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*Attendance is free, by invitation, and reserved for pasta manufacturers, with mandatory registration, but limited to a fixed number.*

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# PARMA • 29 SEPTEMBER 2017

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The information and professional update resources that are part of the Pastaria network are freely distributed without charge thanks to the collaboration and support of leading companies operating on an international level to supply ingredients, semi-processed products, equipment and systems for manufacturing fresh/dried pasta, gnocchi and ready meals.

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# Parma, 29 September 2017: the Pastaria Festival celebrates pastaria's 10th anniversary

Editorial staff

Auditorium of the Conference Centre where the Pastaria Festival will be held

**On 29 September, the first Pastaria Festival will be held in Parma to celebrate Pastaria's 10th anniversary. Sector leaders will meet to share their experiences and knowledge about pasta in a day of free conferences, workshops, meetings, courses and presentations. An exposition area will also offer a sneak preview of Ipack-Ima.**

It was late September 2007 when “unexpectedly in the hands of more than a thousand pasta-makers, selected at random from public lists”, distributed throughout the Italian peninsula and islands, the first issue of a glossy, 21 x 28 cm magazine appeared. On its cover was the Pastaria logo, at the time new and unfamiliar, but soon destined to make itself known among sector operators in Italy and abroad. It was only natural, then, that the date chosen this year in 2017 to celebrate Pastaria’s 10th birthday was 29 September, the last Friday of the month.

Just as natural, and perhaps obvious, was the choice of Parma, the home of its editorial offices and the largest pasta manufacturer in the world, in the heart of a territory – known as Italy’s Food Valley – renowned for its age-old culinary traditions where a vast number of food producers continue to be active, and a city which UNESCO has recognised as being “creative in gastronomy”.

Not as obvious, perhaps, are the new and original ways of the event celebrating the tenth anniversary that has been dubbed the Pastaria Festival.

“*Festival* was chosen over the more common and serious *forum*, *meeting* or *summit* because it is a word that immediately brings to mind the idea of a party, a joyful get-together we felt we couldn’t do without in order to fully celebrate this event which is so important for us,” explains Lorenzo Pini, CEO of Kinski Editori.

“The event slogan – *Sharing know-how on pasta manufacturing* – provides a concise explanation of its spirit and distinctive approach. Sector leaders – associations, professional bodies, universities, companies, experts – will be getting together to share their knowledge and experiences involving pasta production in a day of activities that are free – just as our specialist information is free – activities including meetings, workshops, laboratories, courses, presentations, lessons and much, much more”.

## Partnership with Ipack-Ima and Tuttofood

The Pastaria Festival features the partnership with two major international trade fair events.

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Some of 15 rooms in the Parma Conference Centre where the Pastaria Festival will be held

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First of all, Ipack-Ima for which Pastaria is the media partner. Known to all sector operators, it is the #1 international fair in terms of manufacturing and packaging technologies for pasta and grain products in general.

The reasons that convinced the top management of the Milan trade fair to play a leading role in organising the Pastaria Festival, an event that will take place eight months prior to the next Ipack-Ima fair (Milano Rho trade grounds, 29 May - 1 June 2018), are evident in the words of Paolo Pizzocaro, director of the trade fair event: “Among the unique aspects of the upcoming edition of Ipack-Ima is unquestionably the collaboration with leaders in our reference industries who, like us, contribute to creating a manufacturing culture and promoting exchange among sector operators. For this reason, we thought it important to contribute to the success of the Pastaria Festival because we believe it represents an important opportunity for Italian

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operators in a business community of excellence (Pasta, Bakery & Milling) for our trade fair to remain up-to-date and discuss. At the same time, it will offer a preview of everything sector operators will find in exhibit at Ipack-Ima the following year."

Following the success of its most recent event (Milan, 8-11 May 2017), with record attendance (over 80,000 visitors, 45% from outside Europe) that surpassed that of the Expo year, Tuttofood – the Milan World Food Exhibition – is the other trade fair partner of the Pastaria Festival.

"Among the protagonists who contributed to the success of the 2017 Tuttofood event, we can certainly mention all those players who are part of the supply chain with whom over the years we have created and consolidated the long-term relationships that have allowed Tuttofood, year-after-year, to become a reference event that represents on the market the most complete offering within the food & beverage sector. Tuttofood sees in the Pastaria Festival – a highly-innovative event for Italy's strategic pasta manufacturing sector – an opportunity for supply and demand to get toget-

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her," says Giustina Li Gobbi, director of Tuttofood.

## 14 rooms for meetings and workshops and an exhibition space

Fourteen rooms, seating between 40 and 400 people, will host simultaneously meetings, laboratories, workshops, lessons and presentations designed to take an in-depth look at the various aspects tied to production, sales and management of a pasta-making plant or facility.
Owners and corporate managers, and those responsible for sales, R&D, purchasing (technologies and raw materials), quality management and marketing, can design their own personal professional refresher course from the comprehensive program offered at the Pastaria Festival. What follows is a brief preview, and the full program will appear in the next issue.
The Pastaria Festival will also include a large room dedicated to an advance look at the 2018 IPACK-IMA international trade fair and a group exhibition of a selection of products (equipment, ingredients and services for pasta production) present on the Pastaria Hub platform (www.pastariahub.com) created by Pastaria.

## AIDEPI, APPAFRE, APPF and IPO: all the associations participating in the Pastaria Festival

All the national pasta-maker associations will be present at the Parma event.
Not just a formal presence, but one that will enrich the Pastaria Festival programme with workshops and meetings on cutting-edge themes and issues.
*Reducing waste and environmental sustainability: case histories and best practices in fresh pasta production facilities* is the theme that will be examined in the meeting organised by APPAFRE (Italian Association of Small/Medium Fresh Pasta and Gnocchi Manufacturers), which will offer attendees first-hand experiences of some of the members of the association headed by Fabio Fontaneto.
Involved in other workshops discussing issues that will be made public in the next issue of Pastaria will be APPF, the Italian Association of Fresh Pasta Producers headed by Giovanni Rana, and AIDEPI, the Italian Association of Confectionery and Pasta Industries, whose president is Paolo Barilla.
International communications tools and campaigns in support of pasta will be the theme of the workshop offered by the International Pasta Organisation (IPO), promo-

ter of World Pasta Day (for which for the third consecutive year Pastaria is the official media partner and which this year, following Milan and Moscow, will be celebrated in São Paulo, Brazil, as always, on 25 October).

Universities, professional bodies and companies in the supply chain

In an event whose distinguishing feature is the sharing of knowledge and experience, it is obvious that universities and research centres must play a key role.

A number of instructors from DeFENS (previously Distam), the department of the University of Milan that has always been in the vanguard of pasta research, will be speaking at the meeting entitled *Dry pasta: what's cooking*?, in which dried pasta, with gluten and gluten-free, will be examined from a range of points-of-view.

On the other hand, fresh pasta will be the featured guest of the meeting entitled *Innovative, technological and security-related aspects of fresh pasta*, organised by the Veneto and Trentino Alto Adige branch of the Association of Food Technologists, under the direction of Stefano Zardetto, R&D Manager for the Voltan Group.

The meeting organised by the Piedmont and Valle d'Aosta branch of the Association of Food Technologists will be dedicated to the world of ingredients for pasta production, with the title *Raw materials and finished product: complexity of assessment based on the end-use*.

The news in terms of technologies, ingredients and services will be showcased and featured in the Companies & Innovation area, where leading companies in the sector will take turns throughout the day presenting their most recent innovations.

## Market facts, figures and trends in the meeting of the Pastaria Centre for Economic Research

Consumption, markets and trends in Italy, Europe and around the world will be examined during the meeting, *With and without gluten: global tendencies and perspectives in pasta consumption in the "away from home" and retail channels*, organised by the Pastaria Centre for Economic Research with the involvement of experts from the most prestigious research institutes internationally.

The meeting is designed to provide a complete picture of market and consumption trends and tendencies currently underway on an international level, as a basis for orienting the choices of pasta manufacturer decision-makers.

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Common areas of the Conference Centre where the Pastaria Festival will be held

## Coffee break and light lunch, opportunities to meet and talk

The Pastaria Festival will offer sector operators the chance to get together, talk and discuss, not only during the meetings and workshops, but also during informal moments that are more fun and entertaining in which to relax, chat and get to know people.
The light lunch, coffee break, hall, common areas and the hotel grounds will all offer the place and time for this.

## To attend

The Pastaria Festival is an open, free event and aims at involving the largest number of pasta manufacturers in the ten year anniversary celebration of the magazine.
Nonetheless, attendance is necessarily subject to the limits of the venue and organisational considerations.
Participation is free but by invitation only with mandatory registration reserved exclusively for pasta producers and until all places are filled.
Pasta producers interested in taking part in the Pastaria Festival may request an invitation from the editorial offices (via e-mail to info@pastaria.it), being sure to provide complete information about the pasta company. In the issuing of invitations, priority will be given to registered users of pastaria.it.
For organisational reasons, it will not be possible to enter the event without an entry ticket. Please note that entry tickets cannot be issued on the day of the event.
Suppliers of equipment, systems and services for pasta production who are interested in sponsoring the event or participating in it, are asked to contact the Pastaria editorial offices (T. +39 0521 1564934).

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2

# Fratelli Delfino

Editorial staff

Paola Freccero

**The painstaking attention to the product and ingredients from the territory is the hallmark of our fresh pasta production facility in Toirano (Savona, Italy), which has now reached its third generation.**

There are businesses in Italy, even small ones, whose origins have been lost in time. The Fratelli Delfino's activity has today reached its third generation, although for a variety of complex reasons, it is not possible to precisely pinpoint the date of its creation, which now harks back decades ago. What is indeed certain is that it concerns a production facility which was started up by a wife and husband, Angela and Pino Delfino, which managed to survive the Second World War. They succeeded in handing down the art of making pasta to their own children. Not only did the family business, nowadays run by Paolo and Gerolamo, survive a world conflict unscathed, but in the meantime it also moved from lower Piedmont to Liguria, in various zones of the region, to finally set up its current headquarters in the charming village of Toirano, in the province of Savona.

There has been a series of changes over time, to tell the truth. The company – which is today run in partnership with an assistant, four employees and a young person who is in training to take over the reins of the company as the third generation – in the past operated in support of one of the many mills that filled our valleys. Its closeness to the sea and a host of other elements that are typical of that microclimate, made flour products easily perishable. This fact led the Delfino family to think about and look for a way to give products a longer life. They had the insight to transform the wheat semolina into dry pasta. And that was how this production and tradition all started, which is still today constantly being renewed.

This is a company that, in addition to boasting a long history, has found itself having to adapt to the environment and the market several times, and has repeatedly changed its products and organization in order to stay abreast with the times. Therefore, in the 1960s, grasping the importance of tourism, the Delfino family seized the opportunity to serve a market that, although it was local, was parallel to that of sales to the public, starting with catering. Fresh pasta has replaced the dried pasta, and for some years now frozen pasta is also marketed. Gastronomy has further broadened this offering, with some ready-made dishes, mainly based on vegetables.

So many things have consequently changed, the company has grown steadily, with a broad and varied offering, but so many things have remained the same. "The first rule is that this is a live product and by its very nature engages several senses. And we, who work it, must look at it and evaluate it with our eyes, smell its fragrance, appreciate its flavour" affirms Mrs. Paola Freccero, Paolo Delfino's wife, who has been involved in the family business for decades. The other rule, which has never changed, is the company's pol-

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icy that demands that local raw materials be used for its fillings. “It’s not always easy to find fresh and regional products, but we have long been organizing ourselves for some time to seek out suppliers who fully meet our needs. We have a farmer who grows borage just for us; a cheese maker who supplies us with an excellent handcrafted ricotta, which requires more effort to work, perhaps, but has a great personality, which gives the product an extraordinary flavour. For prosciutto we searched around for months and in the end we found a local factory which makes a very special cured ham. It might happen that at some times some local products become scarce and we then have to look beyond the regional boundaries, but we have always made top-quality choices in an attempt to give our pasta an inimitable taste that never fails to impress the consumer” adds Mrs. Freccero.

This is a company that works with the HORECA channel especially in Liguria, where there is a strong desire to build up loyalty with the tourist, not only with the beauty of the places, but also by its flavours, trying to attract visitors during the winter as well as summer months.

The amounts produced – in a production facility that is not open to the public – varies a great deal depending on the period, but overall it stands at an average of one ton of pasta per day.

Our offer includes the typical regional productions such as *trofie*, that are proposed in many varieties, including those in buckwheat and cuttlefish ink. But it also includes *ravioloni* stuffed with scallops or with shrimps cooked in Vermentino wine sauce, or *margherite* filled with grouper cooked with borage, ravioli, borage *tagliolini* or *gnocchi*, salmon stuffed *cappellacci* and still many others. The packages are different and vary according to the recipient: it starts from 500 grams for wholesalers, up to 5 kilos for the HORECA sector.

In the meantime, the third generation is up and coming: those who were born into the profession and, having completed their studies and required work experiences, have been making their way in the company that before them was their grandparents’ company and then their parents and uncles’ company, bringing with them a new vision to the structure and a gaze turned to the future.

**For information**
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3

# Pasta in Portugal

Euromonitor International

**A look at data on consumption of pasta in Portugal**

Economic improvements were felt in Portugal in 2016, with positive growth recorded in the country's GDP and declines seen in the unemployment rate, all of which boosted the disposable incomes of many households and had a positive effect on demand for rice, pasta and noodles. According to Euromonitor International, portuguese consumers are increasingly looking for improved food experiences and the consumer preference for value-added products is increasing, driving average unit prices up and suppressing the value share of private label in the category. Although unit prices are increasing due to the more limited use of price promotions in 2016, price discounting remained aggressive in some categories in 2016. Although pasta continued to record negative growth in 2016, the sales declines seen in the category during the year were an improvement on the more negative results achieved in 2014 and 2015. Pasta remains a highly attractive category for both national and international companies as Portuguese citizens are among the highest per capita consumers of pasta in Europe, with 7kg per capita consumption in the category in 2016. Chilled pasta is perceived as offering higher quality as it is freshly prepared, with chilled pasta increasing in volume and current value by 2% in 2016, while dried pasta maintained negative growth rates. Demand for premium products such as flavoured pasta, children's pasta and HW pasta continues to rise, putting pressure on the average unit price in the category. Curry, pesto, spicy and cuttlefish ink are among the most popular flavours of pasta in Portugal. In line with the general market trends, Cerealis – Produtos Alimentares SA enlarged the portfolio of children's pasta it offers under its Milaneza brand with the launch of pasta enriched with tomato, spinach and vitamin D during the second half of 2015. The growing trend towards oriental-inspired cuisine led Milaneza to launch a new range of pasta to be cooked in a wok during mid-2016.

Noodles recorded the highest value growth of any category in rice, pasta and noodles in 2016. The low penetration of the category, combined with growing interest of Portuguese consumers in Asian cuisine and flavours drove these trends. Having recognised its strong growth potential, several players have invested in noodles and this led to the range of prod-

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ucts on offer in the category rising substantially over the 2011 – 2016 review period. With a strong reputation in rice, Arrozeiras Mundiarroz SA launched Cigala Banzai Noodle in instant noodle cups in mid-2016 and these products are available in several varieties, including meat, chicken and curry. Chicken remained the most popular flavour in instant noodles in 2016, followed by vegetable.

Supermarkets remained the most popular distribution channel for rice, pasta and noodles in Portugal in 2016, taking value share from hypermarkets due to the convenience that supermarkets offer in terms of proximity and the wide range of products available in these outlets. Internet retailing is recording strong growth in the retail distribution of rice, pasta and noodles as independent small grocers is seeing losses in value share in the category.

In noodles, Asian speciality stores maintained a high value share of retail distribution, although this channel has suffered losses in value share in recent years due to the growing range of noodles which are available in modern grocery retailers' outlets.

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# *News from ABIMAPI.* World Pasta Day 2017

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

## The event

Ever since its first edition in 1998, in the Italian city of Naples, this celebration has been held in countries that are a long way away from each other, but they are countries that are united by the same passion, namely pasta!

The sector's major industries, experts, the press and opinion makers will all be there.

We have prepared an exclusive program that includes speakers from Brazil and abroad. Among these are the food market expert, Kantha Shelke and the physician and nutrition specialist, Mauro Fisberg. They are just two of the many important names who will be discussing the economic, nutritional and cultural issues concerning pasta.

## Program

| Blocks | Speakers | Moderator |
|---|---|---|
| **Opening**<br>08:30 am - 09:00am | ABIMAPI & IPO | Paolo Barilla - IPO<br>Alexandre Colombo - ABIMAPI |
| **Social**<br>09:00 am - 10:35 am | David Hertz | Lissoni - J. Macêdo<br>Maurizio Scarpa - Barilla |
| **Nutrition**<br>11:05 am - 12:40pm | Mauro Fiesberg<br>Sara Baer Sinnott | Ricardo Selmi - Pastifício Selmi<br>Thiago Costa - Vilma |
| **Innovation**<br>03:35 pm - 05:00 pm | Kantha Shelke<br>Marcelo Katsuki | Vicente Barros - Santa Amália<br>Luca Virgilio - Barilla |
| **Closing**<br>05:00 pm - 05:15 pm | ABIMAPI & IPO | Paolo Barilla - IPO<br>Alexandre Colombo - ABIMAPI |
| ***Exclusively for IPO members*** | | |
| **IPO Annual General Assembly**<br>05:15 pm - 06:00 pm | IPO | Paolo Barilla - President<br>Rafaello Ragaglini - General Secretary |
| *Timetable could be changed.* | | |

## Dinner (08:00pm - 11:00pm)

At the end of the day we will prepare a dinner with a menu signed by chef Rodrigo Oliveira, who will bring the diversity of the national gastronomy which improved the typically Italian food with ingredients from the different regions of our country.

## The Chef

Rodrigo has been representing Brazil in several meetings in the most important international events, and, in Brazil, he is continuously developing his education and training, through activities as patron of ETE Carlos de Campos, the presidency of C5 – Centro de Cultura Culinária Câmara Cascudo, participation in the NGO Gastromotiva, in addition to several courses and speeches throughout the country. His new restaurant, Esquina Mocotó, received, in its first year of existence, the prize of best new restaurant of the city of São Paulo, among several other prizes.

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## Fore more information

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# ANUÁRIO ABIMAPI 2017

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PUBLIC Projetos Editoriais

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# Second APPF workshop on fresh pasta and gnocchi

**Justo Bonetto**
APPF

**Great interest and participation in the second Workshop on fresh pasta and gnocchi organized by the APPF.**

Held in Brescia (Italy) at the Ambasciatori Hotel on 26 May 2017, the 2nd Workshop on fresh pasta and gnocchi organized by the APPF, the Association of Fresh Pasta and Gnocchi Producers, welcomed many participants in the wake of the success enjoyed by the first edition held in Verona on 3 March.

Offering an "open" formula, which envisages the participation of APPF members (business owners, R&D and quality assurance managers), non-member manufacturers and supplier companies of relevant calibre involved in the sector, the meeting was structured on the various report-interventions of sector professionals. Participation is without costs for all those taking part.

Following these first two initiatives in the north-east and north-west of Italy, the APPF is now organizing the next in the south, probably in Bari and will be hosted by Molino Casillo at the end of September - beginning of October for the benefit of operators located in those regions (with particular focus on Apulia).

The meeting in Brescia saw Mr. Afro Ambanelli (from the Ambanelli Law Firm in Parma) acting as guest speaker; a man of renowned professional standing among operators working in the agri-food sector, he delivered an excellent speech covering horizontal themes entitled: *Claims: problems linked to origin-provenance and inadvertent soya contamination of wheat flours*.

Mr. Ambelli provided some very interesting ideas on the "state of the art" and contingent solutions as well as the possible and probable outcomes of the issues at work, bearing in mind the absence of certain or undisputed legislation.

This was followed by a speech by Riccardo Corbetta of Cartastampa S.r.l., on alternative materials with water-based lacquers which make it possible to increase the functional barrier

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of films for a reduced environmental impact. Application of these lacquers on all materials guarantees a long shelf-life of products reducing the thickness and promoting recyclability.
The main ingredient in the production of gnocchi is dehydrated potato flakes: Pietro Gemma (IDA Lutosa, France), a successful business man-entrepreneur for decades, defined the characteristics and pros and cons of this ingredient in his speech based on his experience and today's market requirements.
Then it was the turn of Lilley Andrew, a Senior Flavourist working for Tecnessenze S.r.l. He talked about an exceptionally topical issue: *Natural flavours and their aromatic versions of herbs and spices*. This top British professional gave a general overview of the problem, showing she was extremely capable of successfully entering into each particular aspect of the individual problems and the individual production applications.
The speeches made by the speakers were followed by "communications", i.e. brief speeches of approximately 15 minutes long. Of particular interest was the report presented by Elio Di Curzio (of Di Curzio S.r.l.): his speech *Herbs and spices: qualitative and misleading aspects of the market* uncovered many arcane issues of the topic aimed at large product brackets on the market.
Mr. Di Curzio has taken steps having found that herbs and spices are very often assessed in a very superficial way, taking into little or no consideration their specific chemical constituents, for example the essential oils content. Mr. Di Curzio underlined how every year in Europe, thousands of tons of non-authentic (i.e. impoverished or adulterated) herbs and spices are sold above all to food industries and suggested that companies give a deeper technical-scientific importance to the quality of spices, and that they match, above all, the asking price. Many times, when it does not amount to out-and-out fraud, the lowest price is synonymous with lower yield because the quantities needed for satisfactory use are in antitheses with the asking price.
To close the event, Dr. Da Broi of LCB France as always brilliantly outlined the bacteriological problem linked to the "risk of eco-film" proposing interesting solutions.
After a constructive debate and exchange of questions, the meeting came to an end and participants moved into the hotel lounge to round off the event with an elegant aperitif

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# *The Argentine Dry Pasta Industry Yearbook*, sign of a choice for quality

**UIFRA**
Press release

**The second edition of *The Argentine Dry Pasta Industry Yearbook for Argentina* is currently being prepared by UIFRA, the association of Argentinian producers.**

*The Argentine Dry Pasta Industry Yearbook* intends to be, year after year, a testimony of what is happening within the industrial dry pasta sector in Argentina.

In 2016, the proposal was oriented to show the new spirit of openness and internationality with which the dry pasta industry expects to work during these next years. In this 2017, the central concept will be quality.

With the slogan "Let's care for Argentine pasta's prestige" we are looking to confirm the way of working towards quality that Argentine manufacturers are seeking to go through. One of the main concepts shall be, undoubtedly, the progress of the durum wheat cultivation and milling in our country, and its contribution to this sector's transformation.

As usual, printed copies of the yearbook shall be delivered to all the local pasta manufacturers and professional associations linked to this industry. This is a great opportunity for suppliers, because they will be able to make publicity of their brand being sure that it will reach directors and decision-makers in each pasta plant.

Argentine manufacturers have invested more than USD 130,000,000 in machinery since 2010, thus increasing the aggregate installed capacity in no less than 30%. Most of these investments have been made in Italian technology.

Finally, this publication has the support of Pastaria as Media Partner for Europe. Any person or company interested in receiving printed copies or buying advertising space may send an e-mail to anunciantes@uifra.org.ar.

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# The new administrative sanctions for violation of EU rules on nutrition and health claims

Lino Vicini

**A look at the new sanctions, introduced by the Italian legislature with Decree no. 27 of 2017, for the violation of EU regulations on nutrition and health claims.**

IFood law is an ever evolving topic which means it is constantly being subjected to repeated and reiterated reforms.
In particular, since the end of the 1990s when European countries were hit by a series of food-related crises, the most famous of which was the so-called “Mad Cow” disease problem, sector regulations have been the object of a profound and critical rethink by the Community legislature and this, over the course of a decade, has led to the creation of what is now defined as European food law.
In particular, following approval of Regulation (EC) No.178/2002 and the subsequent regulations which make up the so-called “hygiene package”, the regulations governing food products have been completely reformed and uniformed for all Member States of the European Union.
At this point we can, without exaggeration, talk of a common food law in the real sense which regulates (on the whole in a complete way) the sector’s entire supply chain and, as one of the Commission slogans says, the route food takes “from farm to table”.
In this scenario it is the regulation on food labelling that has, over the years, been the most subject to reforms.
Since the end of the 1970s, the European Economic Community has been interested in this topic with the aim of promoting the free circulation of products and trade, by harmonizing the individual member states’ standards governing foods.
Directive 79/112/EEC has been one of the most important provisions on labelling for the purpose of establishing common and uniform rules for EU countries.
To this essential directive, which introduced the first “horizontal” provision, others were added over the years.
In particular, we should remember Directive 2000/13/EC on the labelling and presentation of food products as well as the relative advertising.
With particular attention to the presentation of food products and the claims which, in addition to mandatory information, appear on labels and/or in advertising, the Community Legislature intervened with Regulation

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(EC) No. 1924 of 20 December 2006 on the nutrition and health claims provided on food products.
The regulation in question, which makes up the regulatory framework on this matter, was subsequently integrated with further legislative Community acts aimed at transposing the scientific indications drawn up by the EFSA (European Food Safety Authority) intended for the compilation of a list of health claims allowed on food products.
This specific regulation on nutrition and health claims is directly applicable in all EU Member States.
In fact, as is widely known, European regulations are of a general and abstract character, equivalent to the laws of the individual nations.
Furthermore, the regulation has immediate effect in each individual member country and does not require internal implementing rules, as is the case with EU directives.
In fact, based on established case law of the EU Court of Justice, Community law prevails over the national law of the individual Member States.
It should be noted how, in the event of conflict between provisions in EU law and the internal regulations of individual nations, national regulations must be set aside and priority given to the provisions set out in Community law.
The general primacy of European law over national law does not however, based on the current provisions set out in the Community Treaties, allow the EU legislature to introduce sanctions for the violation of Community rules.
Community standards may not introduce any provisions imposing sanctions or punitive measures intended in the broad sense, within the individual Member States.
This general principle is deduced from the whole system of European law and the provisions set out in Community Treaties.
Each Member State therefore, based on the principle of loyal cooperation, is required to adapt its own legislation to Community rules.
In fact, the individual countries are under the obligation to impose and enforce the provisions of European law within their territories and provide for any appropriate sanctions for any failure to observe common rules.
Given this necessary general information, we must now focus on a package of new administrative sanctions introduced in Italy to punish the violation of the aforementioned Regulation (EC) No. 1924 of 2006.
Legislative Decree No. 27 of 7 February 2017 introduces the “Penalty system for violation of the provisions set out in Regulation (EC) No. 1924/2006 on nutrition and health claims made on foods”.

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The legislative decree was approved through the instrument of European delegation law 2013 - second semester.
This mechanism, introduced by law No. 234 of 24 December 2012, allows “the process of Italy’s participation in the formation of decisions and the preparation of acts of the European Union and guarantees the fulfilment of obligations and the exercise of powers deriving from Italy’s membership in the European Union in coherence with Articles 11 and 117 of the Constitution, on the basis of the principles of attribution, subsidiarity, proportionality, loyal cooperation, efficiency, transparency and democratic participation”.
We must remember how this law has innovated the mechanism for adapting Italian law to Community legislation, also in the light of the amendments made to the structure of the European Union following the entry into force of the Treaty of Lisbon.
The mechanism previously contained in Law No. 11 of 4 February 2005 is superseded.
Without going into unnecessary details on the subject, which would have us digressing from the point, we must underline how the law provides for the reorganization of the process for transposing European regulations, by splitting the so-called Community law into two distinct measures: the European delegation law, the contents of which will be limited to the delegation provisions necessary for the transposition of Community directives, and European law which, more in general, will contain provisions aimed at ensuring the alignment of national legal system with the EU law.

## Decree no. 27 of 2017 (in the Official Journal No. 64 of 17 March 2017)

The aforementioned Legislative Decree No. 27 introduces, therefore, over ten years after the approval of Regulation (EC) No. 1924/2006 of the European Parliament and of the Council of 20 December 2006, the administrative sanctions for violation of the rules on nutrition and health claims on foods.
The decree is made up of fifteen articles.
The sanctions are divided into three distinct groups: Chapter II of the decree provides for violation of the general requirements, Chapter III deals with violation of specific obligations concerning nutrition claims, Chapter IV deals with violation of specific obligations concerning health claims.
All twelve new administrative sanctions include the safeguard clause “unless the act constitutes a crime”.
With this statement, the legislature expressly reserves the right, for violation of

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Regulation (EC) 1924, to apply the provisions for criminal prosecution set out in the criminal code in force and the complementary laws should the conduct constitute a criminal offence.
Taking into account what is commonly recorded in daily practice, in many cases where the unlawful act established by the bodies responsible for checks may, in theory, integrate both the criminal offence and the administrative (special) violation, said inspectors always and in any case proceed to notify the judicial authorities, submitting the established verdict on the legal classification of the irregular behaviour to the criminal investigative bodies for final assessment.
In many cases this method is justified by the concerns, more often than not totally unfounded, of public officials, who fear that failure to transmit acts to the State Prosecutor's Office may render them responsible for any omission.
In particular, it is assumed by some that, in the event of failing to notify the Public Prosecutor of the violation uncovered, the investigator may incur the offence of failure to report a crime to the Judicial Authorities by a public official (Article 361 of the Criminal Code) and may in turn end up in the register of persons under investigation.
It is obvious that such a situation is pathological and totally abnormal, the result also (but not only) of a very complex legal system, consisting of thousands of provisions which have followed one another in time without interruption, often in contrast with one another or overlapping so as to create doubts and anxieties even in the most prepared operators.
To this we can add how excessive and unnecessary recourse to criminal sanctions is a multiplier of costs and complications in a system already burdened by a disproportionate workload compared to the human and financial resources available.
Let us now look at the sanctions for violating the general requirements.
The sanctioning provisions for violation of the general requirements on nutrition and health claims envisage five different cases related to specific provisions set out in Regulation (EC) 1924/2006.
The first sanctioning provision deals with the behaviour of food business operators who, in the labelling, presentation and advertising of foods, use any nutrition or health claims which give rise to doubt about the safety and/or the nutritional adequacy of other foods or which encourage or condone excess consumption of a food, in violation of art. 3(1), letters (b) and (c)[1].
Italian legislation sanctions the aforementioned behaviour with an administrative fine of between €3,000.00 and €30,000.00 if the irregular claim concerns health and a

lower sum of between €2,000.00 and €20,000.00 if it concerns nutrition.
Violation of obligations regarding the conditions of use of nutrition and health claims for beverages containing more than 1,2 % by volume of alcohol (Article 4 (3) of the Regulation[2]) is sanctioned with a fine of between €5,000.00 and €20,000.00.
A different sanction is envisaged for the violation of obligations deriving from art. 5 (3) of Regulation (EC) 1924/2006[3], i.e. the behaviour of an operator who in the presentation and advertising of foods fails to provide the nutrition and health claims referring to foods ready for consumption in accordance with the manufacturer's instructions.
In this case the sanction is a fine of between €2,000.00 and €10,000.00.
Violation of the obligations envisaged in art. 6[4] of the Regulation (EC) 1924/2006 on the scientific grounds behind the claims is sanctioned in any way with a fine of between €2,000.00 and €6,000.00.
The last administrative offence envisaged in Chapter II of Legislative Decree No. 27 of 7 February 2017 concerns violation of the obligations on nutritional information deriving from art. 7[5] of Regulation (EC) 1924/2006.
The provision envisages an administrative fine of between €2,000.00 and €16,000.00 for food business operators who do not provide nutritional labelling on foods bearing nutrition and health claims.

## Administrative offences regarding nutrition claims

To move on to Chapter III of the Legislative Decree under discussion, it is necessary to specify how two administrative violations are envisaged for failure to observe the specific obligations on nutrition claims.
In particular, article 8[6] of Legislative Decree No. 27 of 2017 punishes the violation set out in art. 8 of regulation no. 1924 of 2006.
An operator who, in the labelling, presentation and advertising of foods, uses nutrition claims not listed in the annex to regulation 1924/2006, in force at the moment of committing the violation or uses them without observing the applicable conditions which accompany said list, is subject to paying a fine of between €3,000.00 and €12,000.00.
The following article 9 of the 2017 decree sanctions the violation of the corresponding art. 9[7] of Regulation (EC) of 2006.
In this case, a food business operator who, in the labelling, presentation and advertising of foods, uses any comparative nutrition claims in violation of the conditions set out in art. 9 of the regulation, is

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## Administrative offences concerning health claims

To conclude this look at the new sanctions introduced we must also tackle Chapter IV of the Decree which deals with violations of specific obligations concerning health claims.

Article 10 introduces four new administrative sanctions for the violation of corresponding art. 10[8] of the European regulation of 2006.

The first punishes food business operators, who, in the labelling, presentation and advertising of foods, use health claims not included in the list of authorized claims set out in articles 13 and 14 of regulation 1924 of 2006.

The administrative sanction envisaged is a fine of between €6,000.00 and €24,000.00.

A different sanction is envisaged to punish the operator who, in the labelling, presentation and advertising of foods, uses authorized health claims as set out in art. 13[9] and 14 of regulation 1924 of 2006, without observing the applicable conditions accompanying said lists.

In this case the applicable sanction is a fine of between €3,000.00 and €12,000.00.

We must remember how art. 13 of the regulation deals with health claims other than those referring to a reduction in disease risk, whereas art. 14 refers to claims referring to the reduction of disease risk.

To follow, article 10(3) of Legislative Decree no. 27 of 2017 sanctions with fines of between €5,000.00 and €20,000.00 any food business operator who uses health claims without including in the labelling or, if no such labelling exists, in the presentation and advertising, the information prescribed in paragraph 2 of article 10 which, we remind you, concerns a series of specific conditions i.e. the importance of a varied and balanced diet and a healthy lifestyle; the quantity of the food and pattern of consumption required to obtain the claimed beneficial effect, a statement addressed to persons who should avoid using the food, an appropriate warning for products that are likely to present a health risk if consumed to excess.

The penultimate administrative sanction (art. 10, paragraph 4) deals with punishing any food business operator who in the labelling, presentation and advertising of foods violates art. 10 paragraph 3[10].

The Legislative Decree closes with the last sanction envisaged in art. 11.

Sanctions will be applied to food business operators who use in the labelling, presentation and advertising of foods the health

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claims identified in art. 12[11] of the Regulation (EC) No. 1924 of 2006.
We should underline how use of the claims set out in art. 12 of the regulation is not allowed.
After this look at the new regulations which came into force fifteen days after publication in the Official Journal, in order to give operators a first overview, we will take a more detailed look at the issue in a more in-depth analysis which will be the topic of a future commentary article.

## Notes

1. Regulation (EC) No. 1924/2006, Chapter II, General Principles, Article 3, *General principles for all claims*

"Nutrition and health claims may be used in the labelling, presentation and advertising of foods placed on the market in the Community only if they comply with the provisions of this Regulation.
Without prejudice to Directives 2000/13/EC and 84/450/EEC, the use of nutrition and health claims shall not:
(a) be false, ambiguous or misleading;
(b) give rise to doubt about the safety and/or the nutritional adequacy of other foods;
(c) encourage or condone excess consumption of a food;

2. Regulation (EC) No. 1924/2006, Chapter II, General Principles, Article 4, *Conditions for the use of nutrition and health claims*
"3. Beverages containing more than 1,2 % by volume of alcohol shall not bear:
a) health claims;
b) nutrition claims other than those referring to a reduction of the alcohol or energy content ".

3. Regulation (EC) No. 1924/2006, Article 5, *General conditions*
"3. Nutrition and health claims shall refer to the food ready for consumption in accordance with the manufacturer's instructions."

4. Regulation (EC) No. 1924/2006, Chapter II, General Principles, Article 6, *Scientific substantiation for claims*
"1. Nutrition and health claims shall be based on and substantiated by generally accepted scientific evidence.
2. A food business operator making a nutrition or health claim shall justify the use of the claim.
3. The competent authorities of the Member States may request a food business operator or a person placing a product on the market to produce all relevant elements and data establishing compliance with this Regulation".

5. Regulation (EC) No. 1924/2006, Chapter II, General Principles, Article 7, *Nutrition information*
"The obligation and the modalities for providing information pursuant to Directive 90/496/EEC where a nutrition claim is made shall apply mutatis mutandis where a health claim is made, with the exception of generic advertising. However, the information to be provided shall consist of information in Group 2 as defined in Article 4(1) of Directive 90/496/EEC.
In addition and as the case may be, the amount(s) of the substance(s) to which a nutrition or health claim relates that does not appear in the nutrition labelling shall also be stated in the same field of vision as the nutrition information and be expressed

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in accordance with Article 6 of Directive 90/496/EEC.
In the case of food supplements, the nutrition information shall be provided in accordance with Article 8 of Directive 2002/46/EC".
6. Regulation (EC) No. 1924/2006, Chapter III, Nutrition Claims, Article 8, *Specific conditions*
"1. Nutrition claims shall only be permitted if they are listed in the Annex and are in conformity with the conditions set out in this Regulation.
2. Amendments to the Annex shall be adopted in accordance with the procedure referred to in Article 24(2) and, where appropriate, after consulting the Authority".

7. Regulation (EC) No. 1924/2006, Chapter III, Nutrition Claims, Article 9, *Comparative claims*
"1. Without prejudice to Directive 84/450/EEC, a comparison may only be made between foods of the same category, taking into consideration a range of foods of that category. The difference in the quantity of a nutrient and/or the energy value shall be stated and the comparison shall relate to the same quantity of food.
2. Comparative nutrition claims shall compare the composition of the food in question with a range of foods of the same category, which do not have a composition which allows them to bear a claim, including foods of other brands".

8. Regulation (EC) No. 1924/2006, Chapter IV, Health Claims, Article 10, *Specific conditions*
"1. Health claims shall be prohibited unless they comply with the general requirements in Chapter II and the specific requirements in this Chapter and are authorised in accordance with this Regulation and included in the lists of authorised claims provided for in Articles 13 and 14.
2. Health claims shall only be permitted if the following information is included in the labelling, or if no such labelling exists, in the presentation and advertising:
a) a statement indicating the importance of a varied and balanced diet and a healthy lifestyle;
b) the quantity of the food and pattern of consumption required to obtain the claimed beneficial effect;
c) where appropriate, a statement addressed to persons who should avoid using the food; and
d) an appropriate warning for products that are likely to present a health risk if consumed to excess.
3. Reference to general, non-specific benefits of the nutrient or food for overall good health or health-related well-being may only be made if accompanied by a specific health claim included in the lists provided for in Article 13 or 14.
4. Where appropriate, guidelines on the implementation of this Article shall be adopted in accordance with the procedure referred to in Article 24 (2) and, if necessary, in consultation with interested parties, in particular food business operators and consumer groups.

9. Regulation (EC) No. 1924/2006, Chapter IV, Health Claims, Article 13, *Health claims other than those referring to the reduction of disease risk*
"1. Health claims describing or referring to:
a) the role of a nutrient or other substance in growth, development and the functions of the body; or
b) psychological and behavioural functions; or
c) without prejudice to Directive 96/8/EC, slimming or weight-control or a reduction in the sense of hunger or an increase in the sense of satiety or to the reduction of the available energy from the diet, which are indicated in the list provided for in paragraph 3 may be made without undergoing the

authorisation procedures
laid down in Articles 15 to 18, if they are:
i) based on generally accepted scientific evidence; and
ii) well understood by the average consumer.
2. Member States shall provide the Commission with lists
of claims as referred to in paragraph 1 by 31 January 2008 at the latest,
accompanied by the conditions applying to them and by references
to the relevant scientific justification.
3. After consulting the Authority, the Commission shall adopt, in accordance with the procedure referred to in Article 24(2), a Community list of permitted claims as referred to in paragraph 1 and all necessary conditions for the use of these claims by 31 January 2010 at the latest.
4. Any changes to the list referred to in paragraph 3, based on generally accepted scientific evidence shall be adopted in accordance with the procedure referred to in Article 24(2), after consulting the Authority, on the Commission's own initiative or following a request by a Member State.
5. Any additions of claims to the list referred to in paragraph 3 based on newly developed scientific evidence and/or which include a request for the protection of proprietary data shall be adopted following the procedure laid down in Articles 15 - 18."

10. Regulation (EC) No. 1924/2006, Chapter IV, Health Claims, Article 10, *Specific conditions*
"3. Reference to general, non-specific benefits of the nutrient or food for overall good health or health-related well-being may only be made if accompanied by a specific health claim included in the lists provided for in Article 13 or 14".

11. Regulation (EC) No. 1924/2006, Chapter IV, Health Claims, Article12, *Restrictions on the use of certain health claims*
"The following health claims shall not be allowed:
a) claims which suggest that health could be affected by not consuming the food;
b) claims which make reference to the rate or amount of weight loss;
c) claims which make reference to recommendations of individual doctors or health professionals and other associations not referred to in Article 11".

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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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# Two sides to Italian pasta export reports

Centro studi economici
Pastaria

**In 2016 bigger volumes (+3%) but curbed revenues (-2%). Two-figure leap for Turkish exports but Italy's leadership goes unchallenged on the worldwide scenario.**

An abundant 3% growth in 2016. With, however, revenues dropping by 2 percentage points over the previous year.

There are two sides to the report on Italian pasta exports. With positive results for shipments abroad, amounting to an overall 1.97 million tons, being overturned by monetary dynamics which incorporated (bringing a minus sign) the policy of discounts adopted by pasta manufacturers in a year where the whole supply chain was regulated by low wheat and durum wheat semolina prices.

In terms of volumes, last year almost reached the record 2 million tons recorded in 2014. Despite falling, the turnover was the second best of all time, with revenues of €2.31 billion, lower only to the €2.35 billion registered in 2015.

The long-term reading of ISTAT figures indicates the healthy status of the sector which abroad, in a little over two decades, has almost tripled in volumes and quintupled in turnover.

One need only consider the fact that at the beginning of the 1990s Italian pasta exports didn't reach 740,000 tons with a monetary value lower than the half-billion Euro-Lira mark.

It should also be underlined that the leadership of Made-in-Italy pasta around the world remains firmly unchallenged, despite the persistence of the main historical and emerging competitors, starting with Turkey followed by Asian countries led by China, Thailand, South Korea and Indonesia.

In the global rankings, last year Ankara strengthened its second position, increasing its lead over Beijing. Data provided by UN Comtrade, the United Nations database on world trading, indicate a leap forward of 24% for Turkish pasta exports taking them to 831,000 tons for a value of US$ 422 million (+ 1% over 2015).

China, with 532,000 tons, mainly in the form of noodles, has managed to achieve progress on foreign markets of over 4 percentage points, invoicing, however, twice as much as Turkey ($ 835 million, equal to a 2% annual increase).

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## PASTA EXPORTS: TOP 20 EXPORTING COUNTRIES

| Country | 2015 (tons) | 2016 (tons) | Variation % | 2015 ($ ,000) | 2016 ($ ,000) | Variation % |
|---|---|---|---|---|---|---|
| Italy | 1,912,862 | 1,975,795 | 3.3% | 2,647,962 | 2,595,695 | -2.0% |
| Turkey | 672,105 | 831,563 | 23.7% | 418,183 | 422,354 | 1.0% |
| China | 501,740 | 522,604 | 4.2% | 820,202 | 835,320 | 1.8% |
| USA | 213,061 | 177,302 | -16.8% | 389,552 | 335,573 | -13.9% |
| Thailand | 162,507 | n. a. | - | 394,368 | n. a. | - |
| Belgium | 148,975 | 163,007 | 9.4% | 273,162 | 284,919 | 4.3% |
| South Korea | 104,867 | 134,466 | 28.2% | 330,726 | 409,647 | 23.9% |
| Indonesia | 120,635 | 130,686 | 8.3% | 191,382 | 193,801 | 1.3% |
| Germany | 116,428 | 117,462 | 0.9% | 224,817 | 230,955 | 2.7% |
| Spain | 103,483 | 110,056 | 6.4% | 122,681 | 125,971 | 2.7% |
| France | 113,860 | 108,329 | -4.9% | 217,961 | 200,785 | -7.9% |
| Russia | 103,376 | 103,397 | 0.0% | 106,293 | 94,156 | -11.4% |
| tunisia | 84,836 | n. a. | - | 57,978 | n. a. | - |
| Vietnam | 72,962 | n. a. | - | 172,998 | n. a. | - |
| Mexico | 72,909 | 72,599 | -0.4% | 82,363 | 76,369 | -7.3% |
| Oman | 62,724 | 62,736 | 0.0% | 56,667 | 40,084 | -29.3% |
| Canada | 72,826 | 61,878 | -15.0% | 179,583 | 151,451 | -15.7% |
| Greece | 52,010 | 53,112 | 2.1% | 48,917 | 47,914 | -2.1% |
| Peru | 46,834 | 51,134 | 9.2% | 38,825 | 39,836 | 2.6% |
| Czech Republic | 34,293 | 43,538 | 27.0% | 32,296 | 49,680 | 53.8% |

*Source: UN Comtrade Database*

The list of pasta exporters continues with the USA which in the last twelve months has visibly lost ground, losing 17% of volumes abroad (177.000 tons) and 14% of financial income (minus US$ 335 million). The other double dip growth, as well as in Ankara, was also recorded in 2016 by South Korea, with 134,000 tons of exports of pasta and noodles, and over US$ 400 million in revenues, 28% and 24% more respectively over 2015.

Seoul is still trailing behind Belgium, but only in volumes and is followed by Indonesia. Both countries however have in-

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## PASTA IMPORTS: TOP 20 IMPORTING COUNTRIES

| Country | 2015 (tons) | 2016 (tons) | Variation % | 2015 ($ ,000) | 2016 ($ ,000) | Variation % |
|---|---|---|---|---|---|---|
| Germany | 520,621 | 527,082 | 1.2% | 741,463 | 729,617 | -1.6% |
| USA | 453,780 | 463,457 | 2.1% | 920,492 | 912,331 | -0.9% |
| France | 441,138 | 442,882 | 0.4% | 609,438 | 608,204 | -0.2% |
| UK | 384,332 | 358,998 | -6.6% | 588,218 | 520,340 | -11.5% |
| Canada | 216,305 | 198,737 | -8.1% | 419,732 | 377,164 | -10.1% |
| Japan | 178,553 | 190,879 | 6.9% | 304,499 | 313,136 | 2.8% |
| Hong Kong | 152,303 | 159,519 | 4.7% | 299,530 | 314,365 | 5.0% |
| Belgium | 142,534 | 154,005 | 8.0% | 181,370 | 197,870 | 9.1% |
| Australia | 135,770 | 133,143 | -1.9% | 176,111 | 186,263 | 5.8% |
| South Korea | 104,519 | 111,171 | 6.4% | 136,379 | 143,007 | 4.9% |
| Malaysia | 86,947 | 93,629 | 7.7% | 129,505 | 134,711 | 4.0% |
| Spain | 70,344 | 77,959 | 10.8% | 155,893 | 169,439 | 8.7% |
| China | 56,098 | 76,832 | 37.0% | 129,191 | 172,289 | 33.4% |
| Sweden | 68,279 | 73,140 | 7.1% | 113,522 | 117,742 | 3.7% |
| Poland | 66,077 | 70,807 | 7.2% | 87,214 | 120,450 | 38.1% |
| Switzerland | 56,574 | 59,455 | 5.1% | 128,501 | 133,466 | 3.9% |
| Italy | 48,056 | 51,605 | 7.4% | 90,502 | 91,330 | 0.9% |
| Ethiopia | 53,577 | 49,736 | -7.2% | 51,820 | 48,974 | -5.5% |
| Russia | 57,707 | 49,322 | -14.5% | 70,108 | 54,525 | -22.2% |
| Czech Republic | 45,625 | 47,665 | 4.5% | 60,999 | 59,346 | -2.7% |

*Sorce: UN Comtrade Database*

creased their pasta sales abroad over 2016.

World statistics, still incomplete, do not as yet provide any information on the export dynamics of a couple of major competitors, Thailand (fifth exporter behind the USA) and Tunisia in thirteenth position.

Another aspect to be taken into consideration is that the Italian record, as well as by a volume which is almost three times that of the second biggest exporter, is sealed by a flow of physical shipments abroad which alone total the accumulated amount of the first 6 following countries.

The progress made in exports experienced throughout the past year, are being followed up in 2017. In the first quarter of this year ISTAT data document a 2.2% growth in volume, but yet another standstill in terms of value, with the foreign turnover dropping by 3.5% over January - March 2016.

In Germany, which remains the number one market for Italian pasta, the results for the first part of the year is decidedly negative, with a drop of 7% in physical shipments and minus 13.5% in revenues.

Brexit on the other hand is not stopping exports over the Channel (+6% in volume), in a positive quarter for Italian pasta manufacturers also in France and above all in Japan, Belgium and Spain, where sales are noticeably accelerating.

In the USA, based on US Census Bureau data, Italy, which holds its role as number one supplier with 174,000 tons, grew by 7% in 2016, increasing another 2% in the first four months of this year.

A sharp decline for Canadian pasta on the other hand, which was already dropping last year (-15%) and a further check (-32%) in January - April 2017.

Mexico, which in the US is currently experiencing a complex phase, also due to the Trump's protectionist aims, has dropped 10% in four months whereas China is moving forward, albeit at a rather slow rate, along with South Korea and Thailand which however are growing at a faster rate than Beijing.

Last year the USA imported a quantity of pasta from Italy which exceeded the total amount of purchases from Canada, Mexico and China all put together.

The best performance in the last five-year period (from 2012 - 2016) was given by South Korea with a 25% growth. Italy also did well and in five years recorded progress of 17% against the 5% of Canada and the minus 11% of Mexico.

Going back to world data, the record for pasta imports still belongs to Germany, with almost 530,000 tons of pasta purchased from abroad in 2016 (+ 1.2%). Germany is followed by the USA with 463,000 tons (+2%) and France with 443,000 tons, a volume which is pretty much the same as that recorded in 2015.

The list continues with the United Kingdom and Canada, in decline, and Japan which is growing. Although the highest growth rates for 2016 were recorded in China, where pasta imports, almost one third Italian, have grown in volume by almost 40% in just twelve months.

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# *The Truth about Pasta.* Health & sustainability trends drive pasta sales. The 2017 World Pasta Day will take place in Brazil

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.**

Consumer trends related to health and sustainability are driving pasta sales along with strong growth in key countries, according to data shared by The Nielsen Company at an international gathering of pasta producers hosted by Bühler Group last 30 May in Uzwil, Switzerland.

Stefano Galli, Global Client Business Partner, Nielsen, who presented at the International Pasta Organisation (IPO) Board Meeting, which took place in conjunction with the Annual General Assembly of the Union of Organizations for Manufacturers of Pasta Products of the European Union (UNAFPA), May 29-30, 2017, said, "We are seeing a positive trend in global pasta sales at +2.3 percent as consumers look for clean and green products on the supermarket shelf like Organic Pasta, which is now seeing double-digit growth in some countries."

Mr. Galli said that this uptick is influenced by consumer attitudes showing an increased interest in wellness, and a sustainable approach to eating – and by pasta manufacturers that are offering innovative products to address these diverse needs.

"Overall, consumers show positive attitudes about pasta, recognizing it as one of the main healthy foods," said Mr. Galli.

I.P.O.

International Pasta Organisation

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

## MISSION

The IPO is a nonprofit association dedicated to:

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

WWW.INTERNATIONALPASTA.ORG

## ACTIVITIES

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

WORLD PASTA DAY
25 October

- Collects, organises and distributes nutritional, statistical and other information about pasta.
- With the support of a Scientific Advisory Committee, currently formed by a panel of 25 experts from 17 different countries, educates consumers and others through the media, conferences, research, publications, workshops, and other related activities.

## MEMBERSHIP

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

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

ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE
AIDEPI

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"This is reinforced by a resurgence of growth in some mature markets as well as positive momentum in emerging markets."

This is good news for the pasta industry, which has fought back against misperceptions brought on by the rise of unhealthy fad diets.

"Fortunately, people are starting to realize the truth about pasta: it's really good for you and for the Planet — especially when you eat it in the right way," said Paolo Barilla, president, International Pasta Organisation (IPO). "Made of two simple ingredients — durum wheat semolina and water — pasta is a complex carbohydrate that, when combined with vegetables and legumes and other healthy pairings, is delicious, and one of the easiest and healthiest of mealtime choices."

Niche products such as gluten-free pasta are also seeing strong sales, although there is only a small segment of the population that must avoid gluten for health reasons. For the remainder of the population, there is no evidence of any health benefit to removing gluten from the diet.

In fact, an international committee of scientists and food authorities addressed gluten-free trends for the first time at The Scientific Consensus Conference on the Healthy Pasta Meal in 2015. The findings in the Consensus Statement stated, "The

general population can eat pasta and should not choose a gluten-free product if not affected by a gluten-related disorder correctly diagnosed. For those with gluten sensitivities or allergies, or celiac disease, there are gluten-free alternatives."

Another area of advantage for pasta is that, as a plant-based food, it has an extremely low environmental impact, making it especially attractive to consumers. As one of the least intensive foods to produce, pasta is energy dense, and easy to store and distribute.

There is another benefit for manufacturers that go green: Nielsen data shows that globally, 66 percent of consumers are willing to pay more for brands committed to sustainability.

According to Galli, there are key markets that are helping boost growth – and not the ones commonly associated with pasta, which reinforces the allure of this staple throughout the world. These include Russia (featured site of 2016 World Pasta Day festivities), Canada, South Africa, Turkey and the Philippines.

Additionally, Galli names five emerging countries that have the potential to drive substantial future growth. These include Cameroon, the Philippines, South Africa, Guatemala and Romania.

There is no doubt that pasta, with its incredible taste and versatility, continues to be a favorite worldwide due to its accessibility and adaptability to all populations and world cultures. According to Nielsen, future growth is expected to come from breakthrough category innovation, tapping into millennial preferences and digital influences.

## World Pasta Day 2017

Underscoring the message that pasta is a global food, IPO announced the 2017 World Pasta Day special event will take place in São Paulo, Brazil. Since 1998, this annual industry celebration has been held on October 25, and recognizes the important role pasta plays in helping to feed the world through a variety of healthy and tasty cultures.

As part of the celebration, countries around the world are joining together for "Pasta For All," a coordinated program where donations of pasta are made to local organizations fighting hunger. Celebrity chefs from various countries will participate as well. IPO expects to donate more than a million pasta plates globally.

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UN.A.F.P.A.

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Union of Organizations of Manufactures of Pasta Products of the E.U.

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# Short news

Editorial staff

## Barilla celebrates 140 years of business with a focus on sustainability

No to palm oil and yes to Italian wheat: sustainability is the theme of Barilla's birthday celebrations. The Parma based Group had reason to celebrate at its recent 140th anniversary, which was marked by a turnover in 2016 of €3,413 million, up 2% on the previous year. Regardless of the goals already achieved, the company looks to the future with new innovative projects in the pipeline: achieving an equal number of male and female managers, for example, and opening new restaurants in California and Dubai by the end of the year. A mission that is close to the heart of Barilla however is the "Good for you, Good for the Planet" initiative, a sustainability project whose results have recently been published. Guido Barilla, Chairman of the Barilla Group, affirmed that "it is necessary to disseminate a new culture that can change our current lifestyle, starting with new products and processes that can help safeguard our future". 360 products have been reformulated since 2010 in order to improve their nutritional value, and last year alone 150 recipes were updated, replacing palm oil with vegetable oils that are lower in saturated fats (such as sunflower oil for example). In 2016 an overall investment of €40 million was made in order to improve the nutritional profile. In addition, 17 whole wheat products were launched on the market and the gluten-free and protein plus range was extended with the addition of 11 products. Last year, 190,000 tonnes of sustainable durum wheat were cultivated in accordance with the innovative methods of the Decalogue for the sustainable cultivation of quality durum wheat. It was therefore possible to reduce greenhouse gas emissions and production costs by up to 30% and to increase production yields by up to 20%. With these results, the Group obtained a special mention in the 2016 Procurement Awards. The target for 2017 is to reach 250,000 tonnes of sustainable durum wheat, equal to around 35% of total requirements. Also in 2016, new three-year contracts were introduced for the cultivation of durum wheat instead of annual contracts in order to reward Italian agriculture. Over the last 6 years the company has reduced its $CO_2$ emissions per product tonne by 28% and its water consumption by 21%. Furthermore, 52% of the electricity purchased by Barilla comes from renewable sources.

## Felicetti opens a new factory

Pastificio Felicetti has opened a new factory and is getting ready to take on 30 staff

at the new production site in Molina di Fiemme. This is the result of an agreement made with the Trento Province and with the business development agency Trentino Sviluppo. The provincial government will make available a developable plot of 16,500 m2 and Felicetti will invest €25 million in order to build the factory, buy the necessary equipment and technological systems, and initiate integrated research and development projects with the University of Trento and the Edmund Mach Foundation. The number of employees will therefore increase from 60 to 90. The signed agreement provides for incentives to employ personnel: the higher the number of people employed, the lower the amount to be paid to use the site.

## Agreement made between Cadoro and Pastificio Veneto

A dedicated line for the production of artisanal fresh pasta using locally sourced products. This is the essence of the agreement made between Cadoro, a company with 23 sales outlets in Emilia Romagna, Friuli and Veneto, and Pastificio Veneto, part of the Noigroup cooperative for the production of fresh pasta. The agreement also includes recruitment within the scope of Italian Law 68/99, through Article 14 of the so called Biagi Law. Fabio Panizzon, Chairman of Noigroup, commented: "It is the first time in Italy that a company of Cadoro's calibre has purchased products from a type B cooperative in order to allow for the employment of people identified as 'socially disadvantaged'".

## "Il mastro pastaio" visits Monaco di Baviera

Puglia's famous pasta comes to Germany. The locally-sourced organic products of the "Mastro Pastaio" pasta factory were featured in the "Porta del Sud" festival organised by Eataly Bari in Munich at the end of June. The company, which is from the town of Palo del Colle (Bari), took the opportunity to put on a cooking show for the visitors to the festival. In an interview, the pasta company's owner Domenico Bellizi said that "the initiative was an excellent international showcase for small producers like ourselves".

## Delverde triumphs at the Food Awards in New York

Delverde won the gold medal at the Italian Food Awards 2017 held in New York. The pasta factory from Fara San Martino was awarded first place in the pasta category thanks to its Wellness range made with chickpeas and flaxseed, introduced into the US market following its success in European markets. The award was set up

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by the Italian magazine Food Net with the support of the Specialty Food Association (SFA), the organisation in charge of the Fancy Food Shows, and Universal Marketing. The jury, which comprised operators in the industry, judged the products based on their innovation, packaging, new recipes, and sustainability. More than 200 Italian firms took part in the 'kermesse'; the awards ceremony took place in the lounge of the Italian Pavilion located at the Jacob Javits Center in New York.

## Di Martino acquires the majority shareholding in Grandi Pastai Italiani

Pastificio Di Martino has acquired the majority shareholding (67%) in Grandi Pastai Italiani, a company in the fresh pasta sector which operates in a context of cooperation and closed 2016 with revenues amounting to €52 million. Tavola Emiliana, a subsidiary of Par.Co, which is a financial holding company of Legacoop, will retain 33% of the company as well as a seat on the Board of Directors. The investment in Grandi Pastai Italiani entailed a capital increase of €7 million which will be used to improve efficiency in production and to modernise equipment in three factories. With this acquisition, the Di Martino Group will have 7 manufacturing plants and will achieve revenues of €150 million. The first merger project will involve a fresh pasta line of the Antonio Amato brand.

## Cuomo opens a new bistrot

This is not just a bistrot. It is also a space for meeting people, for taking cooking lessons, for trying out excellent local dishes and for learning. It is the new place opened by the Cuomo pasta factory and it is located inside the Palazzo Cuomo in Gragnano. The bistrot, which has around thirty covers, is open for lunch and for aperitifs and has a "pasta hour" formula: customers can choose their favourite pasta from amongst a selection that will change each week. The idea is the brainchild of Amelia, Anna and Alfonso Cuomo, the three siblings who own the company and who, having worked abroad, decided to return to Gragnano in order to reopen the family business, which in their grandparents' day was the third largest pasta business in Europe.

## Alce Nero puts its name to the first pasta of the Tuscan parks

It has been described as a "pasta revolution". This is due to the fact that it will be the first pasta produced using wheat cultivated in the Maremma Regional Park. The four-year land conversion project saw Alce Nero, a leading company in the production

and distribution of organic produce, working alongside the Italian environmental association Legambiente and the group of Tuscan farms known as Terre Regionali Toscane. The bedrock of the initiative has always been respect for the land and its fertility and consequently the reduction in traditional farming methods that use synthetic chemicals and pesticides. The pasta is made in two shapes, mezze maniche and linguine, using Senatore Cappelli wheat. The areas concerned are those of the Tenuta Albarese, located south of Grosseto: 4200 hectares geared towards ecological sustainability and the protection of agro-biodiversity.

## Di Martino - Antonio Amato pasta sets its sights on the Italian stock exchange

Pastificio Di Martino Gaetano e F.lli S.p.A., which is the owner of the Antonio Amato pasta brand, has set its sights on Piazza Affari. The Gragnano based company has in fact enlisted the advisory services of the IMI Bank in order to launch on the stock exchange.  The pasta company has been seeking to expand for some time. Three years ago, for example, the company bought the Antonio Amato pasta factory, a brand that now has ambitious market goals. The purchase of a 67% stake in the company Grandi Pastai Italiani last May made it possible to add the fresh pasta production sites located in Correggio, San Martino in Rio, and Sesto ed Uniti to the dried pasta production sites located in Gragnano, Pastorano and Salerno (Italy). In 1998 the Group's turnover was €6 million whereas today its consolidated turnover has reached €165 million and the goal is to achieve €250 million within the next three years.

## Granarolo launches two websites

Two new minimalist and innovative websites are Granarolo's new business initiatives which have been published on the Internet and are available at pastificiogranarolo.it and imaestridellatte.it. The company's website has been revamped in terms of its graphics and usability: the bare product is now the focal point on the page accompanied by useful information such as ingredients, nutritional values and cooking time. The website also provides information on the company's history, recipes, and an area focused on certifications. It is different from the project conceived for I Maestri del Latte, a Granarolo sub-brand aimed at the deli counters. In fact, in this case the user visits a single and easy-to-use page which provides an overview of the product range and the areas of production of the brand's distinctive products.

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11

# Mycotoxins in food products

**Massimo Gelati**
Gelati Group

**The presence of mycotoxins in food can pose a major threat to human health. Just like many other products, pasta too, whether it be dried or fresh, can become contaminated. Here we will examine the factors that promote the formation of mycotoxins and what precautions pasta producers can put in place in order to prevent the risk.**

Mycotoxins are toxic compounds produced by different types of fungi belonging, in the main, to the *Aspergillus*, *Penicillium* and *Fusarium* genera. Under favourable environmental conditions, when temperatures and moisture are conducive, these fungi proliferate and can produce mycotoxins. In general they enter the food chain through contaminated crops intended for the production of food and animal feed, mainly cereals. The presence of mycotoxins in food may affect human health as they may cause many different adverse effects such as cancer and mutagenicity, as well as estrogenic, gastrointestinal and kidney disorders. Some mycotoxins are also immunosuppressive, reducing resistance to infectious diseases.

## Aflatoxins

Aflatoxins are mycotoxins produced by two species of *Aspergillus*, a fungus which is especially found in areas where the climate is hot and humid. Since aflatoxins are known to be genotoxic and carcinogenic, exposure through food should be kept as low as possible.

They can occur in foods, such as peanuts, treenuts, maize, rice, figs and other dried foods, spices and crude vegetable oils, and cocoa beans, as a result of fungal contamination before and after harvesting.

Nature produces several types of aflatoxins:

- aflatoxin B1 is the most widespread in food and is one of the most potent. It is produced both by *Aspergillus flavus* and *Aspergillus parasiticus*.
- Aflatoxin M1 is a major metabolite of aflatoxin B1 in humans and animals, and can be found in milk from animals fed with aflatoxin B1 contaminated feeds.

## Factors affecting the production of aflatoxins

The factors which affect the production of aflatoxins can be divided into physical, nutritional and biological.

Physical factors include temperature, relative moisture, light, ventilation levels and pH. The optimal temperature depends on the substrate; in a liquid medium, the optimal temperature for *A. flavus* is 25 °C, whereas for *A. parasiticus* it varies between 25 °C and 35 °C. Production ceases below 13 °C and above 42 °C. In

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general, the optimal temperature is between 25 °C and 28 °C. A climate characterised by high temperatures followed by a sharp drop (hot days and cold nights, thunder storms) as well as, for example, the mechanical breakage of moulds, promote the production of aflatoxins. The production of aflatoxins is particularly plentiful in seasons with higher than average temperatures and lower than average rainfalls. Insects are to be considered among the most responsible for contamination, be it for carrying the fungal spores and for damaging the plant, that thus becomes more exposed to the fungal attack. What is clear, however, is the correlation that exists between the climatic-environmental conditions and the production of aflatoxins. The optimal conditions for their development have been recorded in recent years and in particular in 2003, when the very hot, dry climate produced conditions favourable for the development of aflatoxin B1 on corn.
The geographical areas most at risk are above all the subtropical and tropical regions. At our latitudes, contamination occurs primarily in the warehouse, given that fungi of the *Aspergillus* are capable of withstanding the low moisture levels (15 - 18%) of grains in stores. The incubation period depends on the strain of the fungus and the substrate/means employed. Maximum levels of aflatoxins are also tied to the consumption of carbohydrates in the centre and at the start of the autolysing mycelium process. In general, the highest quantities were found after 15 days at 20° C and after 11 days at 30 °C.
What is more, the relative moisture of the substrate and the relative ambient humidity are critical factors for the production of aflatoxins, and this increases when the availability of water increases or decreases (water stress) to levels that are no longer optimal for the development of the moulds.
Maximum production occurs in kernels with a moisture content of between 25% and 30%. The minimum ambient relative moisture for the production of aflatoxins varies from between 83% and 88%. The quantity produced increases as the relative moisture goes beyond 99%.
The degree of ventilation is an important factor, given that both fungal growth and the production of aflatoxins are aerobic processes. Many have observed that larger quantities of aflatoxins are produced in flasks that are constantly agitated, rather than those that are stationary. An increase in the concentration of carbon dioxide from 20% to 100% gradually inhibits production.
Greater quantities of aflatoxins are produced at acidic pH. pH values of 6 are favourable to G1 and G2. Maximum aflatoxin

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values are obtained at a buffered pH range of between 5 and 6. When it comes to the substrate on which the moulds grow, this affects, sometimes decisively, the production of mycotoxins.

*A. flavus* is aflatoxigenic on peanuts, pistachios, spices, wheat, corn, barley, bran, soy bean, cotton seed, peas, sorghum and millet. It produces none at all on rice and, in fact, the rice fermented from this fungus is used in the production of the drink saké and the commercial production of the enzyme diastase. In general, the production of aflatoxins is more abundant on substrate that are rich in carbohydrates. In actual fact, the preferred sources of carbon for the biosynthesis of aflatoxins are glucose, sucrose and fructose. Glycine and glutamic acid are amino acids that are essential for production. Minerals have a variable effect: zinc and magnesium are essential and a cadmium and iron mixture stimulates production.

There are numerous substances that reduce the production of aflatoxins: dichlorvos, selenite, nitrates, ethylene, benzoic acid, oxygen, azide, epoxy and peroxide derivates, oleuropein, sorbic acid, BHA, potassium sulphite, traces of heavy metals and caffeine.

Other types of mycotoxins are represented by:

- Fumonisin;
- Ochratoxin A;
- Patulin;
- Trichothecenes;
- Zearalenone.

## EU Regulatory Framework

The risks from ingesting products contaminated by mycotoxins have led to many countries imposing their own control measures. A number of factors, detailed below, need to be seriously addressed in order to determine the regulated limits to be applied to mycotoxins:

- the data on the spread of mycotoxins make it possible to identify those food products that are at risk and on which intervention is required with legislative regulation. It should be noted, however, that food availability in developing countries is limited and consequently the imposition of legal measures could lead to food shortages and therefore an increase in the price of foodstuffs;
- toxicological data indicate an almost zero tolerance to aflatoxins;
- the methods of analysis used for inspecting foods must be accurate and sensitive;
- with the exception of products of animal origin, the distribution of aflatoxins in the primary contamination substrate (cereal) is by no means uniform - consequently it

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is necessary to establish valid criteria for the creation of sampling techniques that are statistically representative;

- the lack of harmonisation of legislative limits often creates a clear rift between exporting countries that wish to impose their products onto new markets, and importing countries that require a constant supply in line with correct food safety criteria.

It is clear that there is no simple, unique solution that would allow all of the aforementioned factors to be addressed simultaneously. Moreover, there should be no aflatoxins whatsoever in food intended for both human and animal consumption, but given that they are natural contaminants, it is impossible to eliminate the risk of exposure entirely.

Legislation on the subject cannot, therefore, totally remain detached from all these considerations and it must consequently consider a certain degree of exposure as tolerable.

The European Union has introduced measures aimed at reducing the presence of aflatoxins in different food products to a minimum.

The maximum levels of aflatoxins have been set out in Commission Regulation (EC) No 1881/2006. Products that exceed the maximum permitted levels are not to be placed on the EU market.

The sampling and the analysis for the official control for mycotoxins, including aflatoxins, are laid down in Commission Regulation (EC) No 401/2006. This ensures that the same sampling criteria used for controlling the levels of mycotoxins in food products are applied to the same products by the competent authorities within the EU and that some of the performance criteria, like, for example, collection and accuracy, be complied with.

## Pasta

Cereals constitute a suitable substrate for the growth of the majority of fungal species.

The microbial load present on the outer surface of the grains varies in function of the environment, seasonal factors and the type of cereal.

So-called “field moulds” are delivered through:

- dust;
- fertilizers;
- rain;
- animal droppings;
- irrigation water.

The more frequent genera responsible for “field” contamination are:

- *Alternaria*;
- *Fusarium*;
- *Cladosporium*.

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These are strains that have the capacity to demolish cellulose.
Whilst the cereals are in storage, in silos, the field fungal flora regresses and is replaced primarily by the *Aspergillus* and *Penicillium* genera, that are strains capable of acidifying the substrate.
Sound preservation of the stored product foresees conditions of equilibrium between the substrate's moisture and ventilation.
Flour appears more contaminated than the wheat which has been used for its preparation.
Contamination of the flour can be different to that of the grains from which the flour comes, and this is to a large extent determined by the machines used in its preparation.
The presence of moulds in a flour leads to:

- increased acidity values;
- reduced content in Vitamin PP;
- reduced content in Vitamin B1;
- the presence of mycotoxins (aflatoxins and ochratoxins).

Both fresh and, even more so, filled pasta, represent perfect substrates for the development of moulds and yeasts and the major source of contamination is represented precisely by the flour, but also by the environment in which pasta is prepared and packaged, where it is hot and moist, therefore allowing all the fungal species to grow with ease.

In general moulding is avoided by:

- adding anti-fungal additives (sorbates) to the pasta filling;
- storing the product in a vacuum;
- resorting to a gentle pasteurisation of the packaged product in microwave ovens;
- storing the product at a low temperature (4 °C).

For a long time fresh filled pastas have been traded locally and, given their perishability, intended for almost immediate consumption. Recently the development of innovative food technologies has made it possible to introduce industrial type production, placing two types of products on the market, i.e. artisanal and industrial fresh pasta.
In accordance with Presidential Decree 187 of 2001, packaged fresh pasta must meet some specific requirements:

- moisture levels above 24%;
- $A_w$ of between 0.92 and 0.97;
- must have undergone heat treatment that is at least equivalent to pasteurisation;
- must be stored, between manufacture and sale, at a temperature below +4 °C, with a tolerance of 2 °C.

In the production process for filled pasta the potential criticalities are represented by the incorrect management and application of the GMPs and GHPs: The filling preparation phase is particularly at risk because

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preparation and resting times at ambient temperatures are often too long.
For some types of fresh filled pastas investigations have been carried out for the purpose of evaluating the presence of fungal species in the food production chain, focussing in particular on the *Penicillium* genera, on account of the presence, within this genus, of many species that have a marked toxigenic activity and capacity to adapt.
The species of this subgenus include many micro-organisms with negative actions (adulterants for foods, producers of mycotoxins or pathogens for vegetables) but also useful micro-organisms such as producers of antibiotics or ones that are used as starters in cheese production.
What is more, the species that most frequently contaminate foodstuffs, both in the field and during storage, are ascribed to the subgenus *Penicillium*.
Fungal contamination of fresh filled pasta represents a health/hygiene factor that needs to be strictly monitored during the production process, in order to avoid the appearance, during the marketing phase, of macroscopic adulterations that render the food product unfit for consumption. In order to prevent such risks, operators intervene primarily to reduce contamination of the raw materials and control the produc-

tion process, pasteurisation, packaging and the storage and distribution temperatures.
The DON mycotoxin, also known as deoxynivalenol, is one of the most widespread mycotoxins in food, in particular in cereals such as wheat, barley and corn.
The tolerable daily intake for humans has been set at 1 µg/kg,
Mycotoxin levels in the durum wheat used in pasta production must always be lower than the legal limit, which in Italy is 1750 ppb (parts per billion).
If these limit, that has been set at a European level by referring to the tolerability of the mycotoxins, are exceeded, the grain in question is not used.
The mycotoxin problem may also affect the organic farming of durum wheat and other cereals such as spelt.
Whereas, in the past, the situation did not pose problems for crops in central-southern Italy, today, due to the onset of climate change, cereals are exposed to particular conditions that require greater control along the entire supply chain.
It is important, therefore, to have supplies of grain, whether it be 100% from Italy or also form abroad, in which it is possible to check every phase of the supply chain, starting from the fields in which they are grown.

## Prohibitions

It should be borne in mind that, pursuant to Regulation (EC) No. 1881/2006 and Directive 2002/32/EC, to guarantee the protection of public health, products in which the content of aflatoxins exceeds the respective maximum levels must:

- not be sold as such;
- not be used as ingredients for other foods used in animal feed;
- not be diluted with ingredients with a lower contamination to render them compliant.

## Conclusions

Mycotoxins represent one the most serious threats for the entire agrifood supply chain and need to be kept under control in order to avert the by now well known harmful effects on human and animal health.
Guaranteeing the consumer a good-quality, wholesome food requires the cooperation of all the constituent parts of the supply chain. Team work is the only real tool that can be used in the battle against mycotoxins..

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# Ipack-Ima and Meat-Tech: list of exhibitors now online

**Ipack-Ima**
Press release

**The list of exhibitors that have already registered to take part in next year's Ipack-Ima and Meat-Tech can be consulted online.**

The list of exhibitors that have already registered to take part in next year's Ipack-Ima and Meat-Tech, due to be held in the Fiera Milano exhibition centre from 29 May to 1 June 2018, can be consulted online on the website www.ipackima.com
More than 600 Italian and international companies have confirmed their presence next year at the most important exhibition for the processing & packaging industry. With one year still to go before the show begins, more than 70% of the available exhibition space has now been booked.
The participating companies reflect the multi-sectoral nature of the show.
Well over half of the companies taking part will exhibit technological innovations for the agri-food sector. Companies belonging to the Pasta, Bakery & Milling business community make up 22% of the exhibitors, confirming Ipack-Ima's role as one of the world's most important events for this industrial sector. Companies operating in the confectionary segment will also be well represented (13% of the total), as will those in other food industry sectors, particularly the Fresh & Convenience segment which accounts for a further 25% of registered companies.
There will also be a strong presence of companies operating in the beverage segment and in the sector of liquid filling solutions in general (10%), the latter catering both for the food & beverage segment and for the "non-food" business communities of chemicals and cosmetics (20% of the total). A further 10% of companies operate in industrial & durable goods packaging segment, which includes applications ranging from automotive  to fashion and from furnishing to construction.
The show will also bring together companies operating in the various transversal sectors, including labelling, tracking, coding and marking. These companies will showcase state-of-the-art solutions for a variety of applications ranging from

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food security to mass production and anti-falsification, as well as innovative materials, secondary packaging and end-of-line solutions.

There will also be a strongly representative selection of companies at Meat-Tech, the only Italian show devoted to the meat industry, where the market leaders will be showcasing their latest innovations in terms of process, packaging, preservation and refrigeration technologies, along with a wide range of ingredients, spices and additives for meat processing.

The excellent response from exhibitor companies and the promotional activities conducted in recent months by the organisers are generating equally positive feedback from international players. The numbers of subscribers to the newsletter is increasing steadily, as is the number of followers of the official social media channels which publishes the latest updates on the programme and the most important news for the industries involved.

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