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operational headquarters

Via Bernardelli 16 • 43123 Parma (Italy)

tel. +39 (0)521 1564934

fax +39 (0)521 1564935

Email redazione@pastaria.it

ROC no. 23238

EDITOR-IN-CHIEF

Lorenzo Pini

AUTHORIZATION

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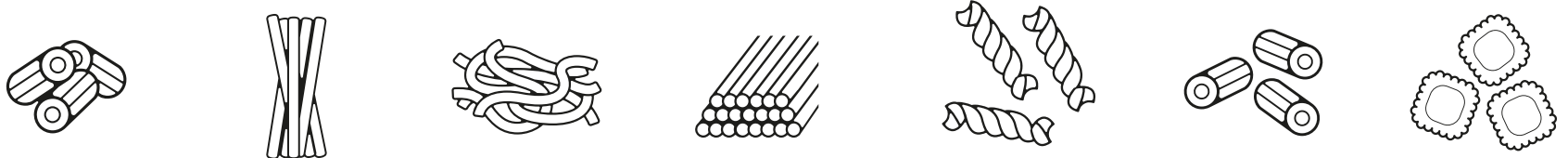
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Sharing know-how on pasta manufacturing



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1



From Aidepi and Aiipa to Unione Italiana Food

Editorial staff



Mario Piccialuti

Two large industrial groups in the Italian food sector, i.e. AIDEPI - the Italian Association of Confectionery and Pasta Industries and AIIPA - the Italian Association of Food Manufacturing Industries, have joined forces to form Unione Italiana Food. We speak to Mario Piccialuti, Director of AIDEPI.

It's an ambitious project. One that brings together, in one new association, the commitment and expertise of two great industrial bodies from the Italian food sector, namely AIDEPI, the Italian Association of Confectionery and Pasta Industries and AIIPA, the Italian Association of Food Manufacturing Industries.

The merging has led to the creation of Unione Italiana Food, the largest food sector association in Europe, in terms of sectors and goods. From pasta to confectionery and oven-baked products, from coffee to tomato preserves, frozen foods to jams, to mention but a few.

The goal is to enhance and protect products that symbolize "Made in Italy", to overcome the new challenges of the global market and write the history of Italian food around the world.

A glance at the statistics alone help us to understand the importance of this initiative, which unites 450 active businesses in over 20 product categories and 800 brands, which include so many symbols of Italian excellence.

A team consisting of major companies and small to medium enterprises, well-established throughout Italy, employing sixty-five thousand people, producing an annual turnover of more than €35 billion, of which €10 billion are generated by exports alone.

We interviewed AIDEPI's Chairman, Mario Piccialuti, to gain an understanding of how the Association will tackle the most topical issues within the context of the development of "Made in Italy".

Mr Piccialuti, first and foremost, can you tell us the priorities on the agenda, given that the year 2020, the target date for achieving €50 billion of agri-food exports, is just around the corner?

Clearly, the goals of Unione Italiana Food include helping the over 400 companies with their internationalization processes. Export is, for that matter, one of the driving factors behind the sector's growth, even if it isn't moving at the speeds we would have hoped for.

The government target of €50 billion worth of exports by 2020 is moving more slowly than anticipated.

If this goal were to be achieved it would be tantamount to 100 thousand more jobs. It's true that there are favourable signs, because we are finally beginning to see a little growth in Italy. But the difference can be made abroad and it is on internationalization, therefore, that we will endeavour to focus on a great deal, in order to help all those companies that have the capabilities, and understand what needs to be done for those that haven't.

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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
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80%

SHARE OF THE ITALIAN CONFECTIONERY AND PASTA MARKET



15%

SHARE OF THE ITALIAN FOOD TURNOVER



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The important thing is to work as a team, and that companies and trade associations work together with the institutions on targeted incentive programs, on international business agreements and on combating phenomena such as counterfeiting or “Italian sounding”.

Sadly, we live in difficult times. Geopolitical crises, neo-protectionism and splits within the EU are creating problems for businesses, and presenting exporters with more than a few difficulties and uncertainties. One need only think about how things are going in Russia or North

Africa. Is the path to business agreements still pursuable?

Agreements are always a positive sign for businesses, precisely in order to avoid the harmful effects of phenomena such as those mentioned. However, the failure of TTIP (Transatlantic Trade and Investment Partnership) shows us that the path is not smooth and that companies have to rely on those resources they have already demonstrated they possess: expertise, quality and entrepreneurial spirit.

Fake news, social networks and difficulties in controlling information some-

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times create problems with reputation, even among some of the major food sector producers, that are often targeted.

What is important for keeping the consumer correctly informed?

We consider that consumers deserve the utmost transparency, in order to be able to, in conscience, make their food choices. This is why companies in the confectionery and pasta sectors have, for years, distinguished themselves by their capacity and determination to increasingly provide more information to consumers through labelling, websites, free phone numbers etc. On the other hand, when it comes to journalistic information, there is often a tendency to resort to a striking headline, a scandal, the person with extreme ideas, or someone who is not really an expert in the sector. And all of this is at the expense of correct information that is of use to consumers.

We are a country that transforms and produces excellence in the food & beverage sector, but we are structurally dependent on other countries for the provision of food commodities. What would the inclusion of the origin of raw materials mean?

This too is an example of where consumers are provided with contradictory informa-

tion. On the one hand, we tell them to trust the choices that Italian companies of a certain standing make, even in the selection of raw materials, whilst, on the other we are asking them to favour products made using 100% Italian raw materials.

Consumers are confused and don't know who to believe.

What is more, there are some excellent products that could not be produced without raw materials from abroad. And there are also instances, like for example in the pasta sector, where the raw materials from Italy are insufficient.

The traffic light system of labelling, that originated in the United Kingdom, but that is also in use in France and other EU countries, seems to be gathering consensus. And yet it may not be the correct way of keeping consumers informed. A simplification, that in the opinion of many, would result in trade penalties, favouring forms of misleading communication. What's your view on this?

The protection of consumers is an "absolute and shared" value, but the Italian way, when it comes to pasta, is that of using food recipes.

The Italian way of protecting consumers is that of culture and training, not so much that of putting traffic lights on labels.



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Those who produce single-ingredients, such as pasta, that are then cooked, would find themselves in an awkward position. How can it be classified, given that it cannot be consumed as it is and is eaten with something added?

What is simpler, therefore, is an understanding of the usefulness of the traffic light in those countries where the culture of ready-meals is widespread.

What is for certain is that it is necessary to invest in the culture of individuals, above all in schools, where it is possible to learn the basics of good nutrition.

It is also true, however, that it is very difficult for those producing and exporting finished products, such as confectionery, for example, to find any consistency in the regulations of the European market and there is a strong need for these to be harmonized.

The damages caused by false “Made in Italy” products and the evocation of an Italian image abroad, are estimated to be worth up to €100 billion every year. How is it possible to tackle these phenomena that prevent our own food exports to deliver their full potential?

It is necessary to get our real products known abroad. We need to invest, with the collaboration and contribution of institu-

tions such as Embassies, ITA, Chambers of Commerce, in spreading the high-quality Italian food culture, by means of simple, instant and practical information, which to us may appear manifest, because they are now part of our DNA, but which, in far away and different countries, have to be told in a more correct way. How to cook a plate of pasta, how to make an espresso, things like this, for example.

Finally, what will change for the pasta manufacturers represented and what are the benefits of being a member of this new association?

Product categories will increase, leading to even greater opportunities for entrepreneurs to exchange ideas. Everyone will benefit from this, the big and the small. Because of its key role within the association, the pasta sector will obviously play an important part and one that will always attract a great deal of attention.

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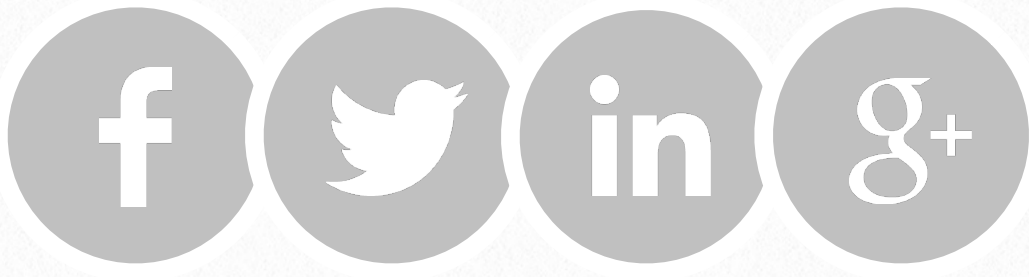
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I Pastai Taste & Tradition

Editorial staff



I Pastai Taste & Tradition - Australian pasta with Italy at it's heart.



For information
Pastagroup Pty Ltd
info@ipastai.com.au
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Pastagroup Pty Ltd is the name of the company that was founded by two Italian catering professionals who, with more than twenty years' experience of working in HoReCa around the world, decided to venture into the world of fresh pasta production. And to do it in Australia.

The founding partners, Luca Galaverna and Fabio Zanin, are respectively from Mondovì and Portogruaro in Italy, but they met on the other side of the world. United by a deep friendship, but also by a common passion for the same product, they decided to build on their relationship by going into business together in 2013.

Both committed to the world of catering at the highest levels, albeit in different ways, they had always ensured that pasta was a key element in their menus. Not content with simply producing it themselves, in order to offer it fresh, they were keen to revive old recipes, the Italian tradition and the thoroughness with which quality raw materials are chosen. The first few months at work passed quickly in carrying out evaluations, acquiring information on the best performing machines and giving some thought to a business that for the Australian market appeared more of a challenge than an enterprise. The idea was to make quality their ultimate goal, and to rigorously revive the tradition of Italy. But uncertainty lay in the fact that really fresh pasta, with a shelf-life of only a few days, at the most, remained something that was still little known.

What's more, finding the right machines, having them delivered down under, and learning how to use and operate them without a guarantee of permanent technical assistance was not going to be easy. For months work centered solely around testing and experimenting with the product. But in the end, the partners won through. And so it was that the I Pastai Taste & Tradition range, a simple, filled pasta, with or



A world of shapes



VIGNOLI
TRAFILE



From left to right, Fabio Zanin and Luca Galaverna

without eggs and with different semolina and flour mixes, came to be launched. An artisan range with an important manual element, where history and tradition came together, experimenting with classic flavours, but also innovative variations, albeit minimal, to match local tastes perfectly.

Egg pasta, for example, considered top of the range, recalls recipes that are traditionally Italian and envisages a dough that is hand drawn with a rolling pin and merely with the aid of a small machine. All designed to achieve a velvety texture, as they say here, a thin sheet, the dough for which is prepared with mixes of Italian durum wheat semolina, soft wheat flour and a minimum of eight eggs per kilo of product. To live up to the original recipes, the raw materials are Italian, even if, and above all,

for the fillings, for reasons obviously associated with a product's freshness, they are purchased from local farms.

Three years on from setting out on this adventure, the result is one range that is purely dedicated to catering and the hotel sector and another that is uniquely aimed at retail, in supermarkets that are present across the country, as well as in less well-known distribution chains that only market Italian products. Plans to expand in the future are already in hand and concern other parts of the continent.

One challenge that has undoubtedly been won is that of getting the product appreciated among a cross-section of people of different ethnic origins, albeit in an economy that at this moment in time appears fragile. Australia is a really vast continent,



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inhabited by peoples from all over the world, and that's why it is a market in its own right, where life styles are really varied. This vast diversity is also reflected at the dining table, where Indian cuisine fuses with that of Asia and is at the same time influenced by Chinese, Japanese and Thai culture. The Mediterranean diet is gaining a foothold, as too is the American way of living, which foresees serious consumption of meats and ready meals. It is therefore hard work to offer a product with totally different characteristics, such as fresh filled pasta, in particular where pasta once was, and still is, viewed primarily in its dried variety.

Quality wise, the satisfaction of the two partners lies in having created a product

that targets excellence, that is *al dente* and yet, at the same time, delicious to eat, with different fillings, but one that is always really close to the tradition of Italy. Ever mindful of the local consumer, no exotic element has been introduced which, albeit legitimate, would deflect from the style of Italy.

Now that pasta bearing the I Pastai Taste & Tradition trademark can equally be found in restaurants and on supermarket shelves, the varieties on offer are countless. The shapes are many and the packaging different, depending on the target of reference. It is, in actual fact, now possible to find the classic double portions weighing 300 grams in modified atmosphere packaging, but also larger portions of more than 2 kg



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for HoReCa. Total production stands at around 2 tonnes a week and this figure is due to rise in the near future. In the overall organization the intention has always been to maintain contact with Italy, in a chain of communication that has never been broken. In fact it's not just the reci-

pes that are Italian, but some of the employees and many of the raw materials and the machines employed are too. The idea was not merely that of promoting a product, but Italy as a whole.

Italiani...



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3



Pasta in European out of home

Matteo Figura
The NPD Group, Inc



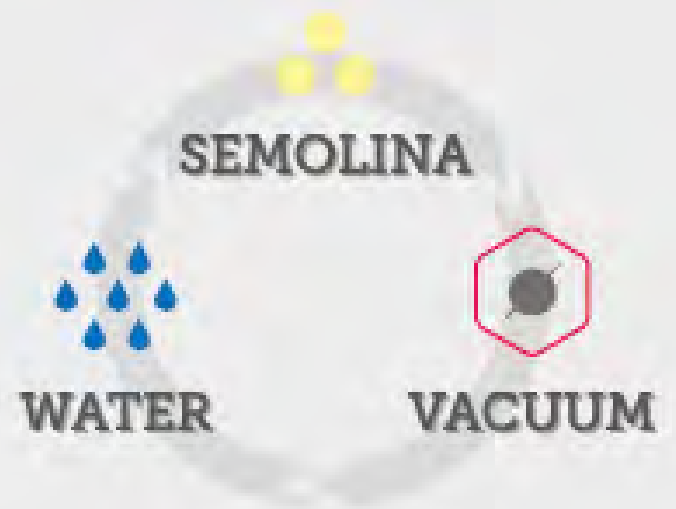
Pasta consumption in Europe between emulation, hybridization and innovation.

A few years ago, an American colleague wrote an article about Italian food and restaurants around the world. The title of the article was: “There are Italians and then there are those who would like to be”. His reflection started from the fact that out-of-home in the United States has always been characterized by strong cultural hybridization both from an offering point of view and from a point of view of styles and consumer behaviors. In fact, in America, innovation in foodservice is often characterized by the combination of already existing elements. The concept of “Fast Casual” is in fact an evolution of Fast Food, enriched with elements of experience, quality and sophistication. Even the innovation that specifically relates to receipts is the result of hybridizations inspired by ingredients and sometimes even exotic tastes. To confirm this trend just think about some examples also visible in Italy such as the “Sicilian sushi” or the “jappo-brazilian” concepts.

As I would like to make a thinking on the consumption of pasta in foodservice in Europe today, starting from the trend of hybridization was inevitable. Sometimes it is difficult to think that what in our countries is considered traditional in other ones it is ethnic even if ethnic is a term that reminds us of distant and exotic places. Indeed, Italian restaurants in Europe fall within into the ethnic segment among those who study and observe this market. It goes without saying that pasta, along with pizza, are the main products we export in the world but are also the elements of Italian hybridization in foreign markets. Two pizza-based chains such as “Pizza Hut” or “Domino’s” may sound purely Italian but they are not.

Back to pasta we have to say that also this product has an important story of hybridization. I had to explain to my colleagues abroad that the “Linguini Alfredo” and the “Spaghetti with Meatballs” are typical American dishes where Italian elements have been revisited and adapted to local taste. In fact, the only place in Italy where you can order a “Spaghetti with Meatballs” dish is at “America Graffiti”, an emerging chain developed on the concept of American Diner. All in all for us an ethnic restaurant. This is to say that in Italy we are not alien to hybridizations that relate to products of our tradition but that abroad the same products, including pasta, clearly

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appear to be more versatile facilitating hybridization and consequently innovation in the foodservice offer.

There are several success stories of restaurant chains developed on an Italian concept. Some examples are: Maggiano's, Carabba's Italian Grill, Olive Garden, Romano's Macaroni Grill, Vapiano, Pasta Meal, etc. All these chains have at least two things in common. The first is that they are all part of the Fast Casual segment. Italian concepts have in fact elements of quality and sophistication that facilitate this positioning. The type of products offered, including pasta, combined with concepts such as quality, supply chain, balanced diet are elements that meet the needs of today's new consumer. Interestingly, all of these concepts, just because Fast Casual, continue to maintain the elements of fast service or short production timing which are then above all the key to standardization and industrialization. The other element that the mentioned chains have in common is the irony that none of these has been developed in Italy or by Italian entrepreneurs. Some Italian companies have opened cross-border restaurants. "Rossopomodoro" from Sebeto Group or "Da Giovanni" from Giovanni Rana are examples. But these, though successful, have are closer to the Casual Dining segment than to Fast Casual.

So, how does the pasta category perform in this international scenario? The development of Italian Fast Casual chains, the Made in Italy appeal and in general the desire for the Italian way abroad take certainly to a fertile soil for pasta consumption in out of home. Data from CREST®, The NPD Group flagship tool aimed to monitor out of home consumption, shows that in the five major European countries such as Italy, France, Spain, Germany and the UK; 3.1 billion pasta dishes were served in 2016. Italy accounts for 63,4% of the servings. Overall, in Europe, the trend is negative with a total decrease of -9%. This is an important trend considering that total traffic in Europe grows by 1% in 2016 compared to 2015. The decrease in consumption of pasta is linked to a change in consumer behavior. Every one hundred visits in Europe, in 5.5 of them pasta is served and this incidence is decreasing by half a percentage point. Pasta consumption is increasing in Germany where the Italian Quick or Full Service segment has now reached 7% of the total market value. France shows a stable trend while Italy is driving down the total European pasta trend. The consumption of pasta is affected also by health or dieting trends. The phenomenon of gluten free is fueling a gradual innovation in product offering. This phenomenon certainly affects pasta and

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more closely Italy where the last year volumes of alternative pasta has doubled this year. This strong trend is definitely linked to the introduction of products that have attracted new targets previously rejecting pasta.

With regard to Italy in particular, the decrease of pasta consumption comes at a time when the market is on the rise but growth rates are timid. In 2016 both traffic and spend growth was around +0,5%. The NPD analysis on 2016 indicates that the Italian market still has some critical issues that prevent a more concrete recovery. Many of these issues are related to the foodservice offer that is not coherent to needs of new consumers. The main trends to keep in mind for Italy at this time are Millennial, Delivery Service, Families and the evolution of the Italian Bar.

The 18-35 years old target is the one who started to attend less the out of home. This is due to the crisis but also because the offer nowadays is not yet able to meet the needs of younger consumers. The phenomenon of home delivery has become intense over the last two years, especially with the rise of “aggregators” meaning web platforms delivery orders. Families, despite their continued presence over the years, have, in 2015, undergone a reversal trend. Even in this case, the “crisis” of families seems to be more tied to a too tradi-

tional offer and little tied to the new families. Last but not least the evolution of the Italian Bar that is being strongly renewed in Italy. We are witnessing a renewal of the segment introducing modern concepts that can attract new targets on new occasions.

In conclusion, the time seems critical for the pasta category specifically in Italy but there is a volume equal to Italian consumption distributed across three European countries. Consumption out of Italy, given the current trends, is expected to grow. At the same time, pasta consumption in Italy is affected by negative performance of work canteens and changing behaviors in life style and dieting. Few positive visible signs are certainly due to innovation in the category. However, this innovation must continue, especially for foreign markets, characterized by industrialized chains that requires raw materials suitable for standardized processes.

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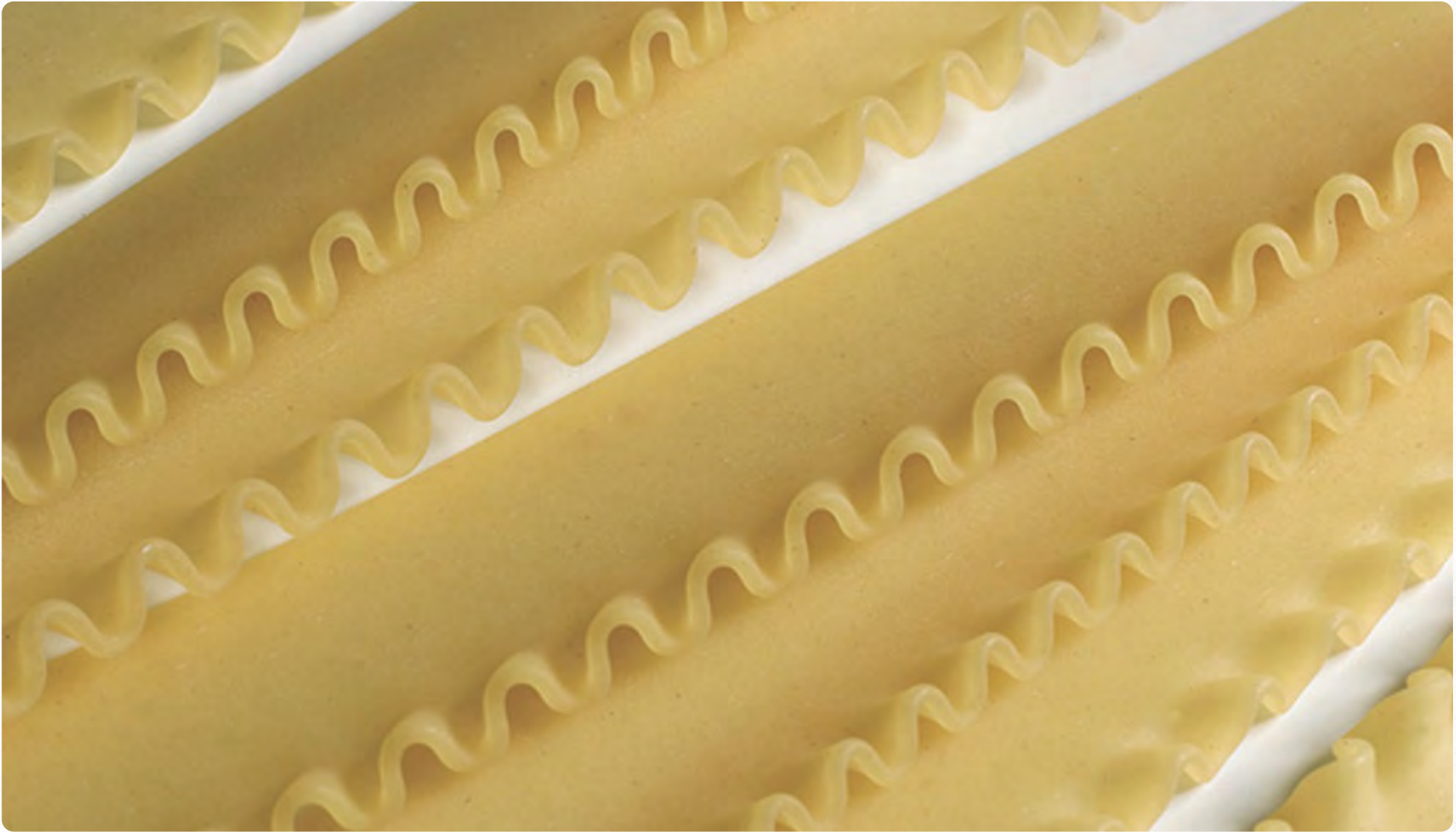
4



News from ABIMAPI.

ABIMAPI

ABIMAPI registers 4.3% growth of the sector in 2016 throughout Brazil



“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.

After the launch of the ABIMAPI Yearbook, we met at ABIMAPI headquarters for the 14th Meeting of the Management & Associates Council. At the opportunity, we received the Nielsen consultancy, for the talk “Evolution in the consumer market in Brazil – Creating opportunities in the face of challenges” on consumer behavior and the performance of the food sector in 2016.

In sequence, we present the results achieved by the industries we represent at the end of the year. Our categories combined totaled R \$ 36.862 billion, an increase of 4.3% in relation to 2015. We know that the highest recorded revenue was due to partial transfers and even though it was below official inflation of 6, 29%. In volume, there was a fall of 2.8%, with around 3.4 million tons sold, as well as per capita consumption, which fell from 17 kg, year to 16.5 kg, year.

The pasta reached R\$ 8.744 billion, an increase of 5.6% compared to the figure recorded in the previous year. Unlike in 2014 and 2015, when the fresh and instant pasta, respectively, showed higher growth, this time the dry pasta (representing 81.4% of the total consumed) were ahead, with revenue

BRAZILIAN MARKET 2016

TRADITIONAL/DRY PASTA

Penetration: 98.8%

Average Price (R\$/kg): 4.75

Frequency (purchases per household): 13

INSTANT PASTA

Penetration: 89.6%

Average Price (R\$/kg): 13.82

Frequency (purchases per household): 9.4

Source: ABIMAPI, KANTAR WORLDPANEL

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PASTA SALES IN BRAZIL (BILLION R\$)

TYPES OF PASTA	2012	2013	2014	2015	2016
Dry pasta	3887	4435	4862	5042	5453
Instant pasta	2059	2257	2535	2586	2627
Fresh pasta	553	608	658	651	663
Pasta (billion R\$)	6499	7300	8054	8280	8744
Source: ABIMAPI & NIELSEN					

PASTA SALES IN BRAZIL (THOUSAND TONS)

TYPES OF PASTA	2012	2013	2014	2015	2016
Dry pasta	990	1014	1016	1015	1006
Instant pasta	198	198	206	198	185
Fresh pasta	51	52	51	47	44
Pasta (thousand tons)	1239.012	1263.797	1273.836	1289.667	1235.842
Source: ABIMAPI & NIELSEN					

PASTA PER CAPITA CONSUMPTION IN BRAZIL (KG/YEAR)

	2012	2013	2014	2015	2016
Brazilian population (million)	198	200	202	204	205
Pasta (kg/year)	6.24	6.31	6.31	6.18	6.02
Source: ABIMAPI & NIELSEN					

of R\$ 5.453 billion, followed by instant pasta (15% of the sector), with R\$ 2.627 billion. The fresh pasta (3.6% of the sector) moved R\$ 663 million. On the other hand, the national production fell by 2%, totaling 1.24 million tons, and the per capita reached 6.02 kg/year.

We at ABIMAPI will remain committed to supporting our associates with actions and information that will help the industry achieve good results by the end of 2017.

ANUÁRIO **ABIMAPI** 2017

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5



MartinoRossi and Hi-Food sign an agreement for the joint development of new functional ingredients for the food industry

MartinoRossi
Press release



New partnership in the natural and allergen-free ingredients sector: MartinoRossi and Hi-Food sign a cooperation agreement.



For information
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An important partnership is born for the Italian food business in the field of natural ingredients, allergen-free. Two Companies join forces for the development and manufacturing of technologically functional ingredients: MartinoRossi SpA, owned by the Rossi family of Cremona and the young Hi-Food SpA of Parma, innovative start-up founded less than five years ago.

In 2015 the two companies initiated a close working path for the study and development of new technologies for the production of innovative flours and new natural ingredients, leveraging on their complementary know-how: on the one hand MartinoRossi, with their total control of the field-to-mill chain and their important presence in the market of grains and legumes; on the other hand Hi-Food, focused on the research and development of new natural ingredients with technological functionalities, naturally located inside the Science Park of the University of Parma. Starting from a variety of gluten-free cereals and legumes, the new next-generation production facilities located in Cremona

(Malagnino) - headquarter of MartinoRossi - will produce natural flours with new texturizing, gelling and thickening properties that can be used in various fields of application: from pasta to desserts, from bakery to meat, from deli to vegetarian/vegan.

The Owners of MartinoRossi, Giorgio and Giovanni Rossi say: "It is a very exciting and ambitious project that looks to the future. The partnership with Hi-Food provides the fundamental basis for the development of new products in the market of gluten-free flours. Being able to replace the thickening effect and cohesion of gluten by using gluten free flours is certainly a great challenge. The production plants of new generation of MartinoRossi, the continuous research for higher quality combined with a totally proprietary and controlled supply chain

coming from more than twenty years of experience (the choice and control of seed, planting, cultivation, harvesting, drying, storage, milling and heat treatment) allow us to look at the future with enthusiasm.”

Emanuele Pizzigalli, co-founder of Hi-Food and Director of Research and Development observes: “When I met the Rossis and discovered their knowledge and expertise in the agro-food sector, I realized that it was the right time to go back to some ideas about a new generation of ingredients that had been in the drawer of my desk for a few years. Along with Rossi we have managed to combine relevant knowledge, different and complementary. Hi-Food has accepted the challenge of the new project, searching for new technological matrices with high performances, starting right from the high-quality raw materials selected by Rossi. Specific studies have been conducted to obtain new structures of starches, fibers and proteins.

These flours have now become new raw materials, major technological building blocks for the design of new food products as well as for the improvement of existing ones. Moreover, together with Rossi we have started research activities on by-products from the processing of cereals and legumes, aiming at transforming them into higher value-added ingredients.”

Stefano Rossi, Marketing Director of MartinoRossi says: “The partnership established between MartinoRossi and Hi-Food is an important step for the development of new functional ingredients in the free-from market, which is growing significantly and is more and more opposed to the use of artificial ingredients and sensitive to the long-term impact that they may have on the health of consumers. Commitment to the development of natural ingredients as well as low-glycemic flours: these are our new challenges for the food industry. We face them with great enthusiasm and dedication.”

Massimo Ambanelli, co-founder and CEO of Hi-Food, concludes the round: “We continue our path towards the development of innovative natural ingredients. We are particularly pleased to have found a partner like MartinoRossi and the Rossi family, so capable and passionate as much as we are. It confirms the strength and effectiveness of our business model, based on networked developments. The expression “Made-in-Italy” means this, too: intelligent ingredients from an intelligent supply chain.



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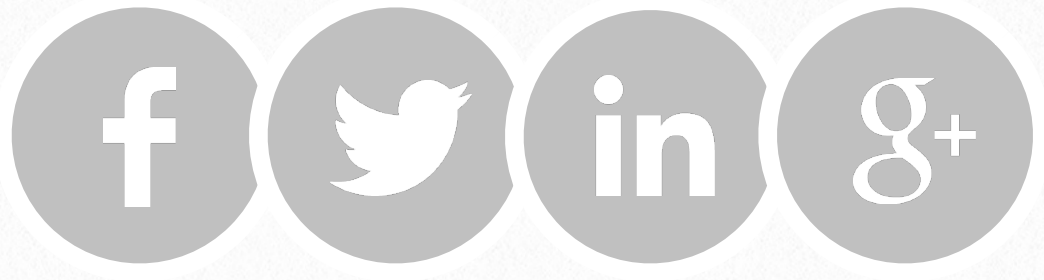


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6



Pastaria Hub: the new version of the portal is now on line for requesting and comparing estimates for machines, plants, ingredients and services for pasta production

Editorial staff



The new version of Pastaria Hub, the platform created by Pastaria to help sector operators request and compare estimates on machines, systems, ingredients and services for pasta production, was launched recently. There's so much that's new.

The new version of [Pastaria Hub](#) was launched on 15 April. We remind you that the portal is aimed at bringing together and presenting, in detail, what's on offer from the most prestigious international suppliers of machines and plants, ingredients and services for pasta production.

Among the major new features included in the new version, we'd like to point out:

- the new graphic design and logo
- the optimization of codes based on SEO
- the implementation of Google Sitemaps
- the introduction of a “free search” function, on each of the site's pages, for all products/services
- the “Data sheet” format (Description, Technical data, Videos) of the product/service page
- the creation of the “Company's products” section in the products/services presentation page
- the creation of the “correlated” section in the products/services presentation page.

Below you will find the structure of the site (clicking on any one of the headings will take you to the corresponding section of the portal):

[TECHNOLOGIES](#)

[Production lines](#)

[Lines](#)

[Shaping machines](#)

[Cappelletti making machines](#)

[Combine](#)

[Gnocchi making machine](#)

[Cannelloni making machine](#)

[Farfalle making machine](#)

[Regional shapes making machine](#)

[Garganelli making machine](#)

[Nested pasta and lasagna making machines](#)

[Ravioli making machines](#)

[Sheet cutter/cutter](#)

[Tortellini making machine](#)

[Handling](#)

[Lowerators](#)

[Elevators](#)

[Vibrating benches](#)

[Conveying systems](#)

[Other \(handling systems\)](#)

[Presses](#)

[Presses](#)

[Dough sheeters and calibrators](#)

[Calibrators](#)

[Dough sheeters and calibrators](#)

[Molds, dies and die washers](#)

[Dies](#)

[Molds, dies and die washers](#)

[Die washers](#)

[Storage](#)

[Ingredient storage](#)

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Vista 12 per pagina

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By filling in and sending off the form present in the technical data sheets of the individual products and services, it is possible to request estimates and further information from the supplier, without obligation and free of charge.

To receive and compare several estimates we suggest using the form present on this page, that will be sent to the technical and sales departments of all the suppliers that subscribe to the platform. It's simple, quick, and totally free.

And the new things on Pastaria Hub don't end here: versions in other languages will be appearing during the course of the next 18 months (beginning with Spanish).

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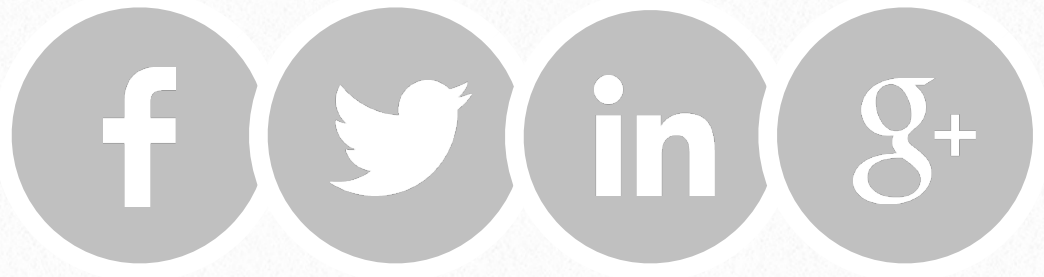
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7



The Court of Cassation and pasta parasites

Lino Vicini



Packages of pasta fouled by insects (grain weevils): the Cassation ruling.

Anyone who deals with foods must pay special attention to the interpretation provided by the Court of Cassation on the laws covering this matter. This is the reason we are devoting our column to commenting on the recent decisions of the judges with jurisdiction over the matter in order to publicise the legal tendencies in this sector.

The decision we take up deals with the problem of pasta infested with *Sitophilus granarius*, known since the days of the ancient Romans as an infestant of granaries.

The case

The Court of Rovereto found criminal liability on the part of the manager of a supermarket where 32 packages of pasta were found to be infested with hundreds of insects later identified as belonging to the family of curculionid beetles, within the genus *Sitophilus*.

The Court had sentenced the defendant to the penalty provided by law (a fine), considering him guilty of violating Article 5, letter d) of Law 283 of 1962.

Against the ruling, and not being able to contest the verdict before the Court of Appeal given the dictates of Article 593, paragraph 3 of the Code of Criminal Procedure¹, his lawyer sought relief from the Court of Cassation for violation of the law.

In particular, the appellant claimed the decision of the trial court judge was erroneous, contesting the very existence of the offence he was accused of.

He claimed that the actual case identified by the control bodies did not fall within any of the hypotheses sanctioned by Article 5 of Law 283 of 1962. He argued that it was not a question of foodstuffs that had been soiled or fouled or were harmful, that they were not invaded by parasites, nor could the insects found in the packages of pasta be considered parasites, nor could the matter be considered to fall within the category of foods subjected to processing or treatments aimed at concealing a pre-existing state of alteration (Article 5, letter d).

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According to the legal challenge, moreover, no contestation could be made even from the subjective standpoint (wilful misconduct or negligence under Article 42, paragraph 4 of the Penal Code).

The Court's ruling did not contain any reasons for its failure to apply extenuating circumstances as per Article 19² of Law 283 of 1962.

The appellant pointed out that the pasta packages had not been tampered with but were intact, so that the defect that characterized them did not derive from conduct by the appellant himself but had been caused by contamination that had occurred upstream for which the holder of the product could not be held responsible. In addition, to exclude profiles of responsibility, the accused had put in place all the checks normally provided, as demonstrated by the witnesses heard in the course of the debate.

The judge, therefore, had not adequately motivated the guilty verdict on this point either.

Indeed, although having deemed the checks put in place insufficient and inadequate, he had not specified what additional oversight measures had been omitted that ought not to have been in order to exclude criminal liability.

Prior to the oral discussion before the judges of the Third Criminal Section of the

Supreme Court, the defendant's lawyer had also filed an additional brief requesting the application of Article 131-*bis* of the Penal Code³ in regard to non-punishability due to the particularly minor nature of the offence.

The Court deems the appeal groundless

We analyse in detail what logical reasonings were followed by the Court in drawing up its motivations for the ruling handed down on 26 April 2016.

First of all, the criticism on the facts constituting the offence from the material standpoint is dealt with.

Article 5 of Law 283 of 1962, sanctioned by the subsequent Article 6⁴, expressly punishes the use, sale, holding for sale, administration or distribution for consumption of foodstuffs that are, among other things, either in a poor state of preservation (letter b) or fouled or invaded by parasites (letter d).

In the charge against the accused, he was alleged to have kept for sale in the store he managed thirty-two packages of pasta destined for consumption infested with hundreds of black insects.

Consequently, from the standpoint of the objective element of the offence with which the defendant was charged, the as-



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certained material fact perfectly fit the infraction in letter d) of Article 5.

The definition of “parasites”

The Court of Cassation observes that the expression used by the legislator in the specific provision in question, i.e., “invaded by parasites”, must not be construed in its narrowest technical sense, according to which it indicates exclusively an animal or vegetable organism that lives by using organic material of another living being. Instead, the Court deemed that lawmakers used this expression to refer to any living organism present inside or in contiguous proximity to a food product. In short, the definition used is not related to the organoleptic characteristics of the product but indicates a condition of an actual deficiency of hygiene or at least a state of alteration or fouling.

This reasoning is explained by the judges in detail.

Indeed, it is a well-known fact that only certain food products are typically characterized by the presence inside them of elements which might appear extraneous to their composition but which instead constitute a prized element or at least a particular gastronomic characteristic.

In this sense, it is sufficient to consider certain cheese products typical of some areas

of Italy which are characterized by the presence inside them of fungi or moulds that determine their peculiarity, organoleptic included.

In these cases, one clearly cannot speak of a defect of the foodstuff or of infestation by parasites.

Vice versa, if said extraneous elements, whether of animal or plant origin, such as insects or moulds, are present in the composition of the product in a way that is completely incompatible with tradition or even at times specifically disciplined by legal regulatory sources, one can correctly speak of a product invaded by parasites. The affirmation by the Court in this case does not seem to be entirely accurate as it is well known that moulds cannot be considered parasites.

To come to the matter brought to the attention of the Court of Cassation, in the case of pasta with the presence of insects in a state of full maturation inside the packages in which it is preserved for sale, this can certainly not be considered an occurrence functional to the specification of its organoleptic characteristics, but rather appears to be an indicator of alteration of the product due to a lack of controls regarding its genuineness.



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The profile of reproachability: lacking checks on pasta packages

The same circumstance for which in all probability the eggs of the insect were likely already present inside the package originally and the eggs could open and develop up to the stage of adult insect without in the meantime a check being carried out and the infested packages being eliminated, prove the condition of reproachability of the accused.

In this specific case, as shown by the documents submitted to the attention of the Court of Rovereto, the pasta packages found in the business establishment in which the accused had the role of head of sales, were invaded by hundreds of live insects, *Curculionidae* weevils of the genus *Sitophilus*, which moved about inside them and were already readily visible at a distance of two metres.

In regard to this macroscopic occurrence the personnel under the orders of the store manager had not undertaken any containment measures.

In addition, the time circumstance, for which the fact was ascertained in the month of August, a period notoriously favourable to the proliferation of insects, does not speak in favour of the accused, who did not bother in any way to take ade-

quate measures despite the fact that the phenomenon was not entirely unexpected or unforeseeable.

Exclusion of fortuitous case or exceptional event such as to break the causal connection

According to the Court, therefore, in application of a reasonable rule of experience, the contamination of a food product like pasta can definitely not be included in the class of exceptional events that exclude criminal liability.

As is known, in the general theory of the offence accepted by Italian lawmakers, the imputation of a harmful event requires as presupposition that the offender has materially contributed to the occurrence of the harmful result either through an action or omission.

Causality is a necessary and indispensable criterion for objective imputation of the illegal action to the party.

As a rule, the causal connection between conduct and event demonstrates that not only the action, but also its harmful result, is attributable to the agent, for which, in the presence of other grounds of a psychological nature, the party may be held criminally liable for his conduct.

The connection of causality between the conduct that contributed to produce the harmful event and the harm itself may be “juridically” interrupted, excluding, therefore, guilt or at least attribution of the fact to the party for various reasons, among which force majeure and fortuitous event stand out in particular.

Both of these elements negate the cause-and-effect relationship between the event and the conduct of the party, relieving him of all responsibility. Fortuitous case indicates those absolutely improbable or unforeseeable events, according to ordinary science and experience, that make the occurrence of the unlawful fact inevitable, while force majeure refers to external causes of an exceptional nature which it is objectively not possible to avoid, thus inevitably determining the occurrence of the event.

From the probative and trial-related standpoint it falls on the person who is accused to demonstrate that there in fact exists an unexpected element, neither foreseeable nor avoidable, that caused the wrongful event of which he is accused.

The Court thus clarifies that no exceptional and unforeseeable event can be taken into consideration in the matter that is the object of the proceedings in order to exclude at its root an interruption of the causal connection.

The subjective element (guilt)

Lastly, the Court of Cassation turns to evaluating the conduct of the head of the business establishment from the standpoint of the subjective element.

However, the guilty behaviour of the party is not demonstrated by the failure to provide for an adequate method of preserving the pasta.

According to the Court, criticalities in the manner of preservation of the products or violation of the hygienic and health standards had not been found. However, the manager had neglected to give orders aimed at ensuring a control regime on the quality of the product that would have prevented occurrences of the type of those later ascertained (putting infested products up for sale), in addition to having neglected to verify, also through direct control of the outcomes, their proper implementation.

The obvious infestation of the product, which could even be seen from two metres away, would have enabled, if quality control had not been negligently overlooked, immediate discovery of the phenomenon and immediate removal of the packages from the shelf of the products intended for sale.

The defendant’s negligence therefore lies in having failed to check for the possible

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occurrence of the event – meaning not so much the infestation of the pasta with parasites as its being put up for sale, that is, maintaining this condition after the infestation had occurred – and in having, consequently, failed to take the appropriate measures so that it did not occur, as his position as head of a department selling food products would have required.

Inapplicability to the case at hand of the hypothesis in Article 131-*bis* of the Penal Code

Finally, the Court excludes in the case at hand that the amended grounds for exemption from punishment due to the particular minor nature of the matter can be applied. Indeed, the finding of thirty-two contaminated packages makes it impossible to consider the offence one of slight importance.

Conclusion

The decision of the Court of Cassation is substantially fair from the legal point of view, also taking into account a technical fact connected with the characteristics of the lifecycle of *Sitophilus granarius* not evaluated in the course of the proceedings.

After the eggs are laid by the female, the larval development of the insect lasts from 57 to 71 days, during which the larvae burrow into the foodstuff, passing through four moults.

At the end of the fourth stage they form a pupal cell; the pupation process takes 5 to 16 days, at the end of which the adult emerges from the contaminated product. From what is shown by the trial documents establishing the presence of such a massive contamination, which is even visible at considerable distance with the naked eye, and in light of the scientific data referred to above on the development times of *Sitophilus*, the presence of the insects at least two months prior to their discovery by the inspection authorities is demonstrated.

The obvious conclusion is therefore that in such a long time span the pasta packages were not subjected to any checks by the supermarket's personnel.

Notes

1. Article 593, paragraph 3 of the Code of Criminal Procedure: "Convictions for which solely a fine is imposed may not be appealed."
2. Article 19 of Law 283 of 1962: "The penalties provided for by this law do not apply to a merchant who sells, puts up for sale or distributes for consumption products in original packaging, if lacking compliance with the prescriptions of the law itself regard the intrinsic requirements or the



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composition of the products or the internal conditions of the recipients and provided that the merchant is not aware of the violation or the original packaging does not show signs of alteration.”

3. Article 131-*bis* of the Penal Code (Exclusion of punishability due to particularly minor nature of the event). In the case of offences for which detention of not more than a maximum of five years, or a fine, either alone or jointly with the aforesaid penalty, punishment is excluded when, due to the manner of conduct and to the slightness of the harm or of the hazard, evaluated in accordance with Article 133, paragraph 1, the offence is of a minor nature and the conduct is not habitual. The offence may not be deemed of a particularly minor nature, in accordance with paragraph 1, when the perpetrator has acted for abject or futile reasons, or with cruelty, including harm to animals, or has resorted to torture or has profited from a condition of diminished defence of the victim, also in reference to the victim's age or when the conduct caused or results in, as unintentional consequences, death or grave injury to a person. The conduct is habitual in the event that the perpetrator has been declared a habitual or professional offender or one by tendency, or has committed multiple offences of the same nature, even if each offence, considered separately, is particularly minor, as well as in the case in which it is a question of offences that have as object multiple, habitual and repeated conduct. For the determination of the detention provided for in paragraph 1, account is not taken of the circumstances, with the exception of those for which the law establishes a punishment of a different kind from the ordinary one for that offence and those which entail an increase or reduction of the sentence by more than one-third ("*circostanze ad effetto speciale*"). In this last case, for the purposes of the application of paragraph 1, account is not taken of the judgement of balancing of circumstances as set forth in Article 69. The

provision in paragraph 1 also applies when the law provides for a particularly minor nature of the harm or hazard as an attenuating circumstance.

4. Article 6, Law 283 of 1962: “The production, commerce and sale of the substances under letter h) of the preceding article – phytopharmaceuticals and FCMs – are subject to authorization by the Ministry of Health, control, and registration as health materials.”

[abrogated]

This provision does not apply to surrogates or substitutes regulated by special laws, without prejudice to control by the Ministry of Health for what regards their composition, hygienicity and food value. Unless the fact constitutes a graver offence, violators of the provisions of this article and of Article 5 are punishable by arrest for up to one year or by a fine of €309 to €30,987. For violation of the provisions in letters d) and h) of Article 5, the punishment applied is arrest from three months to one year or a fine from €2,582 to € 46,481. In the case of conviction for fraud with toxic or harmful effects on health, the provisions of Articles 163 and 175 of the Penal Code are not applied. In the cases provided for in the preceding paragraph, conviction entails publication of the sentence in one or more national newspapers, designated by the judge, in the ways established in paragraph 3 of Article 36 of the Penal Code.

8



Commodity price observatory 2/2017

Centro studi economici
Pastaria



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

Food alone, among all the manufacturing sectors, has, in recent months, shown a negative trend on the commodities' circuit, with the sector index still loaded down by the decline in cereal prices.

In April the summary indicator prepared by the FAO, on a basket consisting of the most representative food products, fell by almost two percentage points over March, confirming, however, an increase of 10% on an annual basis.

In general, according also on the indications of the World Bank, food commodity prices will, in the overall dynamic, remain flat at least until December, albeit with different trends based on the sectors.

Also worth mentioning is that in a scenario that is already precarious in its general balance, different uncertainty factors remain that make the prospect even more hazy, not just in food and beverage.

In all the sectors, including metals and energy products, what is foreseeable, in fact, is a rise in volatility of international prices. A phenomenon that does not help the choices of the either the money managers, who are involved in financial circuits, nor, for that matter, those of the buyers and operators active on the physical market, both at the mercy of protectionist drifts, of currency exchange rates that are increasingly unsteady and geopolitical crises under threat and self-evident.

In the commodity market outlook for April, the World Bank describes, from here to the end of the year, a scenario that is still negative for cereals, that will lose a further 3% over the twelve months.

In contrast, both the vegetable fat and meat sectors will end 2017 with a rise of 2%, which will be added to the 5% already recorded in 2016.

What is taking shape, however, is a picture of substantial stability in milk and dairy prices, albeit with a further divergence between the major commodities.

The prices of butter, already very high, will tend to leave those of powdered milk, affected in recent months by falls, at times somewhat significant, still further behind.

It is important to point out that the pasta system outlines a framework of relative moderation for companies, when it comes to the dynamic of production costs.

With regard to wheats, the forecast for a less pressing global harvest, with a drop that the British analysts at the International Grains Council have quantified

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	183.5	-0.9%	9.7%	=
Fine durum wheat from central Italy	Price (€/ton)	Monthly variation	Annual variation	Forecast
	198.75	-4.2%	-19.9%	▼
00 type common wheat flour	Price (€/ton)	Monthly variation	Annual variation	Forecast
	495	-2%	11%	=
Semolina above min. leg. req.	Price (€/ton)	Monthly variation	Annual variation	Forecast
	416.7	-3.9%	-10.5%	▼
Eggs M	Price (€/100 pcs)	Monthly variation	Annual variation	Forecast
	10	0.5%	13.3%	▼
Pork hams for Prosciutto 12 kg and over	Price (€/kg)	Monthly variation	Annual variation	Forecast
	4.3	-0.2%	25.7%	▼
Beef – veal meat half-carcass, prime quality	Price (€/kg)	Monthly variation	Annual variation	Forecast
	5.34	-3.1%	-16.6%	=
Raw milk	Price (€/1000 kg)	Monthly variation	Annual variation	Forecast
	337.5	-5.5%	48.4%	=
Churned butter	Price (€/kg)	Monthly variation	Annual variation	Forecast
	3.05	8.2%	144%	=
Grana Padano aged for 9 months or more	Price (€/kg)	Monthly variation	Annual variation	Forecast
	6.8	-3.3%	5.4%	=
Extra virgin olive oil	Price (€/kg)	Monthly variation	Annual variation	Forecast
	5.4	0%	66.2%	=

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.

PRICE MONITORING

IMF Commodity Food Price Index	Price (2005=100)	Monthly variation	Annual variation	Forecast
	147.62	-2.8%	5.6%	=
Hard Red Winter FOB Gulf of Mexico	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	146.39	-0.6%	-10.8%	▼
Mais, U.S. No. 2 Yellow FOB Gulf of Mexico	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	158.97	-2.4%	-0.1%	=

IMF Index, Hard Red Winter, Mais: March 2017

to be around 2 percent, does not appear, at this stage, able to justify a reversal in the direction of prices, in a market that takes into account the evident imbalances of the offer side, in the presence of cumbersome stocks (the most disproportionate of which are the stocks of Chinese cereals) and a consumption that should broadly speaking be a recurrence of last season's levels.

The prices of durum wheat, that at the beginning of May had returned to below the critical threshold of €200 a tonne, could rise with the start of the new marketing campaign. A theory supported by the forecasts of a 20% fall in the domestic harvest, associated with a loss of more than 150,000 hectares of surface area and a simultaneous reduction of campaign yields. Based on estimates from Coceral, the umbrella body for operators in the arable

crops sector, Italy will not go beyond 4 millions tonnes, compared to 5.1 million of a year ago. The harvest of Canadian durum wheat, on the other hand, will be five and a half million tonnes (7.8 million in 2016), in a country in which stocks have shot up to almost 3 million tonnes, that's more than double when compared to the historic five year average.

The costs of pasta factories will also be pegged back by the modest increases in energy products, oil first and foremost, that analysts are expecting in the second half of 2017. Even the Baltic Dry Index, that summarises the costs of maritime freight, has returned its lowest point since the beginning of March, but nevertheless maintaining a positive margin of over 5% on an annual basis.

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Pasta Fresca**

*"Il Presidente"
Giovanni Rana*



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- Allargare il mercato italiano ed inserirsi in quello europeo con l'incentivazione e l'adozione nel mondo della pasta fresca dei **"piatti pronti o da cuocere a base di pasta fresca"**.
- Per tutelare pasta fresca e gnocchi, anche da un punto di vista legislativo nel loro progressivo inserimento nei mercati europei attraverso **ECFF** (European Chilled Food Federation).

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- Una guida anticipata sui trend di mercato e su quelli tecnici.
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• SALUM. LANZARINI | Bassano - VI

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The Truth about Pasta.
April 6 is international
#carbonaraday. Pasta lovers from all
over the world celebrated the most
loved Italian recipe

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.

How to prepare Pasta Carbonara is a discussion that has been going on forever among millions of food lovers all over the world, and the dialogue continues between supporters of the traditional recipe and those who instead love innovation. To celebrate this dish, famous in every corner of the globe, IPO (International Pasta Organization) and AIDEPI (Italian Association of Confectionery and Pasta Industries) launched #CarbonaraDay, on 6 April on Twitter. Bloggers, journalists, food influencers, chefs and pasta lovers from all around the world had their say about this dish, beloved all over the world.

Yes to Guanciale, no to Pancetta and bacon. Yes to Pecorino, no to Parmigiano cheese. Should we add oil? And egg white? Should there be garlic and onion? Pasta Carbonara is the most beloved Italian recipe in the world, but also the most controversial. Purists say there is only one way to make it and only five ingredients: guanciale, pecorino cheese, egg, salt and pepper. The most innovative spirits instead believe that, since pasta is a versatile food, there should be no limits to Carbonara's culinary interpretation.

Carbonara in history: the uncertain origin of this dish

In spite of being rooted in the dietary habits of many, this dish has a relatively recent origin. A first hypothesis gives it an American origin. Pasta Carbonara was supposedly part of the "K-Ration" that Ancel Keys, American biologist and physiologist, invented in 1942 to provide the Allied troupes with a suitable diet. American soldiers would mix the "K-Ration", specifically the powdered egg yolk and bacon, with spaghetti to increase the carbohydrate intake. The second hypothesis is that the dish was 'invented' by charcoal burners from the Umbrian Apennines (called *carbonari* in Roman dialect), who prepared this dish using ingredients easy to procure and preserve. In this case, Carbonara would be the evolution of the dish called "cheese and egg" (cacio e ova), originally from the Lazio and Abruzzo regions. Lastly, another hypothesis places the origin of this recipe in Neapolitan cuisine. This theory identifies a possible origin of this dish in some recipes contained in the 1837 treatise *Cucina teorico-pratica* by Ippolito Cavalcanti.

And its etymology

Invented by a cook from the city of Carbonia, in Sardinia, who moved to Rome? The typical pasta dressing of the charcoal



burners of the forests of Umbria or of the members of the “*Carboneria*” secret revolutionary society? Or, better yet, the mention of coal hints at the abundant black pepper ground on the top, as if it were dust from the coal mines?

One thing is certain: Italian millennials love it

There is no other recipe capable of inflaming the passion of Italians like Pasta Carbonara, which used to be a typical recipe of Central Italy and today is a national phe-

nomenon. According to a recent Doxa-Aidepi survey, Carbonara (with Oven Baked Pasta and Spaghetti with Tomato Sauce) is one of the three recipes close to the heart of people ranging from the age of 15 to 35, and it is the absolute favourite of 18 percent of Italians (especially men) and in the North West regions. But Pasta Carbonara is also a global phenomenon, since, according to 2016 Google food trends, it is the most frequently searched recipe in the USA, behind Pasta Bolognese.



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).

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



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



For the purists only five ingredients exist: guanciale, pecorino cheese, egg, salt and pepper

And, admittedly, the true tradition indicates as “historical” ingredients for the carbonara sauce only: guanciale, pecorino cheese, egg, salt and pepper. And that’s all. Then, anyone can add whatever they like. Revisions are not prohibited. However, those whose intention is to make a true Pasta Carbonara as traditional cookbooks have it, should use only these ingredients: tradition is as good an ingredient as any other. Not even oil is considered a Pasta Carbonara ingredient. In fact, the diced Guanciale that contains up to 50 per cent fat melts in the pan, and does the job of the oil.

Five mistakes to avoid at all costs

Let’s start from the main ingredient: Guanciale. We always want to make sure to choose it whenever possible, but let’s not despair if every now and then we happen to use flat pancetta instead. Let’s face it: in the Midwest or the Siberian high plains it’s not that easy to get a hold of Guanciale. Then there is the egg: better to use only the yolk, but it wouldn’t be considered a

crime to add a little egg white. What needs to be avoided is making an omelette in the frying pan. Let’s move on to more serious mistakes, worthy of an F. The first one is substituting Pecorino with Parmigiano cheese. The Pasta Carbonara tradition originates between the Lazio and Abruzzo regions, the same place of origin of Pecorino cheese. But the most egregious mistake, particularly common outside Italy, is to add cream. This ingredient does nothing but increase the greasiness of the dish, and furthermore it flattens its taste. Finally, garlic and onion are to be avoided, a useless addition as Carbonara is already full-flavoured.

Non-traditional interpretations? In France, Germany and Japan

Outside Italy, many interpretations occur. In France and Germany, for example, freeze-dried Carbonara flavoured preparations are available for sale. In Great Britain, the egg is replaced by béchamel, while in Japan usually cream is added and Pecorino cheese removed.

Which pasta shape is best for Carbonara?

Which pasta shape to use? Will it be short or long? Let’s say right away that both are



OK. For many, Carbonara is inseparably tied with the word spaghetti. For others, the ultimate shape for Pasta Carbonara is rigatoni, very Roman indeed (rigatoni *pa-jata*, or *alla gricia*, or in oxtail sauce etc.). At the most, Mezze Maniche can be used.

To innovators cooking is a creative activity and no innovation is wrong

Among the food pundits, there are also those who think that pasta interpretations should be unlimited. The American journalist Adam Gopnik of *The New Yorker* last year drew attention to the fact that many recipes typical of the peasant tradition are born of pure improvisation, from what is available in the fridge, without following a precise recipe. His point is that there should be no constrictions imposed by tra-

dition, but to cook in an environment where “lack” of ingredients purposely stimulates creativity. A Pasta Revolution! The next date for all pasta lovers will be the World Pasta Day in São Paulo, Brazil, on 25 October!

The Truth About Pasta

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

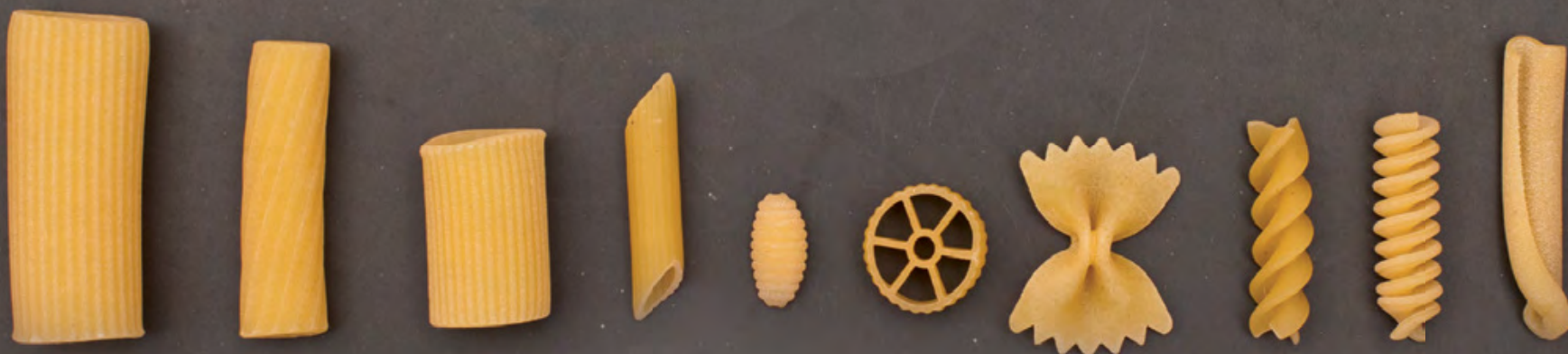
It is part of IPO’s communication programme, designed to combat the rise of unhealthy fad diets and change people’s perceptions of pasta by informing, educating and encouraging eating pasta as part of a healthy lifestyle.

For information;

www.pastaforall.org | f.ronca@internationalpasta.org

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11

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EMPLOYEES

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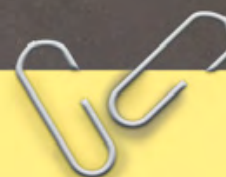
2,553,168

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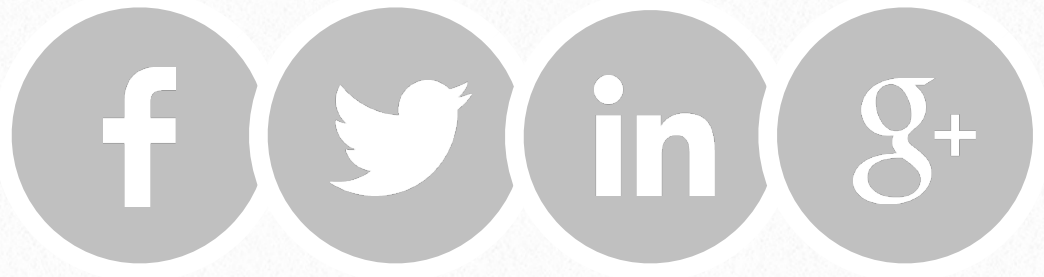
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Waste reduction and sustainability: the example set by the Fontaneto pasta factory

Federica Calcagno
Quality Assurance Fontaneto

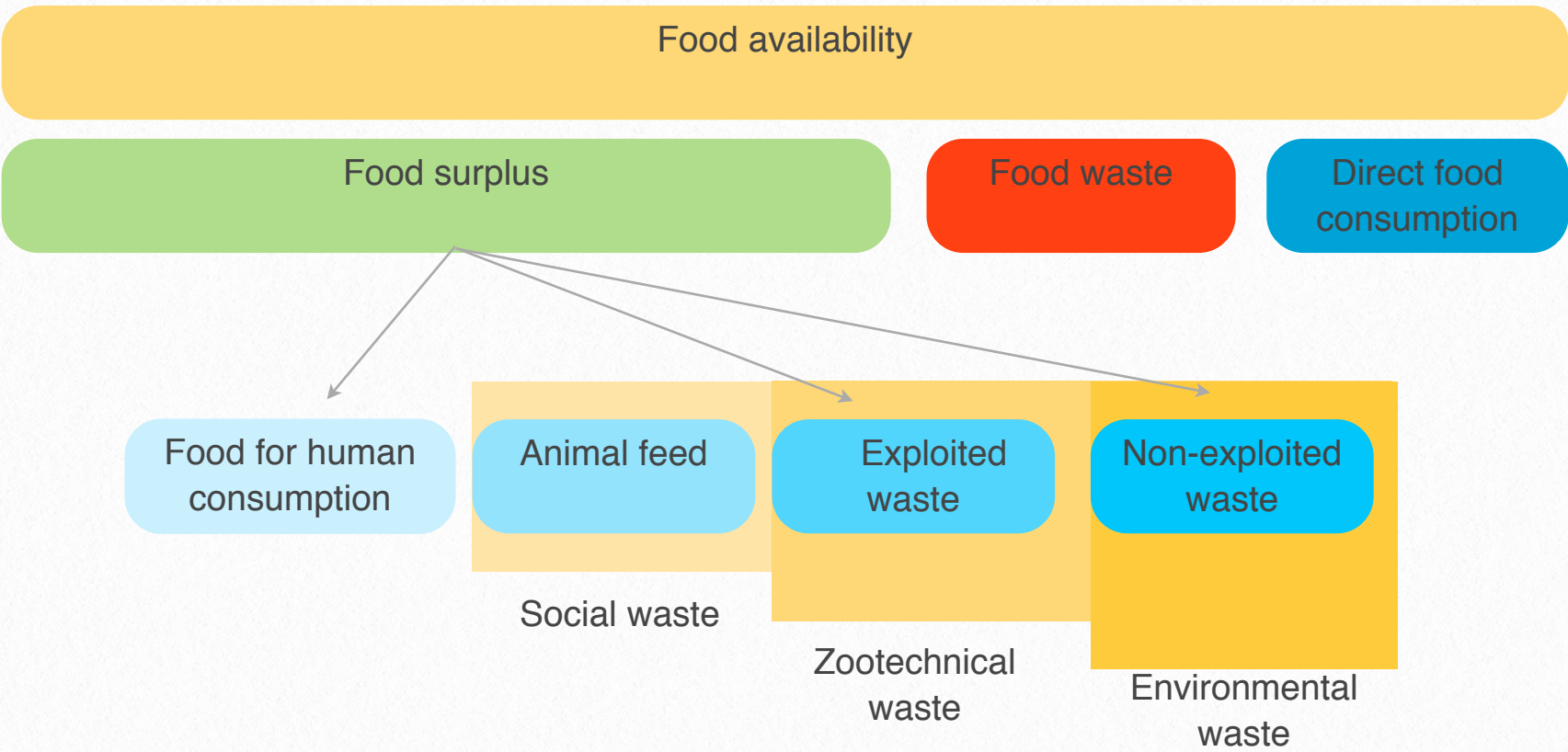


Reducing waste in a fresh pasta production facility The Fontaneto pasta factory case history illustrates the measures implemented by the company to achieve sustainable production management, exploitation of surplus and waste reduction.

Sustainability and food waste reduction is a very topical issue, considered an important tool for achieving worldwide food security, releasing limited resources so that they can be used elsewhere, reducing environmental risks and avoiding financial losses. In its Roadmap towards a Resource Efficient Europe, the European Commission fixed the goal of halving food waste by 2030¹. In March 2016 the “Case History” of the Fontaneto pasta factory (Fontaneto d’Agogna, Novara, Italy) was presented in Brussels at the open hearing, *Building a more sustainable European food system*, on the topic of production and environmental sustainability promoted by the European Economic and Social Committee. The pasta factory’s contri-

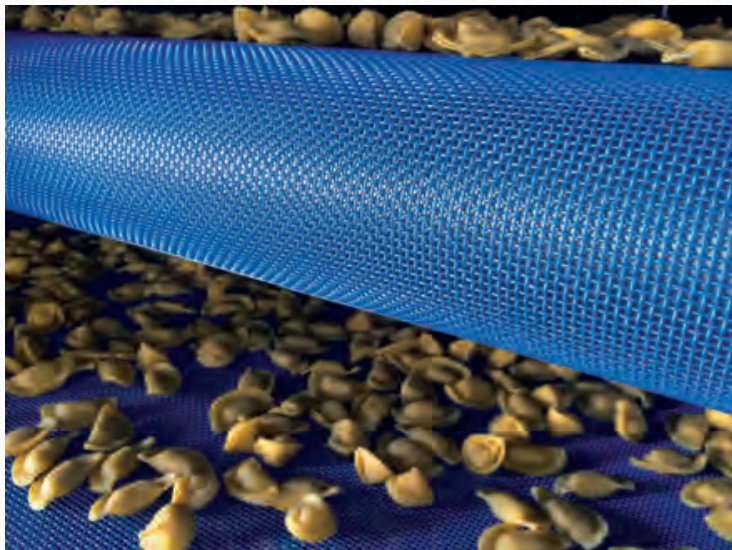
bution was included in the *Stakeholders’ and civil society’s views and initiatives for a transition to more sustainable food systems session*, to represent small and medium-sized enterprises belonging to the Food sector of the CNA (*National Confederation for the Craft Sector and Small and Medium Enterprises*), member of the UEAPME (*European Association of Craft, Small and Medium-sized Enterprises*) Food Forum, which represents the small and medium food enterprises all over Europe. Fontaneto’s road towards sustainability began in 2008 when it installed photovoltaic panels on the roof of its production plant. From 2008 to date, the factory has implemented important waste analysis on all the

Figure 1 THE TERMS OF THE PROBLEM



Source: *La gestione dell’eccedenza alimentare: una guida per le aziende della filiera*, ECR Italy

great solutions, for small spaces



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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various production phases, from the selection of raw materials to final distribution, with particular attention being paid to reducing the amount of packaging on end products and raw materials, and a “just in time” production program to guarantee maximum product shelf-life for the consumer; in this way it has been possible to minimize waste and surplus in every stage of production. Then for the inevitable production waste which cannot be recovered, the need arose for greater commitment to recycling, as far as possible, the various types of waste. By food surplus we mean the edible component of available food which is produced, but which for various reasons is not sold, whereas food waste means the edible product which, through not being managed, becomes unfit for human consumption². Figure 1 aptly illustrates the definitions given above.

Actions adopted in the raw materials selection phase

In the raw materials selection phase, products with “light packaging” are sought, , for example without double packaging and with the best yield based on the production technology used to make the end product, without overlooking the quality of the raw materials. Furthermore, raw material orders are planned based on their shelf-life (manage-

ment of open orders with scheduled deliveries; request for flexibility from the vendor in the delivery of perishable raw materials).

Actions adopted in the production phase

Precise scheduling is essential in the production phase. For fresh produce internal planning in the pasta factory is simple because customer orders are received in the afternoon, consequently production is then planned based on the different types of pasta (taking into consideration the color for example) and filling (based on allergens for example) to be made, so that as many production scraps as possible can be recycled. Production is carried out over the following morning and the goods are sent out in the early afternoon to guarantee maximum shelf-life for the customer.

Every week the quantity of waste produced is measured and the following indicator has been defined:

$$\frac{\text{kg waste}}{\text{kg products}} \%$$

For long shelf-life products, for which a minimum amount of stock is needed, the problem comes from stocks which get

close to the minimum residual shelf-life accepted by distributors; for these the sales department is asked to implement actions aimed at stock clearance (see the various initiatives promoted by large retail outlets). Also in this case an indicator has been defined for those reference products for which sales promotion initiatives became necessary:

$$\frac{\text{kg sold in sales promotion aimed at stock clearance}}{\text{kg per reference products}} \%$$

Following analysis of this indicator, delisting is performed of the reference product.

Actions adopted in the packaging selection phase

In collaboration with our customers packages have been designed which reduce packaging waste (for example light boxes which become display units in the store); even when branded products are made, during the phase for selecting the packaging, both primary and secondary, the customer is offered the use of the lightest packaging possible. During the purchasing phase every attempt is made to select recyclable materials (paper and plastics), even though it is not always simple to obtain a

totally recyclable package, an objective which can provide ideas for future improvements.

When surplus cannot be managed

Before surplus becomes waste, when products are nearing the end of their shelf-life they are donated to local no-profit organizations; when even this operation is not possible, differentiated waste disposal is carried out and all products of animal origin are transformed into pet food.

Conclusions

We believe that only by accurately measuring the data relative to the quantities of waste disposed of and by analyzing it does it become possible to reduce waste in each stage of production, achieving improvements from both an environmental and economical point of view.

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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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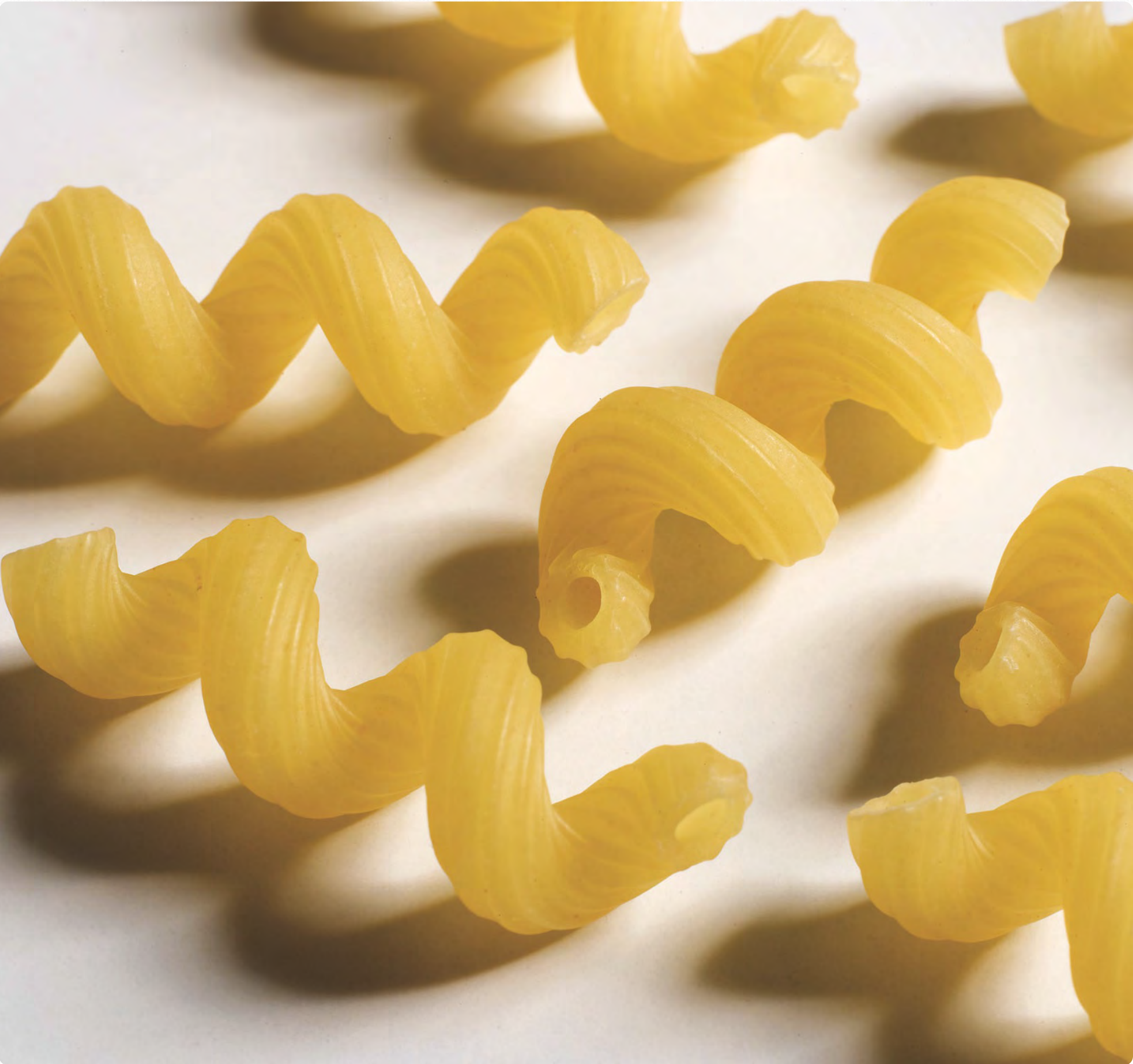
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Short news



Editorial staff



The Acqua del Molise seal of quality awarded to the La Molisana pasta factory

Quality pasta and... water too. The La Molisana pasta factory (Campobasso, Italy) has been awarded the first seal of excellence for water used in the production of pasta. The “Acqua del Matese, Qualità del Molise, Sorgenti di Riofreddo” certification arrived from Molise Acque following a submission by the company. This is the first ever operational award following the launch of the mark, created with the aim of promoting the Molise’s water heritage and in particular the waters from the springs of Riofreddo, the characteristics of which are among the best, when it comes to water for children. The process has been shared between Molise Acque, the Bureau of the Regional Council and the Chamber of Commerce. The blue seal will appear on all of the pasta factory’s products.

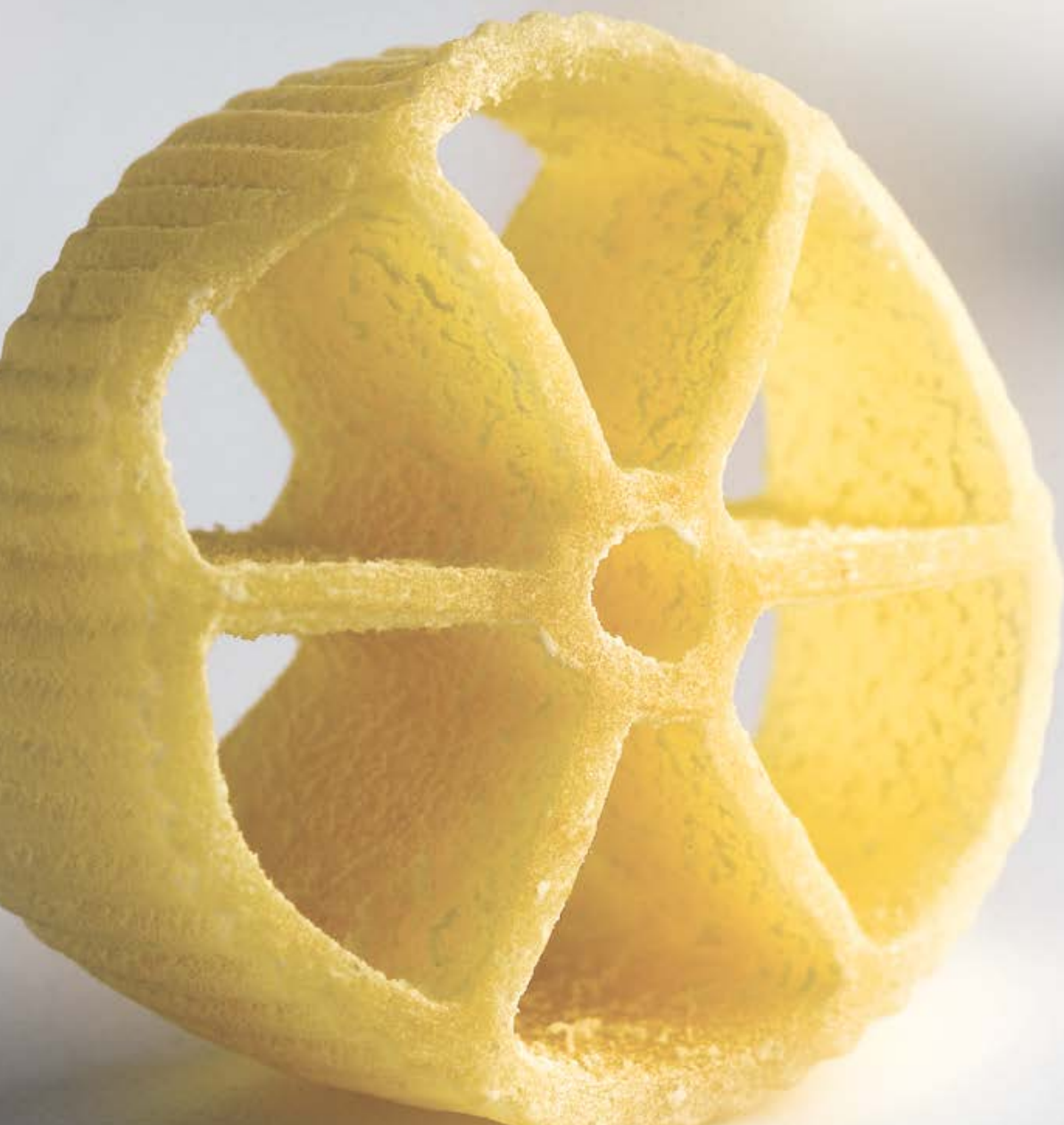
Rummo, creditor agreement gets the green light

Following the flood comes the rebirth. The Rummo pasta factory (Benevento, Italy), seriously damaged by a flood in October 2015, has been granted admission to the creditor agreement in continuity procedure by the court of Benevento. This means that the company, that recently received a

visit from Italian Prime Minister, Paolo Gentiloni, will be able to repay its debts of €97 million over five years. Cosimo Rummo, the pasta factory’s CEO, is also negotiating with the banks to be allowed to repay over ten years. The industrial plan envisages an anticipated €66.3 million growth in turnover in 2017 to a forecast €80 million in 2020. A creditors’ meeting is scheduled for 10 July.

Rana gives away 3 million plates of pasta.

Over three million plates of fresh pasta to families in need. This is the gift that the Rana pasta factory (Verona, Italy) wanted to make, via the Food Bank, to those experiencing financial hardship. The solidarity project, called Duetto, is now in its second edition, and has achieved some remarkable figures: 3,354,936 plates of pasta donated; 370,000 families assisted; 1,456 pallets delivered; 300 volunteers involved across Italy. For every packet of the Duetto range of ravioli purchased between November 2016 and January 2017, the pasta factory has donated a packet of filled pasta to the Food Bank. “3,354,936 plates of pasta are equal to 3,354,936 moments of serenity. And this is the Rana pasta factory’s mission: to share positive moments at the din-



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Pastaria

ing table,” commented the CEO, Gian Luca Rana.

The former Amato pasta factory under new ownership

The old Amato pasta factory has a new owner, with the building having been acquired by Roberto Aversa and Luigi Chianese's company, Intesa Immobiliare srl, for €3,150,000. The first auction in 2014, at which no one bid, began from a start price of €9,726 million. Aversa and Chianese are two well-known entrepreneurs in Salerno (Italy), in whose Mercatello district the old building stands. The company has not, however, also purchased the restyling project by the star architect, Jean Nouvel, because it “would risk de-contextualizing the work that we want to achieve,” explained Mr Aversa. The old factory is to have functional, modern and state-of-the art apartments built in it. “Having given up on the Nouvel project does not mean having abandoned the idea of quality construction work,” explained the proprietorship.

The former Gazzola pasta factory ready to relaunch

A veritable recovery plan. With the acquisition of new production lines, the hiring of twenty individuals and the construction of

a new building. This plan was submitted to the local authority by the Sicilian entrepreneurs Alberto and Riccardo Poiatti who now own the former Gazzola pasta factory in Mondovì (Cuneo, Italy). The local administration approved the recovery plan and the proprietorship did not exclude the possibility of assessing the improvement of the city's road network in the area of the former pasta factory. The Poiatti's purchase was two years ago, following the bankruptcy sale by the court in Cuneo, and since then everything had been at a standstill. The plan will now have to be looked at in greater detail and approved by the Municipality once more. The building will presumably not reopen before the end of the year.

De Cecco launches on the Stock Exchange

The first attempt was ten years ago. Then the crises on the markets arrived, leading to the project being abandoned. This year the De Cecco pasta factory has decided to try launching on the Italian Stock Exchange once again, and it has begun the process for admission to trading. This could all happen by the end of the year. In 2007 the owners of the company based in Fara San Martino (Chieti, Italy) had as their goal that of focusing on the Star seg-



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ment and had already chosen their advisors (Mediobanca, Jp Morgan and Lazard). However, not all the members of the family were in agreement with the operation. Following two years of discussions, everything was halted. The company, based in the Abruzzo region, is one of the world's largest producers of pasta, ranked third, in fact, after Barilla and Spain's Ebro Foods (that took over Garofalo). It has a turnover of €400 million and it is present on 120 markets.

Pastificio Ghigi to produce Conad branded pasta

Conad is looking to the Italian supply chain. And in particular to the "Ghigi project", aimed at enhancing Italian production. The pasta factory based in San Clemente, in the province of Rimini (Italy), will be producing Conad branded pasta, with a view to expanding the network of Italian farmers. It was in 2010 that the company decided to create a totally Italian supply chain for wheat, putting together a farming consortia of which some seven thousand producers are now part. For around a year now, partners such as Pasta Zara and the Sis - Società Italiana Sementi (Italian seed company) have also been taking part in the adventure. Cooperation initially envisages the production, by Ghigi,

of the entire range bearing the red Conad brand logo, 30 shapes in 500 g packaging and 6 shapes in 1 kg packaging.

Granoro Dedicato: 100% Apulian pasta

Pasta that is 100% made in Apulia Following the publication of an article that the company considers defamatory, Granoro (Corato, Italy) has reiterated the Apulian authenticity of its pasta. And it does so jointly with Fracoltivatori Cooperative of Ap-ricena and Molino De Vita of Casalnuovo Monterotaro (Italy). "The supply chain is made up of exclusively Apulian operators," the company explains in a press release. It is reiterated that "every step of production is controlled, from its origins to the transformation process, and it is then certified by one of the sector's most prestigious international bodies, operating totally independently as a third party". What is more, "approximately 140 Apulian farming companies are part of the supply chain, in addition to the Cooperative, all rigorously checked by the certifying body".



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Rich-in-fibre wholemeal semolina and low grade semolina – the new milled products from Molino De Vita

Editorial staff



Molino De Vita has just added to its organic range with the market launch of a whole-meal semolina and a low grade semolina featuring a high fibre content.



**For information
Industria
Agroalimentare
De Vita**

T. +39 0881 558556
info@molinidevita.it
www.molinidevita.it

Launched at Biofach 2017 in Nuremberg, the international trade fair of reference for organic foods, the two new products, i.e. the fibre-rich low grade semolina and wholemeal semolina add to the already considerable range of organic milled products available from Molino De Vita of Casalnuovo Monterotaro (Foggia, Italy), that are by now well-known to pasta manufacturers and consist of: semolina; protein semolina; baby food semolina; re-milled semolina; low grade semolina as a source of fibre; fibre-rich wholemeal semolina; wholemeal semolina; ancient wheat varieties; Khorasan kamut semolina; wholemeal Khorasan kamut semolina; low grade spelt semolina, wholemeal spelt semolina, Cappelli wheat semolina; re-milled Cappelli wheat semolina, Cappelli wholemeal semolina, and milled products from Apulia's ancient "Saragolla" durum wheat. The fibre-rich low grade semolina features a minimum fibre content of 4%, whilst the organic semolina can boast a minimum fibre content of 10% and a germ presence of 95%. Both milled products feature high levels of vitamins, mineral salts, antioxidant compounds and proteins, with high biological value and stability. Thanks to milling diagrams studied in collaboration with the Federico II University of Naples and the Technology and Science Park of the University of Molise, the products are obtained through a "whole" milling of the wheat, with a low level of refining and a high technological value. Molino De Vita products are certified by the *Consorzio controllo prodotti biologici* (CCPB), the Organic Products Inspection Consortium, in Bologna, and they undergo rigorous checks and analyses throughout the entire supply chain. In addition to those that are dedicated to milling products from organic farming, which accounts for 80% of production, the other Molino De Vita lines consist of milled products from ancient wheat varieties, those from a dedicated supply chain that is 100% Italian, and healthy and functional milled products (both organic and conventional).

ORGANIC FIBRE RICH WHOLEMEAL SEMOLINA

Chemical-physical characteristics

Parameter	Standard	Tolerance value	Parameter	Standard	Tolerance value
Moisture	14.5 % p.p	15.5 max	Bran peaks	- n/dm ²	n/a
Protein (Nx5.70)	12.0 % d.s.	min	Granulometry >500 μ m >250 μ m Base	0 % weight subs.	2 max
Ash	> 1.80 % d.s.	min		75 % weight subs.	± 5
Soft wheat	0 % as sampled	3 max		25 % weight subs.	± 10
Gluten quality	70 G.INDEX1-100	min	Colour (Minolta reference 400)	≤ 79.0 Index L	n/a
Gluten	10.00 % Glutomatic	min		≥ - 1.5 ≤ 0.10 Index a	n/a
Fibre	10.00 % s.s.	min		18,0 Index b	min
Black specks	- n/dm ²	n/a			

Microbiological values

Parameter	Standard	Tolerance value	Parameter	Standard	Tolerance value
Aerobic mesophilic (CBT)	<100,000 ufc/g	max	Yeasts	<1000 cfu/g	max
Salmonella	absent cfu/25 g	max	Staphilococcus aureus coagulasi +	<10 cfu/g	max
Moulds	<1000 cfu/g	max	Escherichia coli	<10 cfu/g	max

Contaminants

Parameter	Standard	Tolerance value	Parameter	Standard	Tolerance value
Lead	< 200 ppb	max	Deoxynivalenol (DON)	< 750	max
Cadmium	< 100 ppb	max	Zearalenone	< 75	max
Aflatoxin B1	< 2 ppb	max	Pesticide residues	Legal limits	max
Aflatoxin B1 + B2 + G1 + G2	< 4 ppb	max	Insect and larvae fragments	35 no./50 g	50 max
Ochratoxin A	< 3	max	Whole larvae	absent no./50 g	max

Shelf life

Six months from the date of milling shown on the packaging or identification label attached to the tanks, in a dry, ventilated environment suitable for food products.

ORGANIC FIBRE RICH LOW GRADE SEMOLINA

Chemical-physical characteristics

Parameter	Standard	Tolerance value	Parameter	Standard	Tolerance value
Moisture	14.5 % p.p	15.5 max	Bran peaks	250 n/dm ²	n/a
Protein (Nx5.70)	12.0 % s.s.	min	Granulometry >500 μ m >250 μ m Base	2 % weight subs. 65 % weight subs. 20 % weight subs.	2 max $\pm$ 5 $\pm$ 10
Ash	> 1.2 % s.s.	> 0.90 > 1.35			
Soft wheat	0 % as sampled	3 max			
Gluten quality	70 G.INDEX1-100	min	Colour (Minolta reference 400)	$\leq$ 86.0 Index L	n/a
Gluten	9.50 % Glutomatic	min		$\geq$ - 2.5 $\leq$ 0.10 Index a	n/a
Fibre	4.00 % s.s.	+/- 0.5		20.0 Index b	min
Black specks	5 n/dm ²	max			

Microbiological values

Parameter	Standard	Tolerance value	Parameter	Standard	Tolerance value
Aerobic mesophilic (CBT)	<100,000 ufc/g	max	Yeasts	<1000 cfu/g	max
Salmonella	absent cfu/25 g	max	Staphilococcus aureus coagulasi +	<10 cfu/g	max
Moulds	<1000 cfu/g	max	Escherichia coli	<10 cfu/g	max

Contaminants

Parameter	Standard	Tolerance value	Parameter	Standard	Tolerance value
Lead	< 200 ppb	max	Deoxynivalenol (DON)	< 750	max
Cadmium	< 100 ppb	max	Zearalenone	< 75	max
Aflatoxin B1	< 2 ppb	max	Pesticide residues	Legal limits	max
Aflatoxin B1 + B2 + G1 + G2	< 4 ppb	max	Insect and larvae fragments	35 no./50 g	50 max
Ochratoxin A	< 3	max	Whole larvae	absent no./50 g	max

Shelf life

Six months from the date of milling shown on the packaging or identification label attached to the tanks, in a dry, ventilated environment suitable for food products.

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Industria Agroalimentare De Vita srl

Sede Legale: Via Donizetti 16 - 71033 Casalnuovo Monterotaro (Foggia - Italy)

Stabilimento: S.P. 11 Torremaggiore - Casalnuovo Monterotaro Km 14
71030 Casalvecchio di Puglia (Foggia - Italy)

Tel. +39 0881.558556 - Fax +39 0881.558451 Tel. +39 3409832238 +39 3409641335

www.molinidevita.it - mail: info@molinidevita.it



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The hub of Tuttofood 2017 has closed its gates: this edition has consolidated its records

Tuttofood
Press release



80,146 visitors, 23% of which came from foreign countries (and 45% of which from non-European countries), 30,000 business matches with 3,150 buyers profiled through the new MyMatching system, Numerous buyers coming from the target areas (USA, Canada, South America, Germany, and Gulf Countries), Europe, and countries with the fastest growing economy, over 48,000 participants in the Week&Food events, a winning exhibition concept focusing on business and expertise.

This year, Tuttofood has enlightened us with new trends and products, such as vegetable sorbets, the world's first pasta made with coffee, balsamic vinegars that can be grated, mint burrata, and canned friarielli. But the organic industry was still the queen of the event. Innovation found its perfect stage at Tuttofood 2017, which closes its gates today at fieramilano: 4 intensive days of business meetups, talks, and high-quality content, which have consolidated the outstanding records of Expo's edition. The figures say it all: 80,146 certified professionals (+2,5%) have visited the trade fair, 23% of which came from 141 countries and 45% from non-European countries. Tuttofood confirmed, once again, to be an international high-quality food hub.

Other important figures come from the business matches generated from the new MyMatching platform, which successfully supported also the Grazie all'app (Thanks to the app) event: over 30,000 meetups arranged among the 2,850 exhibitors, of which 500 from foreign countries(+10%), and 3,150 profiled buyers, in addition to the spontaneous events, with an average of at least 8-10 meetups a day per exhibitor.

Italian buyers have appreciated the increase in number of targeted events, as well as the numerous dedicated initiatives organised under the aegis of Retail Next, and the

wide visibility of international exhibitors, including large groups, which extended the range and innovation of the references. Numerous delegations of buyers came from the targeted countries – USA, Canada, South America, Germany, and Gulf Countries – but also from historic markets as those of France, Benelux and the United Kingdom, and the fastest growing markets, such as China, India, South-East Asian Countries, and Africa, even thanks to the close collaboration with ICE (Italian Trade Agency), which has brought 250 new buyers to Tuttofood.

“Selling in the French market – explains Pascal Charoppin – requires a presence in mass market distribution channels, as they cover over 80% of the overall retail sales. At Tuttofood, you can find the best Italian traditional gourmet products, which can reach a wider audience”.

Non-European buyers have also given their articulated points of view. For Nina Liu, General Manager Assistant for the Chinese chain, Tube Station, “the middle class is starting to appreciate also the healthy aspects of Italian food, by choosing, for example, extra virgin olive oil. However, wine, especially red, is the current trend. At Tuttofood, we can find products that meet both health requirements and trends.”

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One of the most important Indian importers, based in Mumbai, added: “Italian cuisine is Indians’ third favourite food, after the Indian and Chinese. Middle to high end consumers are now able to distinguish between imitations and authentic Italian products, which are very much on demand for domestic and eat-out consumption.”

As for the United States – the first non-European market for the Italian F&B export – a team of 18 Walmart buyers has entered into an agreement with ICE (Italian Trade Agency) at Tuttofood. This agreement will bring Italian agro-food products of small-medium producers to the shelves of 3,600 Walmart supermarkets.

The buyers’ reviews left the exhibitors extremely satisfied.

“We are extremely satisfied with our participation in Tuttofood and we also recorded an excellent turnout of industry players and media – commented Valérie Hoff, Marketing Manager for La Linea Verde –. The new Fruit&Veg area allowed us to show what we do and provide a preview of the latest news regarding our brand.”

Stefano Raffaglio, General Manager for Dolcitalia, explained that “this year our stand has recorded 2,500 Italian and international visitors. All of them were interested in doing business with the company. These figures confirm our leading role in this industry. The 2017 edition of Tuttofood has be-

en a true success and everything went very smoothly.”

The exhibitors of large international collective exhibitors, such as Argentina, agree with this statement. Luciano Tantto, Consul General of the Economic and Commercial Sector of the Argentinian Consulate in Milan declared: “We have appreciated the organisation, content, and events. Tuttofood provided Argentina with a unique possibility to present itself not only as the world’s granary, but also as the world’s supermarket. Among the various products we showcased, we have Malbec red wine and the famous mate.”

The over 500 moments of reflection between ACADEMY, Retail Plaza, Spazio Nutrizione, and Seeds&Chips have confirmed Tuttofood as the focal point that joins supply chains, as it focuses on all types of industry players, and anticipates trends and innovations, besides being a must-attend business event.

Another success was the debut of Week&Food, the fringe event that, with over 48 thousand participants in its city events, has contributed for about one fourth to the 178 thousand overall participants in the week dedicated to food, Milano Food City.

The seventh edition of Tuttofood will take place at fieramilano from 6 to 9 May 2019.



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