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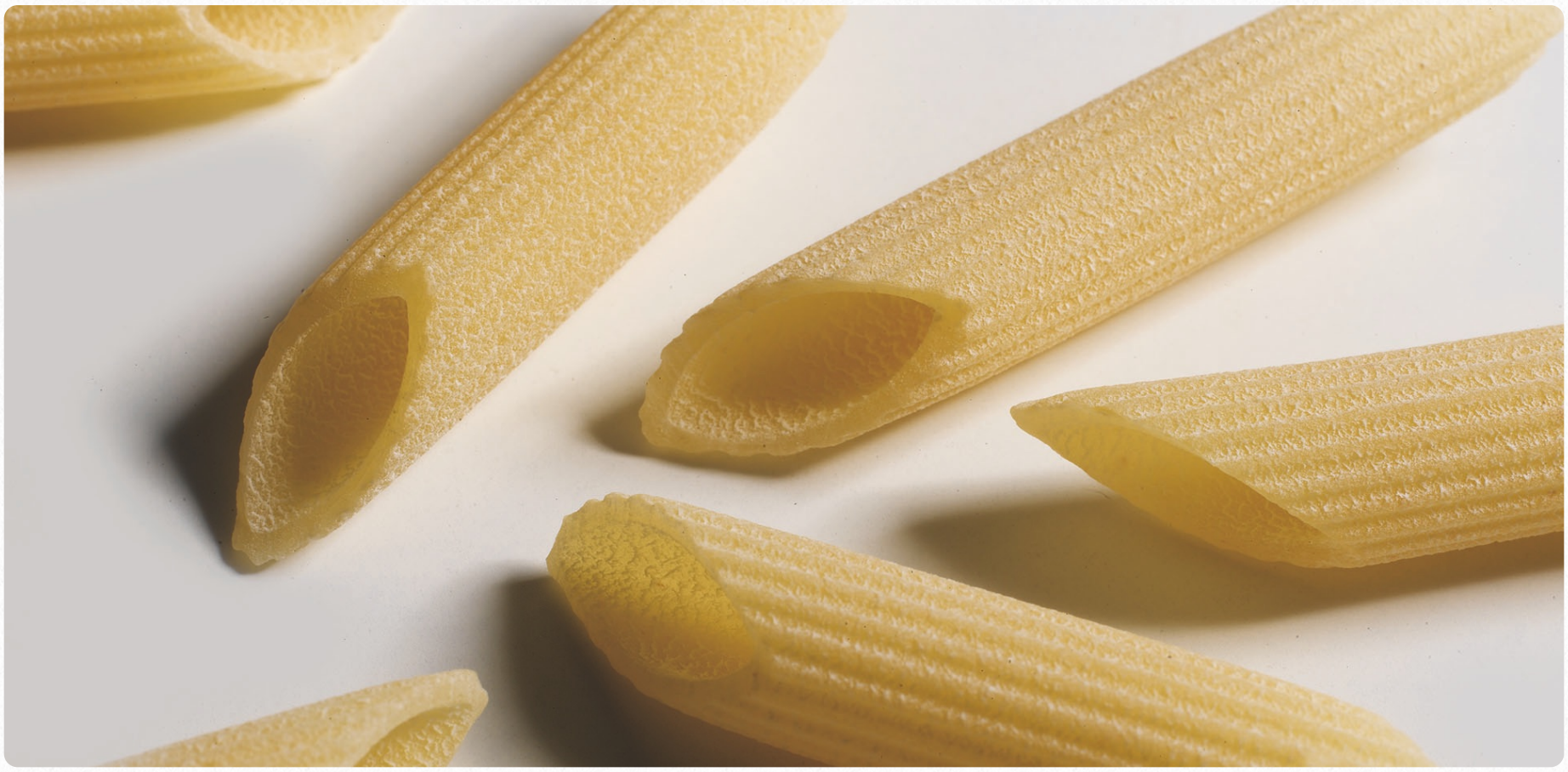

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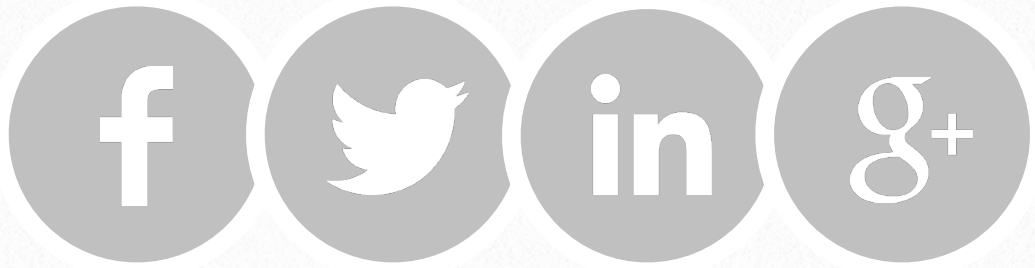
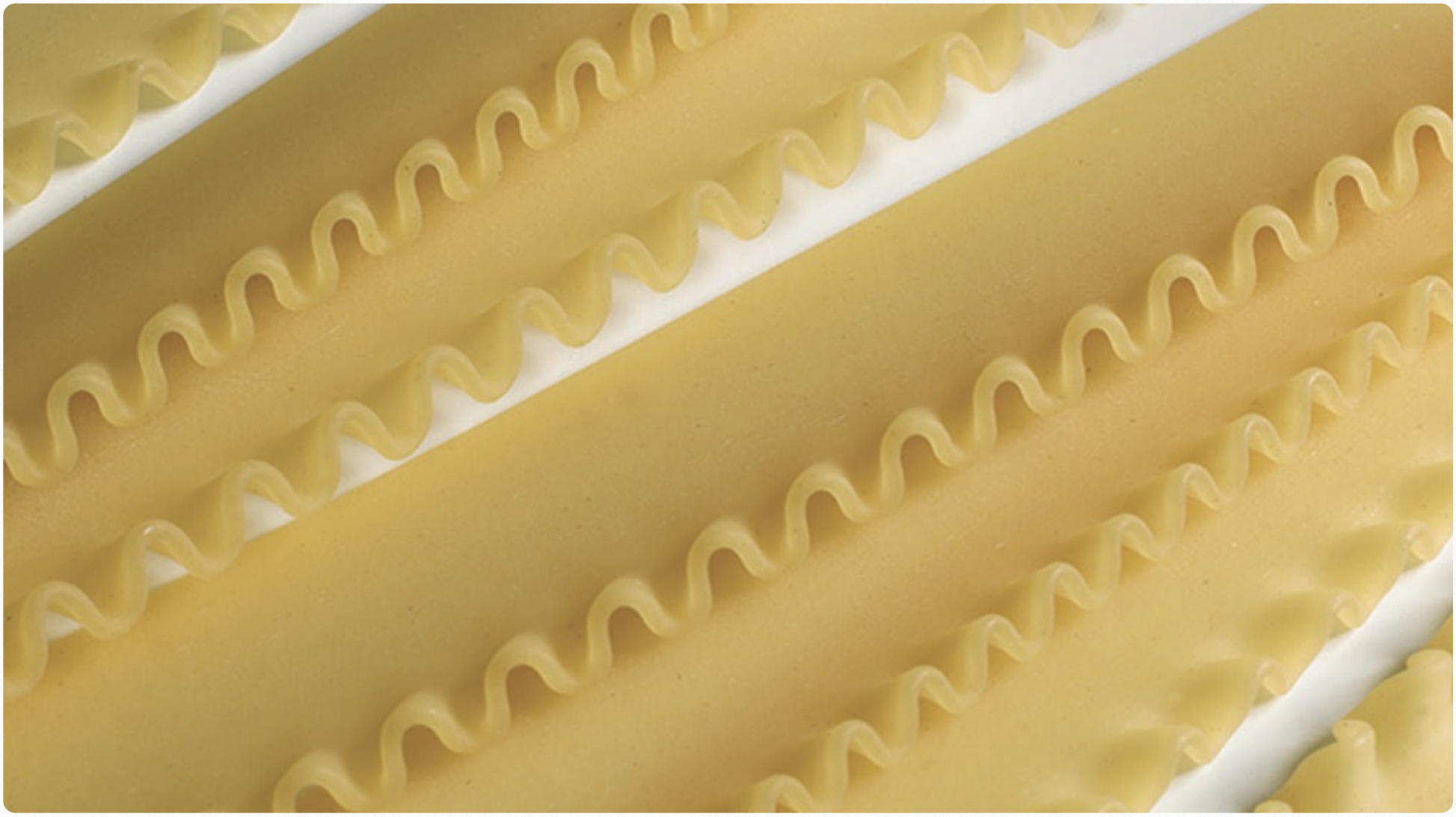


ABIMAPI

News from ABIMAPI. A lot of work, achievements and success for ABIMAPI in 2017!



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

We returned our activities with renewed energy to begin, with even more commitment, the development of new projects that reinforce the association's representation in the food sector, thus contributing to the growth of the categories of biscuits, pasta, industrialized breads and cakes. In this first edition of Pastaria, we would like to highlight some plans focused on 2017, the year for which we are very optimistic.
Recycling program - Give the Hand to the Future (DAMF) - and export program - Brazilian Biscuits, Pasta and Industrialized Breads & Cakes - continue in full force.
We will launch in the second half of March the ABIMAPI 2017 Yearbook, an in-depth analysis of the segments that we represent in three languages (Portuguese, English and Spanish) in the print and digital versions. More than a Market overview, this publication presents the contributions of the sector to the Brazilian development. The aim for this new edition is to be an important consultation tool, facilitating the daily life of those who work in the area - either as a manufacturer, supplier or service provider - and helping to conduct business.
As in recent years, in 2017 we will participate in the main national nutrition and health events like: Ganepão 2017, Brazilian Congress of Nutrology (ABRAN) and SBAN Congress 2017. With lectures sponsored by ABIMAPI, in partnership with similar entities, we maintain the purpose of carrying information of high quality that favor our products and reinforce concepts and values among physicians, nutritionists, and other health professionals. We will also continue our regulatory workshops exclusives for members.
We will expand our presence in social media in an effective way, with the segmentation of the public, valuing the categories before the consumer. After the successful launch of Biscuit Day, celebrated for the first time on July 20, 2016, we have already begun preparation for the next campaign that will reinforce the date, as well as the strategies for World Bread and Pasta Days, October 16 and 25, respectively. It is worth mentioning that this year's World Pasta Day celebration will be held in São Paulo, organized by ABIMAPI (Pastaria will be the Official Media Partner). We will promote a special program that will bring together industry associations around the world, stimulating the exchange of experiences and analysis of trends.
These are some of the activities already scheduled. We count on the support of all of you, associates, partners and friends, for 2017 will marked by more achievements and success.

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Legume pasta, nutritious food for a sustainable future

Silvia Folloni
Open Fields

The use of legume flour into pasta is an innovative and practical solution to increase legume and vegetable-based protein consumption. Few pasta companies in the world now produce pasta products made of 100% pulses. Although their availability on the shelves is still very limited, their popularity is growing fast.

The 2016 was the international year of pulses with the FAO campaign entitled "Pulses: nutritious seeds for a sustainable future". Along with the early cereal grains, pulses were among the first crops cultivated as far back as 11,000 years ago (Caracuta et al, 2015). Pulses are crops belonging to the *Leguminosae* family that are harvested exclusively for the dry seed. Dried beans, lentils, chickpeas and peas are the most commonly known and consumed pulses. *Leguminosae* which are harvested green (i.e. green peas and green beans) are not included but are classified as vegetables; their nutrient compositions indeed is more similar to that of vegetables than pulses. Other *Leguminosae* mainly used for oil extraction, such as soybean and groundnuts, and those used solely for sowing purposes, like clover and alfalfa, are excluded as well (FAO, 2016). Staple dishes from across the world include pulses, from *hummus* in the Mediterranean and falafel in the Middle East (chickpeas), to the Italian *pasta e fagioli* soup or a traditional English breakfast (cannellini and navy beans), Indian *Dal* and *Dal Bhat* in Nepal (yellow lentils), to cite only a few. The major groups and pulse varieties are described in Table 1.

Pulses are excellent sources of protein. They are low in fat and excellent sources of dietary fiber and micronutrients, such as iron, zinc, potassium and folate. They are recommended by health organizations for the management of non-communicable diseases like diabetes and heart conditions. Their low fat content and the interaction of their sterols have been proven effective at maintaining low LDL cholesterol levels and reducing blood pressure (FAO, 2016). Because pulses have a similar nutrient profile to foods in both the protein foods group and the vegetable group, they can be counted as a vegetable or a protein food to meet reference intakes (Dietary Guidelines Advisory Committee, 2015). Pulses represent an ideal source of protein particularly in regions where meat and dairy are not physically or economically accessible. Plant-based protein sources (mainly represented by pulses) shall be preferred to animal proteins for sustainability reasons. Animals are neither sustainable nor efficient converters of the energy they consume. The global livestock sector represents the 14.5 percent of anthropogenic GHG emissions, playing an important role in climate change (FAO, 2013). For healthy living, it is recommended to consume more fruits, vegetable and plant protein sources, while limiting meat to about 500 g/week, and to consume moderate levels of other animal products (Larsson and Orsini, 2014; Pan et al, 2012; World Cancer Research Fund, 2007). A protein intake with a ratio of 1:1

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Table 1 **MAJOR PULSES GROUPS**

GROUP	VARIETY	CLASSIFICATION AND ORIGIN	CULTIVATION AREAS	INFO
DRIED BEANS	Borlotti beans; Black beans; Adzuki beans; Cannellini beans; Red kidney beans; Navy beans; Flageolet beans; Pinto beans; Mung beans; Urd beans; Tepary beans; etc.	Includes pulses of the genera *Phaseolus*, from the Americas, and *Vigna*, found in various parts of Asia.	Dry beans are the most widespread of all pulses and can be found in every country on earth.	
LUPINES		Including *Lupinus albus*, native to the Mediterranean, and *Lupinus mutabilis*, originating in South America.	They are widely grown in Australia, Europe, Russia and South America.	Varieties have different level of bitterness or sweetness. They are also used to enrich cereal flours, as they can contain up to 40% protein
BAMBARA BEANS		*Vigna subterranea* L.	These underground pulses grow exclusively in Africa (with a different name depending on the country)	They are very similar to peanuts, though their fat and protein content is lower. Their colour varies depending on the variety.
BROAD BEANS		*Vicia faba* L. Native to the Mediterranean.	They are now grown wide, including in Australia, Bolivia, China, Ecuador, Egypt, Ethiopia, Peru and Venezuela. Among the easiest of plants to grow in harsh, cold climates.	Broad beans are also called fava beans, pigeon beans, horse beans, and Windsor beans. Strong, nutty flavor and tough, light brown outer skin and creamy texture.
VETCHES		*Vicia sativa* L.		Primarily grown as fertilizer or livestock fodder.

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GROUP	VARIETY	CLASSIFICATION AND ORIGIN	CULTIVATION AREAS	INFO
LENTILS	Red lentils; Yellow lentils; Green or brown lentils; Puy lentils; Umbrian lentils	*Lens culinaris* L. Originated in Asia and North Africa.	It needs very little water to grow and can survive the coldest of climates. Tolerance of arid land and extreme temperatures.	Wide variety of colours, from yellow to red-orange to green, brown and black. Multiple culinary uses, their flavour marries with almost any plant or animal ingredient.
CHICKPEAS	Bambai chickpeas; Desi chickpeas; Green chickpeas; Kabuli chickpeas	*Cicer arietinum* L. originated in the region now known as Turkey.	Widespread around the globe.	Culinary versatile, high nutritional value and great storing potential.
DRIED PEAS		Genus *Pisum*. Thought to have originated in the Mediterranean or Middle East.	Northern countries like Canada, Russia and the Ukraine.	Unlike lentils, peas are soft when young and require drying. Peas are tiny spherical seeds and are available either whole or split.
DRIED PIGEON PEA		*Cajanus cajan* L. Native to the Indian subcontinent, though their origin is disputed with Africa, where they are known as Congo peas.	They are mainly produced in India, Africa and Central America and are widely available everywhere.	In addition to being a food source, in some eastern countries they are used to house insects for ink and resin production.
WINGED BEANS		*Psophocarpus tetragonolobus* L. Originated in New Guinea.		

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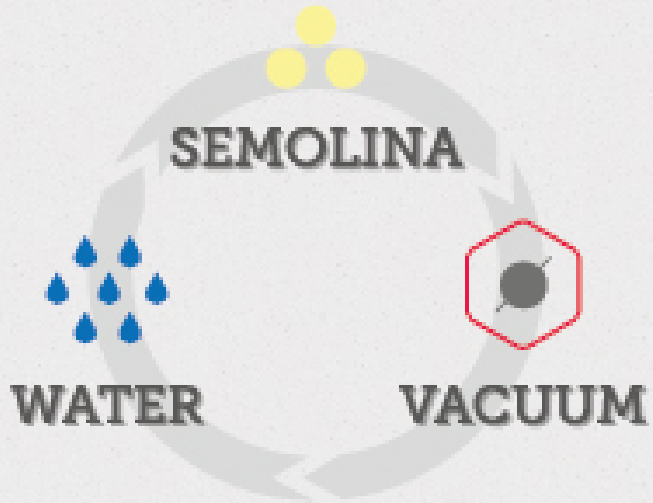

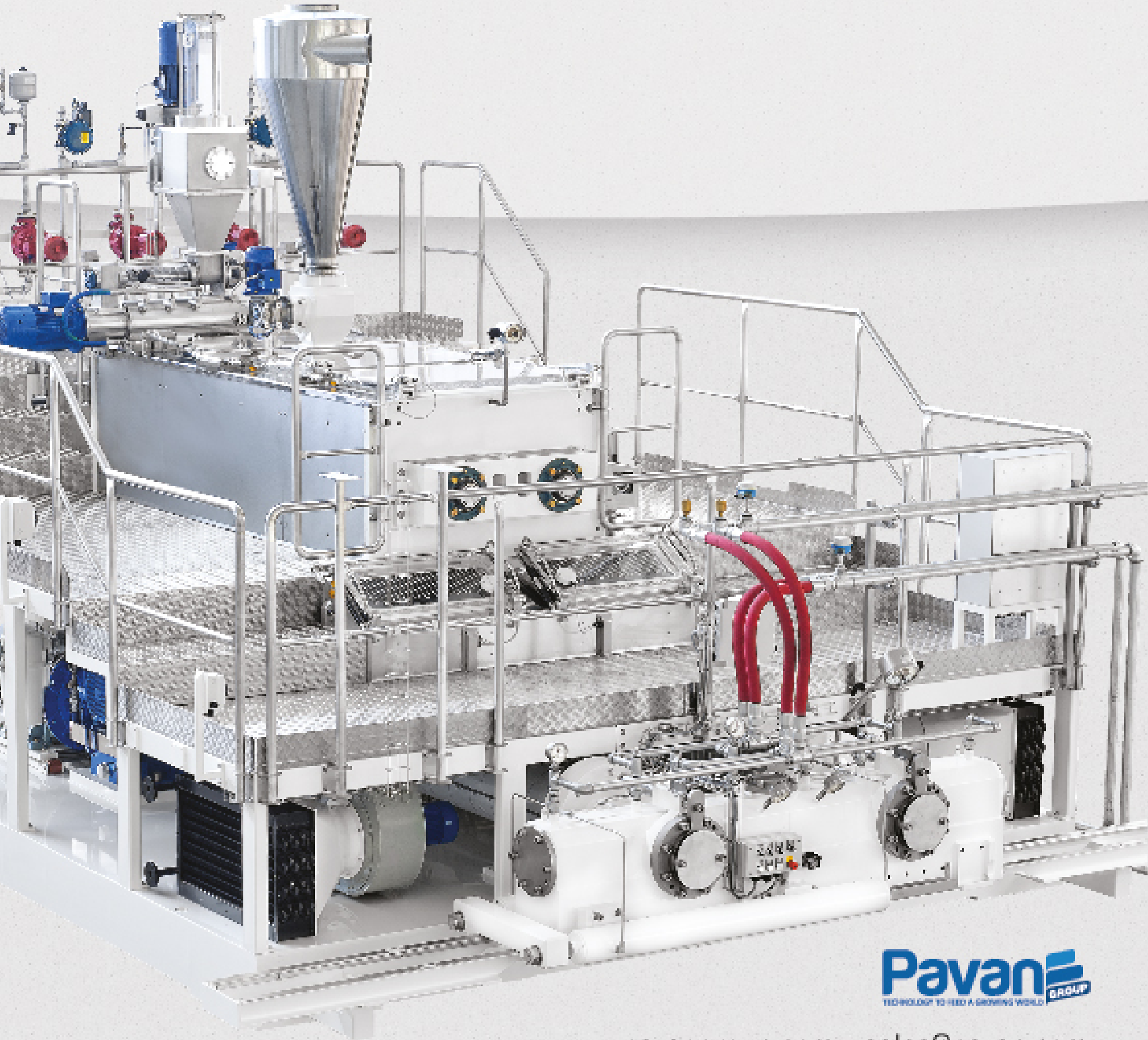

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GROUP	VARIETY	CLASSIFICATION AND ORIGIN	CULTIVATION AREAS	INFO
GRASS PEA		*Lathyrus sativus* L.		Eaten in Asia, Eastern Africa and in European Mediterranean countries, such as Italy and Spain.
DRIED COWPEAS		*Vigna unguiculata* L. From West Africa.	They are grown and consumed all over Asia, Africa (especially Sahel), Southern Europe, and Central and South America.	Low cultivation needs and high nutritional properties, ability to coexist with other crops in semiarid regions. Also known as the black-eyed pea, southern pea, crowder pea, lubia, niebe, coupe or frijole, it is an essential ingredient in Creole cuisine and Indian curries.
SWORD BEANS		*Canavalia gladiate* L. From tropical regions in Asia and Africa.		

plant vs animal source is recommended by the UN (Chardigny and Walrand, 2016), but in western countries the population consumes more animal than plant proteins.
In farmlands, pulses fix atmospheric nitrogen in the soil naturally, and in some cases free soil-bound phosphorous, thus improving soil fertility and significantly decreasing the need for synthetic fertilizers. Reducing dependence on the synthetic fertilizers can contribute to climate change mitigation (FAO, 2016). By using pulses for intercropping and cover crops, farmers can also promote farm biodiversity and soil biodiversity, while keeping harmful pests and diseases low. In the organic farming system, intercropping is compulsory and *leguminosae* are applied in most cases (REGULATION (EC) N. 834/2007).

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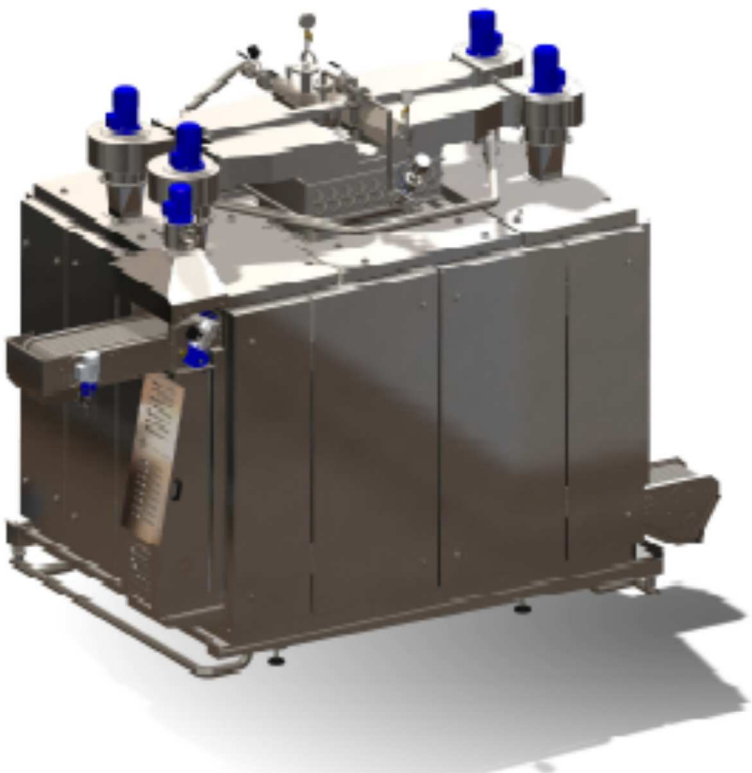

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Table 2 **EU FUNDED PROJECTS ON LEGUMES**

PROJECT NAME	FULL TITLE	GRANT SCHEME – FUNDING STATUS	LINK
PROTEIN2FOOD	Development of high quality food protein through sustainable production and processing	H2020 – 8.8 Million euro – ongoing	www.protein2food.eu/
LEGATO	LEGumes for the Agriculture of TOmorrow	FP7– 5 Million euro – ongoing	www.legato-fp7.eu/
LEGUME FUTURES	Legume-supported cropping systems for Europe	FP7 – 4 Million euro – completed	www.legumefutures.de/welcome.html
EUROLEGUME	Enhancing of legumes growing in Europe through sustainable cropping for protein supply for food and feed	FP7 – 6.5 Million euro – ongoing	www.eurolegume.eu/

For all these reasons, pulses have been and are the topic of calls for funding at National and EU research programs. Some major recent EU research and innovation projects on pulses are listed in Table 2. Mass production of pulses is localized in developing countries. India is the world's largest producer and importer of pulses (FAO, 2016). As of 2015, the world's biggest producers of pulses were India, Canada, Myanmar, China, Nigeria, Brazil, Australia, USA, Russia, and Tanzania, while the world's most important pulse exporters also include Argentina, France, Ethiopia, and Turkey. Pulse producing countries are found in every continent.

Launching activities of food and drink products containing pulse ingredients are constantly growing in the last 10 years. Over the past two years, the percentage of food and drink products launched with green pea has grown by 126%, whilst the percentage of food and drink products containing red lentils has grown by 62% and the percentage of food and drink products containing yellow peas has increased by 21% (Mintel, 2016).

The use of legume flour into pasta is an innovative and practical solution to increase legume and vegetable-based protein consumption. Few pasta companies in the world now produce pasta products made

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Figure 1 YELLOW LENTILS SPAGHETTI BY PROBIOS

Nutrition facts (per 100 g)	
Energy (kj/kcal)	1448/342
Fat	1.2
of which Saturated	0.3
Carbohydrate	58.2
of which Sugar	1.8
Fiber	5.7
Protein	21.6
Salt	<0.01
Ingredients	
*Yellow lentil flour. *Organic	
Pack	
250 g	

of 100% pulses. Although their availability on the shelves is still very limited, at least in Italy, their popularity is growing fast. In the second half of 2016 legume pasta started to appear in Italian modern distribution retail stores and yellow lentils spaghetti by Probios were selected as innovative product at SIAL Innovation, the International Food Fair in Paris (Figure 1).

UOne portion of legume pasta provides nearly double the protein and at least double the total dietary fiber than regular semolina pasta whereas carbohydrates are lower (about 51-60 g against 72-75 g in 100 g of product). Since they provide many proteins, it is recommended to reduce the serving to 65-70 grams.

Pasta is made mostly from precooked pulse flour, which is then mixed with water, extruded and dried; pulses are de-hulled depending on the species. Pulses used for pasta making are green pea, yellow and red lentils, white chickpeas, and black and navy beans.

Legume pasta is gluten free and has a low glycemic index (GI). In fact, pulses are slowly digested (www.glycemicindex.com). Pulse ingredients are used to develop low GI food products (Fujiwara et al, 2016). Although also food processing affects the postprandial glucose response (Scazzina

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et al, 2015; Marti et al, 2013), several intrinsic features of legumes are responsible for the low GI. Legume starches are richer in amylose (30% to 37%, Hoover and Sosulski, 1985) than cereal starches (18% to 33% of amylose, Buleon et al, 1998). A higher amylose:amylopectin ratio translates into a higher tendency to retrograde after the gelatinization-cooling steps and to form a structure that is resistant to digestive enzymes (Brijesh et al, 2012; Petitot et al, 2009). In addition, the quantity of proteins and fiber and the presence of anti-nutritional factors such as phytic acid (which could inhibit α-amylase activity thus affecting the rate of starch digestion) play a role (Sandhu et al, 2008; Thompson et al, 1984; Deshpande et al, 1984).

Laleg and colleagues studied the rheological, cooking, and nutritional properties of three pasta products made from faba, lentil and black mung bean flours and compared them with commercial gluten-free pasta composed of a mixture of maize, millet, rice flours and cane sugar syrup. Whatever the legume used the cooking and rheological properties of pasta, its microscopic structure and the strength of its protein network differed from that of gluten-free cereal pasta. Legume pastas showed a weaker texture with low springiness scores but lost less material during cooking (Laleg et al., 2016).

By a better understanding of the biochemistry of pulse species and by adapting the current processes, more and more attractive food products will be obtained from pulses. Legume pasta is an example of *nutritious food for a sustainable future* (healing FAO campaign definition), an example of how the food industry could offer healthy and sustainable food.

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3

Pulse flours for pasta making

Chick pea, red and yellow lentil, pea and cranberry bean flours are ideal for making gluten-free and high-protein pasta.

MartinoRossi S.p.A. (the new name of the well-known Cerealicola Rossi company) is the food industry's reference manufacturer of gluten-free and allergy-friendly cereals and pulses.
The company located in Gadesco Pieve Delmona, in the Province of Cremona, has succeeded over the years in making a name for itself as a supplier of gluten-free and allergy-friendly flours for many of the most prestigious companies operating in the gluten-free pasta making sector.
Amongst the numerous products in this cereal producer's catalog, in this issue of Pastaria we would like to mention its pulse flours which, thanks to their nutritional characteristics, are being used with increasing frequency in the production of pasta (topic of the in-depth report *Legume pasta, nutritious food for a sustainable future*, on page 14).
All MartinoRossi flours are made in state-of-the-art processing plants (a wet mill for an improved reduction in natural pollutants, a steam system for the heat treatment of cereals and pulses, a system for mixing up to twelve ingredients with different densities) belonging to the company which is able to monitor the whole supply chain and manage the phases involved in procuring the raw materials: from the choice of seeds to in-field technical assistance, from harvesting with dedicated threshers to the direct management of the crop drying and storage systems.
Green pea, the red and yellow varieties of lentil, cranberry bean and chick pea are the pulses from which the Cremonese company makes its flours, naturally characterized by a high protein and fiber content and used to make gluten-free and high-protein pasta.
For the technical data of each flour, which can be supplied as both heat-treated or standard flour, see the data sheets on the following pages.

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www.martinorossispa.it

BORLOTTO BEAN FLOUR			
		The product is obtained through the milling of Borlotto beans. Perfect for pasta and soups production, it's a good source of fibers, proteins and vitamins.	
Sensory features			
Appearance	homogeneous	Odour	characteristic and pleasant
Colour	light brown	Flavour	pleasant
Granulation			
Micron	0-250	Percentage	100
Nutritional fact (per 100 g)			
Energy	133 kcal - 557 kj	Fiber	4.8 g
Fat	0.8 g	Salt (NaCl)	2 g
Carbohydrate	22.7 g	Gluten	<20 ppm Reg CE 828/2014
Protein	10.2 g		
Microbiological features			
Aerobic plate count	100.000 ufc/g	Salmonella	absent (ufc/25 g)
Coliforms	1000 ufc/g	Bacillus Cereus	10* ufc/g
Escherichia Coli	10* ufc/g	Yeast	5000 ufc/g
Staphylococcus aureus	10* ufc/g	Mould	5000 ufc/g
Faecal coliforms	10* ufc/g	*10* = LQ (quantification limit of laboratory)*	
Contamination features			
Filth test	20 n/50 g (max)	Pesticides	according to law limits
Cadmium	0.20 mg/kg (max)	Lead	0.10 mg/kg (max)
Pack			
20 kg paper bags or platic Big Bags (DD)			
Shelf life			
Six months, if stored by the customer in a dark, cool and dry place			

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YELLOW LENTILS FLOUR			
		The product is obtained through the milling of dehulled yellow lentils. Used for making pasta, it contains fibers, mineral nutrients, vitamins and antioxidants.	
Sensory features			
Appearance	dusty	Odour	characteristic and pleasant
Colour	natural yellow colour	Flavour	pleasant
Granulation			
Micron	0-250	Percentage	100
Nutritional fact (per 100 g)			
Energy	337 kcal - 1428 kj	Fiber	7.8 g
Fat	1.8 g (saturated 0.11 g)	Salt (NaCl)	3.6 g
Carbohydrate	51 g (sugar 1.66 g)	Gluten	<20 ppm Reg CE 828/2014
Protein	25.4 g		
Microbiological features			
Aerobic plate count	100.000 ufc/g	Salmonella	absent (ufc/25 g)
Coliforms	1000 ufc/g	Bacillus Cereus	10* ufc/g
Escherichia Coli	10* ufc/g	Yeast	5000 ufc/g
Staphylococcus aureus	10* ufc/g	Mould	5000 ufc/g
Faecal coliforms	10* ufc/g	*10* = LQ (quantification limit of laboratory)*	
Contamination features			
Filth test	20 n/50 g (max)	Pesticides	according to law limits
Mycotoxins	according to law limits	Lead	0.20 mg/kg (max)
Pack			
20 kg paper bags or platic Big Bags (DD)			
Shelf life			
Six months, if stored by the customer in a dark, cool and dry place			

RED LENTILS FLOUR			
		The product is obtained through the milling of dehulled red lentils. Used for making pasta, it contains fibers, mineral nutrients, vitamins and antioxidants.	
Sensory features			
Appearance	dusty	Odour	characteristic and pleasant
Colour	light red	Flavour	pleasant
Granulation			
Micron	0-250	Percentage	100
Nutritional fact (per 100 g)			
Energy	340 kcal - 1441 kj	Fiber	7.6 g
Fat	1.6 g (satured 0.30 g)	Salt (NaCl)	3.25 g
Carbohydrate	53.1 g (sugar 2 g)	Gluten	<20 ppm Reg CE 828/2014
Protein	24,6 g		
Microbiological features			
Aerobic plate count	100.000 ufc/g	Salmonella	absent (ufc/25 g)
Coliforms	1000 ufc/g	Bacillus Cereus	10* ufc/g
Escherichia Coli	10* ufc/g	Yeast	5000 ufc/g
Staphylococcus aureus	10* ufc/g	Mould	5000 ufc/g
Faecal coliforms	10* ufc/g	*10* = LQ (quantification limit of laboratory)*	
Contamination features			
Filth test	20 n/50 g (max)	Pesticides	according to law limits
Mycotoxins	according to law limits	Lead	0.20 mg/kg (max)
Pack			
20 kg paper bags or platic Big Bags (DD)			
Shelf life			
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GREEN PEAS FLOUR			
		The product is obtained through the grading of green peas and refining. Used for pasta and bakery productions, it is rich in proteins but poor in fats and calories. This flour can lower food glycemic index.	
Sensory features			
Appearance	dusty	Odour	characteristic and pleasant
Colour	green	Flavour	pleasant
Granulation			
Micron	0-250	Percentage	100
Nutritional fact (per 100 g)			
Energy	327 kcal - 1382 kj	Fiber	10.1 g
Fat	1.2 g (saturated 0.22 g)	Salt (NaCl)	3.48 g
Carbohydrate	51.7 g (sugar 3 g)	Gluten	<20 ppm Reg CE 828/2014
Protein	20.7 g		
Microbiological features			
Aerobic plate count	100.000 ufc/g	Salmonella	absent (ufc/25 g)
Coliforms	1000 ufc/g	Bacillus Cereus	10* ufc/g
Escherichia Coli	10* ufc/g	Yeast	5000 ufc/g
Staphylococcus aureus	10* ufc/g	Mould	5000 ufc/g
Faecal coliforms	10* ufc/g	*10* = LQ (quantification limit of laboratory)*	
Contamination features			
Filth test	20 n/50 g (max)	Pesticides	according to law limits
Mycotoxins	according to law limits	Lead	0.20 mg/kg (max)
Pack			
20 kg paper bags or platic Big Bags (DD)			
Shelf life			
Six months, if stored by the customer in a dark, cool and dry place			

CHICKPEAS FLOUR			
		The product is obtained through the refining of chickpeas. Rich in vitamins, fibers and vegetal proteins, it is used for pasta and bakery productions.	
Sensory features			
Appearance	dusty	Odour	characteristic and pleasant
Colour	sand	Flavour	pleasant
Granulation			
Micron	0-250	Percentage	100
Nutritional fact (per 100 g)			
Energy	371 kcal - 1565 kj	Fiber	9.6 g
Fat	6.5 g (satured 1,12 g)	Salt (NaCl)	11.5 g
Carbohydrate	51.1 g (sugar 3,7 g)	Gluten	<20 ppm Reg CE 828/2014
Protein	20,7 g		
Microbiological features			
Aerobic plate count	100.000 ufc/g	Salmonella	absent (ufc/25 g)
Coliforms	1000 ufc/g	Bacillus Cereus	10* ufc/g
Escherichia Coli	10* ufc/g	Yeast	5000 ufc/g
Staphylococcus aureus	10* ufc/g	Mould	5000 ufc/g
Faecal coliforms	10* ufc/g	*10* = LQ (quantification limit of laboratory)*	
Contamination features			
Filth test	20 n/50 g (max)	Pesticides	according to law limits
Mycotoxins	according to law limits	Lead	0.20 mg/kg (max)
Pack			
20 kg paper bags or platic Big Bags (DD)			
Shelf life			
Six months, if stored by the customer in a dark, cool and dry place			

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4

“Hand made” on the label: possible problems and solutions

Lino Vicini

A real court case concerning a food product (bread sticks) declared to be "hand made" allows us to return to the topic of the wording on labels. With tips we believe may also be of interest to anyone producing and selling pasta in Italy.

The case: during a routine inspection at the production plant of a food manufacturing company, the NAS (Nuclei Antisofisticazioni e Sanità - Anti-Adulteration Unit) branch of the Carabinieri came across 147 boxes of bread sticks labeled as "hand made".
The inspecting offices were of the opinion that the products' manufacturing process did not reflect the indications declared on the labels and therefore seized the packaged bread sticks along with the packaging and label reels.
The Carabinieri then sent a crime report to the competent Prosecutors Office alleging that the food company administrators were guilty of having committed the crime of marketing fraud.
Some time later, without the prosecutor or the police authorities carrying out any further investigations, prosecution proceedings were undertaken and a summons to appear in court was issued.
The suspects were therefore sent to court before a Single Judge to conjointly respond to the alleged unlawful conduct, i.e. that of "having put on the market bakery products different in origin and quality from that stated on the label and in particular for having labeled said products as "hand-made" when the processing methods used did not match this statement".
In particular, according to the accusations, the bread sticks were in fact made using automated industrial machinery and therefore not by hand.
This case, which we have so briefly outlined, seems useful for going back over the subject of marketing fraud with particular reference to the wording on labels.
First of all, let's see if the case in hand does in fact constitute a committed marketing fraud, as charged against the administrators of the company which manufactured the bread sticks.
In fact, from a purely abstract point of view, the prosecutor's assumption does not seem entirely plausible.
As the more attentive readers of this magazine will know, the crime of marketing fraud, punishable under art. 525 of the Italian criminal code, sanctions, with up to two years of imprisonment or a fine of up to €2,065.00, the conduct of anyone who "in running a commercial business or a sales outlet open to the public, delivers to the purchaser one item for another, or an item which in origin, quality or quantity differs from that declared or agreed upon".

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Already from what has been said it would seem that the facts reported by the Carabinieri offer no concrete evidence that the products had been put on sale, nor that the bread sticks had been delivered to potential buyers.
In fact, the products were found inside the plant and not displayed on the shelves of a grocer's store or inside a large retail supermarket.
To this first elementary consideration, others can immediately be added.
The ascertained fact does not appear to precisely fall within the alleged offense punishable as marketing fraud.
The first evaluation which every judge (as well as the lawyers defending the accused) must make, is to check whether or not the human act brought to his/her attention fully corresponds with the series of elements which identify and characterize each individual crime.
To be able to prosecute a suspect, all the elements which constitute a crime expressly described in the criminal law provision must exist, without exclusion.
On the contrary, in a case where the act does not completely correspond with the the alleged offense, the judge must immediately declare the acquittal of the accused at every stage of the trial on the grounds that the "act does not exist" or because the "act does not constitute a crime" pursuant to art. 129 of the criminal procedure code.
This court order rule implements the substantial principles of precision and the mandatory nature of the criminal law provisions, according to which the boundaries between legal and illegal must be laid out in an abstract and general manner by the legislator and no analogous application against the individual is permitted.
In fact, we must remember how article 1 of the criminal code imposes that the judge may not punish acts which are not expressly envisaged by the law as constituting a crime (the so-called principle of legality).
To apply said general principles of criminal law to our example, it is therefore necessary to check whether or not the act ascertained by the NAS branch of the Carabinieri falls, in a precise manner, within the criminal law provisions set out in art. 515 of the criminal code.
As already stated, art. 515 of the criminal code punishes the delivery of "one item for another, or an item which is of different quality to that declared".
Therefore one should ask oneself, in an abstract manner, whether or not a product described as "hand made" is in fact different to an identical product made using machinery.

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After this first logical step the judge must then check the concrete fact of whether or not the food product in question was in fact made by hand or not.
Let us therefore analyze these two questions in more depth.
The first aspect immediately presents some critical elements.
In fact, the person writing this commentary does not appear convinced of the sustainability of the accusation according to which the "hand made" bread stick is a completely different product (*aliud pro alio*) from an identical one made using machinery.

The diversity sanctioned by the regulation in the criminal code may concern the very essence of the goods as well as more simply a deviation in the origin, procurement, quantity and quality (discrepancy in quality or usability).
As correctly underlined by the best doctrine, the greatest difficulties in interpreting the crime of marketing fraud are linked to determining adequate parameters based on which the aforementioned assumptions of diversity can be verified.
Even the same case study method which connotes the trends in law does not always provide a means of arriving at certain and uncontroversial results.
The consequences of such dubious reasoning are those by which the ascertained act is not abstractly punishable in that it does

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not fall under the typical offense sanctioned by art. 515 of the criminal code.
This line of argument would take us off topic so for the moment let us assume that the act described does fall under the alleged offenses punishable under art. 515 of the criminal code.
At this point however, it is necessary to ascertain another aspect, i.e, whether the bread sticks were in fact made by hand or not.
The material evidence of the act must be brought before the judge of public prosecutions (Public Prosecutor) and if no or insufficient evidence is provided, acquittal is inevitable.
The same also applies if the act does not constitute a committed crime but only an attempted crime.
Also in this case, during the preliminary examination the judge must verify if the act brought to his/her attention constitutes committed marketing fraud or if he/she is looking at an attempted crime (art. 56 of the criminal code) a wrongdoing which, as it is known, is punished by the law less severely.
Now that the logical reasoning which the judge must follow for this case has been briefly outlined, let's see if previous cases can provide any useful elements for solving the matter.
The interpretation of the rules provided by the Court of Cassation is the one of most interest to judges with regards resolving the cases bought to their attention.
For what concerns us here, it is appropriate in particular to verify the concept of diversity "in quality."
The law has therefore decided to consider a crime the delivery of frozen meat as fresh meat in that the fresh product is different in quality to the frozen one.
Likewise, the sale of defrosted fish without indicating this quality constitutes an attempt to commit the crime in question.
The packaging of a product (cans of tinned tomatoes) with no data indicating the year and the production batch required by law constitutes attempted marketing fraud.
On the contrary, rulings which have dealt specifically with the text "hand made" for foods cannot be found.
On the other hand, a somewhat similar case to the one being discussed was recorded at the administrative proceedings before the Antitrust Authority in 2000 (order no. 8884 of November 9, 2000).
Let us remind you that the Authority may proceed with the evaluation of advertising messages printed on packaging.
In this particular case, the indications given on the product label (dry pasta) were evaluated to verify deceptiveness in order

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to protect consumers from misleading advertising.
The pasta manufacturer had in fact put the word "artisanal" on the product label.
The report to the Antitrust Authority was made on the basis of the alleged misleading nature of the aforementioned text, considered a violation of the provisions in force at the time.
At the end of investigations the matter was settled with a provision in favor of the manufacturer.
The latter had in fact been able to prove that the pasta was produced in accordance with the typical characteristics of artisanal processing, i.e.: relatively small amounts of pasta produced, manual loading of the sacks of semolina into the hoppers before the dough is made, drying over 18 / 24 hours as opposed to the shorter times used in industrial processing, manual packaging, as well as manual mixing of the products.
To return to the case of the "hand made" bread sticks, based on the results of the preliminary investigation the Court acquitted all defendants under the formula "because the act does not exist".
In fact the argument of the prosecution according to which the bread sticks were made using industrial machinery was not proved "beyond reasonable doubt".
Indeed, the defense proved with texts and documents that the bread sticks were in

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fact manufactured manually with the pre-mixed dough being rolled out by hand.
Such factual evidence was proved by the uneven shape of each individual bread stick resulting from the human activity involved in manually preparing the product.
In addition, the defense proved the point by comparing photos and video footage of the methods employed to make bread sticks with industrial machinery.
In the latter case the bread sticks are all perfectly identical and of the same size as the machine rolls them all out in the exact same way.
In support of its argument, the defense referred to the memorandum of the Ministry for Productive Activities no. 163 of 10 November 2003 according to which the words "processed by hand" or "hand made" can be put on products only when the the production phases of the dough (extrusion, cutting or drying of the dough) are completely or mainly carried out manually, which was precisely how the product was made in the case before the judge.
To conclude this commentary, we should remember another of the fundamental principles of criminal law that is sometimes forgotten by the supervisory bodies.
Criminal penalties should only be used when no other instrument, punitive or otherwise, is able to ensure the legal right to protect an equally effective safeguarding against a certain form of violation.
In other words, as well as being proportionate to the crime and its severity, it must also be necessary.
The criminal court should not spend its precious time dealing with petty misdemeanors but should focus on serious crimes.
To come back to our case, it would have been better to have acted in the administrative field, in particular the irregular use of the wording "hand made" could never have led to the accusation of marketing fraud, but at most an offense punishable with a fine.
With this in mind, let us remind you how art. 2 of Legislative Decree no. 109 of 1992, currently superseded with the coming into force of Regulation 1169 of 2011, envisaged that labels on food products "must not mislead the purchaser as to the characteristics of the food and precisely on the nature, identity, quality, composition, quantity, conservation, origin or provenance, method of manufacture or production of the product ".
The same concepts have been developed and expanded in art. 7 of Regulation 1169 of 2011.

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5

APPF holds General Assembly

APPF

From left to right, Giovanni Rana and Giovanni Voltan

Last November the Associazione Produttori Pasta Fresca (Italian Association of Fresh Pasta Producers) held its general assembly.

On Friday 18 November 2016, the APPF general assembly was held at the Relais & Chateaux hotel, Villa Franceschi in Mira (Venice).
In the presence of almost all members various,important topics were discussed. Mr. Bonetto, Secretary General, illustrated the current situation (managerial, operative and economic) of the Association and this was followed by important speeches and proposals to be implemented in the early months of 2017.
Secondly the issue linked to the inadvertent presence of the soya allergen in wheat flours was tackled, after which the note issued on 22/07/2016 by the Ministry of Health was illustrated which allows gluten-free products made with different flours to wheat flour to be called "pasta".
Last but not least, the topic of the advertising campaign in the trade press was discussed, together with the results and plans for future undertakings. What's more, soon, with the full participation of the technical executives of the sustaining members - suppliers, study seminars on various technical and operational topics will be organized. Something which is absolutely necessary in the future, as the Association's President, Mr. Rana declared, is the recommendation that members continue to strive for quality, focusing special attention on the foreign, not to mention, world market. This latter concept is readily supported by the success achieved by Rana on the American market.
This was followed by the traditional Christmas dinner, a moment for conviviality and a chance for all guest to exchange ideas. These included some new sustaining members of the Association who were welcomed by all with signs of appreciation. After an overnight stay, on the following day a large delegation went for a picturesque tourist trip, on a boat reserved for the APPF, around the Venetian lagoon and the San Marco Basin, with a visit to the wonderful Villa Malcontenta and lunch on board the vessel.

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6

Commodity price observatory 1/2017

Centro studi economici
Pastaria

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

In which direction will commodity prices be moving in 2017? Albeit with a little prudence, given the many unknowns, starting from the intensity of global growth, analysts appear optimistic. The year which has just drawn to a close showed, thanks to the rebounds recorded in the last months, the first trend reversal following a recessionary cycle in prices lasting about five years.

If the future is brighter it is however thanks to factors which only in a few cases have anything to do with the fundamentals, that is to say with the elements that determine the actual supply and demand ratio, stocks included. If one looks at oil, a commodity which can be defined as a driver in that it influences the price dynamics of other raw materials, it is clear that the positive trend which has been underway for a few months is, more than anything else, fruit of the agreements (will they be kept?) made between OPEC and non-OPEC countries which will reduce the daily supply of oil by 1.8 million barrels.

The Trump effect, the election of the Tycoon to the US presidency has helped push up the stock market indices in half the world, starting with Wall Street of course, and contributed to bringing the demand for other assets, such as commodities, to a higher risk factor.

In this new context, which also records appreciation of the US dollar against other currencies, including the Euro, and a scenario, albeit gradual, of rising inflation which has already led to the Fed, the central US bank, to launch two increases in interest rates, the general rise in raw material prices is more likely than the possibility of a downward correction in prices, according to the consensus of the analysts.

For food, conditions are the same as in other sectors. The fundamentals, especially for cereal sector commodities, still suggest deflationary scenarios. But the outlook is uncertain, despite the forecasts for another positive year for world wheat production. There has already been a slight recovery, in the wake of the rebounds of other products. Obviously it will depend on demand, but also on the weight (very heavy) of stocks and the disposal programs which the big importers, especially China, will adopt to reduce warehouse stocks.

For areas such as the milk-dairy sector, scenarios are being suggested of moderate (or more intense, depending on opinions) supply shortages leading to bullish forecasts on the price front. Tension remains high on the olive oil markets, aided

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PRICES AND TRENDS OF CERTAIN FOOD RAW MATERIALS (DECEMBER 2016)				
National fine common wheat	Price (€/ton)	Monthly variation	Annual variation	Forecast
	177	1.6%	-3.8%	=
Fine durum wheat from central Italy	Price (€/ton)	Monthly variation	Annual variation	Forecast
	218	-3.6%	-17.9%	=
00 type common wheat flour	Price (€/ton)	Monthly variation	Annual variation	Forecast
	505	1.8%	6%	▼
Semolina above min. leg. req.	Price (€/ton)	Monthly variation	Annual variation	Forecast
	450.5	-0.7%	-18%	▼
Eggs M	Price (€/100 pcs)	Monthly variation	Annual variation	Forecast
	9.13	1.4%	-17%	=
Pork hams for Prosciutto 12 kg and over	Price (€/kg)	Monthly variation	Annual variation	Forecast
	4.09	0.2%	19.9%	▼
Beef – veal meat half-carcass, prime quality	Price (€/kg)	Monthly variation	Annual variation	Forecast
	5.22	3%	-18.6%	=
Raw milk	Price (€/1000 kg)	Monthly variation	Annual variation	Forecast
	411.25	-5.5%	25.1%	=
Churned butter	Price (€/kg)	Monthly variation	Annual variation	Forecast
	3.05	1.3%	76.3%	▲
Grana Padano aged for 9 months or more	Price (€/kg)	Monthly variation	Annual variation	Forecast
	7.06	6.5%	9%	▲
Extra virgin olive oil	Price (€/kg)	Monthly variation	Annual variation	Forecast
	5.2	1%	65.1%	=

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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PRICE MONITORING				
IMF Commodity Food Price Index	Price (2005=100)	Monthly variation	Annual variation	Forecast
	143.13	0.1%	9.8%	▲
Hard Red Winter FOB Gulf of Mexico	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	122.51	0%	-22.3%	▼
Mais, U.S. No. 2 Yellow FOB Gulf of Mexico	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	151.3	-0.8%	-8.9%	=

IMF Index, Hard Red Winter, Mais: November 2016

by a drop in world production by 10-15% according to initial assessments, and a production collapse in Italy, where there was a much heaver drop of 30-40% over the previous year.

In summary, therefore, it is reasonable to expect relative stability, with possible excursions (nothing major) in both directions, for the prices of wheat and flour, a continuation of the positive trend for dairy sector commodities (powdered milk and butter in particular with repercussions also on Parmesan and Grana cheeses) and a continuing climate of tension in the olive oil market.

The protein sector will most probably see a decline in pork, at least in this first part of the year, in the wake of lower pressure in Asian demand. The prices of beef and poultry remain basically stationary, while egg prices continue to orbit around the low levels reached over the last twelve months. For durum wheat 2016 closed with a drop in prices of 18% over the year. The December balance sheet recorded -4% for soft wheat, against year-on-year losses of 17% for eggs and 19% for fresh beef. Butter has almost doubled the values of December 2015 and fresh milk has recovered 25%. +9% for Grana Padano and +75% for extra virgin olive oils. In the background there is a risk of rising energy and transport prices, with possible repercussions on production costs for companies.

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7

The Truth about Pasta. Pasta does not make you fat

International Pasta Organisation

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

Welcome to the latest issue of The Truth About Pasta, the column from the International Pasta Organization. Each issue features a new and different topic – all pointing to The Truth About Pasta. The truth is... pasta is healthy, sustainable, convenient, delicious, affordable, doesn't make you fat, and much, much more.

With the turn of the New Year, people all over the world are resolving to embrace healthier diets and drop the excess weight. The good news is that even if slimming down is your top priority for 2017, you don't have to say good-bye to delicious, satiating pasta meals.

Some celebrities and pop-science writers blame carbohydrates like pasta for the wide prevalence of obesity today. But the truth is, pasta does not actually make you fat. In fact, nutrition experts recommend that carbohydrates, like pasta, should provide 45-65% of our calories. Additionally, pasta is the perfect vessel for the nutritious foods that health experts encourage us to eat more of, such as spinach, olive oil, seafood, and fresh herbs.

Experts say...

Scientific experts from around the world agree that "many clinical trials confirm that excess calories, and not carbohydrates, are responsible for obesity." That's because, more often than not, restrictive diets that eliminate entire food groups aren't a sustainable way to lose weight, and keep it off. To maintain a healthy weight over the long-term, it's a smarter approach to embrace a lifestyle change that's time-tested and well-balanced, like the Mediterranean diet.

Epidemiological evidence supports pasta's role in healthy diets. In studies of thousands of people, scientists have found that pasta is linked with a lower risk of obesity markers. Additionally, people who eat more pasta, noodles, and cooked grains (excluding ready-to-eat macaroni and cheese or mixed pasta dishes) also tend to score higher on the *Healthy Eating Index*, a measure of a diet quality. People who eat pasta also tend to eat more fiber.

In fact, in a 2016 study in *Nutrition & Diabetes*, researchers found that, after statistically correcting pasta intake for body weight, pasta intake was linked with significantly lower BMIs and central obesity (measured by waist to hip ratio, and waist and hip circumferences), even after adjusting for total calories and adherence to the Mediterranean diet. They also found that pasta intake was correlated with the intake of other healthy foods, including tomatoes, olive oil, and cheese.

It is no wonder, then, that nutrition researchers across the globe are fighting back against fad diets and carbophobia to "educate the consumer to choose varied and balanced pasta meals for health." When you enjoy healthy, vegetable rich pasta meals in modest portions, it is a delight to discover just how delicious healthy eating can be.

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.

WWW.INTERNATIONALPASTA.ORG

ACTIVITIES

- Organizes research, promotional and educational programs and events about pasta, such as World Pasta Day and World Pasta Congress.

WORLD PASTA DAY
25 October

- 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).

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

ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE
AIDEPI

Viale del Poggio Fiorito 61 - 00144 Rome
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ipo@internationalpasta.org - www.internationalpasta.org

Did you know?

People who eat more pasta also tend to eat more vegetables! That's because pasta is a pillar of the Mediterranean diet, a healthy, vegetable rich eating pattern.

In "*Pasta: A Unique Grain Food*" a one-hour, on-demand webinar, you can learn more about the health benefits of pasta and its place in the Mediterranean diet, from Kantha Shelke, PhD, Corvus Blue (Chicago, USA); Gabriele Riccardi, MD, Federico II University (Naples, Italy); and Marta Garaulet Aza, PhD, DrPH, University of Murcia and Garaulet Clinics (Murcia, Spain).
Watch this TED-Ed lesson to better understand why Pasta Does Not Make You Fat.
Be sure to check out the TED-Ed lesson associated with the video to test your knowledge.

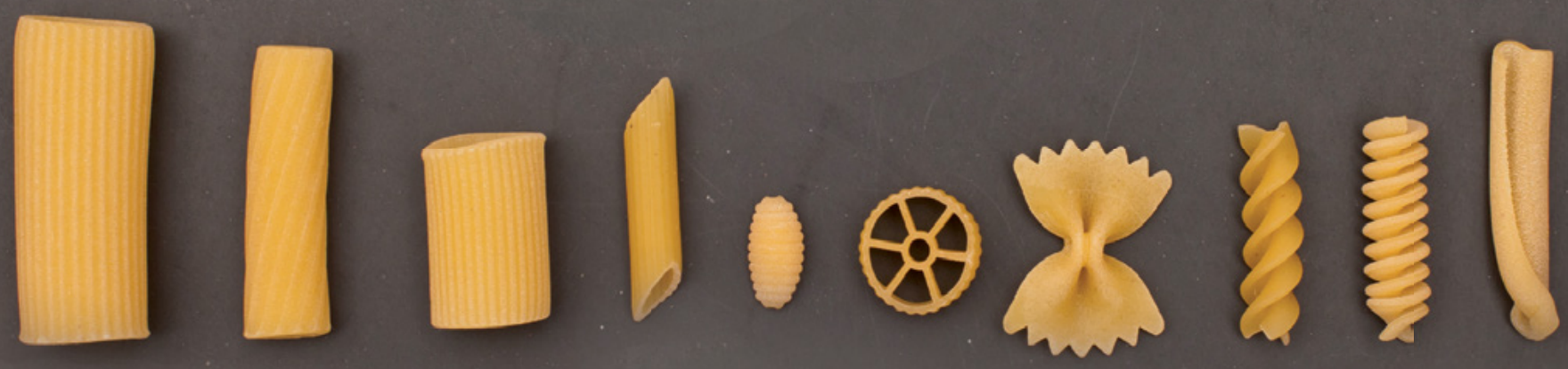
The Truth About Pasta

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

It is part of IPO's communication programme, designed to combat the rise of unhealthy fad diets and change people's perceptions of pasta by informing, educating and encouraging eating pasta as part of a healthy lifestyle.
For information;
www.pastaforall.org | f.ronca@internationalpasta.org

Many shapes to tell it.

Only one association to represent it.



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UN.A.F.P.A.

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

FOR FURTHER IN FORMATION:

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Email: unafpa@pasta-unafpa.org | www.pasta-unafpa.org

8

IPACK-IMA prepares for intense international promotion in 2017

Ipack-Ima
Press release

The packed promotional programme for IPACK-IMA 2018 involves major international trade fairs, leading industry magazines and new social media channels.

IPACK-IMA has kicked off the new year with a packed programme of promotional events, intense media planning and new web initiatives for the next edition of the show due to be held in 2018. With 16 months still to go before the event begins, 60% of the exhibition space has already been booked by leading Italian and international processing and packaging technology companies.

Alongside a direct sales network spanning 41 countries, in 2017 the promotional activities for IPACK-IMA will extend across numerous shows through collective participations organised by UCIMA. The first event will be Propak Vietnam in March. IPACK-IMA 2018 will then stop off in Algiers for Djazagro and in Germany in May for the appointment with Interpack, where the show will be presented to the international business community. The following month it will be the turn of Propak Asia in Bangkok, the sector's leading show in Asia. This will be followed by Propak China in Shanghai and RosUpack in Moscow. In September, promotional activities will focus on the US market with the customary appointment with Pack Expo, as well as Myanmar, Nigeria and Indonesia.

Over the past few months, the promotion of IPACK-IMA also involved the Grain Based Food Sector. The Pasta, Bakery & Milling Business Community is one of the most important sectors of the show, accounting for 23% of all visitors to IPACK-IMA in 2015. The geographical origins of the industry professionals in attendance confirmed the show's outstanding international scope, with more than 28% of visitors coming from outside Italy.

It was therefore a perfectly natural decision for IPACK-IMA to take part in and sponsor the World Pasta Day, held in Moscow on 25 October 2016. And it is no coincidence that the conference was held in Moscow. The Russian Federation is becoming an important pasta producer and consumer country. With

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Ipack-Ima
T. +39 02 3191091
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an annual per capita consumption of 7.8 kg, Russia is an emerging pasta consumer country with a particular appreciation for Italian produce, importing 29,000 tons of Italian pasta with a value of 28.6 million euros in 2015. A number of Italian companies have opened production facilities in Russia. As for local production, the minister for agriculture, Aleksandr Tkachev, announced that Russia will soon begin exporting the high-quality durum wheat pasta which it recently began producing. In recent years the country has increased the volume of its wheat production, and in 2015 became the leading world exporter of this cereal with foreign sales of more than 24 million tons (in the period to 30 August 2016 it harvested 90.6 million tons of wheat, 30.7% more than the 69.3 million tons in the same period in 2015).
International promotion of IPACK-IMA will also be backed by the extensive online and offline communication campaign that began in late 2016, including press campaigns planned for 120 Italian and foreign trade magazines and portals.
Contacts have also been made with around 300 trade associations worldwide. The more than 500,000 contacts present in the IPACK-IMA database will be reached through social media and through monthly newsletters providing the latest news and information about the show as well as interesting articles on the market.
Along with the IPACK-IMA 2018 LinkedIn profile and the business community groups where users can exchange views and create business opportunities, this month sees the launch of the Twitter profile @ipackima2018 and the hashtag #ipackima2018. These will allow for quicker and more effective networking and will make it easier to keep in touch with exhibitors, visitors and the press.

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9

Katj’s pasta factory

Editorial staff

Situated in Pesaro (Italy) this is an interesting business which has made the manual production of fresh pasta a distinctive feature. And now "handmade" is being extended to gluten-free.

The days in which celiacs were condemned to a life of culinary privation are over. In fact gluten-free products are increasingly more widely available while at the same time the attention of manufacturers and restaurateurs to celiac sufferers is growing significantly. However, maybe not even the most optimistic could ever have imagined that one day it would be possible to eat gluten-free products that are so similar to those made with wheat that it is difficult to tell them apart. Fortunately the market has equipped itself and has done it, in some cases, with great skill. An admirable example is that of the Katjuscia Francesconi's pasta factory, an all-female company where gluten-free has caught on in a challenge that doesn't just involve using different flours to the traditional ones, but above all focuses on quality. Indeed, because Katjuscia Francesconi and her fourteen workers - highly skilled pasta makers - didn't want to simply make a gluten-free product. They wanted to offer a dish of top quality fresh pasta where the difference from the "original" was unnoticeable, or almost. A challenge which has evidently been won, if the words of the entrepreneur are anything to go by: "the greatest satisfaction was when we were at a trade fair and visitors would taste our dish and then look up amazed and ask apprehensively: but can we be sure it's gluten-free? It tastes so good!", the owner of the business tells us. She underlines: "it isn't just or only a matter of economic returns. It's seeing that every effort, every investment, every resource that went into that dish has finally come to fruition".

In fact the company didn't start out as a gluten-free enterprise. Twenty years ago, Katjuscia Francesconi, her mother and her sister, took over an historical fresh pasta shop in Pesaro (Italy) where the best specialties of the Marches region were produced. The previous experience in the family restau-

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rant was an excellent starting point which immediately proved beneficial. Initially the company followed the line of business of the previous owners. Experienced pasta makers were taken on to make the pasta by hand and they in turn trained the younger employees who have kept the tradition and quality of the product constant. Over the years many things have changed, but the tenacity of the owner remains the same, to continuously do more and better. The idea of gluten-free products, as is often the case, came about because a family member had celiac disease and Katjuscia assisted directly and in person in the hassle of working with special flours to make bread and pasta and the difficulties encountered in getting hold of gluten-free products that were also nice to eat. This led first to an idea and then to an additional separate production facility, as required by current standards. Here many hours were spent experimenting with gluten-free products, bringing into play all their professional expertise and where the skill and patience of those accustomed to working with durum wheat dough by hand were sorely tested.

It is however true that the Katj's pasta factory, despite already having a wide and varied range, has always, since the very beginning, offered alternatives to traditional prod-

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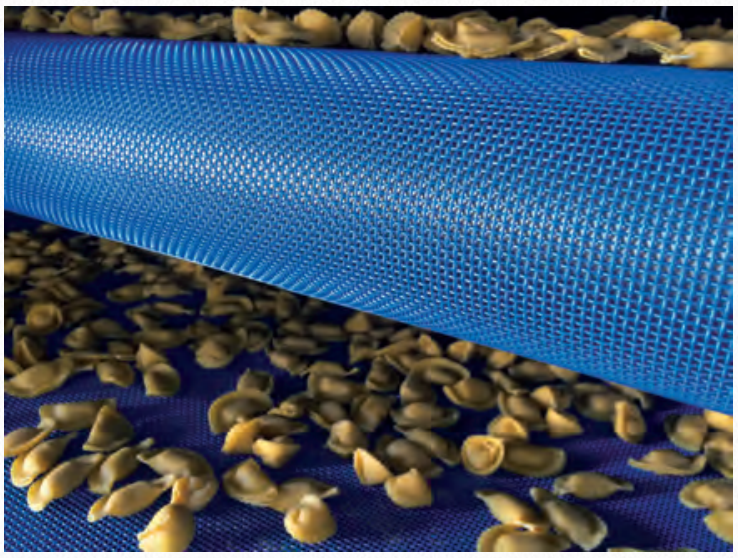

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ucts. Fresh and frozen pasta over time have been accompanied by a line of sauces, soups, rustic food, veloutés, cakes and other specialties typical to the Marches region which are not only local in terms of recipe and name, but also in the origin of their ingredients. What's more, each day of the week is dedicated to a specific theme: Friday is fish day, Wednesday is for rustic foods and then there are days when tiny pasta, made for children, is the star of the show. And so on. The shop window offers products and fresh pasta which customers can see being made behind the counter in the open-view production facility. This is one of the few pasta factories in Italy where the background music is still that of rolling pins banging on pasta boards in a context suspended between the past and the future, where tradition and innovation mingle in perfect and intriguing harmony.

The gluten-free range offers seven different types of simple and filled pasta, a summary of the best culinary offerings from the Marches and Romagna regions: tortellini, agnolotti, passatelli, ravioli, tagliatelle, strozzapreti and gnocchi. The frozen pasta is sold in two pack sizes: 250 g and 500 g, which, if stored in accordance with the indications, have a shelf-life of about one year without any changes to the taste. Taking the product immediately down to -30°C as soon as it has been made preserves the organoleptic qualities of the pasta and filling. This packaging method is opening up doors for the factory to expand into other regions. But the factory aims much higher as it looks to a national and international context. And with this project Katj's pasta factory has gone from being a company serving mainly the end consumer to a B2B. Everything, over the last two years, has been conceived and studied with this end in mind, from the brand to the commercial structure, from the communication strategy to packaging. And the authorization recently granted by the Ministry of Health which means the product can be sold in pharmacies, a by no means easy or taken for granted achievement, repays the company for all its commitment to the cause. A commitment which spans over 20 years and spares no-one, not even on Sundays, a day when the shop is always open. Here generations of pasta makers have passed the torch: "when we opened I was the youngest and the older ladies guided me in the profession. Now I'm the oldest" the owner confesses adding, "many things have changed, we have invested a great deal and continue to invest in training and experimentation, always with the aim of distributing a top quality artisanal product beyond regional confines".

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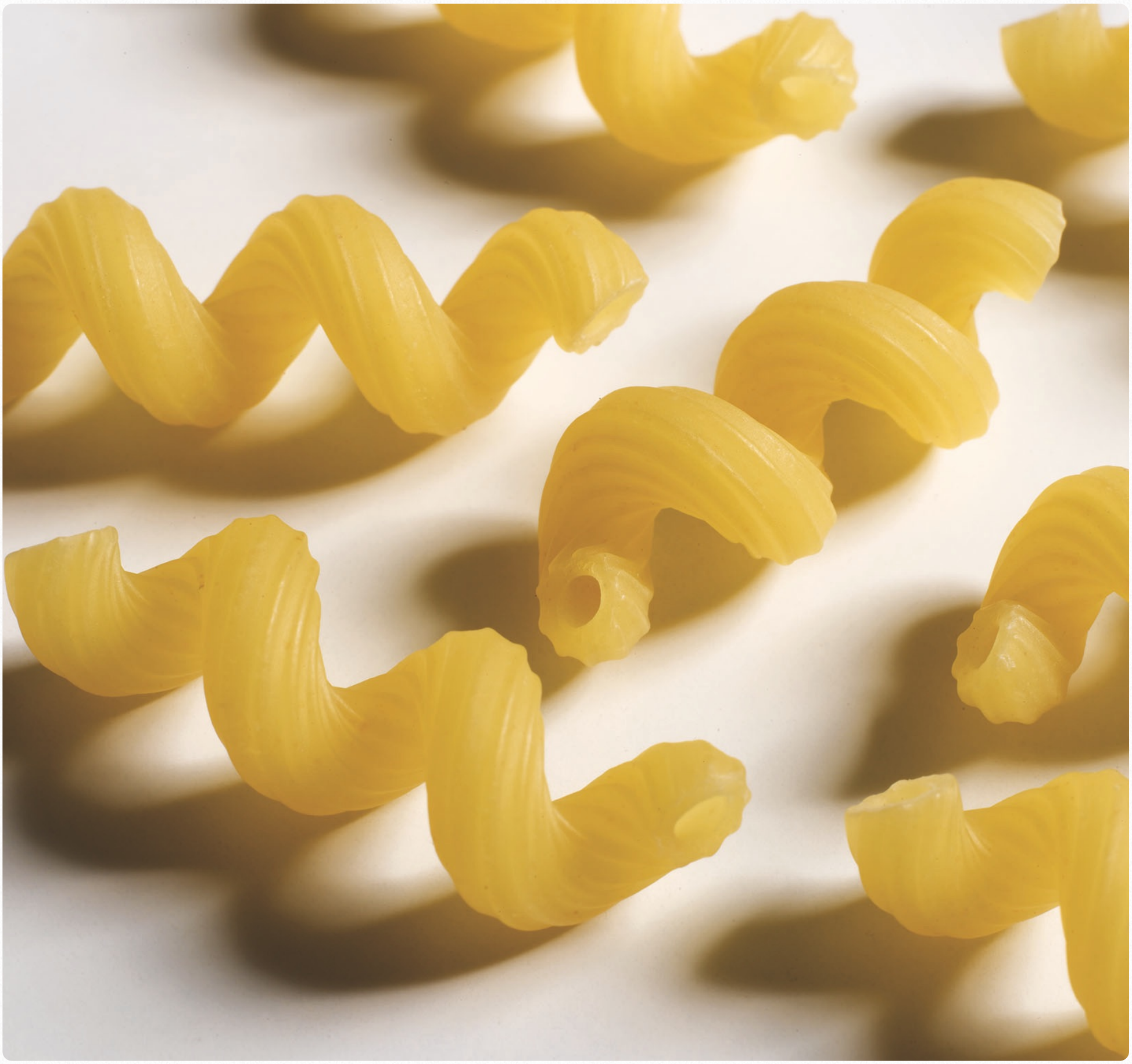
Short news

Editorial staff



Barilla 3D pasta competition

A competition to design innovative 3D pasta shapes. This Barilla initiative, which goes by the name of "Smart Pasta", invites participants to invent the pasta of the future which will be then actually produced with the company's 3D printer.

Competitors must observe certain design guidelines but they can and must feel free to express their creativity; in fact, the printer makes it possible to make shapes which are much bigger than standard ones with unique geometries. Each entry must also be accompanied by a written text explaining the concept behind the pasta design. With entries accepted up until 1 March, the three winners will be announced in May and will each take home a prize of € 1,000.

Pasta Divella, sights set on Asia and Africa

Not only China and Nepal, countries which have already shaken hands with Pasta Divella; now the company is also aiming to grow in Indonesia and introduce itself to its 250 million inhabitants. “There, people eat our spaghetti served with their sauces”, Marcello Valentini, the company's export manager explains. The group is doing extremely well in Asia: in Nepal, helped by the reduced red tape, the almost non-existent duties and easy bank lending, as well as in Tibet and above all in China where there is an increasing attraction for western food and the group has struck up an agreement with the Pizza Hut chain.

Another objective for 2017 is Africa. The pasta factory is entering the Congo, Rwanda, Senegal and Tanzania markets. The group already exports to as many as 112 countries and by the end of 2017 it wants to add another 5 to the list. Another frontier which has been crossed is the one leading into countries such as Kazakhstan, Afghanistan and Iran, whereas another objective is the new markets in Paraguay and Bolivia. On the other hand, operations to consolidate business are underway in the USA, New Zealand and Australia. The Rutigliano pasta factory near Bari has 320 employees and produces and sells 200,000 tons of pasta a year with an an-

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LACTOSE FREE EXPO

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organizzato da: Exmedia — PART OF ITALIAN EXHIBITION GROUP

nual turnover of € 326 million (35% of which abroad).

Savurè: made-in-Turin pasta in London

Gnocchi and paccheri from Turin out to conquer London palates. This is the challenge undertaken by Savurè, the pasta factory with kitchen established in the Piedmont capital city just 4 years ago, which has opened a restaurant/pasta making facility near the City, the financial heart of London. Every day dishes are served to the lovers of Made-in-Italy food and fresh pasta is made in accordance with Italian tradition: paccheri, pansotti, spaghetti alla chitarra and agnolotti. It goes without saying that all the ingredients are Italian to the core: sauces, cheeses, eggs, flours, even the wine accompanying the meals.

Rana, Amato and Lori for the Food Bank

DGiving pasta to those in need. This is one of the aims of #NonCiFermaNessuno (#NooneCanStopUs) set up by Luca Abete, a reporter from Striscia la Notizia (a popular Italian TV program). The initiative, which began in 2014, has gone round Italian universities and schools and this year ended in Taranto, where 15,000 packs of pasta were handed over to the Food Bank; to this huge quantity, the Amato and Lori pasta manufacturers decided to add another 10,000 packs divided up between the regional headquarters of the Campania and Apulia regions (in Salerno and Taranto respectively).

The Rana pasta factory also helped the Food Bank by donating one pack of filled pasta for each pack of their "Duetto" sold. The numbers achieved are phenomenal: over 2 million plates of fresh pasta donated all over Italy, reaching a total of 300,000 families and 1.3 million people who received Rana products.

Pasta Agnesi, the historical pasta factory closes down. Colussi aims for relaunch

What did the advert used to say? Silence, Agnesi pasta is talking. But when the company's historical factory in Imperia made its last kilo of pasta, a packet of Fusilli 102, at 6.30 am on 13 December 2016, everyone felt they had the right to raise their voices. Especially the workers, worried about their future. In fact, seventy out of the one hundred employees won't be going to work before next March; fifteen accepted a transfer to the pasta factory in Fossano (Cuneo) where company production is operating at full speed. The Colussi Group, which took over Agnesi in 1999

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from the French company Danone, issues words of reassurance and talks of new investments. For the Cuneo plant it has invested almost €10 million in modern production technologies and new pasta production lines. What's more, the relaunch won't just be about production, but also packaging and communication in Italy and abroad. "The company", Colussi explains, "has adopted all the steps needed to facilitate re-employment and limit the social impact on personnel, also by means of the agreement signed with Union representatives".

Pastificio Mennucci, extension goes ahead

Yes to the extension of the historic Pastificio Mennucci plant in Lucca. After getting the green light from town planners, following a 10-year wait, the company can now complete its plan which could lead to new jobs. As well as interventions in the field of road planning, the pasta factory will also see a reorganization of its current surface areas with the demolition of old structures and the building of new ones. Thanks to these works it will be possible to produce a new line of health products. The Mennucci brand was founded in Lucca in 1897 when Giuseppe Mennucci acquired a small grocer's shop and developed it into an industry in the 1930s. Since 2013 the company has been controlled by Australian investors who own an 80% shareholding, whereas the family kept the remaining 20% and key roles on the BoD.

“Calcio & Pepe”, the web series by Pasta Garofalo

In Italian, the title is a clever and funny play on footballing/pasta making words: “Calcio & Pepe” in fact is similar to the name of a traditional Italian pasta dish (cacio & pepe) and together they call to mind the famous footballer, Pepe Reina (moreover, "calcio" is the Italian for football). This is the name of the web series created by Pasta Garofalo: 9 episodes which set out to uncover the "Neopolitanness" of every Italian when tackling daily challenges and passions. Obviously, the protagonist of the project is the Naples goal keeper who will challenge four well-known people from the world of cinema and entertainment at the dinner table. Every episode is divided into two halves, like a football match, and will have the Trio Medusa (popular TV presenters) acting as commentators. The videos, thanks to the partnership with the editorial group L'Espresso, will be transmitted on the Repubblica.it channel throughout the year as well as on other websites and social media.

“*The King Gold*”, Chiesa launches the golden tortelli

A luxury tortelli. Aimed at those who love eating... with lots of zeros. The idea of Valerio Chiesa, owner of the historical pasta factory in Livorno, entails covering the pasta with 23 carat edible gold after having used saffron to naturally give it a yellow color.

“The King Gold” – as it is called – will be presented in Dubai and Monaco and its reference market will mainly be that of the United Arab Emirates. The tortelli filling is made of expensive ingredients and can be personalized according to taste. The price? Prices start at € 250 per tortelli, depending on the filling and the country to which they are shipped. In the past, Valerio Chiesa has delighted the palates of many famous people, including the Italian circus artist Moira Orfei and Pope Francis.

Wheat origin on pasta, Barilla says no

No to the origin of wheat on pasta packets. This is Barilla's position on the decree issued by the Renzi government making it compulsory to indicate wheat origin on the label. The obligation entails indicating the country in which the wheat was grown and the country in which it was milled. If these operations are carried out in several different countries, the text "EU countries", “Non-EU countries" and "EU and Non-EU countries" can be used. If, on the other hand, at least 50% of the wheat was grown in a single country it is possible to use an indication like this one: "Italy and other EU and/or Non-EU countries". According to the manufacturing giant, this imposition would only serve to confuse the consumer and weaken competition in the pasta supply chain. Wheat origin per se, explains Barilla, is not a synonym of quality and the consumer could, paradoxically, end up paying more for a lower quality product. Furthermore, this obligation would not incentivize Italian farmers to make investments in order to produce wheat of the standards requested by pasta makers and the pasta industry would lose market shares.

The criticisms voiced by Barilla were also shared by the AIDEPI pasta makers, who do agree with the idea of indicating the origin of the wheat but not in the way imposed by the Government. According to the Association's president, Riccardo Felicetti, "the chosen formula, instead of helping the consumer to make an informed choice, only disorientates and confuses". He goes on, however, to say it is necessary to "urgently launch ways of promoting quality Italian durum wheat". According to Coldiretti (the Italian national farmers con-

federation), on the other hand, the labeling "responds to the need to unveil the deceit of foreign products being sold off as Italian in a situation where one in three packets of pasta contains foreign wheat without the consumer having any way of knowing it". Now, with the arrival of this decree in Brussels, the authorization process envisaged at EU level is underway.

Rana gives the gift of Italy to 300 Americans

Landing in Italy, visiting the historical city center of Verona, tasting local products and learning how to roll out pasta. This is the experience which awaits 300 Americans picked at random from the 60,000 people who entered the "Dine with Rana" competition. The first group of 60 people landed at the beginning of December. The winners can expect a stay in the city of Romeo and Juliette, seeing the city's main attractions, visiting the pasta factory in San Giovanni Lupatoto, a dinner at the Bottega del Vino with Veronese wine tasting and a tour round the shops in the city center.
And that's not all: a lesson on making the pasta and filling for tortelloni using fresh ingredients and a banquet organized by the pasta factory with Italian specialties and music provided by an Italian band will complete the experience.

Farewell Carlo Rossi

Carlo Rossi (left), and Giovanni Rana

Carlo Rossi, former owner of the Pastificio Rossi, a long-standing cornerstone and prominent interpreter of the Emilia-Romagna tradition of fresh pasta, has died in Modena at the age of 82.
One of the founding members, in the late 1980s, along with Giovanni Rana and Giovanni Voltan, of the Italian Association of Fresh Pasta Producers (APPF), he was one of the players in the epochal transition from artisanal to industrial production that characterized the fresh pasta scenario at that time and started the prodigious evolution seen in the following years.
Well-liked and loved by all, he charmed everyone with his gentlemanly manners and joviality common to the people of Emilia.
The "Rossi brand" continues under the new "Pasta Fresca Rossi brand" in the historical headquarters where Carlo's children work as part of the company team.

INSIEME PER ESSERE PIÙ FORTI!

A.P.PA.FRE. è stata costituita a Milano, il 28 febbraio 2002, da imprenditori artigianali della piccola e media impresa di pasta fresca e gnocchi, per meglio tutelare gli interessi di una categoria di produttori, troppo spesso dimenticati.
I nostri associati, sono oggi finalmente riconosciuti dalle istituzioni e dal mercato, come categoria di pastai che rappresentano la vera tipicità e la migliore tradizione culinaria italiana, fiore all'occhiello del MADE IN ITALY, riconosciuta ed apprezzata all'estero.

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Coop Report, more health and innovation in the Italian shopping trolley

Centro studi economici
Pastaria

Overall pasta figures in the red: sales of traditional dry and egg pasta still curbed. Fresh and filled pasta, whole-wheat and special products (made using kamut and spelt flour) doing well.

Consumption in Italy is witnessing a selective upturn. More health and innovation are finding their way into trolleys as the metrics governing food choices shift.

The analysis of the 2016 Coop Report on consumption and distribution reveals a complex and multiform society. A generational mosaic in which very different groups interact and coexist, from the post-war reconstruction generation to the network generation, the hyperconnected, multimedial, multitaskers, with the Babyboomers and Millennials in between.

For this last group, the generation of new technologies born between 1981 and 1995, which has had to bear the brunt of the economic and social costs of the crisis and the effects of precarious employment, consumption does not have the taste of social liberation and conquest enjoyed by those who suffered the privations of war.

For Millennials purchasing has already shifted towards "leaner" models, where the brand is no longer relevant: it is a form of functional consumption, almost ascetic, and very often socially and ethically responsible. Models in which sharing, immediateness and globalism (prerogatives already essential to those born in the digital age, i.e. after 1995) acquire a growing relevance, thus conditioning purchasing choices.

In this context, so fluid and inconsistent, even pasta consumption, a cornerstone in the Italian diet, is experiencing the influences of this profound metamorphosis.

The information available, as the Coop Report points out, shows that since the 1970s (when sales reached their all time peak) bread and pasta consumption has dropped by over 80 g per head. A change sealed by a style of eating which is no longer centered on cereal based food, affecting pasta and bread (and similar products) which have lost 4 percentage points in the shopping trolley, going from 22% in the '70s to less than 18% today.

On the other hand, almost 17 million people in Italy follow a specific dietary regime, 7.7 million on a strict daily basis.

The fact that food is the chosen ground for change and experimentation is nothing new, especially for anyone constantly involved in renewing the assortment of available products to meet the new needs of consumers.

For the fifth consecutive year, the basic trolley, the one holding all the traditional Italian food products (dried pasta, tomato passata, milk, olive oil, rice, etc.) has got lighter, seeing a 5.3% reduction over the last 12 months.

But even for basic foods, such as pasta, innovation and diversification are factors which could potentially reverse the decline which crucially characterizes the post-maturity stage in a product's life cycle.

One need only think that, based on the latest consumption dynamics certified by Nielsen data, different shapes of dry pasta are seeing a reduction of around 2 percentage points (-3.3% for short-cut semolina pasta), whereas sales of those made using spelt, kamut or gluten-free flours are growing at a steady rate, as are sales of whole-wheat pasta.

Fresh and filled pasta, unlike traditional dry pasta, is also gaining more popularity with consumers. Data shows a growth of 2.7% in turnover and 3.1% in physical sales, almost as if to suggest that basic food is being reconceived in a gourmet light.

Of the whole-wheat products and kamut and spelt flour pastas, organic is champion, representing 57% of the value. A turnover of € 39.5 million, limited to organic

products, which is rising at an annual rate of 20%. Things are not looking so good for egg pasta though, according to IRI data, sales have dropped by 4% in a year.
It should be pointed out that short-cut semolina pasta comes in the Bottom Ten list (i.e. those products which record the biggest reductions, year after year) drawn up based on large retail outlet sales, along with extra virgin olive oil, ground coffee, butter and traditional shortbread biscuits. Whereas in the Top Ten, in the number one spot no less, we have ready-meals and soups, with a strong 42% increase compared to 12 months ago.
Overall, in one year the pasta department in large retail outlets has lost 0.6% of its turnover (this data for 2016 is still incomplete) and 0.2% in terms of volume. A dynamic which is the opposite of the respective 0.5% and 0.9% increases Nielsen has recorded for the whole aggregate of packaged food products.

The key for interpreting these trends must also be sought in the new models of behavior where adverts, brands and promotions leave more and more space for horizontal information which is spread above all by word of mouth and social media. Now sales are being influenced by advice and reviews, the Report explains, coming from trusted people or network gurus: doctors or Michelin-starred chefs or opinion makers accredited by thousands of "likes" or views.
In the meantime, the distribution system is also changing. The differences between geographical areas are growing (large sales areas are increasing in the North whereas in the South, discounts stores are doing better) as are those between distribution formats (at the expense of traditional small retail outlets). The more innovative forms of trade are growing, starting with e-commerce which for the total of food and non-food references has reached a level of 3% of retail sales.
In this context, the surface areas of the large retail outlets have grown in 2016 but the actual number of shops has dropped by almost 600.
The Italian consumer continues to demand savings and efficiency from supermarkets, but also more service and innovation. After years of arduous competition focused on prices, the game seems to have shifted towards choice and service.

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Gluten Free Expo 2016, an edition with a strong international character

Gluten Free Expo
Press release

The fifth edition of the Gluten Free Expo, the international fair dedicated to gluten free products and market, obtained an excellent feedback from the professionals both Italian and foreign.

Last November, at Fiera di Rimini was concluded the fifth edition of the Gluten Free Expo, the international fair dedicated to gluten free products and market, organized by Exmedia, a society of Italian Exhibition Group. The fair obtained an excellent feedback from the professionals both Italian and foreign, with numbers characterized by a strong growth (+52% of foreign visitors) that confirm the fair as the unique event of international reference.
Great satisfaction from the exhibitors for the registered flow and for the incoming program that involved foreign buyers coming from Austria, Belgium, Germany, Denmark, Spain, Finland, France, Latvia, Moldavia, Norway, Poland, Sweden, United Kingdom, Slovakia with more than 300 B2B meetings. Moreover, delegations coming from Malta, Uruguay, United Arab Emirates, Qatar, Sweden, Brazil and Turkey visited the fair.
"We were and we still are interested in this sector because it corresponds to our general character line that consists in focus on all kind of sectors highly qualified and specialized in the food universe. – declared Lorenzo Cagnoni, President of IEG, Italian Exhibition Group – By coming to Rimini, the fair has grown a lot. This year it has shown an index of development compared with last year edition in terms of sold square metres."

Many exhibitors have already reconfirmed their stands for 2017 and between them, The Korea Foodstuffs Association signed with the organization a triennial agreement to participate in the following years through a collective of Korean companies with the will of enlarging the horizon of the European gluten free market.
"We are glad of this international collaboration that insert itself in our growth that makes us protagonist in the European market – declared Juri Piceni, AD of Exmedia – This partnership permit us to promote and develop our fair also in Asia."
Gluten Free Expo 2016, furthermore, was full of events like show cooking and conferences addressed to professionals, the first edition of the Gluten Free Awards, the second European Championship of Gluten Free Pizza and the presentation, in European preview, of the Lfree brand that identify and certificate lactose free and dairy free products.
Finally, the fair has been an important opportunity to present the first edition of Lactose Free Expo, the fair dedicated to lactose free products and market, that will be held together with the sixth edition of Gluten Free Expo, at Fiera di Rimini from the 18th to the 21st of November 2017.

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