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The professional information network magazine for pasta manufacturers

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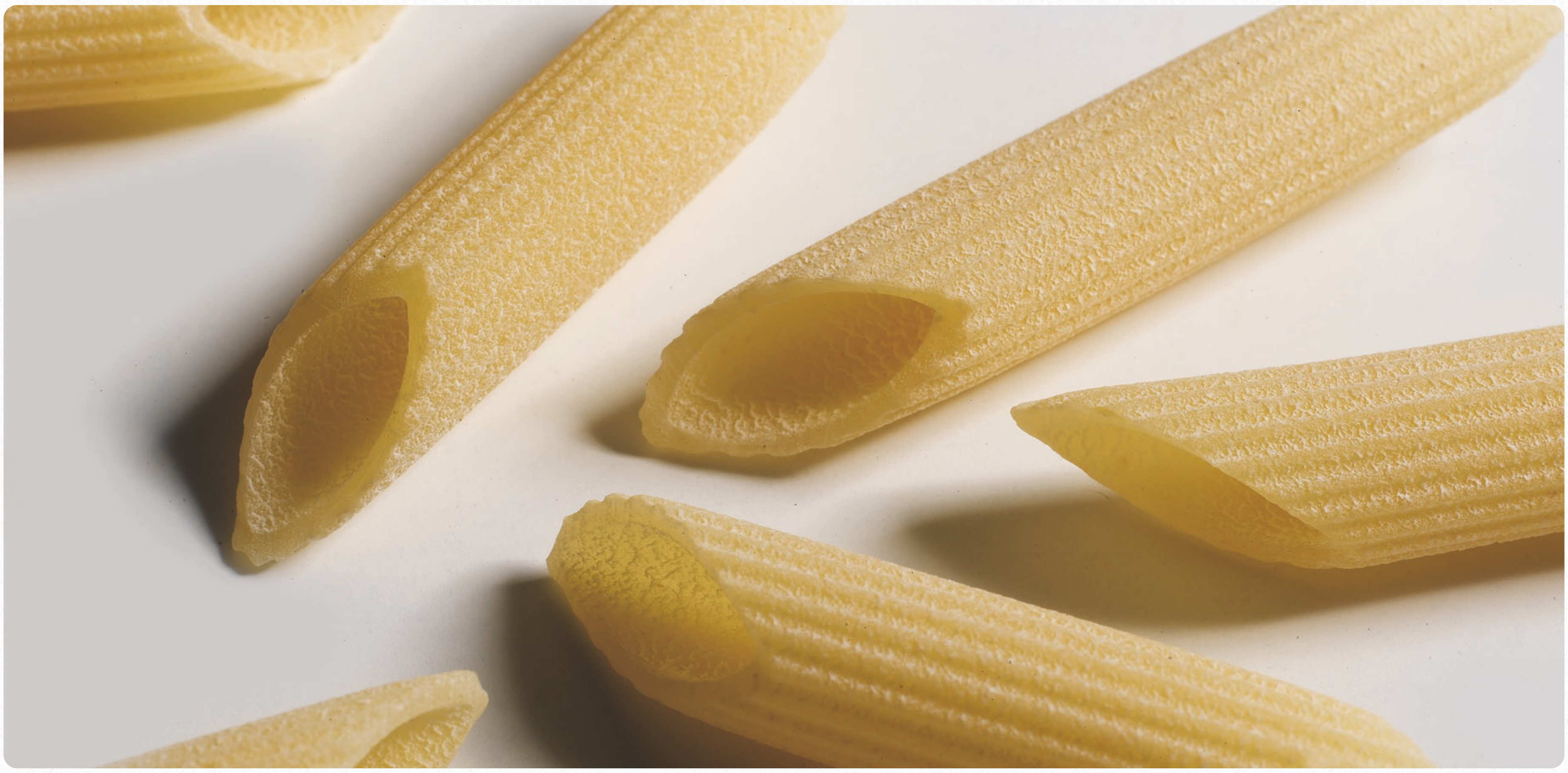

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Wednesday, June 24, 2:00 – 3:00 pm ET

State of the Industry Report & NPA Moving Forward

Carl Zuanelli, Nuovo Pasta Productions and NPA Board Chairman

Thursday, July 16, 2:00 – 3:00 pm ET

U.S. Durum Outlook

Jim Peterson, North Dakota Wheat Commission

Tuesday, September 22, 2:00 – 3:00 pm ET

NPA Communications and Research Update

Alexandra Ozerkis and Kara Yacovone, NPA Communications

Thursday, October 22, 2:00 – 3:00 pm ET

NPA Technical Affairs Committee (TAC) Report

Alexis Freier-Johnson, 8th Avenue Food & Provisions
& NPA Technical Affairs Committee Chair

Thursday, November 12, 2:00 – 3:00 pm ET

Legislative & Regulatory Update

Gary Kushner, Hogan Lovells and NPA General Counsel

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1

Proceedings of the Pastaria Festival 2019. Gourmet Pasta with Geographical Indication

Giovanni Peira, Giacomo Pasino
Department of Management,
University of Turin

Here is a brief summary of Giovanni Peiras's contribution at the conference *Product innovation: from tradition to the market*, held at the Pastaria Festival 2019.

The Italian food market, including pasta, is seeing the emergence of two trends. The first is linked to the new dietary styles of consumers.   Since the first “Report on Italian eating habits” by Censis, there has been talk of food polytheism, or rather a food paradigm pushing consumers (especially Millennials and Generation Z) to contaminate styles and foods fuelled by curiosity and experimentation and seeking to pay greater attention to more responsible consumption which is attentive to health, ethics and sustainability. The second trend concerns the behaviour of companies operating in the pasta sector which, in order to respond to these new styles of consumption, are focusing strategies on product innovation and diversification (such as wholemeal pasta, organic pasta, special pasta made with legume flour, gluten-free pasta, fast-cooking pasta and 3-D printed pasta).
The latest available data shows that world pasta production has risen from 9 million tons (1998) to almost 15 million tons (2018). The main pasta manufacturing country is still Italy, producing over 3.3 million tons of pasta, more than half of which is exported, mainly to the United States, France, Germany and the United Kingdom. Production turnover amounts to €4.8 billion.
Among the types of pasta on the market, one segment that is gaining more and more interest from the players in the pasta supply chain is the specialities, gourmet products marketed in the high-end range which also include certified pasta with Geographical Indication.
The European Union has already established three certified quality schemes since 1992, currently governed by EU Regulation no. 1151/2012. Protected Designation of Origin (PDO) goods are those products strictly associated with the specific territory from which they take their name and must meet three requirements: originating in a specific place, region or country; product quality and characteristics derived essentially or exclusively from a particular geographical environment and its natural or human factors; production phases must take place in the defined geographical area.
Protected Geographical Indication (PGI) on the other hand is used for products connected to a specific territory; this link is less stringent than with PDO products and relative territorial area. These products must meet three conditions: originating in a specific place, region or country; a given quality, reputation or other characteristics essentially attributable to the geographical region; at least one of the production phases must take place in the indicated territorial area.

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Alongside the PDO and PGI Geographical Indications, the other sign of quality is the Traditional Speciality Guaranteed (TSG), aimed at agricultural and food products that have a "specific" production or composition (i.e. different from other similar products) and are "traditional" (i.e. existing for at least twenty years), even if not necessarily produced solely and exclusively in that area.

Geographical Indication is the link between a typical product and a geographical name on the basis of which legal protection is applied to the product in the form of a distinctive mark that expresses this link and certifies it to consumers. Therefore the value of the geographical indication summarizes a multiplicity of needs: the conservation and promotion of the gastronomic, historical, cultural and economic identity of local communities; biodiversity; the collective dimension with "know-how" shared on a local level; protection against counterfeiting and illegal use.

The EU's Door database shows that at the end of 2019 there were 1460 Geographical Indications on a European level: 642 PDOs, 756 PGIs and 62 TSGs. In terms of product class, the most numerous are fruit and vegetables (390), cheeses (239) and meat products (181). At an individual country level, Italy has the highest number of Geographical Indications registered (299): 167 PDOs, 130 PGIs and 2 TSGs, of which 112 are for fruit and vegetables, 52 for cheeses, 46 for oils and 43 for meat products. The production value, according to Qualivita estimates (2017), is approximately €7 billion, with a consumer value of around €15 billion and an export value of €3.5 billion euros.

Together, Geographical Indications have achieved a good response on the market, albeit with some grey areas. On the one hand, there are certainly a number of positive aspects, such as the increase in production volumes, the consolidation of market shares and the penetration into new distribution channels; but on the other hand there are also some negative factors, such as the increase in competition between specialities and a reduction in operating margins. The Geographical Indications market is heavily polarized into two large product clusters. In the first, four fifths of market turnover is achieved by about ten geographical indications, such as Parmigiano Reggiano cheese (€1.3 billion), Grano Padano cheese (€1.293 billion) and Prosciutto di Parma (€890 million). The second cluster includes many indications of small-medium size, which struggle to promote themselves outside their own production area and achieve any real economic significance, despite having a major role in the context of local development. Among the product classes envisaged by the quality scheme regulations, to date only 10 PGI pasta products have been registered, including 2 French pastas "Pâtes d'Alsace IGP" (2005 - year of registration on the Door portal) and "Raviole du Dauphiné IGP" (2010), 2 German pastas "SchwäbischeMaultaschen IGP" (2009) and "SchwäbischeSpätzle IGP" (2012) and one Chinese pasta, "LoungkouFen Si" (2010). Italy can boast of five pastas of excellence: "Pasta di Gragnano IGP" (2013), "Maccheroncini di Campofilone IGP" (2013), "Cappellacci di zucca ferraresi IGP" (2016), "Pizzoccheri della Valtellina IGP" (2016) and "Culurgionis d'Ogliastra IGP" (2016). From the latest Qualivita report, it is clear that there has been a continuous growth in the production of certified pastas, reported to be around 32,600 tons (2017), including 30,800 tons of "Pasta di Gragnano IGP", with a production value of approximately €114 million, 75% of which is generated in foreign markets, 1,657 tons of "Pizzoccheri della Valtellina IGP", 53 tons of "Maccheroncini di Campofilone IGP" and 50 tons of Cappellacci di zucca ferraresi IGP"

The market for pasta in recent years has shown great vitality in terms of differentiation and innovation, and the certified Geographical Indication gourmet pasta segment could be seen as a testing ground. The Italian pasta manufacturing model is recognized the world over and represents excellence not only in the classic pasta shapes but also for the dozens of very varied types of pasta known only at a regional level.

These products are listed in the PAT category (Prodotto agroalimentare tradizionale - Traditional Agri-Food Products)

To be defined as traditional, an agri-food product (of animal or vegetable origin) must "be traced back to manufacturing, preservation and seasoning methods that have been consolidated over time, in particular for a period of no less than 25 years" (art. 1 of Ministerial Decree 350/99). According to the 19th Census, there are a total of 5,147 traditional agri-food products, including dozens of pastas recorded in the various Italian regions (it is impossible to give a precise figure as the category also includes oven-baked products) such as the "agnolotti " in Piedmont, the "trofie" in Liguria and the "tortellini di Bologna" in Emilia Romagna". Over the years, several local organizations have given great emphasis to this tool, using it in a distorted way with the only purpose of providing hygienic-sanitary derogations to products requesting it and without "stressing" the link between the product and the territory for the purpose of promotion, above all in terms of territorial invigoration, contravening EU regulations for designation of origin quality schemes.

Leafing through the list of PAT products, including pastas, it is clear that a limited number of products would have the dimensional characteristics in terms of volume and value to be able to carry the PDO or PGI quality marks, while the vast majority of them, especially due to the low production volumes and mainly local market, need an ad hoc tool for their protection and promotion, in compliance with regulations governing Geographical Indication.

Italy's pasta making heritage is extraordinarily rich. Each pasta evokes history, tradition and quality and it would be desirable, to conclude this short journey, that out of all the regional excellences some of them could be identified to start a project of protection and promotion in accordance with EU quality scheme, as has already been achieved for our five geographical indications carrying the PGI mark. The path is neither simple nor short, indeed it is fraught with numerous obstacles. The decision of the regional pasta making companies to use a Geographical Indication is the result of a complex assessment which, in addition to the economic aspect, must include a collective vision in the governance of the quality mark. Obtaining a PDO or PGI could represent an effective competitive tool even for small and medium-sized artisanal companies.

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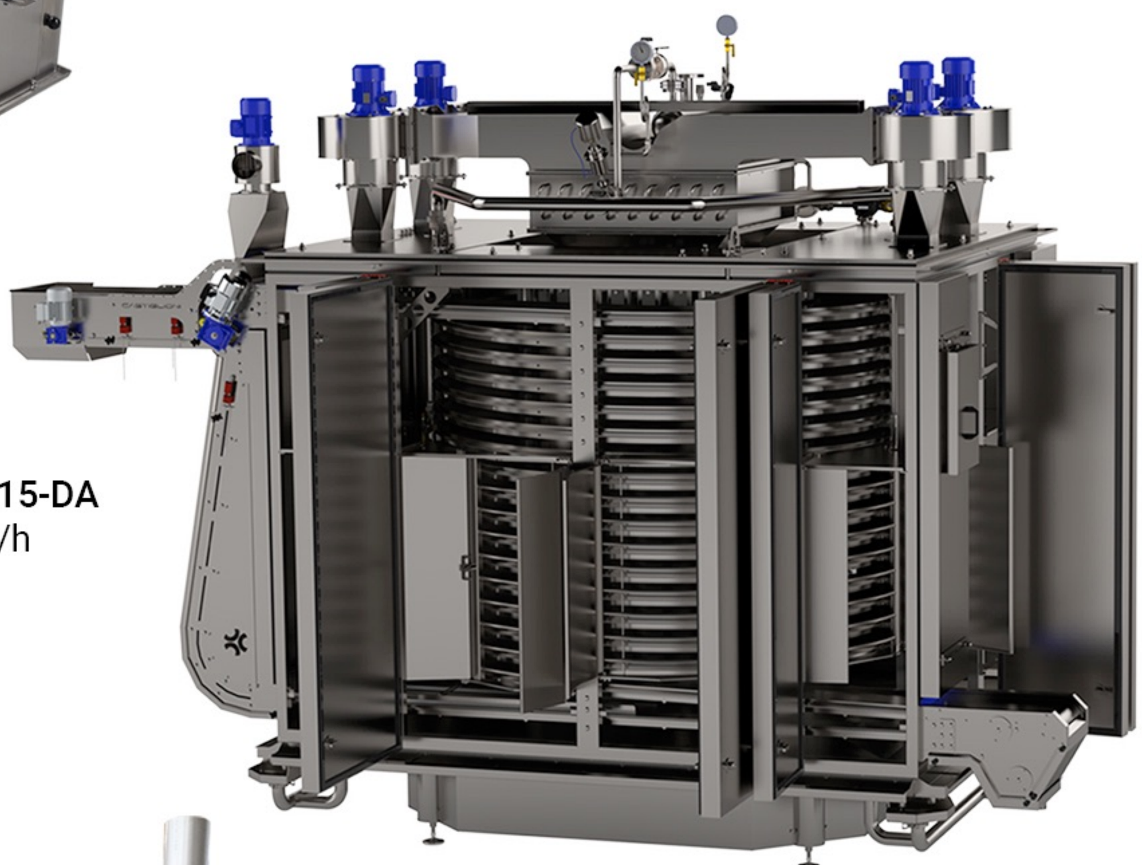

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2

Commodity price observatory 2/2020

Pastaria Centre for Economic Research

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

The Covid-19 pandemic put the “sell” stamp on the raw material markets, cracking open a fissure with exceptional seismic potential.

The marked recession in the global macroeconomic scenario and the prospect of a drastic reduction in world trade, forecast by the World Trade Organization (WTO), has undermined the energy sector across the board, the bearish phenomenon intensifying as the health emergency progressively worsened.

The first indication, highlighted in the World Bank’s Commodity Market Outlook, published in April, is the vertical drop in oil prices, triggered by the consequences of the measures taken to stem the spread of the coronavirus, involving the partial suspension of production and transport activities.

Due to the overlapping of a series of elements, mostly associated with technical factors and speculative transactions, the WTI - the Transatlantic benchmark - fell below the zero line for the first time in history. Prices on the physical market currently stand at less than US$20 per barrel, and around US$25 for Brent, the benchmark crude oil for Europe.

Looking ahead, notwithstanding the severe economic crisis, the price lists might at least partially recover the lost ground of recent months, settling, in the World Bank’s forecast, around an average of US$35 in this year and US$42 in 2021. It is, however, also important to point out that the preset variables in forecasting models do not cover all possible scenarios; although they do take into account the precautions imposed by the emergency, they base their projections on a gradual and progressive return to normality.

Oil aside, the pandemic has shone a powerful beacon on raw materials for the food industry, highlighting the weaknesses in the global supply chains.

In the soft commodity markets there have been many overlapping factors, from the closing of the Horeca channel (hotels, bars, restaurants and cafés) to the reduction in the costs of agricultural inputs (energy and fertilizers), from currency dynamics, which have favoured the exchange rate of the US dollar against other currencies, to panic-dictated mass purchasing, as a result of the restrictive measures imposed to stem the spread of the virus.

The World Bank’s Agriculture Price Index gained just over 1% in the first quarter of 2020, with a 3.1% increase year-on-year. On the basis of this evidence, analysts do not expect major changes, but estimate an average increase of about 1% for the whole year and 2% in 2021. Having said this, the multiple risk factors, starting with the duration and severity of the pandemic,

PRICES AND TRENDS OF CERTAIN FOOD RAW MATERIALS (MARCH 2020)				
National fine common wheat	Price (€/ton)	Monthly variation	Annual variation	Forecast
	202.75	1.6%	-6.9%	▼
Fine durum wheat from North Italy	Price (€/ton)	Monthly variation	Annual variation	Forecast
	268.5	2.3%	20.7%	▼
00 type common wheat flour	Price (€/ton)	Monthly variation	Annual variation	Forecast
	413.75	0.9%	-1.5%	▼
Semolina above min. leg. req.	Price (€/ton)	Monthly variation	Annual variation	Forecast
	477.5	0%	11.7%	▼
Eggs M	Price (€/100 pcs)	Monthly variation	Annual variation	Forecast
	14.32	3.8%	11.9%	=
Pork hams for Prosciutto 12 kg and over	Price (€/kg)	Monthly variation	Annual variation	Forecast
	3.48	-5.7%	11.2%	▲
Beef – veal meat half-carcass, prime quality	Price (€/kg)	Monthly variation	Annual variation	Forecast
	4.96	-0.6%	1.2%	▲
Raw milk	Price (€/kg)	Monthly variation	Annual variation	Forecast
	33.92	-11.6%	-17.6%	▲
Centrifuged butter	Price (€/kg)	Monthly variation	Annual variation	Forecast
	3.03	-13.4%	-26.1%	▲
Grana Padano aged for 9 months or more	Price (€/kg)	Monthly variation	Annual variation	Forecast
	6.78	-2.4%	-14.7%	▲
Extra virgin olive oil	Price (€/kg)	Monthly variation	Annual variation	Forecast
	3.1	1.6%	-48.8%	▲

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, Modena; Milk: CCIAA, Lodi; Butter and Grana Padano: Commodity Market, Milan; Olive oil: CCIAA, Bari.

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PRICE MONITORING				
FAO Food Price Index	Price (2002-2004=100)	Monthly variation	Annual variation	Forecast
	172.2	-4.3%	2.7%	▲
Soft Red Winter FOB US Gulf port	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	228.12	-4.5%	13.8%	▼
Mais, U.S. No. 2 Yellow FOB US Gulf port	Price (USD/ton)	Monthly variation	Annual variation	Forecast
	162.42	-3.7%	-2.3%	▼

IMF Food Price Index, Soft Red Winter, Mais: March 2020

render the outlook much more uncertain than a recession scenario with ordinary cyclical characteristics.

Consumption dynamics, which have demonstrated decisive selectivity from one food sector to the next, have, nonetheless, a common denominator, i.e. the inactivity of the Horeca channel, which has subtracted about a third of the food & beverage turnover, with peaks of 50% in the wine sector.

Cereal supply chains, which have benefited from strong demand in the off-trade sector (large-scale distribution and small stores), have nonetheless suffered a considerable drop in “extra-door” sales, as well as export difficulties, albeit to a lesser extent than other sectors.

However, the situation appears to be patchy with regard to single commodities. Wheat, which has benefited from some upward pricing pressure, could reinforce the trend, in a climate of uncertainty fuelled by unilateral decisions to restrict foreign trade. The most striking case of all is that of Moscow, given Russia’s leadership in the wheat export market, after the announcement of the suspension of foreign sales until the beginning of July.

In contrast, the collapse in the production of bioethanol for energy purposes that followed the drop in the price of crude oil per barrel has had a negative effect on corn listings, also triggering an EU duty of €5.27/tonne on cereal imports, in order to protect European producers in situations characterised by exceptionally low international prices.

The sharp drop in demand, in the absence of Horeca orders, pushed sugar prices right down, also penalising spot prices of farmgate milk and the price lists of the entire fresh and processed meat sector.

No major news on the olive oil market,

which this year shows historically low prices, while the situation on the rice market should considerably improve in the final year-end balance, given the fact that its status as a staple food has been strengthened by the Coronavirus emergency.
With regard to the fate of bars and restaurants, the research office of Confcommercio has made an initial estimate, forecasting in this year's financial statements a loss of more than a third of turnover. According to the analysts, this drop, which is based on cautious estimates, could become even more significant in the final balance if the return to the "new" normality is particularly slow.
Also worthy of note is the emergence of new trends that could change the purchasing habits of Italian families from a structural standpoint. The reference here is to e-commerce, a channel that is racking up double-digit increases in the food sector, confirmed at the end of March by an annual growth of 162%, calculated by the market research company Nielsen.

3

Proceedings of the Pastaria Festival 2019. *Life Cycle Assessment* of a sustainable street food outlet: from conception to delivery of service

Roberto Beghi, Andrea Casson, Ilaria Fiorindo, Valentina Giovenzana
Department of Agricultural and Environmental Sciences, University of Milan

Here is a brief summary of Roberto Beghi's contribution at the conference *Gluten-free pasta and ready meals: production and new distribution formats* held at the Pastaria Festival 2019.

The twentieth century was a historical period in which consumerism led to both significant increases in production and to neglecting aspects of fundamental importance, such as environmental protection. In recent years, there has been an explosion of initiatives supported by consumers and companies alike seeking to reduce the amount of waste produced by promoting recovery, reuse and recycling activities, while also proving themselves attentive to the environmental effects resulting from food production, transformation and consumption.

Food chains have been identified as one of the most polluting activities due to the production process and the domestic cooking stage (Notarnicola B. et al, 2017). In fact, emissions of the main greenhouse gases such as CO_2, CH_4 and N_2O are closely associated with the food preparation stage (Carlsson-Kanyama A., 1998).

In recent decades there has been an increase in the number of meals eaten outside the home due to changes in consumers' lifestyles, shortage of time for preparing meals and lower disposable incomes. These factors have led to marked changes in consumption and have contributed to the emergence of mobile catering (Choi J. et al., 2013). In fact, there has been an increase in catering, fast food and street food companies resulting in an increase in the consumption of semi-cooked or ready-to-eat food products.

In 1989, the Food and Agriculture Organization of the United Nations (FAO) defined the term "street food" as "ready-to-eat foods and beverages prepared and/or sold by vendors or hawkers especially in the streets and other similar places". Although they may appear to be completely separate from the main restaurant sector, street food businesses are classified as mobile catering services and are mainly engaged in the sale of meals and snacks, generally for immediate consumption.

Street food, as well as representing a considerable share of food consumption all over the world, is seen as a cultural, social and economic phenomenon. In fact, mobile catering offers different options to meet the needs, lifestyles and eating habits of consumers while playing a significant role in preserving the specific culinary traditions of each country, an aspect of grow-

ing importance above all in more developed societies where there is an increasing interest in gastronomy associated with food tourism. Furthermore, the products on offer are generally cheaper than in other catering facilities, making it possible, in some cases, to eat a nutritionally balanced meal outside the home (Privitera D. and Nesci F., 2014).
Many of the more recent street food businesses come from the reuse of innovative structures such as disused, empty containers that can represent an environmental impact linked to the consumption of raw materials and energy used to build them and later scrap them. Promoting the recovery, reuse or recycling of certain products can help improve environmental performance and reduce the amount of waste produced.
In this scenario, a decommissioned shipping container converted for the preparation and sale of gluten free products such as pasta, sandwiches and chips, can represent an innova-

tive service offering an easy to consume product which may also reflect characteristics of sustainability. The objective of this study, which is part of the "Gluten-free 2.0" project funded by the Lombardy Region, is to evaluate the environmental sustainability of the container in order to quantify the impacts deriving from the preparation of the food products it provides.
The *Life Cycle Assessment* (LCA) method was used, defined in ISO standards 14040:2006 and 14044: 2006 which makes it possible to assess, throughout the life cycle, all the input and output elements, as well as the potential environmental impacts of a product or, as in this study, a service. The basic concept, therefore, is to identify all the material and energy flows that go into (input) or come out of (output) the production process throughout the entire life cycle.
The ISO 14040/14044:2006 standards define the structure of the LCA and the 4 phases of its implementation.

Phase 1: Definition of the goal and scope
This is the preliminary phase in which the goals and scope of the study are defined along with the functional unit, the boundaries of the system studied, the quantity and quality requirements of the data needed for the analysis, the assumptions and limits, who performs the study and to whom it is addressed and which products are to be studied.

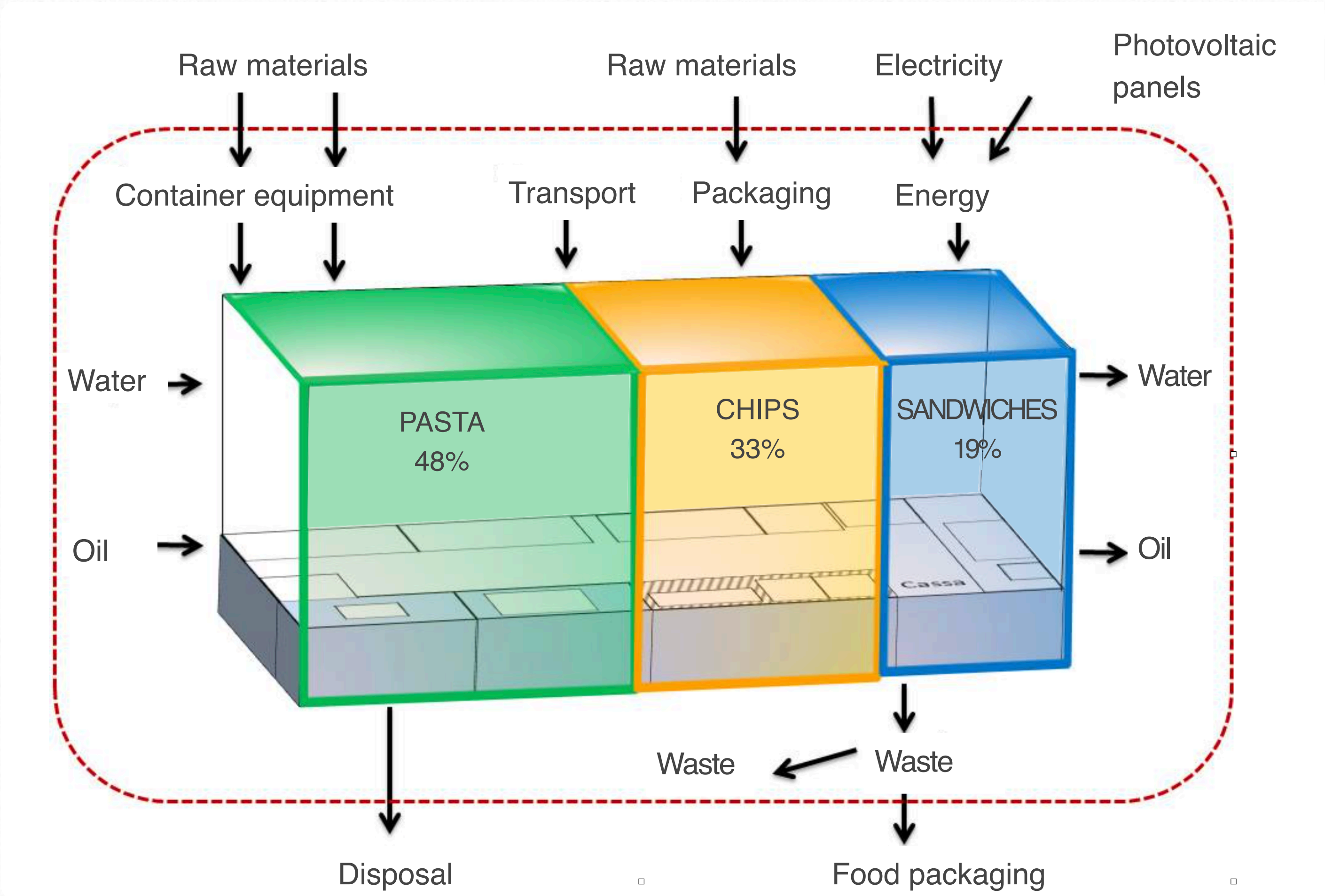
Phase 2: Life Cycle Inventory (LCI)
This phase involves collecting data and defining calculation procedures aimed at quantifying the relevant incoming and outgoing flows in relation to the system being studied, in accordance with the goal and scope.

Phase 3: Life Cycle Impact Assessment (LCIA)
This aims to assess the environmental impact of the process studied in terms of human health, the environment and the consumption of natural resources (through impact categories).

Phase 4: Interpretation
This involves a systematic procedure aimed at identifying, qualifying, verifying and assessing the results of the inventory phases and impact categories, in order to meet goal and scope requirements.
This phase is important for developing conclusions and actions for improvements.

In this study, the LCA analysis was conducted by assessing the environmental impact of a meal consisting of a portion of pasta, a sandwich and a portion of chips, analysing all the activities that are carried

Figure 1 **DEFINITION OF THE BOUNDARIES OF THE CONTAINER SYSTEM AND OF THE REFERENCE FLOW**



out inside the container, from the storage phase, through the reheating and cooking phase right up to serving the meal, omitting, however, the life cycle of the different types of products that can be prepared. The phase for converting the shipping container into a street food outlet was considered. It was hypothesized that the shipping container would be used at different events throughout the year: during the winter months the container would be present in an exhibition/trade fair event, two village fairs and three festivals while during the summer it would be used in a street food parade. In order to identify which solution would be able to guarantee greater sustainability to the service delivered from the container, some alternative variables were considered: rapeseed oil (used for frying chips) replaced with sunflower oil; cardboard and polypropylene packaging replaced with cellulose pulp packaging and plastic forks with polylactic acid (PLA) cutlery; the summer street food parade event replaced by a stationary scenario in event locations. Figure 1 provides a detailed description of the life cycle factors included in the analysis. Based on the space occupied by the

equipment, it was possible to divide the container into three preparation zones, allocating 48% of the space to pasta, 33% to chips and the remaining 19% to sandwiches.
During the data processing phase, SimaPro Version 9 software was used (www.pre.com) which makes it possible to obtain results in terms of environmental impact. Table 1 shows the 16 impact categories of the ILCD 2011 analysis method with the respective units of measurement and acronyms in order to be able to correctly interpret the figures provided below.
The results of the impacts are represented in histograms where the impact categories are shown on the X axis and a percentage scale is shown on the Y axis. Figure 2

Table 1 **REPRESENTATION OF THE IMPACT CATEGORIES OF THE ILCD 2011 MIDPOINT + V1.10 ANALYSIS METHOD**

Impact category	Unit of measure	Acronym
Climate change	kg CO_2 eq	CC
Ozone depletion	kg CFC-11 eq	OD
Human toxicity (non-cancer effects)	CTUh	HT-NC
Human toxicity (cancer effects)	CTUh	HT-C
Particulate matter	kg $PM_{2.5}$ eq	PM
Ionizing radiation HH	kBq U235 eq	IRHH
Ionizing radiation E	CTUe	IRE
Ozone formation	kg NMVOC eq	POF
Acidification	molc H^+ eq	ACID
Terrestrial eutrophication	molc N eq	TEU
Freshwater eutrophication	kg P eq	FEU
Marine eutrophication	kg N eq	MEU
Freshwater ecotoxicity	CTUe	FECO
Land use	kg C deficit	LU
Water resource depletion	m^3 water eq	WRD
Mineral and fossil resource depletion	kg Sb eq	RRD

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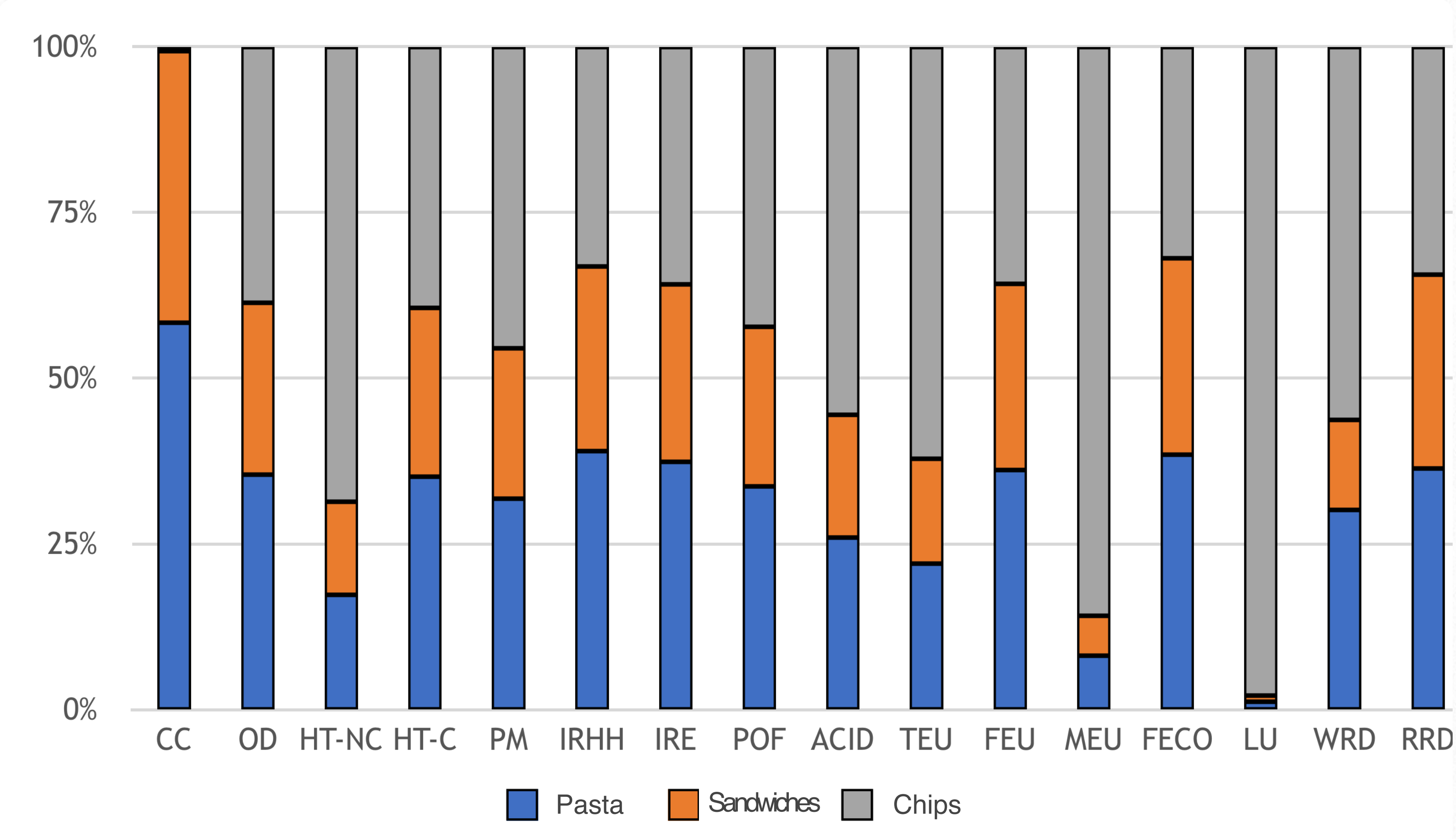
Figure 2 **REPRESENTATION OF THE ENVIRONMENTAL IMPACT OF PASTA, SANDWICHES AND CHIPS, IN THE VARIOUS IMPACT CATEGORIES**



shows the environmental impacts of the street food outlet divided by type of food offered: pasta, sandwiches and chips.
From the results obtained, it can be seen that the production of chips has greater impacts than the production of pasta and sandwiches. The average value (average score of impact categories) for chips is 48%, due to the use of rapeseed oil for frying.
The impact of pasta (25%), which ranks second in terms of average impact, is mainly due to the energy consumption of the equipment and the use of water needed for cooking.
The sandwich, on the other hand, is the factor that has the least impact (18%), the use of equipment for this type of product is significantly lower and the demand is also lower.
An analysis was then carried out on the basis of the different factors that contribute to providing the actual service (structure, energy, water, oil, transport, packaging), in order to identify those with the highest impact.

Figure 3 **REPRESENTATION OF THE ENVIRONMENTAL IMPACT BY FACTORS FROM SIMAPRO VERSION 9**

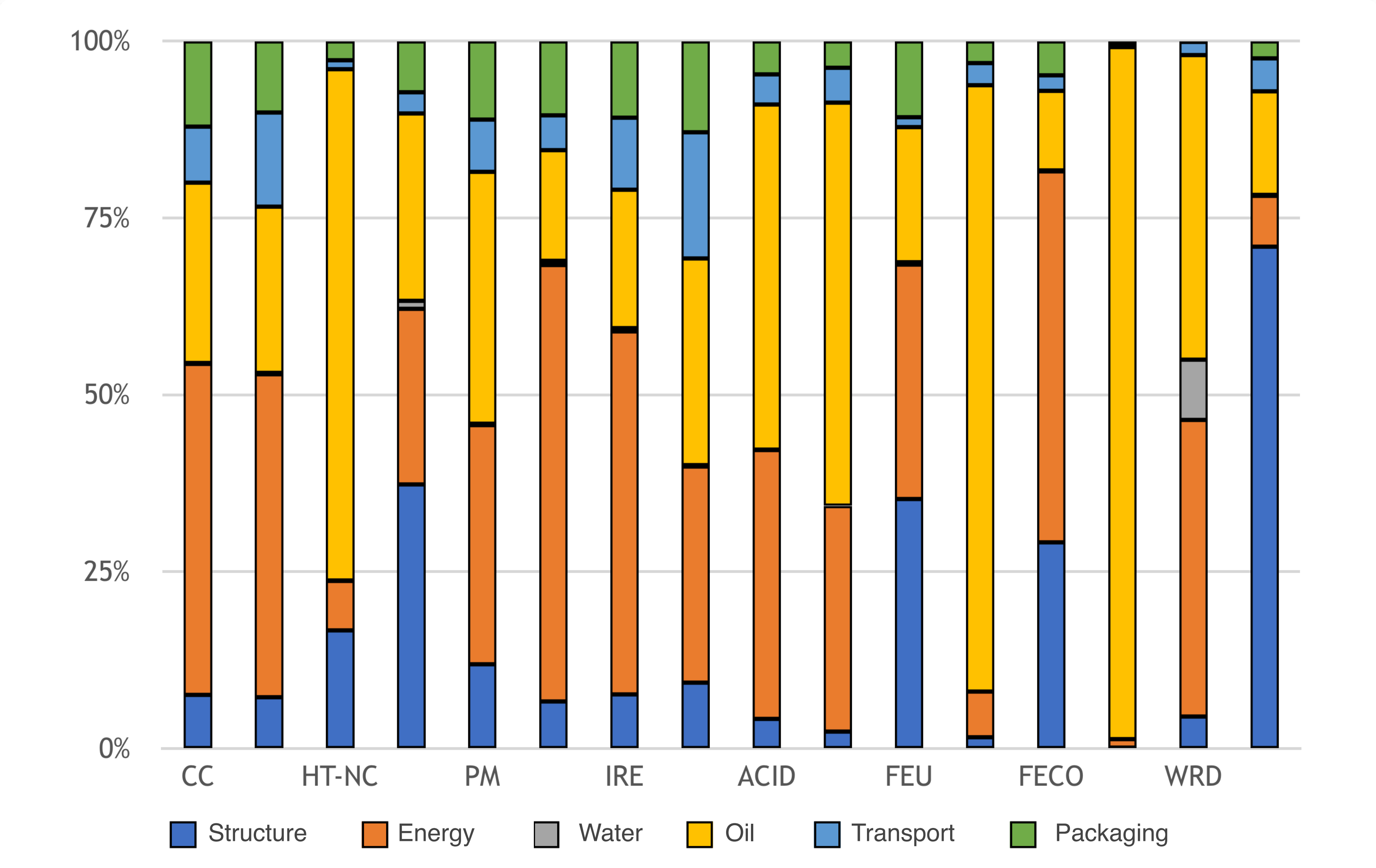


Figure 3 shows that energy, oil and structure are the main factors responsible for environmental impacts, assuming average percentage valuesrespectively of 35%, 34% and 15%. Although the container is equipped with photovoltaic panels, the energy required by the various electrical equipment is still high. The high impact of the oil factor, ascribable to the chips, is substantially due to the rapeseed cultivation activity. If rapeseed oil is hypothetically replaced with sunflower oil (another type of oil commonly used) there is an overall increase in impacts.

The structure factor, which includes all the activities to customize the container and the appliances, has a significant impact (15%) due to the work needed to convert the shipping container to a street food outlet.

The packaging and transport factors have average percentage values of 7% and 5% respectively. If the packaging currently used were replaced with a bio-based alter-


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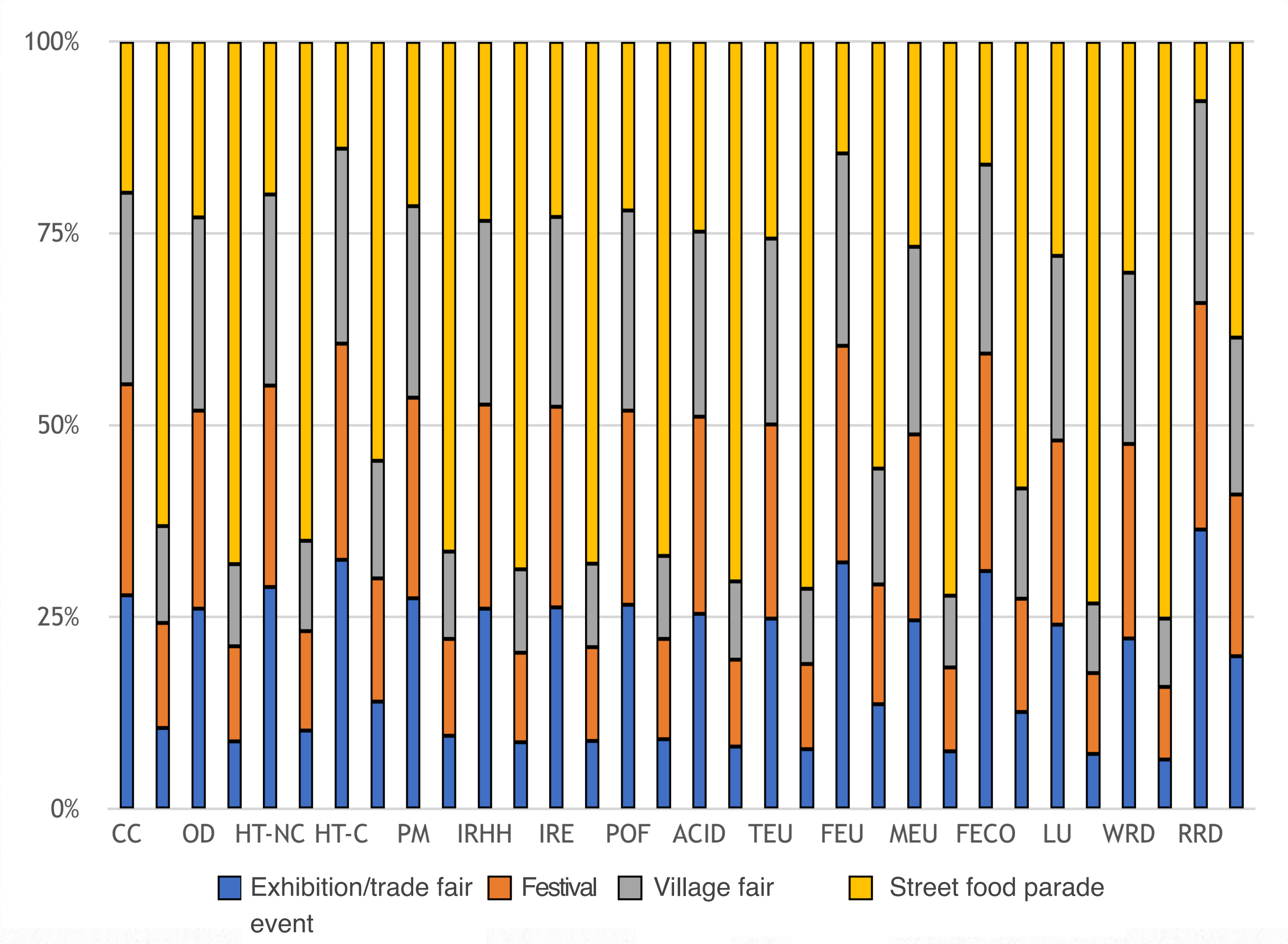
Figure 4 **REPRESENTATION OF THE ENVIRONMENTAL IMPACT BY EVENT CONSIDERING FU (FUNCTIONAL UNIT) AND ONE YEAR OF ACTIVITY (1 YEAR)**



native, environmental benefits quantifiable in 3 percentage points are recorded.

As a final analysis, it was decided to divide the impacts deriving from the service by type of event in which it is placed. In Figure 4, for each impact category, there are two columns: the one on the left refers to the functional unit (FU) and the one on the right refers to the time of year.

From Figure 4 it can be observed that in the column relating to FU there is no clear distinction between the four events. Taking the CC category as an example, 28% of the impact is ascribable to the exhibition event, 27% to the festival, 25% to the village fair and 20% to the street food parade. If referring to the FU, the latter represents the least impacting event, changing the reference unit and moving to a time base, the street food parade is the most impacting factor over the course of a year in almost all the impact categories (about 65%). In the hypothetical event of converting the street food parade into a static

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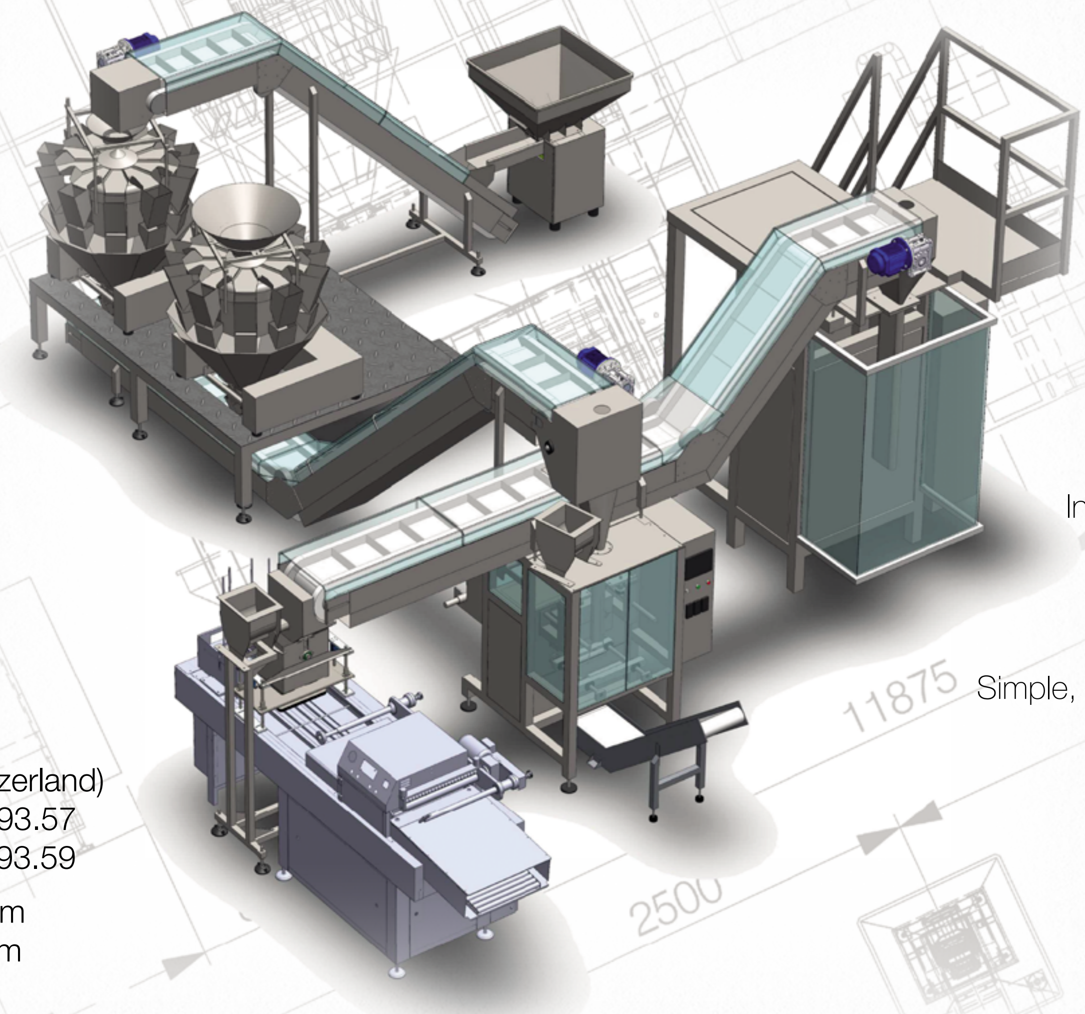

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The conference *Gluten-free pasta and ready meals: production and new distribution formats* at Pastaria Festival 2019

event, benefits in terms of environmental impacts in all impact categories are recorded. Also, as regards the FU there would be an overall percentage decrease of 12%.

From the considerations that see a subdivision of the impacts by factors (Figure 3), it became possible to notice how the structure represents a lower percentage than all the other factors involved. In fact, this study assessed the environmental impact of a street food outlet service built by converting a disused shipping container, but in environmental terms, how much better is it to choose a decommissioned container over a newly built one? Analysing the Climate Change (CC) impact category, the environmental cost that depends only on customizing the shipping container into a street food outlet is equal to a CDE (Carbon Dioxide Equivalent) of 1,280 kg. The advantages linked to the reuse of the container concern avoiding production of a new container that requires a CDE of 12,800 kg and avoiding the production of a van (food truck) set up for street food that releases CDE of 20,900 kg into the atmosphere. Furthermore, the production of new street food outlets require huge environmental costs as well as economic invest-


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ments. The use of a decommissioned shipping container and its customization means an environmental advantage x11 compared to the construction of a new container and x17 compared to the construction and preparation of a van for street food.

Considering that food production has a great impact on the environment and that street food is having a rapid development, the reuse of disused containers can be a way to reduce the environmental impact of this service, contributing even if only by a small percentage, to achieving a more sustainable supply chain.

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Pastaria Prize 2020 for the best doctoral and master’s theses on pasta

Editorial staff

Pastaria Prize for the best doctoral and master’s theses on pasta: Second edition.

Kinski Editori, publisher of the specialist magazine Pastaria, has once again for 2020 established a prize for the best doctoral thesis and two for the best two master's theses on research applied to the activity of pasta production.

The size of the prizes

Each of the two best master's theses will receive a prize of €400.00 (four hundred/00) and a diploma issued by Pastaria.
The best doctoral thesis will receive a prize of €700.00 (seven hundred/00) and a diploma issued by Pastaria.

Awarding of the prizes

The prizes will be awarded on 25 September, on the occasion of the fourth Pastaria Festival.

Prerequisites for taking part

Condition for competing for the best two master's degree theses prize: to have been awarded a master's degree from a public or private Italian university, between July 2018 and July 2020, with a grade of no less than 105/110 in one of the following subjects: Biology (LM-06), Agricultural Biotechnology (LM-07), Industrial Biotechno-

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logy (LM-08), Pharmacy and Industrial Pharmacy (LM-13), Chemical Sciences (LM-54), Economic Sciences (LM-56), Human Nutrition Sciences (LM-61), Agricultural Sciences and Technologies (LM-69), Food Sciences and Technologies (LM-70), Industrial Chemistry Sciences and Technologies (LM-71).

Conditions for competing the best doctoral thesis prize: to have been awarded a research doctorate on a Food Science, Technology and Biotechnology course and the like, between July 2018 and July 2020.

Requests for taking part

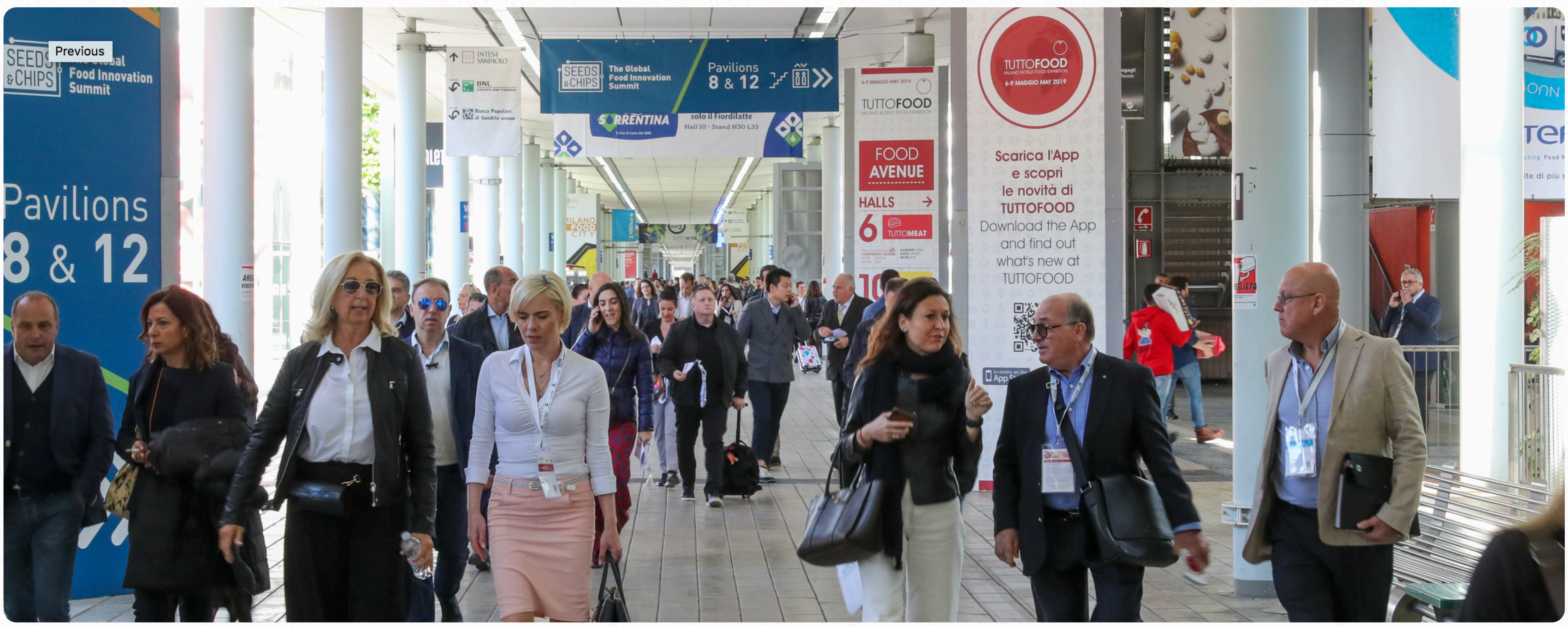
Application for taking part, together with other attachments, must be sent to the Pastaria editorial team no later than 31 July 2020.

Download the invitation and participation request.

5

Agrifood after the emergency: Tuttofood the full spectrum partner for professionals, 365 days a year

Press release



The food industry is reporting countercyclic figures for February and March, with +17% contingently and a trend of +19%; a new weekly peak for large-scale retailers sales of packaged goods at 1,354 million euro, while 69% of Italian consumers are also turning to their local shops. In March, e-commerce grew by 57% to 95%; food delivery for a growing variety of goods is also performing well. Consumers are showing preference for fresh-cut and ready-to-use products and preservable multi-products; meat, fish, fresh eggs and vegetables are also on the rise. Tuttofood stands next to professional users with market monitoring, visibility for supply chain actors and a pathway to the upcoming 2021 edition.

The last few weeks have seen changes which normally take years. New purchasing and consumer habits. E-commerce is booming, and digital transformation is undergoing a quantum leap. There has been an unexpected impact on supply chains and international trade.

An industry on the front line

In all these changes, the Food and Beverage industry is on the front line. According to the report on the impact of the Covid-19 emergency published by ISMEA (Agrifood Market Service Institute) in March 2020, despite the almost complete closure of the Ho.Re.Ca. channel the industry is nonetheless one of the least impacted by the crisis and has reinforced its countercyclic potential. Using data provided by Nielsen, the Institute reports that, in the week from 9 to 14 March, spending for packaged goods in large-scale retailers reached a new peak of 1,354 million euro. Overall, from 17 February to 15 March, sales grew by 17% over the 4 previous weeks (contingent) and 19% over the same period in 2019 (trend). The majority of spending is still at supermarkets (43%) while online food purchases have been growing weekly by 57% to 95%.

This exponential growth is confirmed by the Milan Polytechnic's B2C eCommerce Observatory, according to which Food & Grocery is the industry to have benefited the most from the boom in online sales. Starting with a penetration of just 1.1% in late 2019, in just a few weeks demand has remarkably grown, with a strong preference on the one hand for products perceived to be safe, like canned and longlife products, and on the other for goods which offer an occasion for family activities: bread, flour and yeast.

Food delivery has also conquered new territory, as suggested by the Just Eat Observatory: 90% of Italians consider it an essential service and 60% are using it. Pizza is the most commonly ordered dish, followed by hamburgers, sushi, chicken and Italian food. Desserts and gelato are up +133%, as are sushi and Japanese food in the family format (+124%) along with healthy poké bowls (+54%).

The trend for local shops to supplement large-scale retailers is also growing: a survey by Havas Commerce shows that 69% of Italians have returned to their

local shops, focusing on necessary goods (76%), baked goods (49%) and recreational foods (39%).

With respect to purchasing habits, ISMEA has also noted a strong trend for fresh-cut and ready-to-use products along with preservable multiproducts, especially during the first weeks of the lockdown. Of individual categories, meat (+29% trend and +20% contingent), fish (+28% and +29% respectively), fresh eggs (+26% and +23%) and produce (+24% and +22%). Which are the most missed products? According once more to Havas, Italians are saying they miss shop-made pastry (28%), fresh products (22%) and fresh fruit and vegetables (21%).

Tuttofood's commitment to the supply chain

While protecting the lives and health of people remains an absolute priority, there is no lack of reasons to look at what comes next. In these difficult weeks, the Tuttofood staff have focused even more on implementing our concept of the exhibition as not only an international marketplace, but also as a full spectrum partner, supporting operator's business 365 days a year. On the basis of our ongoing monitoring of the markets and consumer styles, we have

created observatories to help our partners find their way among these new trends. We have focussed on market segments and given professionals a voice with industry focus articles in our web magazine. But, first and foremost, we have continued working on the 2021 exhibition, to ensure it is a major point of reference for the agri-food business in Italy and abroad. Starting with the most dynamic market segments.

Tuttofruit launches with fresh produce and innovations in the fresh-cut segment

Following the success of the 2019 Fruit Innovation exhibition, fresh fruit and vegetables, together with fresh-cut packaged products will be the protagonists of a fully fledged new section, Tuttofruit, to even more effectively leverage the potential of high service content goods. In addition to fresh-cut and read-to-use products, professional visitors will find dry, dehydrated and fresh fruit as well as fresh vegetables, legumes, organic products and aromatic herbs and spices. Significant numbers of national and international producers are expected, while Italian and foreign professionals will include, among others, importers and wholesalers, large-scale retail buyers, Ho.Re.Ca. industry representatives and distribution platform operators. Our focus on internationalisation remains undiminished, thanks to strong investment in scouting, with the continuous addition of new highly profiled buyers in our top buyer portfolio. For more information: www.tuttofood.it, @TuttofoodMilano.

6

Covid effect, Italian pasta threatened by the inactivity of the Horeca channel and

Pastaria Centre for Economic Research

But there is a boom in large scale retail sales, with double-digit increases that totally reverse the negative trend of 2019.

Pasta is once more the staple food of the supermarket trolley. The pandemic effect of the Coronavirus has been the driving force behind the sales of “pantry” food, promoting double-digit increases in March and April also in the sales of this iconic made-in-Italy product.
Notwithstanding the difficulties connected with the closing of restaurants, bars and cafés - the core businesses of the Horeca channel - it can nonetheless be affirmed that pasta has been able, at least partially, to offset the loss of turnover in the “away from home” sector caused by the lockdown, thanks to a considerable increase in sales in large scale distribution and small food retailing outlets, which have experienced a phase of significant economic recovery during this crisis.
More light than shadow? It is difficult to draw conclusions, particularly in this gradual phase creeping towards a “new normality”, since export figures - not a secondary consideration for the whole made-in-Italy food sector - also have to be taken into account.
Abroad, pasta, which is one of Italy’s most export-oriented products together with wine, accounts for over half of the turnover, but under the current conditions, with the logistics chains working at half of their capacity in many countries (Italian pasta is exported to almost 200 destinations), exports are objectively likely to face a slowdown.
Then there is the production aspect, which closely impacts industrial sectors such as, for example, the mechanical engineering, which opted for relocation but which is now up against serious difficulties in maintaining these long supply chains, with production parts being manufactured in all four corners of the earth. This is an aspect that does not greatly affect the pasta sector, since all its leading players have kept their production cycles in Italy, only investing in foreign production plants to strengthen their presence in key markets, such as that of the United States.
But although it may have greater security margins compared to other industries, the entire food sector cannot consider itself free from risk. On the contrary, the future of 6 companies out of 10 is uncertain, due to the implications of the pandemic and the economic crisis.

A survey conducted by the Department of Business Economics of Roma Tre University, commissioned by Unione Italiana Food, the organisation created by the merger of the food associations AIDEPI and AIIPA (450 food companies for 20 product sectors, including pasta, coffee and canned vegetables), reveals that 59% of respondents, out of a sample of 120 food companies, expect a drop in both production and turnover this year. The long-term effects of the Covid-19 pandemic are also a source of worry: 61% of respondents stated that they will have a “high” or “very high” impact on future business. The areas affected are many and varied. Financial management and cash-flow shortages are currently the key factors. But there are also weak links in the logistics chain, and consequently in foreign trade, with potential risks for the procurement of the raw materials needed for the food industry.

For Italmopa, the Association of Italian Millers, notwithstanding the increase in the consumption of flour for domestic use, the sector has experienced a very significant, and unprecedented, drop in overall sales volumes since the beginning of the Covid-19 emergency: a year-on-year nose-dive of 25%. Plummeting demand for restaurants, pizzerias and pastry shops has had a critical effect, together with the reduction - albeit limited - in demand for bread and confectionery products. But the most worrying aspect is, however, the about-turn of the export market, after a positive trend lasting over a decade. A factor which, by analogy, could also create serious difficulties for the pasta products which have experienced an increase of over 7% in the export market over the last twelve months, reaching figures of €2.6 billion, the highest figure ever. The same applies to actual movements, with a record 2.2 million tonnes exported between January and December 2019, an increase of 6.2% on 2018.

On the domestic market, the stock effect, as already mentioned, has given a strong boost to the sales of preserves, pasta, rice and biscuits. According to Nielsen’s data on dried pasta, there was a year-on-year increase of 19.3% at the end of this March, in stark contrast with the negative sales figures of 2019.

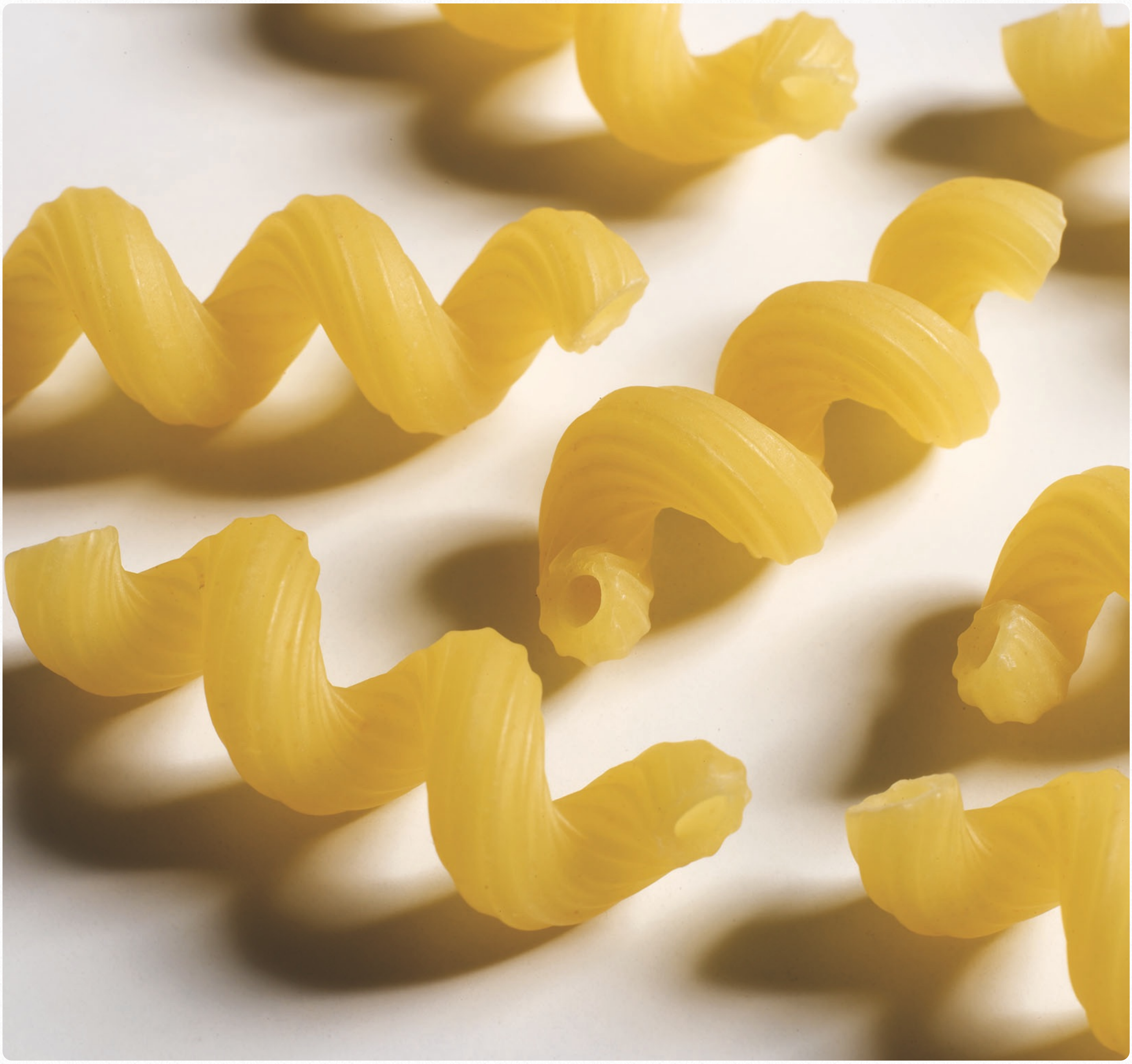
While being more conservative, fresh pasta figures showed rapid growth nonetheless, compared to the already positive performance of 2019.

There was also a significant change in consumer prices, with the ISTAT sub-index for the pasta sector showing an annual increase of 1.6% in March, compared with decreases of 0.3% in February and 0.6% at the beginning of 2020.

7

Short news

Editorial staff



Coronavirus, pasta factories compete in solidarity

Ventilators, face masks, cash donations. And, of course, pasta. In the face of the Coronavirus emergency, many pasta factories have decided to contribute to the cause, giving rise to a phenomenal solidarity contest. The initiatives have often been launched, as is the norm, by the companies' senior management, but there have also been cases in which employees have played a leading role. Take, for example, the Fabianelli pasta factory, whose workers delivered a thousand kilos of pasta to the Italian charity organisation, Caritas, in Castiglion Fiorentino. The employees and consultants of La Molisana contributed ten thousand euros, which were used to purchase Microsoft Surface tablets for the Intensive Care Unit of the Cardarelli Hospital in Campobasso. The Ferro family, the company's owners, allocated approx. 100,000 euros for the purchasing of three lung ventilators, as well as contributing, with considerable quantities of pasta, to the "Empori della Solidarietà" initiatives promoted by the Rome branch of Caritas, for the most disadvantaged families. Giovanni Rana also donated pasta for families in need and, above all, provided 400,000 euros for the purchase of assisted ventilation equipment for hospitals in the province of Verona. Rummo, on the other hand, donated 6 wireless ultrasound probes and 5 fibre broncoscopes to the Rummo-San Pio Hospital in Benevento, as well as 6 iPads for the operation of the probes and immediate checks for the detection of Covid-19. A cash donation was made to the Misericordia di Benevento, a non-religious voluntary association operating in the transport and healthcare sectors. A super donation was made by the Barilla Group: two million euro for the intensive care unit of Parma's Ospedale Maggiore, as well as for medical and logistics equipment for the Civil Protection agency and the Red Cross of the same city. Thirty ventilators for sub-intensive care in the Covid wards in Apulia were purchased by Divella, while the Novella pasta factory in Sori (Genoa) donated 50,000 euros to the Ospedale San Martino. The Ferrara pasta factory in Nola donated 10,000 FFP2 masks to the Ospedale Cardarelli in Naples. And of course the pasta donations have been countless. The Premiato Pastificio Afeltra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pasta factory together with Eataly, have donated a tonne of Gragnano durum wheat pasta to the Sicilian Red Cross. Donations of pasta have been made by other celebrated names such as Pasta di Camerino, Pastificio F.lli Cellino, Pastificio Colavita, Pasta Baronia, Antico Pastificio Morelli, the Valleoro and Domenico Paone pasta factories in Lazio and many many more, acting anonymously.


Luke A. Marano Senior
(Photo: Philadelphia Macaroni Co.)

Luke A. Marano Senior, tireless ambassador of pasta throughout the world has passed away

Luke A. Marano Senior, from Philadelphia, Pennsylvania, died peacefully at the age of 94 in Foulkeways, Gwynedd, Pennsylvania, on April 21, 2020.

Eldest son of Vincent and Antoinette Marano, born and raised in Chestnut Hill (Pennsylvania), Luke began his career working at Caruso's Market, a store that had been in the family for generations, and had the opportunity to test his abilities as a businessman in 1960, when he took over the Philadelphia Macaroni Company (PMC), the family business, which was in dire straits at the time. Thanks to wise investments in raw materials and the winning of a major public contract, he succeeded in relaunching the family company, which rapidly made headway into national and international markets.

At 73 years of age, he founded Minot Milling, now a leading flour milling company. He kept on working until the age of 93.

He was one of the most active members of the National Pasta Association (NPA), the US trade association with which he cooperated to promote and protect pasta.

In 1992, he was nominated Pasta Man of the Year by the National Pasta Association, of which he was chairman.

Steadfast promoter of pasta all over the world, he was among the founders of the International Pasta Organisation.

For more information:
https://www.jacobfruth.com/obituary/luke-marano-sr

Garofalo “brings out” the recipes

At a time when staying in as much as possible is fundamental for the common good, Garofalo has devised an initiative to bring out... the recipes. “Stay in but bring out the recipes” is the motto launched by the renowned pasta factory of Gragnano to encourage Italians to give free rein to their culinary creativity. On its Facebook page the company has posted photos of seasonal ingredients that are easy to find, asking users to share their recipes. For its younger clientele, on the other hand, Garofalo has launched the “dinner’s ready” game: from a page on the pasta factory’s website, all the ingredients for preparing a creative plate of pasta can be found, downloaded and coloured in. When the dish is ready, parents can share the photos of their childrens’ work in their Instagram stories.

Di Martino, a 10-million-euro loan

A 10-million-euro loan to implement the company's development and growth plans. This is what Pastificio Di Martino obtained from Unicredit, as part of the SACE “Garanzia Italia” programme. For Giuseppe Di Martino, owner of the pasta factory "it is a positive sign for the country that the first bank loan with SACE guarantee under the Liquidity Decree went to a company in the South. Thanks to this transaction,” he adds, “we will be able to absorb the shock suffered by the production chain due to the spread of Covid-19 more easily, and face working capital requirements more confidently, thus guaranteeing continuity of operations and the supply of our products". Francesco Giordano, co-CEO of Unicredit’s Commercial Banking Western Europe underlined how the Gragnano (Naples) pasta factory is the perfect example of a local company which “succeeded in achieving a position of leadership in its market segment, food & beverage, which is of strategic importance for the relaunching and growth of the country”.

Rana, Rummo and Novella increase their employees’ salaries

Two million euro in aid for employees still working on the production lines. The Giovanni Rana pasta factory has decided to increase by 25% the March and April salaries of all 700 employees working in the group’s five Italian production plants. In addition to the raise for each day worked, the company’s employees also received an additional monthly ticket worth 400 euro to put towards babysitting ex-

penses. Additionally, an insurance policy has been taken out against the risk of Covid-19 infection, to bolster the safety procedures already implemented for the emergency. The Rummo pasta factory, on the other hand, added 500 euro to the wages of those having to work during this period, and has taken out an insurance policy against the risk of Covid-19 infection. Similar decisions have also been taken by the Pastificio Novella of Sori (Genoa) which has extended the production cycle and increased its employees' salaries by 20-30%. A corporate insurance policy has also been taken out to help cover, among other things, the costs of babysitting.

La Molisana, a new production line kicks off

La Molisana, the pasta factory of Campobasso, has dealt with the emergency by increasing production to meet the 60% increase in orders and starting up a new pasta line. Production increased by 30%, owner and operations manager Flavio Ferro explained to Ansa, and the growth in demand exceeded both our possibilities and our production capacity. Orders from Italian and foreign customers more than doubled. For the future, Ferro forecasts an upward trend in pasta, "given that it is an essential food". Looking ahead, investments include the installation of "at least one more pasta line which could bring our total production lines to ten, with a production capacity close to 600 tonnes per day".

Dalla Costa, "ABC" pasta arrives

Pasta for little chefs: "ABC" pasta designed by the company Dalla Costa Alimentare, with shapes in the form of the letters of the alphabet, to amuse and entertain children. In a period in which staying at home with the kids is challenging, pasta becomes not only an excellent dish to enjoy, but also a creative diversion and an opportunity for fun. The pasta factory of Castelminio di Resana (Treviso), with 60 employees, produces 87 different pasta shapes with 21 different kinds of semolina and flour and 19 different flavours. With three generations of pasta-making and 25 years of experience behind it, it exports to 51 countries around the world, with an export share of 70%.

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Student Engineer at DEMACO was named Florida Tech Student Employee of the Year

Press release

Student engineer was recognized as Florida Tech Student Employee of the Year while working at DEMACO. Lakshmi Narasimhon, a graduate student pursuing a Masters in Mechanical Engineering at Florida Tech worked on several complex engineering designs and projects while at DEMACO, a company that specializes in developing pasta machines and technology for the largest food companies worldwide.

Lakshmi “Simhon” Narasimhon was named Florida Tech Student Employee of the Year (off-campus) for his exceptional work as a student engineer at DEMACO, a company that designs and builds pasta machines for the largest food companies worldwide. Simhon worked closely with the sales, engineering and manufacturing teams at DEMACO to develop floor plans and mechanical assemblies for high capacity pasta systems, both for the dry pasta and fresh/frozen sectors. The recognition noted his professionalism and ability to achieve collaboration, essential skills for success for engineers working on complex projects. On one design, Simhon worked with the Plant Manager at Riviana Foods, makers of Ronzoni Pasta, on a project to enhance a DEMACO dry pasta extruder. Simhon said of the experience, “I leaned a tremendous amount about integrating mechanical assemblies into much larger systems. It requires teamwork, as well as accurate and detailed engineering to ensure a good outcome.” John Alberga, Chief Engineer at DEMACO said, “It was a pleasure having Simhon on the team. He listened closely and easily grasped complicated concepts.” Simhon will receive his Masters in Mechanical Engineering in August of this year, and plans on joining the DEMACO team full time.

DEMACO has a long history of working with Florida Tech, an engineering and research university in Melbourne. Over the years, DEMACO has hosted many interns and engineering students, as well as held classes at their facility. DEMACO is also involved with the Space Coast Machinist Apprenticeship Program, a non-profit educational organization that is responsible for training machinists in the Space Coast region of Florida.

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How pasta conquered Italy

Al Ronzoni

The extraordinary, varied world of pasta has its roots in mediaeval Italy.

The history of Italian pasta begins in the Middle Ages. But the people of that time could not see or name the transformation in their eating habits that was slowly unfolding. Several distinct traditions were coming together to form the broader classification that would later be called pasta. As John Dickie puts it in *Delizia: The Epic History of Italians and Their Food* one can think of these traditions as "different families who have intermarried to form a broad and diverse pasta clan." First there were *gnocchi* – virtually every food culture has a version of a similar type of dumpling cooked in water, broth or stew. Then came *lasagna*. The word is thought to have its origins in the ancient Latin term *laganum*, a sheet of dough that was fried to make a pastry. Following lasagna was *tagliatelle* or cut strips. Another great invention of the Italian Middle Ages was the *tortellino*, or "little pie" – which was how tortellini was born, as little pasta pies cooked by boiling rather than baking.

Many of the offspring of the *gnocchi*, *lasagna*, *tagliatelle* and *tortellini* families are grouped today under the heading "fresh pasta," which means that it is cooked soon after being made, when it still contains moisture; many types of fresh pasta also contain egg. "Dried pasta," the fifth family, refers to those packages of *spaghetti*, *penne*, *fusilli* and myriad other cuts and shapes that now fill supermarket shelves across the world. Italians sometimes avoid confusion by using *pasta secca* to refer to the dried product. It is generally made from durum wheat (currently, in Italy, always, by law, *editor's note*) or "hard grain" as it is known in Italy. Hard grain is a variety with a high gluten content.

Italians also started eating pasta secca in the Middle Ages. *Maccherone* – spelled a variety of ways – was the most popular medieval term; it comes from *maccare*, meaning to pound or crush. But to the confusion of historians, it was used to refer to both fresh pasta *gnocchi* and various types of dried durum wheat products.

As mentioned in in the article *Did Marco Polo Really Bring Pasta to Italy?*, (Pastaria International DE 2/2020), the earliest known reference to pasta secca on Italian soil can be credited to the cartographer, Muhammed al-Idrisi, commissioned by Sicily's Norman king, Roger II, to create a map of

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via Foggia 71/73 - 76121 Barletta Italy - tel. +39 0883 510672 fax +39 0883 510741 info@zindo.it www.zindo.it the known world on a polished silver object called the *planisphere*. The companion geography book to be kept beside it – its title translated as *A Diversion for the Man Longing to Travel to Far Off Places*, noted the following:

"West of Termini there is a delightful settlement called Trabia. It's ever flowing streams propel a number of mills. Here there are huge buildings in the countryside where they make vast quantities of *itriya*, which is exported everywhere: to Calabria, to Muslim and Christian countries. Very many shiploads are sent."

Itriya is an Arabic word. According to Dickie. a medical text in Arabic written by a Jewish doctor living in Tunisia in the early 900s explains that, two hundred years before al-Idrisi created the planisphere, *itriya* already meant long, thin strands of dried dough that were cooked by boiling. *Itriya* produced in Sicily and exported over such distances can only have been made from durum wheat: since the Romans defeated Hannibal, such "hard grain" has been the island's most prized crop. In al-Idrisi's time, Italians adopted and adapted the word *itriya* to label this exotic import: trie meant and still means, thin strips of pasta such as *tagliatelle*. Alternatively, *itriya* might be referred to with the more down-to-earth Italian word *vermicelli*, meaning "little worms." Spaghetti, meaning "little strings," refers to the same kind of thing but did not become common until the early 1800s. *Itriya*, it turns out, is not even originally an Arabic word but an Arabic transliteration from Greek word *itrion*, which to Greek speakers it referred to something dough-based cooked in liquid. Most of Italy's fundamental geographical features were invisible to al-Idrisi. What interested him, almost exclusively, were cities. For that reason, he identified changes that were beginning to give Italy the shape we know today. In the north and center, cities founded and built by the Romans were reviving. Al-Idrisi singles them out for their "remarkable monuments," dynamic artisans," "thriving markets" and "rich and industrious people." These descriptions capture the essence of what was happening to cities set in the valleys of the Po and Arno rivers while Muslim influence was waning in the south. Since the fall of the Roman Empire, a series of invading powers had struggled to revive Rome's legacy of imperial authority on the peninsula: from the Ostrogoths under Theodoric the Great in the early 500s, through the Byzantines, Lombards and Charlemagne's Franks. But by the end of the first millennium, central authority in the north and center of Italy had declined to such a degree that towns and cities were able to assert their inde-

pendence. And as they did so, they became wealthy through industry and trade. The revival of medieval Italian cities was led by trade, so al-Idrisi's account of "very many shiploads" of pasta exported from Sicily rings true. Even allowing for some exaggeration by Roger II's mapmaker, the scale of the *itriya* business in Trabia circa 1150 is remarkable. Al-Idrisi mentions no other center of pasta-making remotely like it, not even in the North African regions he knew so well and from which we can safely assume *itriya* arrived in Sicily. Historians have not discovered any evidence of large-scale pasta manufacture elsewhere or earlier. So, the strong likelihood is that it was only after it reached Sicily and the markets of the eastern Mediterranean that making *pasta secca* became an exercise in centralized production and distribution for a wider market. Some argue that *itriya* became so popular in Norman Sicily because it made such a good food for sailors and that it was a fuel for the "commercial revolution" then overtaking Italian ports. Whether this theory holds or not, Sicily's claim to *pasta secca* preeminence in Italy is irrefutable.

Within a century and a half of the planisphere's creation, in cities along the west-facing curve of coastline from Genoa, through Naples, to Palermo and up to Cagliari in Sardinia, Italian cooks adopted *itriya*, turning it into trie, vermicelli and maccheroni. But as Silvano Serventi points out in, *Pasta: The Story of a Universal Food*, early pasta cuisine was specifically designed and created for the upper classes of society, at least as far as we know from recipes and cookbooks that have survived. Dishes primarily used fresh and especially stuffed pasta, often baked and seasoned with sugar, cinnamon and nutmeg. This dessert food like fare represents about two thirds of the known recipes of the Medieval period. The fascinating story of how Italian pasta became a savory dish and food for the masses will be the subject of my next article in this series.

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Pastificio dell’Arco

Editorial staff

Artisan fresh pasta is the speciality of a small shop in Rivalta di Torino.

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Luigi Mazzilli

Looking at Gigi Mazzilli's CV, something doesn't add up—too much experience for a pasta-maker who is only 53 years old. Cooking school, employee for 10 years of a pasta shop that is now his and twenty years as its owner, a sommelier's diploma and multiple high-level teaching experiences. But above all, a pasta-making facility that is one of the best-known in the area for its quality and commitment to using local ingredients.
Mazzilli's passion for good food runs deep: a native of Apulia, a mother who loves good cooking and who, along with his father, has always provided staunch support for the shop. But also good teaching and orientation towards the finest in culinary art, right from his adolescent years. Seasonal jobs in restaurants, from when he was 14, alternating with theory and hands-on experience at the Hotel Management School in Pinerolo, where teachers such as Eynard, Pautassi, Regaldo and many others played a decisive role, contributing to his preparation that unites skill and talent, from the selection of ingredients to serving at table. International experience and invaluable teaching which, today, Mazzilli offers his customers.
Innumerable those who buy the product loose over the counter, coming to the pasta shop from surrounding towns. Plus, high-profile restaurants and catering firms. The shop—which is also a gourmet deli and wine store—offers a wide and varied assortment, featuring fresh filled pasta with the most sophisticated fillings, and all traditional recipes brought up-to-date and enhanced or created specially in the shop, but always using select and seasonal ingredients. Everything is sold loose and packaged at the time of purchase.
A range of products is available at the counter. Among the most popular specialities are the handmade shrimp tortelli, ravioli with shrimp and chickpeas, or shrimp, lemon zest and thyme. For the traditional agnolotti, only Piedmont beef from the local butcher, Gilberto Oliva, who processes herds coming

from three local farms. And of course: ravioli with bagna cauda and Jerusalem artichoke, or ravioli with Tomino di Rivalta cheese. This latter recipe was created by the Pastificio dell'Arco to showcase a quality cheese that a long-standing local daily, the Caseificio Quaranta, in business for over a century, has always produced. The marriage of local specialities and know-how that won it the designation "denominazione comunale d'origine (De.Co)"—municipal denomination of origin—transforming the area known predominantly for its automobile production into the home of food excellence.
The pasta-making facility also offers different shapes depending on the time of year or specific occasions, including different specialities for the holidays or specific festivities. For restaurants, the facility also provides products custom-produced for the client.
As often happens with artisan establishments, the teaching of the master pasta-maker has made it possible for a number of former employees who apprenticed at the Pastificio dell'Arco to start up their own businesses. Today, Mazzilli works primarily alone or with the help of a single assistant. "It is a total commitment," he says, "because I have to take care of many things, from shopping for the kitchen and pasta-making facility, to the administrative aspects. But it is also an activity that provides enormous professional and personal satisfaction. Several times I have been offered pre-processed ingredients that would have allowed me to shorten the prep time of the fillings and thus also reduce costs. But I am convinced that the winning ticket, especially for small establishments, is the quality and patient work done in the back of the shop and which, although arduous, is rewarded in the end." A streamlined facility has its limitations, but also the advantage of being flexible, from many points-of-view. "We work with an extensive clientele and are in direct contact with the end consumer. The vast majority are looking for flavours that are not the standard ones, and it is differentiation that we focus on. During the lockdown, we realized how many customers we have in the surrounding area, because many of them, forbidden to leave their towns, were unable to get to us. But at the same time, we have acquired many local customers and their trust during this difficult phase was very comforting. Over the years, we have created strong ties with the local market and if there was a positive aspect to the pandemic, it was being able to consolidate certain relations which, when things seemed darkest, proved to be invaluable, both on a commercial and human level," Mazzilli concludes. The local area, including that of Piedmont, is comprised of many small firms, which together are a major force.

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Cibus rescheduled to May 2021

Press release

Cibus has been postponed to next year from 4 to 7 May 2021 in Parma – Meanwhile Fiere di Parma and Federalimentare have announced an international Forum on 2-3 September 2020 in Parma addressing the restart of the agri-food sector – The innovative online platform "My Business Cibus" designed for international operators to facilitate the matching between trade operators and the Authentic Italian Food is ready to go.

The 20th edition of Cibus, the International Food Exhibition, has been rescheduled for next year, from 4 to 7 May 2021. The decision, taken by Fiere di Parma and Federalimentare, has been mutually agreed with ITA – Italian Trade Agency and the businesses of the Italian agri-food supply chain. An international forum entitled "Cibus Forum - Food&Beverage sector and Covid: from transition to transformation" will be held in Parma in September, later this year. While in the next few days, an innovative digital Sourcing and Business Matching platform, called "My Business Cibus" will be launched.
Regarding Cibus, initially rescheduled for September 2020, we recognized the absence of the necessary conditions able to guarantee the qualitative and quantitative outcome of the incoming program, especially in terms of international trade operators, and as a consequence to meet the expectations of our exhibitors, stakeholders, and institutional partners. Considering the role of Cibus as the reference event for the promotion of the "Authentic Italian Food&Beverage" in the eyes of the international community of agri-food players, a downsized edition of the 20th International Food Exhibition does not seem an acceptable solution.
"Cibus Forum - Food&Beverage sector and Covid: from transition to transformation" will take place in Parma from 2 to 3 September 2020. To what extent have consumer behaviors changed since the COVID-19 emergency? How will the labor market be reorganized? What actions will need to be put in place to recover production and export of the agri-food sector? Industry stakeholders and national and international experts will meet for a collaborative consultation on future scenarios.The Forum will be held at the Fiere di Parma exhibition centre, in a pavilion that in light of Covid-19 has been restructured specifically to host a limited number of guests and key speakers in a safe way and in compliance with the most advanced safety & security standards. Cibus Forum will also be streamed live.
While waiting for the next edition of Cibus, Fiere di Parma together with Federalimentare, have set up an innovative online platform, "My Business Cibus", which will allow commercial operators to carry out thorough searches and select all Cibus exhibitors' products, including the latest innovations. All the products that the companies publish on their websites have been indexed and grouped. This will give national and international buyers the possibility of choosing, in an easy and quick way, from amongst almost 200,000 products offered by 3,000 companies. The online tool will be operational from 12 May 2020.

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