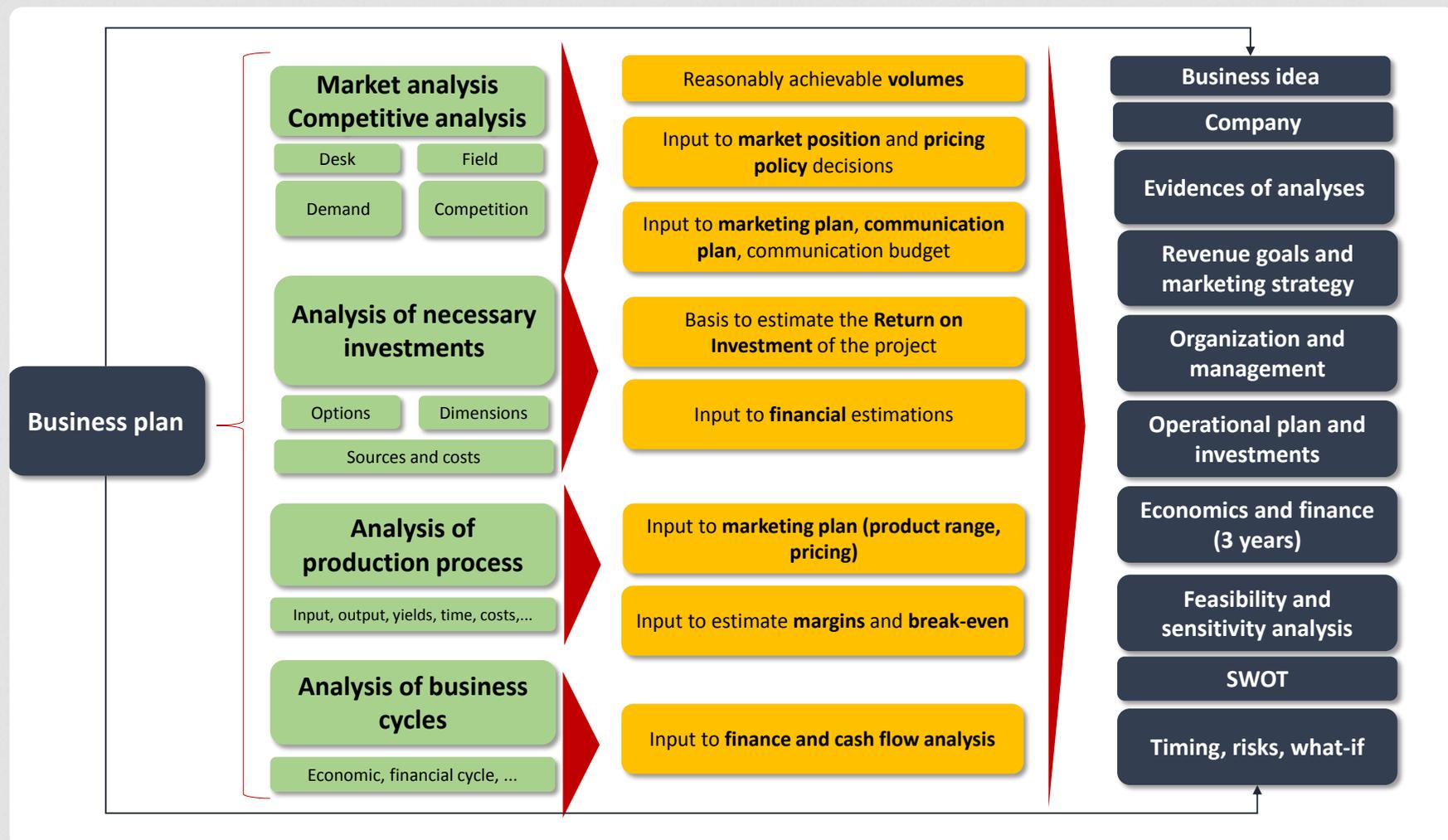
Innovative applications for the **Technologies of primary processing**, particularly in durum wheat debranning, wheat sorting for the main hygienic and quality parameters, and air classification.



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Figure 2 THE BUSINESS PLAN



countermeasures (“what if”) for risks and possible contingencies by simulating different situations (for example, the relative variation of input and output prices).

In order to build a good business plan it is appropriate to start from the market, analyzing in depth both the demand and the competitive context and envisaging placing our proposition into this framework. Indeed, we shall never forget that we are not alone on the market. Every day, before starting our activity, we shall ask: “why, should customers, today, choose our own products and services, in the universe of what is available to them?”.

Such analysis will allow us to make a realistic and cautious evaluation of our possible sales volumes and prices. In many cases, to the desk analysis based on free and for a fee published data, it is appropriate to add a field analysis, contacting customers directly and analyzing the current offer by the different available tools (not necessarily expensive) for market research.

We have, then, to examine the kind of investment we want to tackle. We may need to ask for the contribution of professionals with technical background, who can provide us with reliable estimates of investments, fixed costs (those that are not de-

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pendent upon sales volumes) and variable costs (those that vary with the variation of sales volumes). The realistic estimate of the required investments allows us to evaluate a part of the financial aspects of the project (the necessary capital, its sources and related obligations), while costs and prices estimates allow us to calculate the “breakeven point”: the production volume beyond which the activity be-

gins to generate a positive margin. Other financial aspects arise from the evaluation of the business cycle: the time between the customer’s order, product delivery and the consequent revenue. In the cereal sector, a relevant role is played by the raw material supplying and its storage. These analyses enable us to structure the marketing plan and communication plan. Very briefly, the marketing plan will include



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the current and potential range of products consistent with the type of demand and with the technology we intend to adopt; pricing; distribution channels and related costs; potential margins; promotion policies. The communication plan will include the mix of tools we intend to use to build the image and reputation of what we want to offer, and the promotional investments. Data can be merged into a calculation model allowing us to rapidly repeat the assessments and to simulate different scenarios by inserting the exogenous variables (i.e. coming from “outside the model”, whose values are not generated by our production process, such as commodity prices and selling prices), thus identifying the conditions under which our project continues to be profitable and makes us recover our investments in a reasonable time. This model is, therefore, the cornerstone of a feasibility analysis.

It is also possible to perform what is called a “sensitivity analysis” which verifies the importance of certain factors in generating our performance. Associating a probability to the occurrence of certain situations (for example, a certain yield, a given price of a raw material, a given degree of production capacity utilization), a detailed assessment can be made on the activity risk (as well as on the relative opportunities).

Strengths, Weaknesses, Opportunities and Threats converge in the classic SWOT analysis, which can synthesize very well our strategic framework.

The business plan is a tool that, starting from the initial data, assumptions and estimates, becomes gradually more and more accurate, allowing us to ponder, to make strategic decisions, and to lay the groundwork for partnerships and alliances.

## Notes

1. R. Ranieri, “I grani e le farine”, 9 April 2016, conference at the Italian Academy of Cuisine “*Un gusto ripieno di storia e ripieno di salute*” (A taste filled with tradition and health).

**this is our contribution**

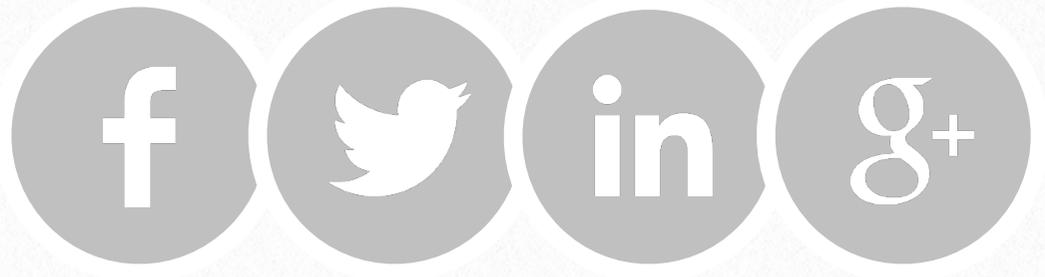


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4



# Molino Pasini launches its Pasta d'Oro Primitiva, the soft wheat coarse-ground flour with high fiber content for fresh pasta

Editorial staff



Now, from the union of Pasta d'Oro, Molino Pasini's renowned flour for fresh pasta, and Primitiva, the mill's line of health products, comes Pasta d'Oro Primitiva, a new product destined to interest pasta manufacturers attuned to the quality of their pasta and market trends.



Molino Pasini (Mantua, Italy) recently launched on the market Pasta d'Oro Primitiva, an innovative product that combines the characteristics of its popular flour for fresh pasta, Pasta d'Oro<sup>®</sup>, and Primitiva<sup>®</sup>, the mill's line of products designed to meet the growing market demand for healthy flours with high fiber content and protein levels.

Pasta d'Oro Primitiva is a type 2 (coarse-ground) soft wheat flour ideal for preparing filled and extruded fresh pasta. Thanks to its elasticity, it is perfect for both manual and mechanical preparation. The pasta pro-

duced from it does not overcook and remains firm. It also holds sauces better thanks to its rough texture. Pasta d'Oro Primitiva is a dark-colored flour with high protein and fiber content (as certified by the DeFENS department of the University of Milan) that boosts its flavor and aromatic and mineral content to lend pasta a unique taste and aroma. It is made from 100% stone-dehusked Italian wheat.



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CD	> 2
<b>Chemical data</b>	
Humidity	< 15.5% Max
Ashes	0,80% - 0,95%
Gluten t.q	≥ 10.5%
Falling Number	> 300
Proteins	> 12.5%
<b>Filth Test</b>	
Number of fragments of bugs for 50 g	< 10
Number of hair of rodent for 50	< 1
<b>Bacteriological Analysis</b>	
Total bacteria count UFC/g	< 50,000
Total Coliforms UFC/g	< 100
Escherichia coli UFC/g	< 10
Moulds and Yeasts UFC/g	< 100
<b>Nutritional values for 100 g</b>	
Energy (kj/kcal)	1474/348
Fat	1 g
<i>of which saturated fatty acids</i>	<i>0.3 g</i>
Carbohydrates	63.2 g
<i>of which Sugars</i>	<i>1.82 g</i>
Proteins	14.7 g
Fibers	6.5 g
Salt	0 g

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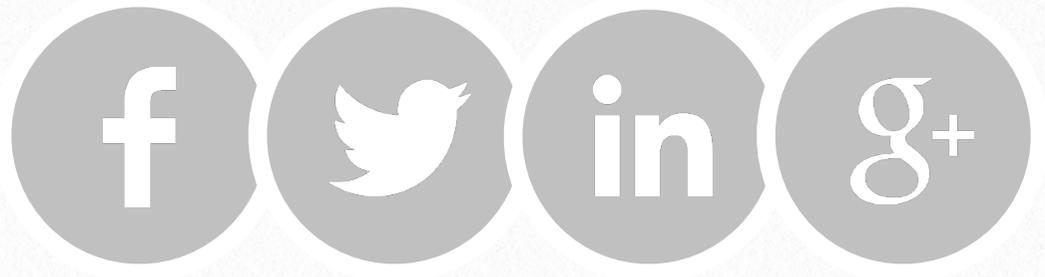
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5



# Jelex Seafood, supplier of salmon to European pasta manufacturers, is expanding

Editorial staff



A new production plant and expansion of the sales network of Jelex Seafood, an increasingly important point-of-reference in the supply of salmon by-products to the European pasta-making sector.



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Jelex Seafood, a successful Danish company active in the supply of salmon and salmon by-products, continues to expand on the European continent.

The company was founded on the successful hunch of its young proprietor, Jens Michael Elsnab, who between 2003 and 2005 when he lived in Italy, realized there was tremendous market potential in the Italian food processing sector for salmon and its by-products. As a result, he decided to start his own company and has now been in business for ten years. With its headquarters in Hals, Denmark, where new production facilities will soon be inaugurated, Jelex Seafood has rapidly established itself, first in the Italian market becoming the lead supplier for numerous manufacturers of fresh pasta and manufactured delicatessen products, and immediately after in other European countries.

Jelex Seafood is now a company that assures the supply of its products across continental Europe, thanks to its current network of trained, professional salespeople that has recently been expanded. The sales office is comprised of:

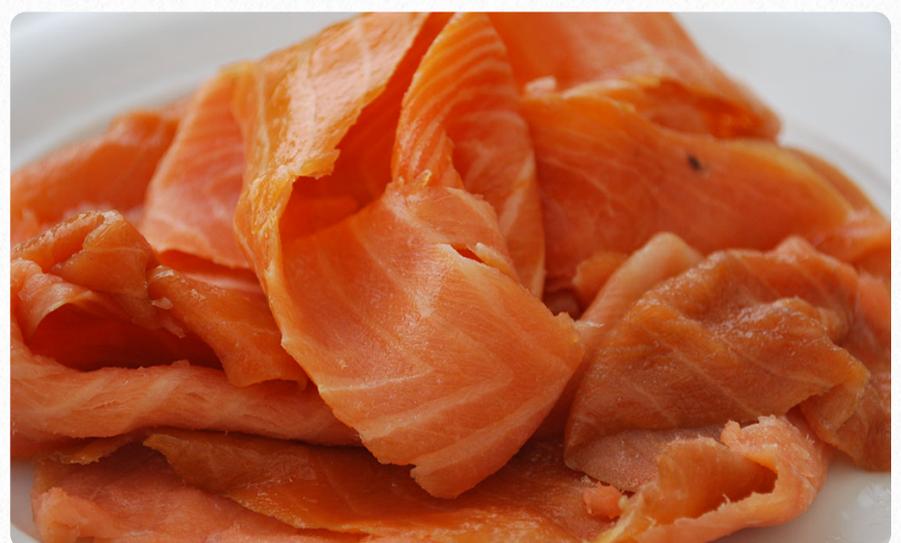
Jens Michael Elsnab, owner and sales manager for Sweden and the Benelux countries;

Stefano Saporito, sales manager for Italy;

Levanni C. Nielsen, sales manager for Eastern Europe;

Kim Mortensen, sales manager for Denmark;

Beatrice Mateu Gill, sales manager for Spain.





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The Jelex Seafood catalog includes a wide range of products, including salmon trimmings, raw or smoked cubed salmon, smoked and unsmoked salmon meat and smoked salmon flakes (used especially in the production of fresh filled pasta to facilitate the preparation of salmon-based fillings while guaranteeing quality and hygiene), and raw salmon meat scraped by spoon. Jelex Seafood's latest product, recently introduced on the market, is pasteurized salmon, both smoked and unsmoked.

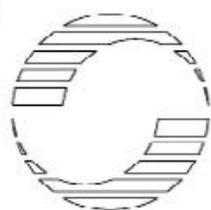


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# 6



## Commodity price observatory 2/2016

Centro studi economici  
Pastaria



**Pastaria's four-monthly feature on the prices of the main raw materials used by pasta manufacturers.**

The main fact is an increased volatility on commodity markets, including food commodities. Latest developments reveal even an unexpected new rise in prices, steered by the rebound in crude oil following an extremely negative beginning of the year.

Within this new context that, in some cases, lacks any solid basis as regards the fundamentals, the FAO's Food Price Index (the indicator that summarizes the trends in international prices of leading food products) racked up four consecutive rises, interrupting a prolonged recessionary phase in prices.

If we limit ourselves to a short-term perspective, what should emerge is a still predominantly unstable scenario for prices on international markets, with alternating ups and downs through to year-end.

The potential implications connected with the various risk factors that contribute to increasing price volatility – from uncertainty about current trends on a global scale due, above all, to the crisis in emerging countries, to circumstances that could lead to increasing political and economic instability – complicate the interaction between the variables that contribute to determining the overall picture.

More specifically, underpinning the current situation are the fundamentals, that would indicate continued scenarios of lower prices on the wheat markets, also given a

situation of oversupply foreseen for the 2016-17 harvest and a stock-to-use ratio expected to be at an all-time high this year.

For durum wheat, in particular, the scenario is for no major changes in the coming year, with prices that could fall slightly or remain around current levels, avoiding inflationary pressure in downstream sections in the manufacturing and distribution supply chain.

The forecast of general calm in prices of raw materials most-used by pasta-makers could also lead to a gradual repositioning of Italian pasta abroad which, in the last twelve months, and also partially in the first quarter of this year has experienced repercussions due to a loss of competitiveness linked to a double-digit increase in prices.

The turnaround is already underway and should continue during the course of this year. It is also likely that a scenario of lower prices will prevail on other fronts, such as dairy products and olive oil, until the end of the year. However, a strengthening – albeit gradual – seems plausible in pork prices, with a more stable trend for beef. A basically negative trend is expected for poultry, where the prices of eggs and egg by-products are part of the downward price spiral.

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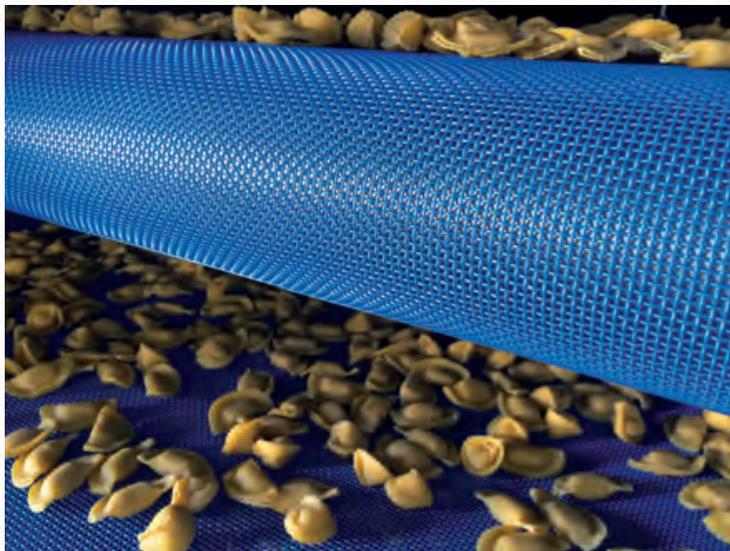
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**PRICES AND TRENDS OF CERTAIN FOOD RAW MATERIALS (MAY 2016)**

	Price (€/ton)	Monthly variation	Annual variation	Forecast
<b>National fine common wheat</b>	169.25	1.2%	-11.0%	▲
<b>Fine durum wheat from central Italy</b>	245.75	-0.9%	-17.5%	▼
<b>00 type common wheat flour</b>	446.0	0%	-5.5%	=
<b>Semolina above min. leg. req.</b>	465.5	0%	-20.5%	=
<b>Eggs M</b>	8.5	-3.7%	-16.0%	▼
<b>Pork hams for Prosciutto 12 kg and over</b>	3.48	1.8%	13.4%	▲
<b>Beef – veal meat half-carcass, prime quality</b>	6.3	-1.6%	-1.3%	=
<b>Raw milk</b>	247.5	8.8%	-22.0%	▼
<b>Churned butter</b>	1.24	-0.8%	-31.1%	▼
<b>Grana Padano aged for 9 months or more</b>	6.37	-1.2%	-0.5%	=
<b>Extra virgin olive oil</b>	3.55	0.3%	-39.4%	▼

*Source: Centro Studi Economici Pastaria elaboration based on various data sources. Grain, flours and semolina: Granaria, Bologna; Eggs: CCIAA, Forlì; Pork and beef: Commodity Exchange, Mantua; Milk: CCIAA, Lodi; Butter and Grana Padano: Commodity Market, Milan; Olive oil: CCIAA, Bari.*

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The need of the pasta factories to produce in small spaces has become over the years a necessity. For this reason we have designed and constructed a machine with overlapping lines for the heat treatment.



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## PRICE MONITORING

IMF Commodity Food Price Index*	Price (2005=100)	Monthly variation	Annual variation	Forecast
	148.87	3.8%	4.4%	▲
Hard Red Winter FOB Gulf of Mexico	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	157.53	-3.6%	-18.4%	▼
Mais, U.S. No. 2 Yellow FOB Gulf of Mexico	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	168.92	2.7%	1.6%	▲

*\*IMF Index Novembre 2015*

In the non-food area, perhaps the most disruptive factor is the return of Brent oil prices (the European benchmark) from \$30 a barrel in January to the current \$50/barrel. The re-balancing underway in crude oil, following a phase of strong pressure on world supply, lends support to a scenario of a gradual settling in the rise of prices, according to the World Bank in its most recent Outlook.

According to its analysis, the balance for agricultural commodity prices in 2016 would be clearly negative, even though this somewhat uncertain picture, in a year in which the climatic factor, especially in Europe, is influencing crop harvests more than expected, could cause greater volatility in prices, including for wheat.

However, for the moment, this possibility is not being considered, at least in official forecasts. No comparison can be made between wheat and the new price levels in

the corn and soybean markets, products which in the last three months have seen an increase of 18 and over 20 percent. One destabilizing factor involving tremendous uncertainty is, naturally, the United Kingdom's exit from the European Union, the result of the Brexit referendum. This unexpected decision has created upheavals in financial markets across the globe. However, once the initial shock has been overcome, what the "long-term" effect on markets will be will have to be assessed, but especially in terms of potential currency-related implications, which are possibly the most worrying. The prospects are not rosy. It is possible that it will impact the economic growth of all of Europe with major repercussions on the financial sector. Not to mention the potential impact on governance and on the relations between partners in the European Union.



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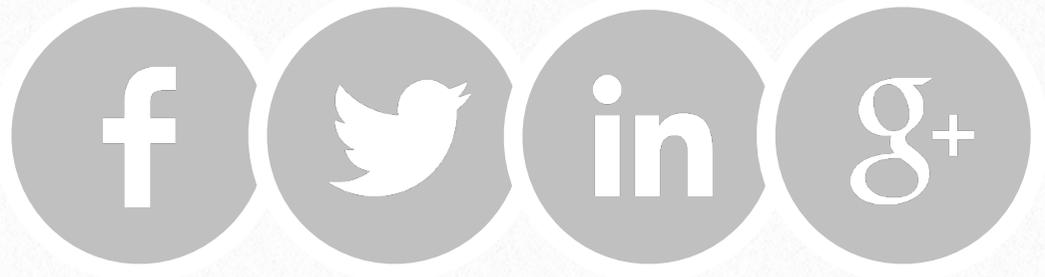
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# 7



## Many benefits in a single system

Cidiesse Engineering  
Press release



**Cidiesse Engineering bucket elevators for short-cut pasta are designed for the vertical transfer of loose products, even to significant heights, which means they are very space-saving compared to standard conveyor belts.**



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**For information**  
**Cidiesse Engineering**

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[info@cidiesse.com](mailto:info@cidiesse.com)

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---

They transport loose pasta along the production lines of the most important food industries in Italy and around the world. They are the top choice for large and small pasta factories which need to handle the product in total safety, preserving its organoleptic properties and ensuring it remains undamaged throughout transfer: these are the Cidiesse Engineering bucket elevators.

These systems are designed specifically for the pasta industry and are the result of the highest level of technical engineering whose *raison d'être* can be found in many years of experience in the sector of the internal handling of products.

Designed with special details for the food sector, Cidiesse elevator systems have been conceived taking into account both the flow rate and specific factors relevant to pasta, such as temperature and humidity.

And that's not all. They can vertically transfer the product to

Cidiessa Engineering buckets for transporting the pasta are made from perforated mesh to ensure heat and residual humidity is dispersed during transfer.



significant heights, making them very space-saving compared to standard conveyor belts. This is why they offer additional benefits: they can be installed even when there is limited floor space while at the same time making it possible to convey large volumes with high flow rates. A success story for the application of such systems is the handling line built by Cidiessa for a major pasta line engineering company.

The line, installed in Italy, is made up of several bucket elevator units, model 234, each with a flow rate of approximately 24m<sup>3</sup>/h.

The first group of elevators transfers the pasta from the press to the dryer; the ring type configuration optimizes the loading/unloading stages, whereas the multiple unload feature makes it possible to deposit the product along the whole length of the drying belt.

Other elevator groups transfer the pasta from the dryer to the cooler and, as with the previous elevators, they have one small feature of great operational value:

the buckets are made from perforated mesh which allows heat and residual humidity to disperse as the pasta is being conveyed.

The third series of elevator units moves the product from cooler outfeed to the storage silos; these are fitted with pneumatic unloading feed systems and conveying hoppers which prevent the pasta from getting broken during transfer.

Finally, the last group of elevators transfers the product from silo outfeed to the packaging system: the pasta is loaded onto a multi-head unit where it is weighed and packaged in the predefined quantity.

The solution proposed and built by Cidiessa confirms the engineering and construction capacity of the company based in Piovene Rocchette (in the province of Vicenza), whose strong point is the construction of made-to-measure systems. This capacity is also a competitive factor which makes it the ideal partner for some of the most important line engineering companies operating in the food sector.



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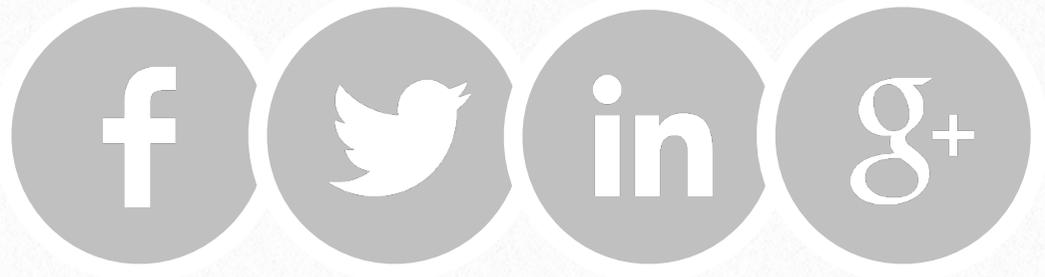
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8



# Molino De Vita: new measures to guarantee the integrity of organic products

Editorial staff



The headquarters of Molino De Vita is in Casalnuovo Monterotaro (Foggia).

**Molino De Vita has adopted new, even more stringent measures to guarantee the integrity of its organic products: new, dedicated warehousing facilities, a new agronomy department, and implementation of the Federbio FIP platform. These will be presented to sector stakeholders at Sana 2016.**



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Molini De Vita**

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In order to insure the customarily high level of its organic products, maximum integrity within the supply chain and the ethical responsibility of the farms that supply it, Molino De Vita recently decided to adopt new operating procedures.

In fact, for the 2016 harvest, new warehousing facilities dedicated to organic products have been created which, alongside existing facilities, will make it possible to store more than three-quarters of the organic raw materials required annually. This major investment will make it possible to manage supplies directly from the harvests of the producing farms and will make it possible, over the next three years, to replace the major part of supplies coming from merchants or external warehouses, thus eliminating the risk of jeopardizing traceability or the possibility of fraud.

An agronomy department has also been created at the mill's headquarters, led by an expert agronomist who, aided by other technical colleagues, will carry out field inspections and audits in order to have direct knowledge of the farms that supply the organic products the company mills. This measure will be applied to all purchases of organic wheat. The agronomy department will also be responsible for providing an assessment of ethics and of the requirements requested of the farms that supply the mill in terms of their commitment and respect for the law.

And finally, among the new measures instituted by the mill is the adoption of the new Federbio FIP digital platform to certify full compliance with European regulations regarding organic products.

Molino De Vita will be providing the details of the initiatives described above to pasta manufacturers at the upcoming Sana event, the international trade fair of organic and natural products, that will be held in Bologna (Italy), September 9-12, 2016.

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9

# Short news



Editorial staff



## **Barilla Pasta world championship, two talents given awards**

An award for who brings out the best in pasta. This is the meaning of the “Barilla Pasta World Championship” which was held at the Barilla Academy in Parma (Italy). The new talent (“Talent Chef”) was selected from the alumni of the Alma Cooking School as the one who knew how to best cook Barilla's No. 5 spaghetti. On the other hand, the established chefs or “Great Chefs” from all over the world were allowed to choose which kind of pasta to use. The winners were declared by a technical jury including Michelin-starred chefs Lorenzo Cogo and Davide Oldani. The first category was won by Caterina Amelio with her dish “spaghetti al profumo di mare, carpaccio nero di pasta” (spaghetti with flavours of the sea with black pasta carpaccio). In the second category, first prize went to the Slovenian chef, Jure Tomic with his recipe for “fusilli integrali, formaggio di capra e zucca” (whole grain fusilli with goat cheese and pumpkin).

## **Rana more than doubles in Chicago**

Just five years have gone by since Rana set foot in Chicago (USA), and four years since the company started production in

the city. And yet the pasta manufacturer has already decided to expand. By the end of next year the factory will be expanded from 12,000 m<sup>2</sup> indoors to over 27,000 m<sup>2</sup>. This growth isn't just in terms of surface area, but also concerns the number of employees in the United States which currently stands at 250 people in Chicago and 120 in the restaurant in Chelsea Market, New York.

In terms of turnover, the US experience for Rana has recorded a significant increase since 2013, shooting up from \$47 million to \$107 million and then \$137 million in the following years with forecasts estimating a turnover of \$163 million for the end of 2016. This huge upturn is also thanks to large scale distribution outlets, Walmart in particular.

## **Divella, production doubles**

The €30 million invested in 2015 has given results. In fact, over the year Divella has doubled its production, reaching an output of 220,000 tons of durum wheat semolina pasta a year in over 150 different shapes. The winning strategy involved investing in new production lines and on a storage site for 15,000 tons of durum wheat.

The company has also invested in improving its raw materials purchasing techniques and in sustainability, installing a

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small solar park and state-of-the-art boilers.

The Divella Group's turnover for 2015 was €326 million, whereas its market share in Italy stands at 10% after Barilla. The company is present in 180 countries and exports represent 30% of the company's turnover.

## **Pasta Zara: turnover at +8.4% in 2015**

Turnover on the up, personnel recruitment and new markets on the horizon. Pasta Zara is flying high after 2015 closed with a turnover of €285 million, an increase of 8.4% over the €261 million recorded for 2014. Since the first data for 2016 also turns out to be positive (sales are up 7% compared to the first quarter of 2015), the company can aim confidently at new goals.

After taking on 56 new workers on a permanent contract and 39 on a fixed-term contract in its three plants, focus is now being placed on its strategies. The first is to grow wheat crops. The second is to make use of a fully automatic high-bay warehouse. The third is to invest in energy savings. The area considered the most interesting for exports is the Middle East, Iran in particular.

## **Pastificio Leonessa, from Naples to Expo Shanghai and Pastabar**

It's true: six years have gone by since Naples-based pasta manufacturer, Pastificio Leonessa, went to Expo 2010 in Shanghai. And yet, the recognition it gained there has been the driving force for the Leonessa brothers to carry on working with commitment and dedication. It has resulted in new University projects, collaborations and ideas such as the Pastabar, a project launched in March. The idea of the Pastabar, opened in Nola, is that of offering quality gourmet dishes at bar prices, with a no-frills approach to service. The project has proved to be a winning intuition, in fact work to double the size of the premises has recently begun.

The pasta factory's collaboration with the Federico II University (Naples, Italy) has also been a winning strategy leading to new projects. "We were one of the first artisanal pasta factories to collaborate with the universities", said Oscar Leonessa, the company's managing director.

## **The Gargano pasta factory, "Casa Prencipe", arrives at Eataly**

It has been defined as a "little Italian excel-

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lence” which is why it will enter the Eataly circuit. The pasta made by the “Casa Principe” factory in Gargano (Italy) has been selected to take part in the “Porta del Sud” (“Door to the South”) project which aims to promote Italian eno-gastronomic excellences which do not have the necessary marketing power to present themselves to a wider Italian market or abroad. But how? By taking advantage of the showcasing potential of Eataly which, with the help of Slow Food, will organize monthly meetings, workshops and gastronomic initiatives under the program “Piazza dei produttori” (“The producers’ market place”) aimed at talking about products and territories. The “Casa Principe” pasta factory was established just over two years ago in

Monte Sant'Angelo in the province of Foggia and distinguishes itself on the market thanks to its decision to only use raw materials from a short supply chain with tracked and certified sources.

## **Fabianelli protagonist at Fancy Food in New York**

A leading role in the most prestigious trade fair in the United States. At the end of June, Pastificio Fabianelli took part in New York's “Summer Fancy Food”, a trade fair organized by the Specialty Food Association dedicated to specialty foods and innovations in the sector, now at its 62<sup>nd</sup> edition. The pasta factory showcased its three brands: Fabianelli, Pasta Toscana and Maltagliati. The products made by the

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company from Castiglion Fiorentino, in the province of Arezzo (Italy), were exhibited in the Jacob Javits Center along with another 180,000 products made by 2,500 companies. The pasta factory considered its participation in the trade fair as “an ideal showcase for strengthening its presence in the US where its product lines are well known and very popular”.

## **“Grano Armando”, the short film by Miniero picks up an award**

More than just an advert. History, narrative, poetry, images. “Il sogno di Armando” (“Armando's Dream”), a short film directed by Luca Minieri (director of the Italian film “Benvenuti al Sud”) for Grano Armando, goes beyond tradition and classical marketing. And that is why it has won an important award in Milan. The “You Impresa” award was given by the Chamber of Commerce of Milan to the best corporate videos made for the Internet. The De Matteis company, owner of the “Grano Armando” brand, picked up the award at the La Scala Opera House during the “Milano produttiva” ceremony.

“Il Sogno di Armando” tells the story of a businessman with a passion for his company and describes the beauty of a land, between Irpinia and Apulia, where the vast

expanses of durum wheat fields seem endless. The story is suspended in time, the only rhythms are those dictated by Armando and the agricultural world surrounding him. «I have told the story of a very courageous entrepreneur, who struck me with his enthusiasm, obsession and desire to build up a business. “I believe more and more that, especially when it comes to the Internet, you have to imagine that advertising camouflages itself”, said Miniero, “it combines and contaminates itself in order, first and foremost to captivate an audience and not just to sell something”. The award was dedicated to the Italian farmers in Armando's community.

## **A new brand “La Selezione” comes to light in Gragnano**

A strong brand, synonymous with tradition and quality, which embodies the excellence of five historical pasta factories. It's called “La Selezione” and is the new business project which has just seen the light in Gragnano (Italy) after months of work and collaboration. The initiative involves the Faella, Gentile, Gerardo Di Nola, Carmiano and Il Vecchio Pastaio pasta factories which, while maintaining their individual commercial identities, have found a second life in a wider project under the banner of “In Unity there is Strength”. The idea is



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to tackle the competitive challenges of the sector in an increasingly complex market. All members of the Club Gourmet under the “La Selezione” brand produce PGI Gragnano pasta. Currently the Club is in talks with a major chain of German supermarkets which would be difficult to reach by the individual companies belonging to the Club. “But providing them with five excellences, five productions, five experiences, five pasta manufacturers and five quality controls with the aim of making them unique is a different matter,” said Alberto Zampino of Pastificio Gentile. “We're not just providing a new brand of pasta, but two, three hundred years of history that the individual companies have accumulated in the hands of a sole interlocutor”.

## **The Pastificio Cerere is aiming at South Korea**

Collaboration with South Korea to expand the market and open up new opportunities. This is the objective of Cerere, a pasta factory in Dittaino in the province of Enna (Italy), after a meeting with the Korean ambassador to Italy, Yong-jonn Lee. The representative of the Asian country met 50 Sicilian companies in Palermo as part of an Italy - South Korea Business Forum which was also attended by fifty Korean compa-

nies defined as excellences in their respective fields. Korea, a leader in electronics, logistics and the automotive industry, is looking to expand into tourism and in the agrifood sector. Hence the meeting with the representatives of Made in Italy. The pasta factory was represented by Roberto Angileri, the Managing Director of Pro Seme, a company that revolves within the sphere of the Venetian Consortium, Agrinordest.

## **Pastificio Maffei installs a sustainable turbine**

Pastificio Maffei is focusing on clean energy. The company from Barletta (Italy) which produces fresh pasta has installed a power plant of near-zero emissions with an oil-free turbine. The patent comes from the aerospace industry and will allow the pasta factory to have all the electricity and steam it needs for production, with reductions in emissions which are harmful to the environment and economic savings. Thanks to the new plant, which will be fully installed by the end of the year, the company will reduce its emissions of CO<sub>2</sub> into the atmosphere by 400 tons a year, the equivalent of 270 cars in circulation.

The tailor-made application was developed by the IBT Group, exclusive partner for Capstone in the Italian market since 2001.

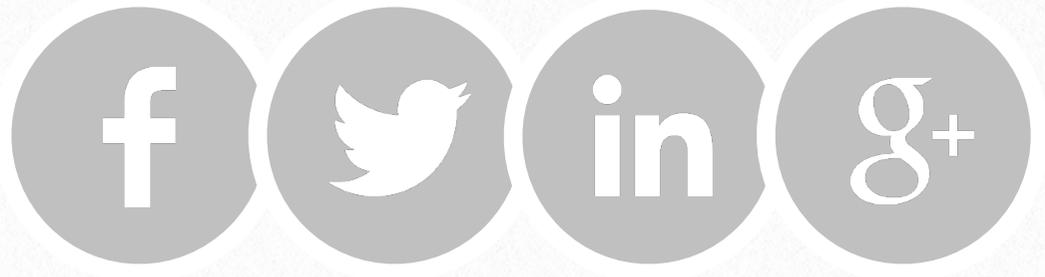


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# 10



## Durum wheat, world supply up 1.5%

Centro studi economici  
Pastaria



**But according to the IGC, the 2016 harvest will experience a 2% drop to 38.5 million tons. The stockpiles at the end of the 2016-17 harvest, the highest in seven years, will be decisive.**

The very bad year in North Africa, only partially counterbalanced by improvement in the output structure of the main exporting countries, will have a negative impact on the 2016 durum wheat harvest.

On a global scale, the IGC (International Grains Council) estimates production will be 38.5 million tons, down 2% (recent calculations have set the 2015 level at 39.3 million).

But the supply figures prepared at the end of May by British analysts do not worry those in the sector. In fact, consumption will be even lower than production levels and, above all, worldwide stockpiles will be greater, both at the start of the harvest period and at the close of the business year, which is the end of June 2017.

The estimates for world supplies, which also takes into consideration the stocks left from the previous season, brings the 2016-17 figure to 46.3 million tons, 1.5% higher than 2015-16 stocks, with the harvest year nearly at its end.

According to IGC forecasts, world trade will also remain negative. The shortfall of grain in North Africa, especially in Morocco, will cause the entire region to resort to imports. But lower demand, especially in Europe, with the EU well-supplied with grain this year from domestic suppliers and given the forecasts of analysts, will result in a drop of over 2 percentage points

in trade, with international trade flows estimated globally at 8.5 million tons, compared with 8.7 million in 2015-16.

As mentioned earlier, detailed figures include, in estimates for this year's output, a sharp decline in Morocco. The devastating impact on crops of an extended period of exceptional drought, only recently mitigated by some occasional rain, indicates that the production of durum wheat in Morocco will be -64%. This would bring it below the threshold of a million tons, the worst harvest in nine years. Against this, forecasts for this year's production in Algeria and Tunisia put it within the average range, with volumes of, respectively, 2.4 million (2.5 million 2015) and one million tons (0.8 million).

As for Europe, the figures of analysts, which compare forecasts from the main producer countries in the area (Italy, with 4.5 million tons in 2016 is no. 1 in Europe, and second worldwide after Canada), indicate that the projections are positive overall. The figures in the May Outlook show a harvest of 8.9 million tons, the highest in six years. If confirmed, EU production of durum wheat would be nearly 5% higher than the previous year's, for an overall increase of 400,000 tons.

Overall, the figures are also positive for North America, despite water shortages reported in some Canadian regions.

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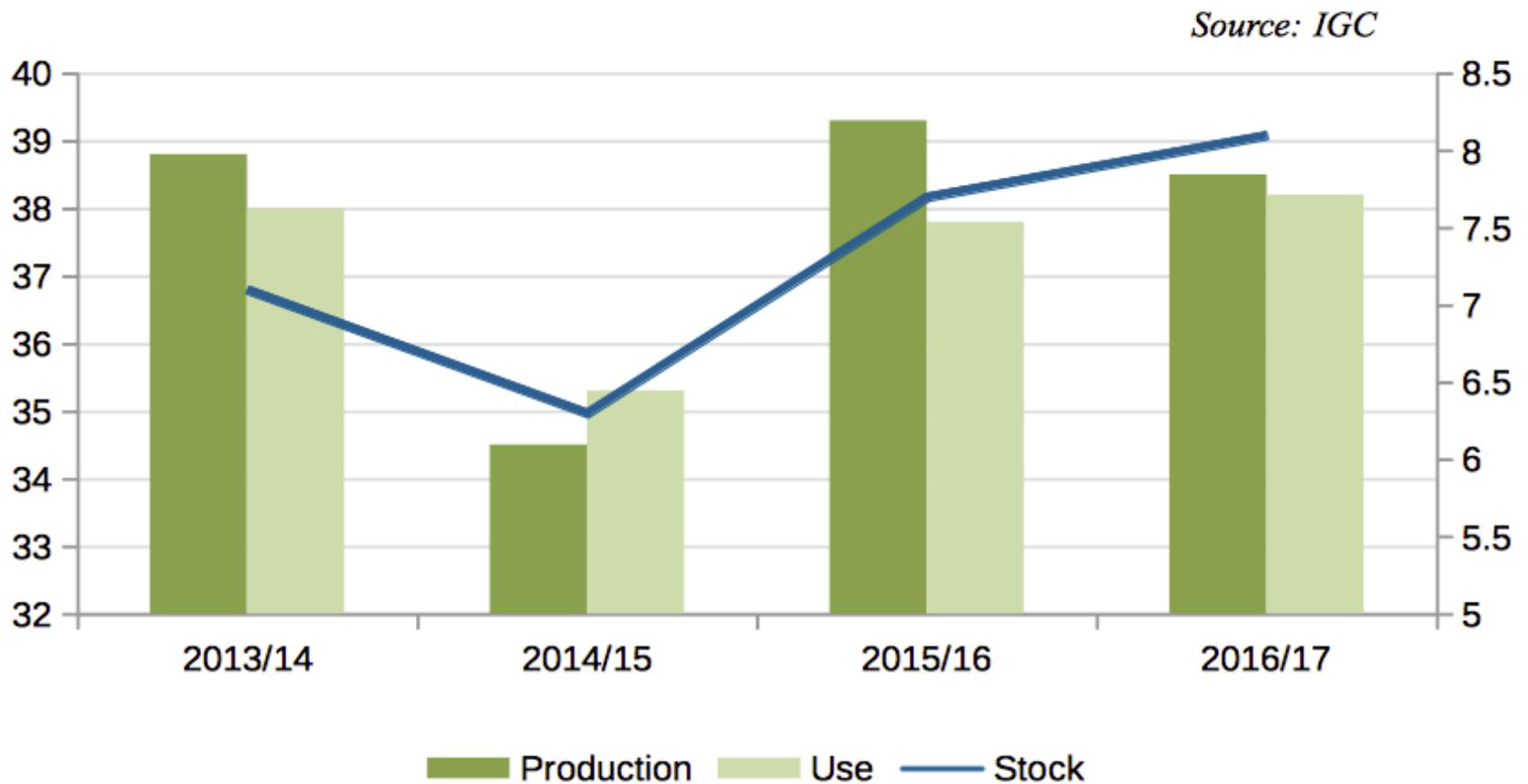
The Kronos project. It originated from a collaboration with Albert Carlton, an American breeder, father of Desert Durum from Arizona, the durum wheat of high quality, imported from the best Italian pasta factories to produce premium pasta. Molino Grassi since 1992 has managed to have the exclusive copyright to reproduce the

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**Figure 1 DURUM WHEAT, PRODUCTION, USE AND WORLD STOCK (MILLIONS OF TONS)**



The IGC has set the 2016 Ottawa harvest at 6.2 million tons (the forecast of the Canadian Department of Agriculture is slightly more conservative at 6.1 million), up 15% over the last year (5.4 million).

These figures reflect both an improvement in output following the disappointing results of last season, as well as an increase in the durum wheat planted surface area which this year jumped to 2,440,000 hectares (+5%).

Also considering stocks from the previous harvest, Canadian exporters will have nearly 7 million tons available, 12% more than last year's levels.

On the other hand, there will be less pressure from the US where, according to the best estimate (prepared by IGC analysts),

production should equal that of 2015 at 2.2 million tons, while the Canadian Department of Agriculture is more pessimistic, foreseeing a reduction of 6 percentage points.

Returning to global estimates, at 8.1 million tons, stocks at the end of the harvest will be the highest in seven years. In the European Union, in particular, available stocks will be the highest in 12 years (1.6 million tons).

Consumption will be up only slightly (38.2 million tons for the 2016-17 harvest), with greater use in human diets and more or less the same volume for animal feed.

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# 11



## Sixth AIDEPI annual meeting

AIDEPI



**The sixth annual AIDEPI (Italian Association of Confectionery and Pasta Industries) meeting has been held: Paolo Barilla re-elected president: “Room for expansion for Italian food lies beyond national borders.”**

The sixth annual meeting of AIDEPI, the Italian Association of Confectionery and Pasta Industries, was held on the morning of June 21, in the presence of a large number of industrial partners.

During the course of the meeting, elections were held which reconfirmed Paolo Barilla as the association's President. "I would like to thank everyone for the confidence they have shown in me and for all their collaboration", Mr. Barilla said to the business partners taking part in the meeting, "in particular I'm counting on the usual collaboration of colleagues in the conduct of association life". Aidepi president, Paolo Barilla, says: "Our Association has an extraordinarily diverse and rich patrimony, which is characterized by continuous dialog between the big foreign multinationals operating in Italy and the small Italian businesses, with the aim of constantly improving food safety and promoting the development of companies. The food sector is strategic for Italy and must be seen as both attractive for large foreign groups and as a launch pad for Italian companies pursuing growth, also abroad."

In an economic sector framework which is still troubled, the foundations for strengthening growth are beginning to appear but without achieving the necessary momentum. However, despite the less than favorable economic climate, production per-

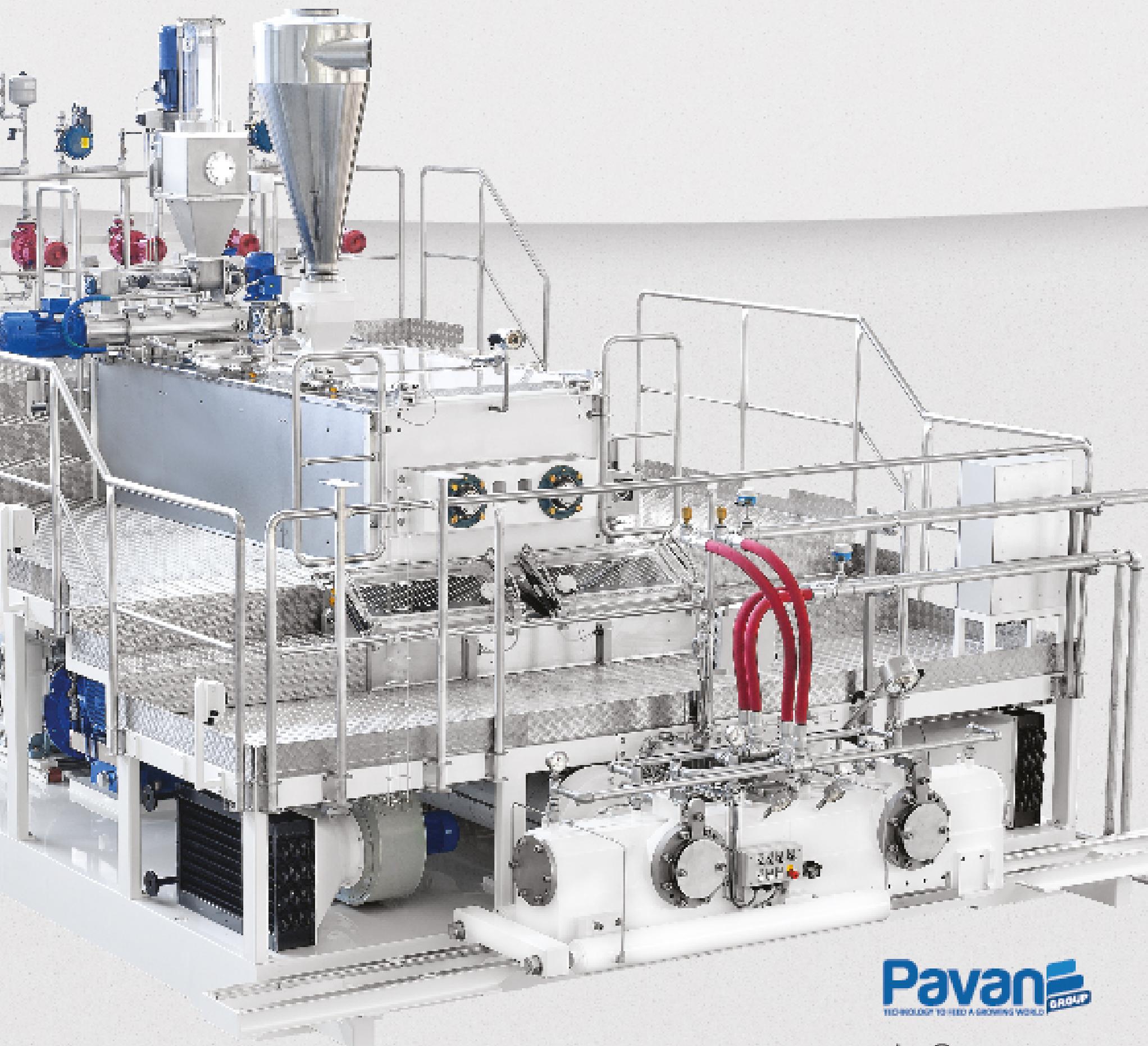
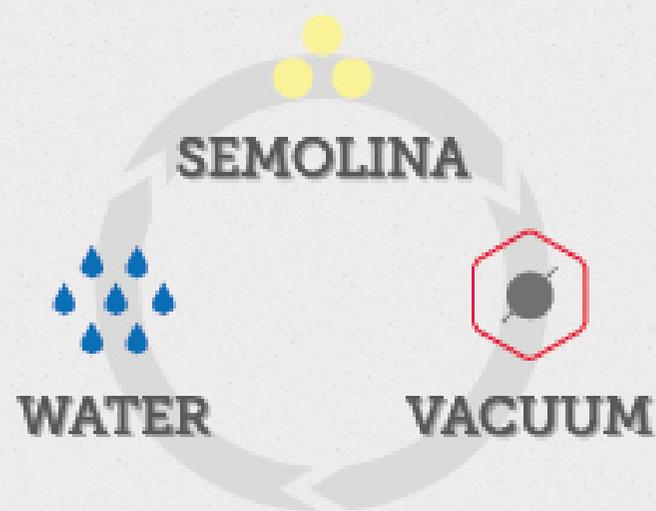
formance in the AIDEPI sectors has been good with turnovers in the plus figures confirming the sector's positive performance trends over the last decade.

Production levels in the confectionery sector have in fact shown renewed vitality, highlighted not only by overall production in terms of volumes but also by the turnover generated. In 2015 the Italian confectionery industry put over 2,008,600 tons of products onto the market (+0.2%) for a value of € 13,880 million, with an increase of +2.6% over the previous year, following on the positive production trend that characterized the last decade.

With regards pasta, again in 2015, the Italian industry kept its traditional leadership position in reference to the main parameters such as production capacity, production, domestic consumption, consumption per capita and exports.

With over 3,246,490 tons of pasta produced compared to the 3,421,764 tons manufactured in 2014, 2015 was still characterized by an erosion in production volumes (-5.1%), something which has not had a negative impact but has rather highlighted an interesting phenomenon of growth in product value, which from the threshold of € 4,600 million of the previous year reached a level of € 4,747 million (+3%).

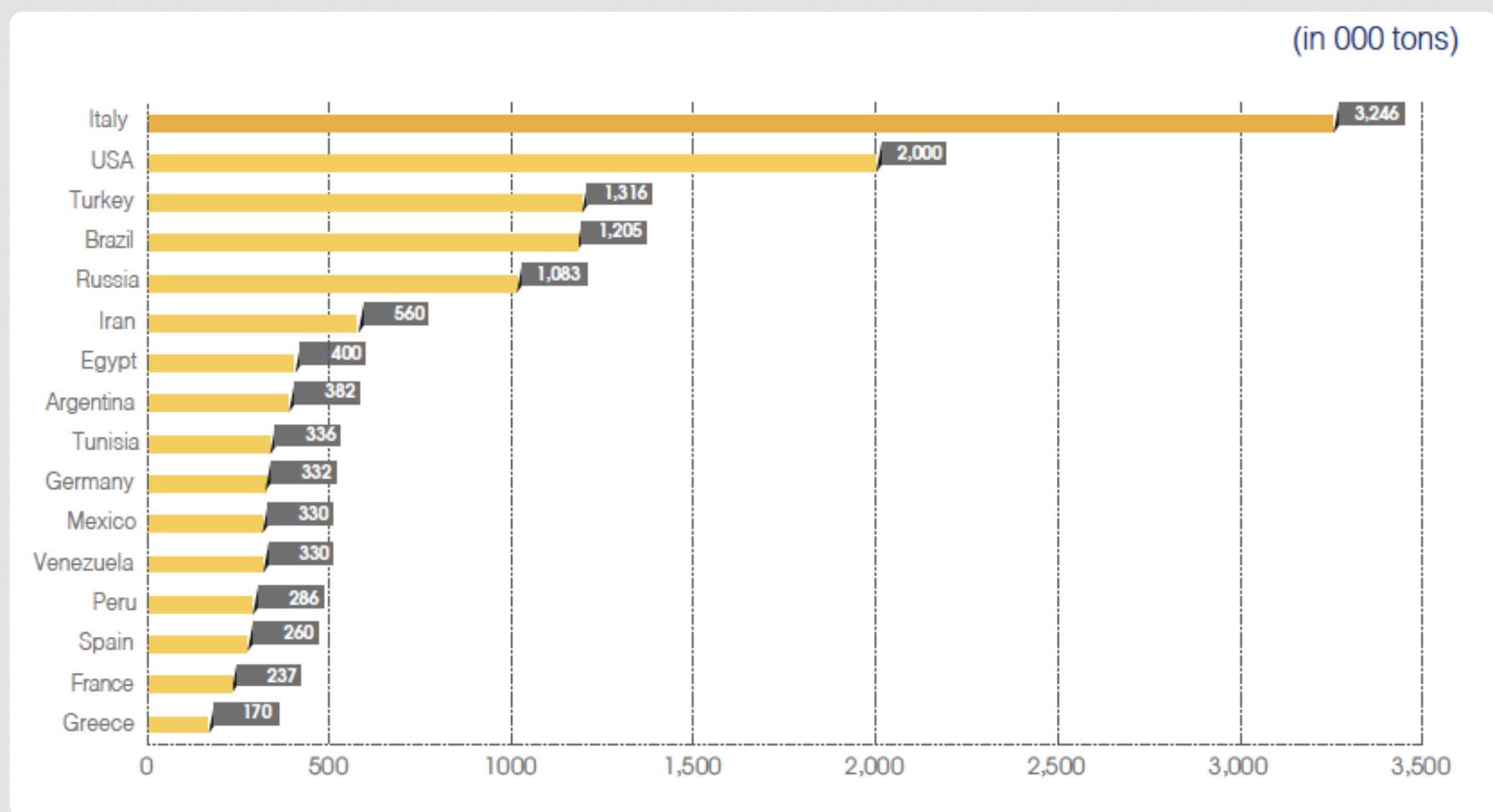
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Figure 1 MAIN PASTA MANUFACTURERS IN THE WORLD (2015)



Source: AIDEPI

## Exports

Despite the economic situation, and if anything to confirm the efforts in favor of a continuous development on international markets, exports of Italian confectionery and pasta recorded excellent levels of turnover.

Exports reached a share of 27.1% of the overall turnover for confectionery, thanks to the superior quality of Italian confectionery products, which won a share of exports exceeding 12% of all Italian food, thus characterizing the sector as one of the most export-oriented areas of the food & beverage scene.

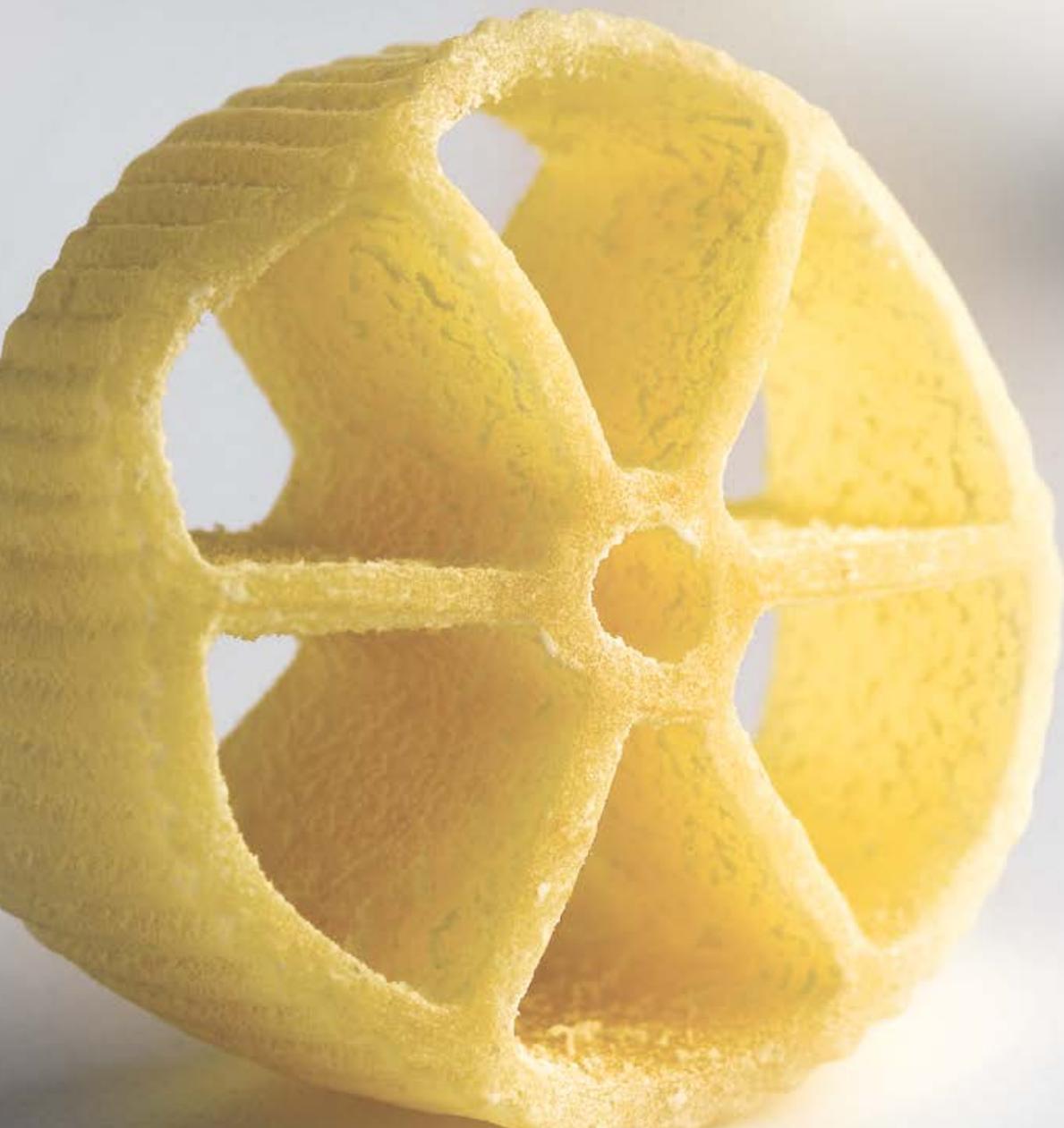
On the other hand, the propensity for export in the pasta sector rose to 46%; traditionally good but still leaving margins for further improvement.

In Europe, Italy is reconfirmed as one of the leading producers of confectionery: following Germany, Spain, the United Kingdom and France, Italy is the fifth largest manufacturer of confectionery, whereas for chocolate it is third place only to Germany and France. On the other hand, producing over 170,000 tons more than Germany, the second country in the ranking, Italy is number one in the production of bakery products.

The production trend for confectionery in

# **pasta** *bid*

THE GLOBAL MARKETPLACE FOR PASTA



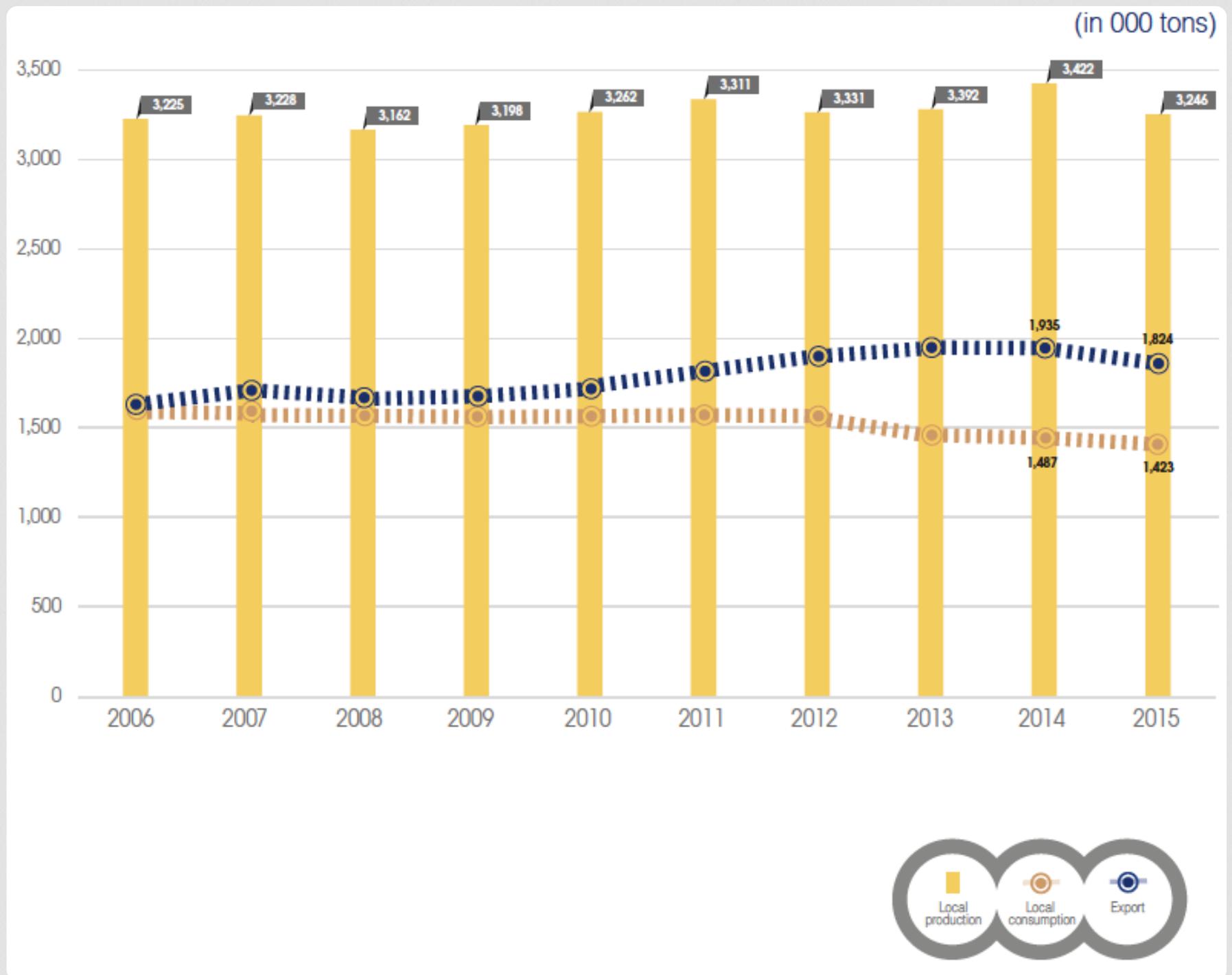
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**Figure 2 ITALIAN PASTA PRODUCTION, CONSUMPTION AND EXPORTS TRENDS 2006-2015**



Source: AIDEPI

2015 recorded an overall growth in volume of 0.2%, led by the ice-cream sector (+7.6%) which can be translated into a more relevant increase of 2.6% in value compared to the previous year, with ice-cream, chocolate and cocoa-based products contributing the most.

Exports remain the driver for growth and in terms of AIDEPI sectors, pasta has always

offered a very high propensity for export by volume, over 56% of national production, as does the confectionery sector which, overall, reached 46%.

Then a combined research was presented by IRI and Ref. Ricerche, which provided an overall picture of the contingent economic complexity, focusing on the markets of interest.

# PASTA AND CONFECTIONERY TOGETHER

*with  
passion*



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

Today AIDEPI, with the support of **125 member companies** the extraordinary expertise, and authority of its components, is a reference point, authoritative and valuable to anyone who wants to deal with the Italian sector of confectionery and pasta industries.

**AIDEPI**  
Italian Association  
of Pasta and Confectionery  
Industries



**80%**

SHARE OF THE ITALIAN CONFECTIONERY AND PASTA MARKET



**15%**

SHARE OF THE ITALIAN FOOD TURNOVER



**125**

MEMBERS



**5,3**

BILLION EUROS EXPORT



**20%**

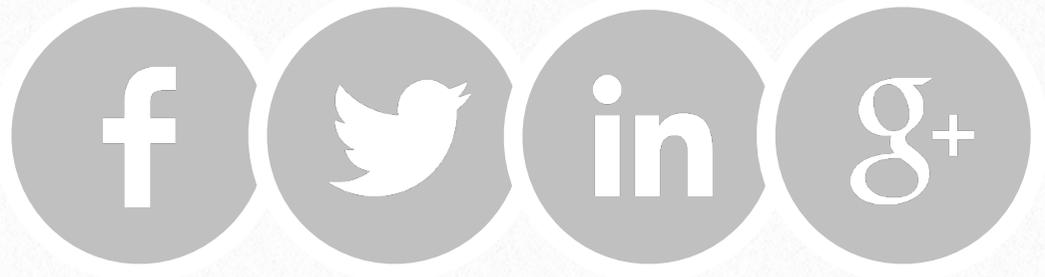
SHARE OF THE ITALIAN FOOD EXPORT



**18,5**

BILLION EUROS TURNOVER

# 12



## Storci at Filda fair in Angola

Storci  
Press release



Lines for dry and fresh pasta, ready meals, couscous, instant pasta and gluten-free pasta: Storci technologies will be the protagonists of the next edition of Filda in Angola.



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## For information

### Storci

T. +39 (0)521 543611

[sales-storci@storci.com](mailto:sales-storci@storci.com)

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

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A new market and new expectations for Storci landing at Filda fair which will take place in Luanda, Angola, from the 15<sup>th</sup> until the 20<sup>th</sup> November 2016.

In the ICE (Italian Trade Agency) Italy Pavillion (no. 2) Storci will be pleased to welcome friends and customers and all the companies which are interested in its technology: dry pasta lines, fresh pasta lines, ready meals, couscous, instant pasta and gluten free lines.

Storci is going to introduce instant pasta to the Angola market: instant pasta is the healthy alternative to Asian noodles, it is produced by Storci lines, it is tasty, versatile, ready in a few minutes and has great marketing potentialities.

No specific know-how is requested to produce this kind of pasta since Storci offers all its knowledge and expertise in order to create specific turnkey solutions.



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# 13



## World Pasta Day 2016 in Moscow

UNAFPA  
Press release

WORLD  
PASTA  
DAY 2016



MOSCOW, RUSSIA - OCTOBER, 25<sup>th</sup>

RITZ - CARLTON HOTEL

The announcement was made by AIDEPI at the UNAFPA Assembly (Union of the Organizations of Manufacturers of Pasta Products of the EU). Pasta manufacturers from all over the world will be in Russia on 25 October to celebrate pasta and the Mediterranean diet. Russia is a strategic market for Italian pasta: almost 29,000 tons exported in 2015. Pastaria will be media partner for World Pasta Day 2016.

World Pasta Day, celebrated every year on 25 October, will this year be taking place in Moscow. Pasta manufacturers from all over the world, representatives of the supply chain, scientific and economic opinion leaders and the media will be celebrating pasta and the nutritional benefits of this healthy and natural product which is now consumed on all continents and is within reach of all social categories.

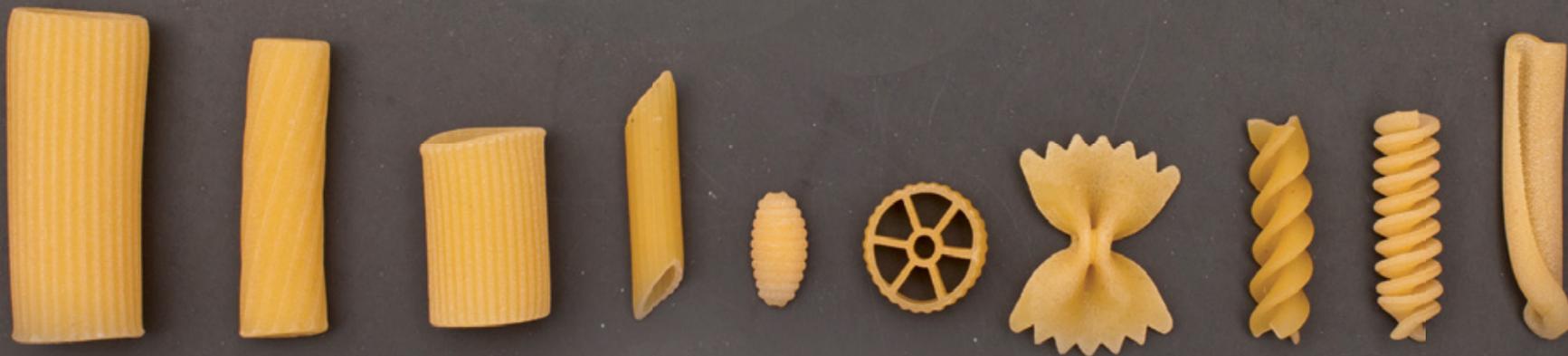
The announcement was made by AIDEPI (Italian Association of Confectionery and Pasta Industries) at the UNAFPA Assembly (Union of the Organizations of Manufacturers of Pasta Products of the EU) which was held in Rome on 27 May. Representatives of the EU pasta industry also took this opportunity to assess topics concerning the world of wheat and pasta: from procurement of the raw materials used to produce pasta, to market forecasts for wheat and harvests and to the quality, organoleptic and safety aspects which make pasta the food of the future.

“Moscow is the new European frontier for pasta, a market where Italian pasta continues to build its fortune”, says Luigi Cristiano Laurenza, secretary of the Pasta Group of AIDEPI. “Germany, France and the UK alone absorb around 45% of our exports, but there are many other areas where the demand for pasta is growing. So much so that 3 pasta dishes out of 4 consumed in Europe are produced by Italian pasta manufacturers”.

With consumption per capita standing at 7.8 kg a year, Moscow is one of these emerging realities in terms of the popularity of pasta, especially Italian pasta: 29,000 tons of Made-In-Italy pasta were exported to Russia in 2015, for a total value of around € 28.6 million. And several Italian companies have opened production plants in Russia to better oversee this strategic market.

But when it comes to pasta, relations between Russia and Italy go back a long way: in the 1800s Russian wheat contributed to creating the legend that is Italian pasta. At that time, ships loaded with top-quality wheat would leave Russian ports heading for Naples or Imperia where this precious raw material was taken to be processed in the local pasta factories. And some Italians set up pasta factories (around ten in all) in partnership with local entrepreneurs right next to the Taganrog port, from which one of the most popular wheat varieties takes its name.

MANY SHAPES TO TELL IT,  
ONLY ONE ASSOCIATION  
TO REPRESENT IT.



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EMPLOYEES

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PRODUCED

2,553,168  
TONS OF EXPORTED  
PRODUCT

OVER 35%  
OF THE WORLDWIDE  
PASTA PRODUCTION

Since 1960 UN.A.F.P.A represents the Union of Organisations Manufacturers of Pasta products of the European Union. It grants representation and protection of the interests of European Pasta industries. It promotes the continuous improvement of the quality of European pasta, disseminating worldwide, directly or indirectly, the value of pasta, as basic, essential, fundamental nutritious food product for a correct diet. It liaises with European institutions and World Trade Organizations that could affect, directly or indirectly, whether through decisions or consultations, European pasta producers.



UN.A.F.P.A.

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

FOR FURTHER INFORMATION:

Secretariat c/o AIDEPI | Viale del Poggio Fiorito, 61 | 00144 Rome ITALY | Tel: +39 (06) 8091071 | Fax: +39 (06) 8073186 |  
Email: unafpa@pasta-unafpa.org | www.pasta-unafpa.org

# The programme of the World pasta day 2016

- 9:30      **Registration of participants**
- 10:00     **Welcome**  
Paolo Barilla, President AIDEPI  
Riccardo Felicetti, President IPO  
Pier Paolo Celeste, Director ITA Moscow  
*Moderator Sergey Malozemov*
- 10:20     **Pasta is good for your health**  
Sara Baer-Sinnot, President, Oldways  
Elena Tikhomirova, Nutritionist  
Oleg Stephanovich Medvedev  
Rimma Ptemkina  
Ruslan Nigmatullin  
Q&A with Russian scientists
- 11:20     **Coffe break**
- 12:00     **Pasta is tasty and brings people together**  
Davide Scabin, Chef  
Vladimiri Mukhin, Chef  
Andrey Rudkov, Food blogger  
Anna Maslovskaya, Food expert - Editor
- 13:00     **Lunch Ritz Carlton**
- 14:30     **Pasta is a global food**  
Jack Skelly, Market analyst, Euromonitor International
- 15:30     **Pasta is good for the environment**  
Prof. Riccardo Valentini  
Prof. Ivan I. Vasenev
- 17:00     **IPO Annual general assembly**
- 20:00     **Pasta Party, Restaurant “White Rabbit”**



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# 14



## Pasta Orosa

Editorial Staff



**Rediscovery of old cultivars, stone milling and innovative packaging are just some of the unique features of Pasta Orosa, a pasta manufacturer located in the heart of the Cilento National Park, in perfect harmony between past and future.**

It is in Montesano sulla Marcellana – a small town in the province of Salerno (Italy) that overlooks the entire valley that borders on Lucania region – that the Pasta Orosa plant is headquartered. On the slopes of one of the many hillsides in the Maddalena chain of the Apennines, in the heart of the Cilento National Park, Rosa Luisa Pinto and her husband, Vincenzo Garone, decided over twenty years ago to produce pasta the way it was in the past. Applying expertise acquired in the field, although not directly production-related, this couple decided to embark on this journey, but utilizing techniques and seeds that had long been out-of-use.

At first, they went in search of an artisan approach and, above all, they focused on creating a product as it had been in the past in order to recapture the same flavors and aromas. But as time passed, they became increasingly demanding, even searching out raw materials not easy to find, except through special agreements with growers themselves. They dedicated themselves to obtaining superior wheat from cultivars that had been virtually forgotten, and had them planted in mountain fields, as had been done in the past in this area. The next step was stone milling, but even this was not enough for the Garones in creating a special upmarket Pasta Orosa line. They turned, therefore, to water-

powered stone mills. In this area of unequalled natural interest, 850 meters above sea level, springs abound and they are what provide Santo Stefano water with the properties that make local culinary specialties even more enjoyable and delicious. The native cultivar product line is the result of years of research, thanks also to the aid of the University of Salerno and the University of Basilicata. The varieties of wheat were planted in fields at an altitude of 1200 meters that had remained fallow for over fifty years and had not received any kind of treatment, apart from earlier plowing. Among the preferred cultivars for this product line are Khorosan – more commonly known as Saragolla – and Cappelli. The former is rich in protein, fats, vitamins and minerals and, thanks to its naturally sweet and buttery flavor, is perfect for use in making cakes, cookies, pasta and bread. But this particular type of wheat is also rich in selenium, magnesium, zinc and vitamin E. The variety named after Senator Cappelli, on the other hand, which is currently undergoing a revival in many regions of Italy because of its high level of quality, has been rediscovered and reappraised as a grain of unquestionable excellence that is enjoying tremendous market popularity. This pasta manufacturer also utilizes decorticated Diccoccum emmer and whole wheat flour. The quality of the stone-ground milling



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Processing of pasta which is always fresh with minimum recycling of dough scraps (less than 7%). Special filling injection system which ensures that the quality of the filling is maintained intact.

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## TORTELLINI TO A T

Only the combination of love of tradition and twenty years' experience in the production of automatic shaping units for filled pasta could develop industrial machines with the capacity to produce tortellini and tortelloni that seem handmade. Indeed, our high performance machines follow to a t the manual techniques of the dexterous Emilian "sfogline" (female pasta makers), thereby guaranteeing continuity with the local tradition.



MODEL NP500-13F

## TRADITION

Innovative front closure in keeping with the typical shape of the original recipe for real Emilian tortellini and tortelloni.



process means that the individual grains are ground as-is into flour through simple friction and in a single pass. The result is a highly-pure whole wheat flour with the further advantage of maintaining unaltered all the qualities of the grains, thanks to the fact that high temperature levels are never reached during processing. Using this method, not only is the pasta easier to digest but also offers higher nutritional benefits and mineral salts such as calcium, cobalt, iron, phosphorous, magnesium, manganese, potassium, copper, selenium and

sodium. In addition, because of its reduced glycemic index, it is also more suitable for diabetics. Overall, this product is also right for use in specific types of diets required by certain pathologies or for weight control.

In addition to the cultivars, farming methods and milling, the organoleptic qualities of Pasta Orosa are also the result of the artisan production methods utilized and slow, controlled drying in special cells developed specifically in conjunction with the engineering department of the University

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of Potenza. In the drying areas where the pasta remains for at least 48 hours at around 19 °C, the microclimate varies on the basis of external humidity levels and overall weather conditions so that the quality of the end-product is always optimal. Their product catalog does not only include dried pasta, but also fresh and fresh egg pasta in modified atmosphere packaging. All are available in dozens of shapes, including long, short and, for fresh pasta,

also filled. It comes in standard packaging of 250 and 500 grams, but the company will also supply custom package weights on customer request. Theirs is, in fact, a niche market that is concentrated particularly in specialty stores, wine shops and fine restaurants. The pasta is not mass-produced, and is in fact limited to just 150 kilograms a day for stone-ground products and just over 1,200 for all other types.

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Pasta & Food Technology

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**For information**

**Pasta Orosa**

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[pastaorosa@gmail.com](mailto:pastaorosa@gmail.com)

[www.pastaorosa.it](http://www.pastaorosa.it)

Pasta Orosa is also available in special cardboard packaging with trimmings produced entirely from the recycled wheat processing waste. Attractive, innovative packaging which, although different in many ways, brings to mind the Kraft paper used in the past to wrap spaghetti.

This and other Orosa products are found primarily on the local market in Calabria and northern Italy, but not only. The Garones also export on a regular basis to Belgium, Germany, Venezuela, the United States and Australia, but Pasta Orosa is available only where the finest regional products are offered for a sophisticated, demanding clientele.

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15



***The Truth about Pasta.***  
**Pasta and the  
Mediterranean diet: healthy  
companions**

International Pasta  
Organisation



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

Pasta was born in the Mediterranean, and as such, it holds a prized place in the iconic Mediterranean diet, an internationally recognized eating pattern that features fruits, vegetables, grains, legumes, olive oil, fish, red wine, and traditionally produced cheeses. Research on the health benefits of the Mediterranean diet began with [Ancel Keys](#) in the mid 20<sup>th</sup> century, and continues today with clinical trials, like the [PREDIMED](#) study, and anthropologic investigations, such as the [Blue Zones](#) project. For centuries, fresh and flavorful meals have been fueling Mediterranean families, with pasta playing an irreplaceable role.

In *Pasta: The Story of a Universal Food*, historians Silvano Serventi and Francoise Sabban, write that “Pasta, especially dried pasta, is the staple foodstuff of the Italians, and it truly is the foundation of their culinary culture, which transcends the decidedly entrenched regionalisms of the peninsula.” Venture outside of Italy, and you'll find that Mediterranean specialties, like healthy pasta meals, are a core component of the delicious and nutritious Mediterranean diet, whether they're dressed with tomatoes and Spanish spices, or Greek olives and feta.

## Experts Say

In an [interview with Oldways](#), U.S. journalist and food systems expert Michael Pollan explains that “The Med diet seems to me entirely consistent with the ‘eat food, [not too much, mostly plants]’ approach. The food is real – i.e. plants and animals humans have been eating for a long time, and plants are an important part of it.”

Indeed, when nutrition experts counsel patients that struggle with weight management, or are at risk of heart disease, the Mediterranean diet is one of their favorite recommendations. That's because the Mediterranean diet has decades of research supporting its benefits, with promising new studies being released left and right. In a [new study](#), following nearly 4,000 adults for 5 years, people on a Mediterranean diet lost significantly more weight than those on a low fat diet. Similarly, in an [April 2016 study](#) of more than 15,000 adults from 39 countries, researchers found that each 1 point increase on the Mediterranean diet score was linked with a 7-10% lower risk of major heart problems (like heart attack, stroke, or death).

Pasta certainly plays an important role in delicious and nutritious Mediterranean cuisine. In fact, in a new *British Medical Journal* [study](#), pasta was linked with a lower risk of death from all causes (as was whole




**I.P.O.**  
International Pasta Organisation

**INTERNATIONAL PASTA ORGANISATION (IPO)**  
Founded in Barcelona on World Pasta Day 2005  
Formally constituted in Rome on World Pasta Day 2006



## MISSION

The IPO is a nonprofit association dedicated to:

- Educating consumers, health professionals, journalists, government officials and others about the merits and benefits of pasta, its great taste, its healthfulness and its simple convenience.
- Increasing consumption of pasta around the world.

## ACTIVITIES

- Organizes research, promotional and educational programs and events about pasta, such as World Pasta Day and World Pasta Congress.
- Collects, organises and distributes nutritional, statistical and other information about pasta.
- With the support of a Scientific Advisory Committee, currently formed by a panel of 25 experts from 17 different countries, educates consumers and others through the media, conferences, research, publications, workshops, and other related activities.



## MEMBERSHIP

The International Pasta Organisation now has 25 members (including two European Federations, UNAFPA and SEMOULIERS) representing 18 countries (Argentina, Belgium, Brazil, Canada, Chile, Colombia, Costa Rica, France, Guatemala, Iran, Italy, Mexico, Portugal, Spain, Turkey, United States, Uruguay and Venezuela).

[WWW.INTERNATIONALPASTA.ORG](http://WWW.INTERNATIONALPASTA.ORG)

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



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grain bread, whole great cereals, total grains, and total bread). Part of what sets pasta apart from other grain foods is its unique structure. In a *The Atlantic* [article](#), Dr. Furio Brighenti explains “how food structures affect the absorption of starches into sugars,” which he has seen through studies of various types of pastas. “Even though they are made of the same thing, we absorb them differently.” Perhaps then, it is no surprise that in a [study](#) of more than 10,000 U.S. adults, pasta eaters were found to eat significantly more fiber (about 2g per day) than pasta avoiders, and that “pasta, noodles, and cooked grains (excluding non pasta grains)” was linked with significantly better diet quality.

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### ***The Truth About Pasta***

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

It is part of IPO’s 2015 communication programme, designed to combat the rise of unhealthy fad diets and change people’s perceptions of pasta by informing, educating and encouraging eating pasta as part of a healthy lifestyle.

For information;

[www.pastaforall.info](http://www.pastaforall.info) | [f.ronca@internationalpasta.org](mailto:f.ronca@internationalpasta.org)

# L'ARTE DELLA PASTA.

Since 1957 we build the best pasta machines

Gnocchi machines



Combined pasta machines



Automatic pasta sheeters

Máquina para la producción automática de la masa, de la laminada, de la pasta larga y de los ravioli en diferentes formatos. Permite ajustar los tamaños y la calidad de los productos. Equipada con tres motores independientes. Dotada de un sistema de accionamiento en acero inoxidable y montada en su estructura.

Máquina per la produzione automatica dell'impasto, della sfoglia laminata, della pasta lunga e dei ravioli in differenti formati. Permette di ottenere un prodotto di alta qualità, si distingue per la facilità d'uso e l'elevata affidabilità. Dotata di tre motori indipendenti. Vasca in acciaio inossidabile e montata su cinescopio.

Ravioli machines



Troffie and cavatelli machines



Pasta extruders



Tortellini and cappelletti machines

Les Cappellettatrici Mod. D85 sont des machines pour la fabrication des "cappelletti" et "tortellini" en formes différentes et des ravioli à sacchetto, avec une seule unique, grâce aux rouleaux interchangeables.

Le Cappellettatrici Mod. D85 sono macchine per la produzione di cappelletti e tortellini in diverse forme e ravioli a "sacchetto", a sfoglia unica, grazie alla possibilità di intercambiare gli stampi.

Le Cappellettatrici Mod. D85 sono particolarmente adatte alla lavorazione con ripieni morbidi permettendo quindi di ottenere prodotti di elevata qualità e genuinità.

Questa linea è stata progettata con lo scopo di diminuire i tempi per la pulizia delle macchine ed eliminare sprechi di ripieno a fine lavorazione. La struttura delle macchine è in lega satinata senza verniciatura. L'impianto elettrico è racchiuso in un apposito contenitore con protezione dall'acqua e dagli urti, dotato di blocco porta di sicurezza. L'impianto di sicurezza funziona a bassa tensione, a 24 Volt. I motori sono trifase 380-220 Volt - 50/60 Hz. Su richiesta si possono fornire voltaggi speciali.



The "Tortellini" machines produce "tortellini" with various patterns or shapes. They are equipped with an automatic system for the filling and the pasta sheets.

Queste macchine sono ideate per la produzione di tortellini e cappelletti con ripieno morbido. Sono dotate di un sistema di accionamento automatico per il ripieno e la sfoglia.



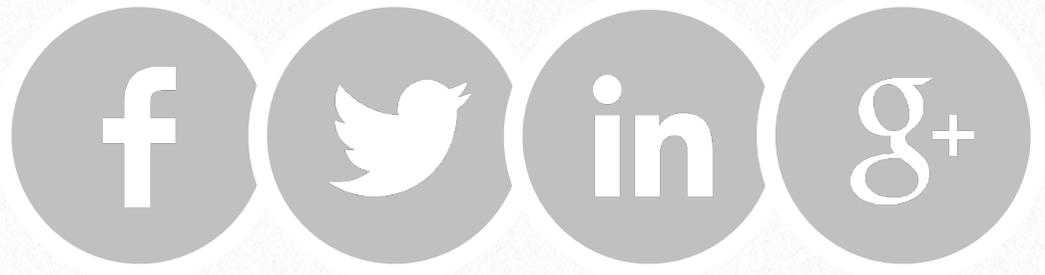
Las máquinas para producir "tortellini" con moldes intercambiables para la producción de los ravioli de pasta con relleno. Estas máquinas producen "tortellini" y "cappelletti" en diferentes formas, gracias a los rodillos intercambiables.

Estas máquinas son ideales para la producción de tortellini y cappelletti con relleno blando. Permiten obtener productos de alta calidad y genuinidad.

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# Gluten free: positive trend for the market and for the Gluten Free Expo, the uncontested reference for this sector

Gluten Free Expo  
Press release





According to the latest data collected, gluten free market is experiencing a strong growth period which started a few years ago.

In Italy, in 2015, Istat has introduced for the first time gluten free pasta and biscuits in the “Paniere”. From the beginning of 2016 gluten free products are still a trend topic: in fact, Coldiretti points out that the purchase of gluten free products has increased by 50%.

Gluten Free manufacturers confirm the growth: according to the Market Research commissioned by the Gluten Free Expo, the companies interviewed observed a positive trend regarding their sales volume. In this constant changing market, the Gluten Free Expo is the natural reference point for national and international companies working in this sector. In effect the subscription received by the 30th April recorded + 109% of exhibition space sold com-

pared to 2015. From now on, the fifth edition is confirmed as the perfect meeting point for all the members of the production chain: operators, large scale retail trade, companies, media, trade association.

Since the Gluten Free Expo is the international trade fair for the young gluten free market, the types of exhibitors satisfy all the market requirements: from ingredients, great protagonists in 2016 edition, to equipment, from semi-finished to finished products and beverages.

The fifth edition of Gluten Free Expo will be held at Rimini Fiera from 19<sup>th</sup> to 22<sup>th</sup> November 2016.

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