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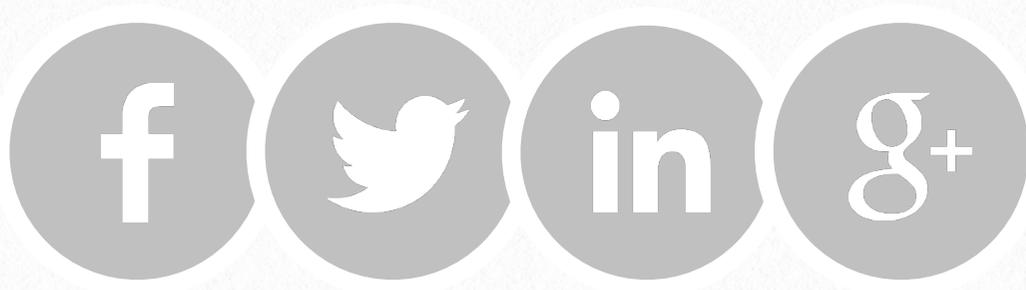


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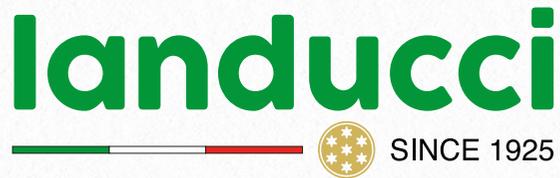
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The information and professional update resources that are part of the Pastaria network are freely distributed without charge thanks to the collaboration and support of leading companies operating on an international level to supply ingredients, semi-processed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

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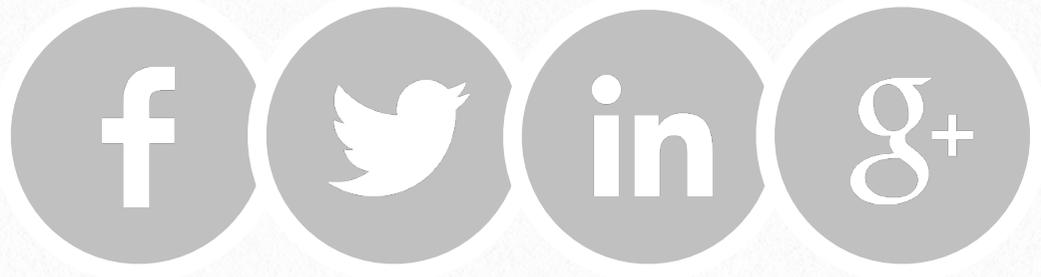


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# 1



## The pasta industry comes together in São Paulo to celebrate World Pasta Day



The 2017 edition of World Pasta Day was recently held in São Paulo, Brazil. Attended by sector world leaders, this successful event focused on market analysis and the nutritional benefits of pasta as its main topics. Pastaria was present and acted as media partner for the event.

On 25 October an emblematic event was celebrated which saw the world pasta industry come together to take part in what is known as World Pasta Day organised in São Paulo, Brazil for the first time. The event took place at the Federation of Industries of the State of São Paulo (*Federação das Indústrias do Estado de São Paulo - FI-ESP*) and saw several speakers take part in the debate on the importance of pasta, not only for the food sector but also in terms of health thanks to its nutritional qualities.

The day was opened by Alexandre Colombo, president of ABIMAPI (*Associação Brasileira das Indústrias de Biscoitos, Massas Alimentícias e Pães & Bolos Industrializados*), Paolo Barilla, president of the International Pasta Organisation, Ricardo Selmi, president of SIMABESP (*Sindicato da Indústria de Massas Alimentícias e Biscoitos no Estado de São Paulo - Pasta and Biscuit Industry Union in the State of São Paulo*) and Vicente Barros, ABIMAPI's pasta sector president. As Paolo Barilla stated, the great journey of pasta throughout the world started from Italian traditions, thanks to a style of eating which was not only highly popular but also a necessity for the population. "The value of pasta on a gastronomic level is unique which is why we, the pasta sector operators, are constantly looking for more balanced prod-

ucts that are also in line with an ideal of sustainability," he said.

Next, the well-known chefs, David Hertz and Bruno Serato, leading players in welfare charity initiatives (see article [\*International nutrition experts recommend healthy pasta meal\*](#) on page 20), emphasised the fact that pasta, as well as being a pleasure for those who eat it, is a joy to cook. As Bruno Serato said, "This is a product that incorporates everything: care, attention, dedication and love. The act of sharing your emotions around a table is unique". For David Hertz, the culinary world is in a position to take society forward, raising awareness on various aspects. The chef says: "Cooking unites us as people, it gives us skills and dietary education, not to mention a world with less waste."

During the session focused on diet, the *Scientific Consensus Statement on Healthy Pasta Meals* (see article [\*The Scientific consensus about the Healthy Pasta Meal\*](#), in *Pastaria International* 3/2016) was signed. The new signatories are: Prof. Dan Waitzberg and Prof. Elizabete Wenzel de Menezes of the University of São Paulo, Prof. Glaucia Maria Pastore of the Campinas Education Research Centre in the State of São Paulo, and Prof. Nevin Sanlier of the Biruni University, Turkey. The event also included speakers such as Sara Baer-Sinnott and nutritionist Mauro Fisberg com-

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Claudio Zanão (ABIMAPI)



menting on the relationship between pasta consumption and beneficial health effects. “The product is easily accessible for the whole population and is well distributed throughout the territory. In addition to being synonymous with love and attention and being the main source of low glycaemic index energy, it gives a longer feeling of satiety thanks to its carbohydrate content, a nutrient that revitalises the body and mind”, underlined Mauro Fisberg. The round table on marketing on the other hand was made up of Francesca Ronca, co-ordinator at the International Pasta Organization (IPO), A. Kadir Kulahcioglu of the Association of Turkish Pasta Manufac-

turers (*Türkiye Makarna Sanayicileri Dernei* - TMSD), Murat Bozkurt of the MÜSAD Association, and Cláudio Zanão, executive president of ABIMAPI. The group also embraced the speech by Domenico Tremaroli, Industry Leader at the Nielsen Consulting Company, who commented on research into trends in national pasta consumption along with Luigi Cristiano Laurenza, secretary general of AIDEPI (the Italian Association of Confectionery and Pasta Industries). Domenico Tremaroli focused on the third place held by Brazil on the sales front, and on the fact that 96% of the population prefer the standard pasta recipe and appear not to show any interest in other

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From left to right, Ricardo Selmi (SIMABESP) and Paolo Barilla (IPO)

formulas; but this is not an immutable fact. “Given the success of cooking programs, consumers are expected to invest more in the preparation of meals, diversifying the menu more and confirming the idea that cooking is also a form of entertainment”, the expert explained.

Cláudio Zanão closed the session describing the initiatives carried out by ABIMAPI to promote pasta consumption, also taking the opportunity to present the promotional video published on social media networks to celebrate World Pasta Day.

The last part of the day was devoted to innovative trends and was attended by Marcelo Katsuki, a chef who graduated from

the João Doria Jr. Cookery School, sommelier of the *Associação Brasileira de Sommeliers* (ABS) and author of the blog “Comes e Bebes” of the newspaper *Folha de S. Paulo*, accompanied by nutrition expert, Kantha Shelke.

Marcelo Katsuki emphasized the success enjoyed by pasta on social media, providing useful advice on how to approach consumers effectively and directly through these channels of communication. “It’s an economical product which is easy to transport and store. It represents a cultural and social phenomenon and promotes being together at the table”. According to the chef, amongst the most popular types of



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From left to right, Raffaello Ragolini (IPO) and Fabian Menichelli (UIFRA)



pasta appearing on Instagram, spaghetti is in first place with 2,880,518 posts, followed by quills in second place and tagliatelle in third.

Kantha Shelke, on the other hand, described certain cultural themes concerning pasta and the innovative force of cooking. In her words: “We have a food ready for use in any culture. The mainstay of everything must be innovation, this is what people like. The market has to offer the end consumer something new”.

Closure of the event was entrusted to Paolo Barilla and Alexandre Colombo. Here are Alexandre Colombo’s closing words: “Today’s meeting is one that has in-

spired us profoundly, and we have realized that we can bring together our knowledge to become stronger and improve in the task of satisfying the end consumer.”

## **Pastaria, media partner of World Pasta Day 2017**

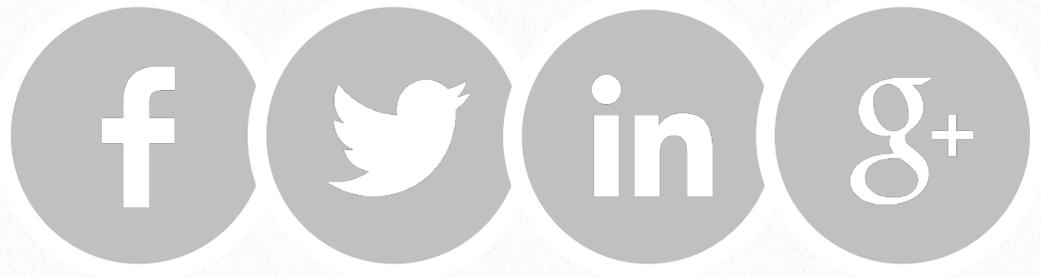
As for the 2015 and 2016 editions, held in Milan and Moscow respectively, Pastaria was the **official media partner** of World Pasta Day 2017, held in São Paulo.

# ANUÁRIO **ABIMAPI** 2017

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2



***The Truth about Pasta.***

International Pasta  
Organisation

**International nutrition**

**experts recommend healthy pasta  
meal**



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.



[Download the  
Scientific Consensus  
Statement on  
Healthy Pasta Meals](#)

At the 2017 World Pasta Day celebration in São Paulo, Brazil, scientists from Brazil and Turkey added their support to the *Scientific Consensus Statement on Healthy Pasta Meals*, which was updated in Milan in 2015

“Scientists around the world continue to support the role of the healthy pasta meal for all,” said Sara Baer-Sinnott, president of Oldways, the nonprofit that organizes the *Scientific Consensus Statement on the Healthy Pasta Meal*. “The signatures of these top international experts are an important addition to our ongoing effort to gain worldwide recognition of the important health and environmental benefits of pasta, and pasta’s role in cuisines around the world.”

In their presentations, the scientists dispelled the myth that pasta can contribute to weight gain, and detailed pasta’s satiating properties.

Dr. Elizabete Wenzel de Menezes, of the Food Research Center and University of São Paulo, has documented these differences firsthand. “If I eat pasta, what do I eat at the next meal? About 10-15% less,” she says. “A positive effect of pasta is the low postprandial glycemic response, which is a consequence of the structure and type of starch. The resistant starch fermentation by intestinal microbiota produces short-chain fat acids (SCFA). These SCFA may increase satiety and improve insulin sensitivity, modulate the intestinal microbiota etc. In addition, the whole grain pasta can contribute to daily intake of dietary fiber.”

Additionally, “pasta is a versatile food to make healthy meals,” according to Dr. Mauro Fisberg of the Nutrition and Feeding Difficulties Center, Pensi Institute at Sabará Children’s Hospital in Sao Paulo and Federal University of São Paulo. “Based on the fact that the majority of the countries in Latin America do have pasta as a routine food, in different preparations, it is possible to understand that the Mediterranean diet has spread




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

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



## MISSION

The IPO is a nonprofit association dedicated to:

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

## ACTIVITIES

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



## MEMBERSHIP

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

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

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



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its presence in the continent. The combination of pasta, vegetables, fish or seafood and oil is omnipresent even in regions far away from the seaside.”

Dr. Nevin Sanlier, of Biruni University in Istanbul, added that “pasta meals are a delicious way to eat more vegetables,” and described some of the creative, healthy pasta meals from her home in Turkey (like pasta with garlicky yogurt, walnuts, and red peppers). “In the proper amounts and frequency, pasta may be part of most diets

including those adopted for losing pounds, diabetes mellitus, and cardiovascular diseases. Pasta meals are a good source of complex carbohydrates, especially when prepared with whole grains. Remember – pasta doesn’t increase your body weight – it’s the amount and type of sauces and fats used during cooking that can add calories.”

These experts also described how pasta nourishes us from the inside out. “Our bacteria live on what we eat,” explained Dr.

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Dan Waitzberg, of the Food Research Center and University of São Paulo. The compounds that stimulate the growth of “friendly” bacteria in our bodies are called prebiotics. “Pasta metabolizes slowly due to its low glyce-

mic response. Because pasta keeps you fuller for longer, healthy pasta meals can be a useful approach to help maintain good nutrition and prevent the overeating that can lead to obesity. People should not fear carbohydrates. Rather, they should be instructed to choose healthy, complex carbo-

hydrates, such as pasta, and pair them with other nutritious foods.”

According to Dr. Glaucia Maria Pastore, of the University of Campinas UNICAMP, “prebiotics are mostly carbohydrates,” like pasta. She further explains that whole wheat pasta, which has even more fiber,

can further help “promote the growth of good bacteria.”

While classic pasta dishes are mainstays around the globe, the World Pasta Day celebration highlighted innovative pasta

products throughout the market, such as fiber pasta, sprouted pasta, and flavored pastas. No matter what type of cuisine consumers are interested in, there’s a pasta dish out there for everyone.

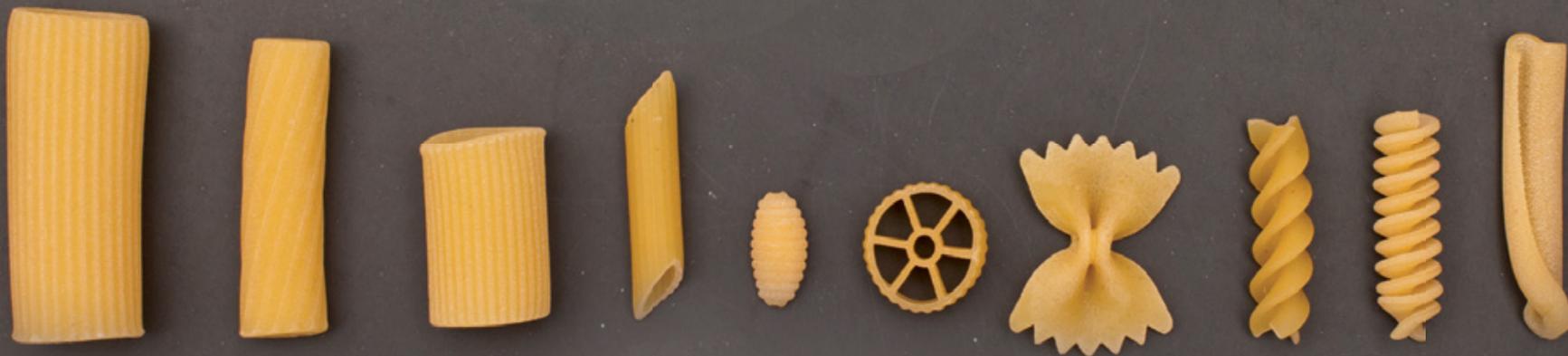
“How do you perfect an already perfect food? Pasta is everything today’s consumer wants - it is convenient, quick, healthy,

versatile, affordable and pleases the entire family. What is simpler than boiling water? It’s adaptable for every culture and nearly every nation has an iconic pasta dish,” explained Dr. Kantha Shelke, a professor at Johns Hopkins University and a Food Scientist/Principal at Corvus Blue.



Kantha Shelke

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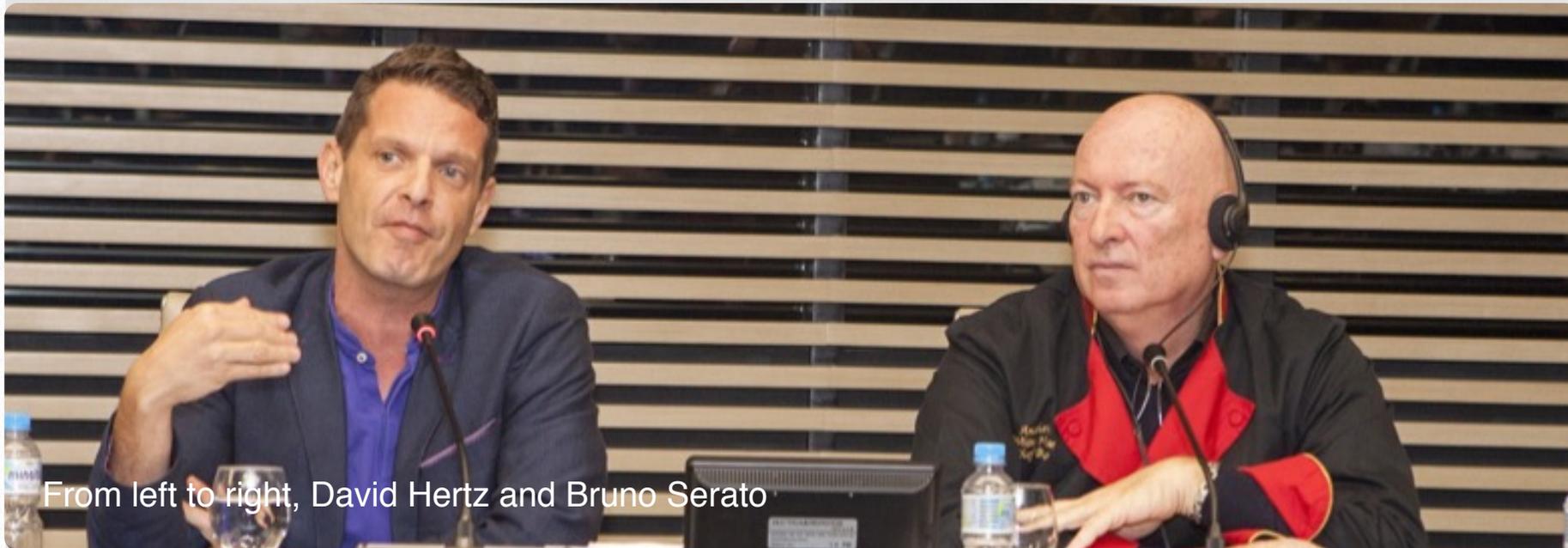
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## Pasta makes the world a better place



It's hard to repress a smile when thinking of pasta, yet many don't realize the transformative effect that pasta meals are having around the world. On World Pasta Day 2017, Sir Chef Bruno Serato, founder of Caterina's Club, and Chef David Hertz, founder of Gastromotiva, announced the "Power of Pasta Initiative." Already more than 3 million plates of pasta have been donated by pasta makers worldwide.

But the power of pasta goes beyond just a warm meal to fill the stomach. As Chef Hertz explained to the audience, "Food is a powerful agent for transformation and social inclusion. The Power of Pasta initiative is another way to help bring wellbeing to people in need, which can help transform lives."

Similarly, Chef Serato said "Through the Power of Pasta, offering a simple dish like spaghetti with tomato sauce using local seasonal ingredients, we can help feed the hungry, meeting different culinary traditions and bringing people together over a healthy meal".

### The Truth About Pasta

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

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

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

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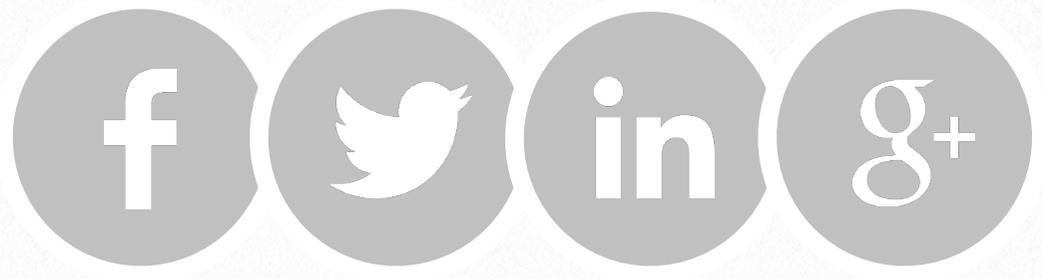


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# 3



## **Pavan Group joins the world of GEA**

**Andrea Cavagnis**  
Pavan Group



**Pavan Group will join the industrial group GEA, to increase its range of technologies with its know-how and experience in the field of plants for the milling industry, for the extrusion of pasta, snacks and breakfast cereals, as well as packaging.**

Along the lines of the growth and development strategy conducted for over 70 years, Pavan Group will join the industrial group GEA, to increase its range of technologies with its know-how and experience in the field of plants for the milling industry, for the extrusion of pasta, snacks and breakfast cereals, as well as packaging. The transaction is still subject to approval by the competent antitrust authorities. The acquisition is likely to be completed in the course of 2017.

GEA is headquartered in Germany and one of the largest suppliers for the food processing industry and for a wide range of other industries. The international technology group focuses on process technology and components for sophisticated production processes in various end-user markets. The group generates around 70 percent of its revenue in the food and beverages sector that enjoys long-term sustainable growth. With its 17,000 employees worldwide, GEA in 2016 generated consolidated revenues of approximately 4,5 billion euros.

Andrea Cavagnis, who has directed Pavan Group for 25 years, will maintain his role as President. The roles of Pavan's whole management team have been confirmed, to highlight the continuity with a management which has reached a few outstanding goals.

“For over 70 years Pavan has proposed a business model fulfilling all the requirements from the global market, constantly reaching its long-term targets. With 2016 turnover of 155 mln euros, the Group employs almost 700 people in 7 plants and is a world leader in the design and realization of technologies and integrated product lines for cereal-based food, from the handling of raw materials to final packaging.

We do believe that this model can reach better performances operating within a bigger and solid Group as GEA is, in order to remain strong and competitive on a global market that increased the need for human and financial resources. Therefore we have decided to support this new development stage along with GEA, as we believe it represents the best possible partner to strengthen Pavan's potential, while ensuring a coherent strategy, an effective organisation and a solid financial status. GEA will be engaged in promoting our growth, in compliance with the strategic and tech-

nological choices of the past few decades, aiming at developing the best technologies and offering our clients the best products and services. The management and structure of Pavan Group will continue to be the same ones that led to the results which have marked the growth of the Group.

To GEA this acquisition is a milestone for the growth and development strategy of its activities in the food industry. Pavan's know-how in the extrusion technologies, the wide range of industrial solutions, R&D's constant work and its presence in the main international markets represent the basis to strengthen growth, especially as far as integrated process solutions are concerned.

GEA's acquisition marks a new growth stage for Pavan, that will rely on the support of a big brand with solid industrial and financial capacity and with the ability to enhance and promote the development of innovative technologies and commercial synergy, aiming at offering clients high quality products and services.

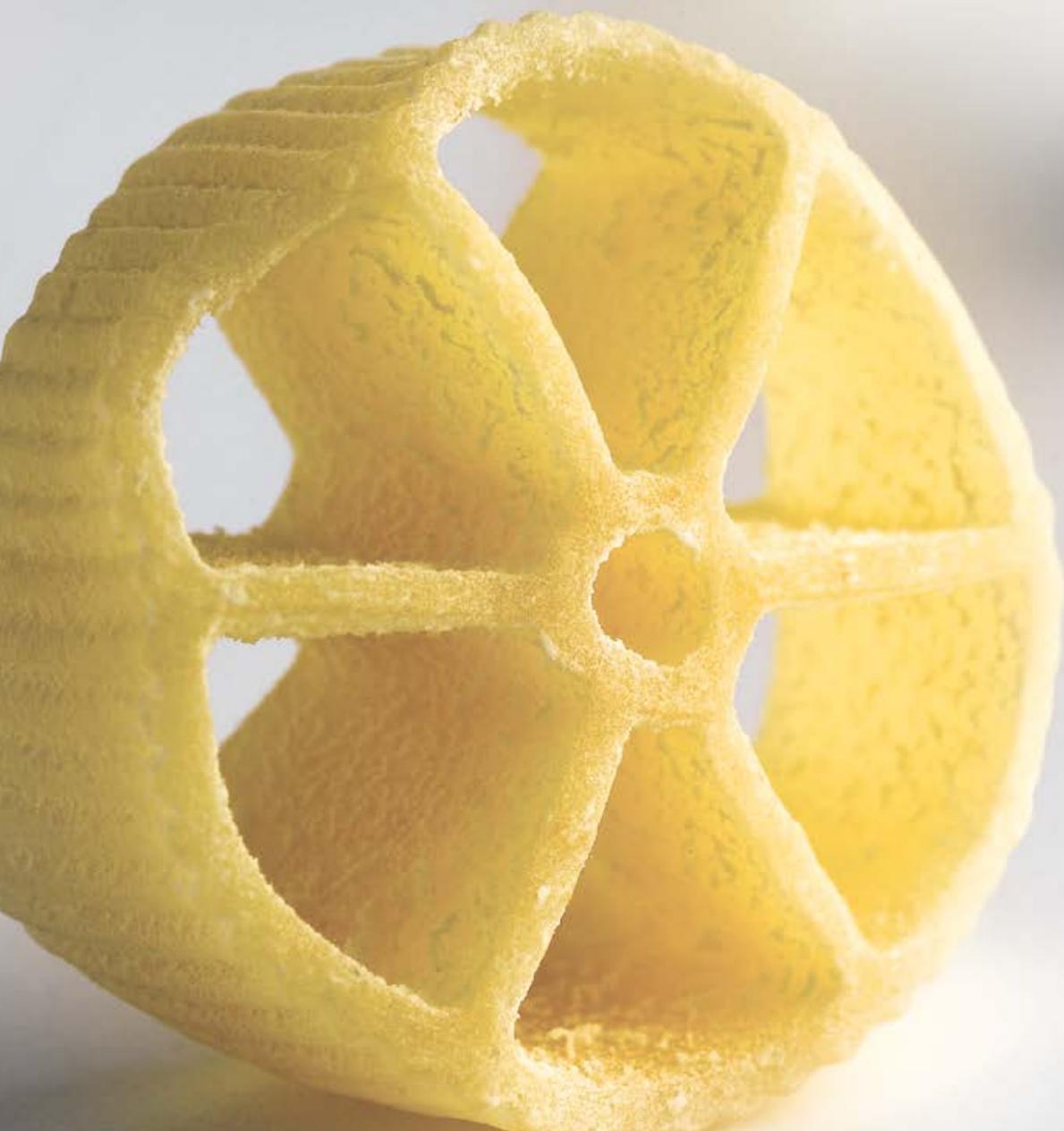
We would like to take this opportunity to thank all of you for your long-time collaboration and for the trust you've put in Pavan Group and we're sure that we will be able to keep improving the development and the feeling of mutual fulfilment which has united us so far".



Andrea Cavagnis,  
President of Pavan Group

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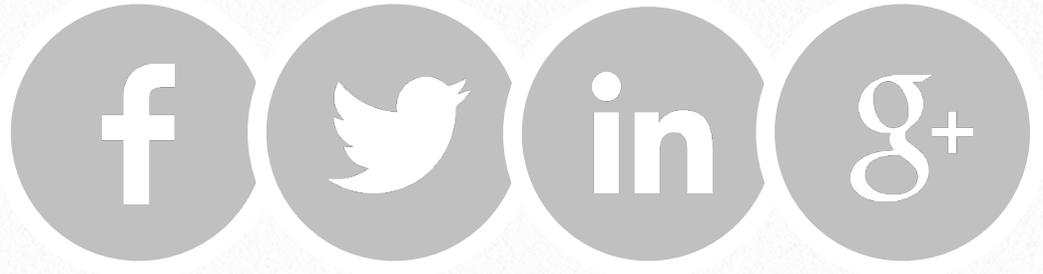
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# 4



## The Pastaria Festival's first edition has attracted huge numbers

Editorial staff



Opening of the proceedings at Pastaria Festival In addition to Lorenzo Pini (Pastaria), the other speakers were Mario Piccialuti (AIDEPI), Luca Virginio (Barilla and IPO), Justo Bonetto (APPF), Virna Soncin (APPAFRE) and Riccardo Cavanna (Ipack-Ima).

**More than 300 operators came together in Parma for the first edition of the Pastaria Festival. Seven conferences, seven free workshops, different company presentations and an exhibition hall provided a unique moment of encounter, discussion and professional development, all designed to celebrate Pastaria's 10<sup>th</sup> anniversary. And work has already begun on the 2018 edition.**

“We’d like to thank all those who, with their involvement, their commitment and their warmth, helped us celebrate Pastaria’s 10<sup>th</sup> anniversary. They contributed towards making the Pastaria Festival a memorable and extraordinary moment of encounter, discussion and professional development for all supply chain operators. It was a wonderful anniversary.

We have already begun working on the next edition. Thank you again. See you all at next year’s Pastaria Festival!”

These are the words of Pastaria’s CEO, Lorenzo Pini, in a brief thank you note sent to the many key players in the pasta production industry and the supply chain who participated in the Pastaria Festival on 29 September in Parma (Italy).

The event, organized in partnership with Ipack-Ima and Tuttofood, in collaboration with AIDEPI (Italian Association of Confectionery and Pasta Industries), APPAFRE (Italian Association of Small/Medium Fresh Pasta and Gnocchi Manufacturers), APPF (Italian Association of Fresh Pasta Producers), IPO (International Pasta Organisation), OTAV (the Veneto and Trentino Alto Adige branch of the Association of Food Technologists), OTAP (the Piedmont and Valle d’Aosta branch of the Association of Food Technologists) and with the patronage of DeFENS (University of Milan) and GSICA (Italian Scientific Group of Food Packag-

ing), was attended by more than three hundred and thirty people, who had arrived in Parma to visit the exhibition hall (featuring companies that supply the machines, ingredients and services for pasta production) and to attend the packed programme of conferences, workshops and presentations listed here:

- *Dried pasta: what’s cooking?* (Conference in collaboration with DeFENS, University of Milan)
- *Waste reduction and environmental sustainability: case histories and good practices in fresh pasta production facilities* (Conference in collaboration with APPAFRE)
- *How to optimise air quality in fresh pasta systems* (LCB Food Safety presentation)
- *Organic supply chains in the pasta sector* (Molino Grassi Conference)
- *From the product to service: the drivers in food growth* (Pastaria workshop on marketing)
- *Fresh pasta: market, technologies, processes and machines* (Pavan presentation)
- *ABS tray for drying pasta: the advantages at an industrial level* (IFT presentation)
- *Fresh pasta, from supporting to leading role on international markets* (APPF Workshop)
- *Food commodities, scenarios and risk factors* (Pastaria workshop on raw materials)

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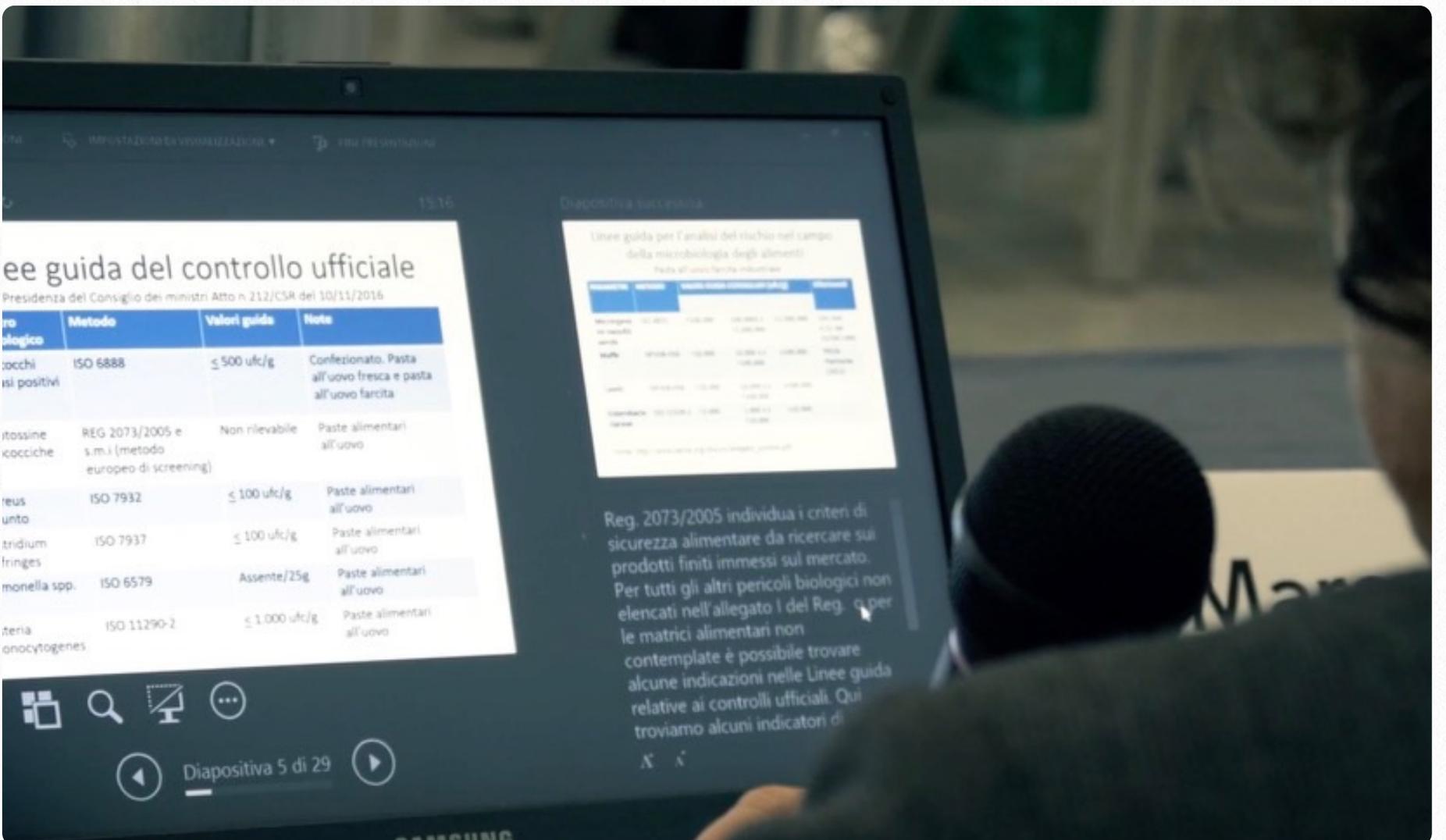
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From left to right, Luca Virginio, Riccardo Cavanna and Lorenzo Pini

- *Innovative, technological and safety aspects of fresh pasta* (Conference in collaboration with OTAV)
- *Raw materials and end product: complexity of assessment based on intended use* (Conference in collaboration with OTAP)
- *Problems and opportunities for pasta packaging today* (Conference in collaboration with GSICA)
- *A journey through pasta's plus points: taste, quality, sustainability and versatility of a forward-looking product* (AIDEPI Workshop)
- *Wholemeal semolinas and low-grade organic semolinas for a pasta that is rich in fibre* (Molino De Vita presentation)
- *Industrial and intellectual property in the food sector: patenting and more* (Pastaria workshop on intellectual property)
- *New technologies for pasta storage* (Agri-flex presentation)
- *International communication actions to support pasta: the importance of collective and integrated action to tackle the false myths about pasta* (IPO Workshop)
- *Allergens and contaminants: for dispute-proof labelling* (Pastaria workshop on labelling)
- *Gluten-free milled products, rich in protein and functional for pasta production* (MartinoRossi presentation)
- *With and without gluten: global prospects and trends in pasta consumption in "away from home" and retail sales channels* (Conference in collaboration with Pastaria Centre for Economic Research). "The large number of acknowledgements, the huge enthusiasm, the total participa-





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tion in the spirit of the event of all those who, in their different capacities, gathered around us on a day that was intended to celebrate our anniversary, has spurred us on to wanting to make the Pastaria Festival an annual event for the supply chain: a unique, free of charge opportunity for sharing know-how and competencies related to the field of pasta production. The 2018 edition promises to be an even richer and more interesting event,” said Mr Pini, launching his invitation to next year’s gathering.

Those unable to attend the Pastaria Festival will have the possibility of consulting the papers that will be published in the future editions of Pastaria. The speakers’ slide presentations will be made available on pastaria.it in the coming weeks for free download by the platform’s registered users.

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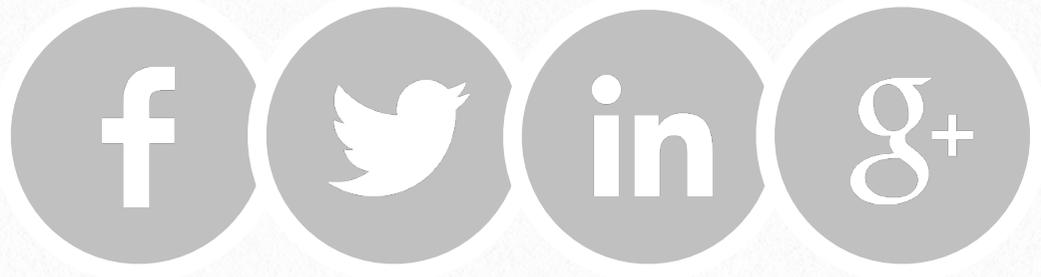
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# 5



## ***Proceedings of the Pastaria Festival. Use of brewers' spent grain in the production of fibre-enriched fresh pasta***

**Cristina Alamprese, Carola Cappa**

Department of Food, Environmental and Nutritional Sciences (DeFENS)  
University of Milan



The study presented at the *Innovative, technological and safety aspects of fresh pasta* conference held as part of the Pastaria Festival, evaluates the effects of adding brewer's spent grain (BSG, a by-product of the brewing industry) on the qualitative characteristics of fresh egg pasta.

Brewers' spent grain (BSG) is the most abundant by-product of the brewing industry. It is obtained from the mashing process, the first step in brewing, after the wort has been filtered to remove solid residues, by means of repeat washes with hot water. Approximately 6.2 kg of BSG is generated per 100 litres of beer (Reinold, 1997). Taking into consideration the fact that beer is the most popular alcoholic drink in the world, the annual production of BSG can be estimated at somewhere in the region of 12 million tonnes (Cappa & Alamprese, 2017).

Up until now, BSG has primarily been used as animal feed and in energy production. However, given the high costs of transport and the low commercial value, only large breweries can achieve any economic gains from such reuse. Being as BSG is rich in fibre ( $\approx 70\%$  DM), proteins ( $\approx 20\%$  DM) and phenolic compounds (1.9% DM) with high antioxidant properties (Santos et al., 2003; Mussatto et al., 2006), its use in food products could be beneficial to human health while at the same time helping to increase the sustainability of the beer production process.

In particular, it has been scientifically proved that fibre has positive effects on human health and may be particularly useful in treating obesity and hypercholesterolemia as well as for preventing certain types of diabetes and cancer (Fastnaught, 2001). This is why the Italian Society for Human Nutrition (SINU - *Società Italiana di Nutrizione Umana*) recommends a benchmark range of 12.6-16.7 g /1000 kcal of fibre intake in adults. As a nutritional target for disease prevention in adults, it is advisable to consume at least 25 g/day of dietary fibre even in the case of calorie intakes below 2000 kcal/day, opting for foods which are naturally rich in fibre such as whole-grain cereals, pulses, fruit and vegetables. For children ( $\geq 1$  year) a fibre intake of 8.4 g/1000 kcal is recommended (LARN, 2014).

Adding BSG to numerous bakery products (such as bread, muffins, biscuits, breakfast cereals, cakes, waffles, doughnuts, etc.) has already been tried on an experimental level, but the effect it has on the colour (browning) and flavour of the products, not to mention the texture, have so far only made it possible to add only a very limited amount; approximately 5 to 10 g of BSG per 100g of product (Mussatto et al., 2006).



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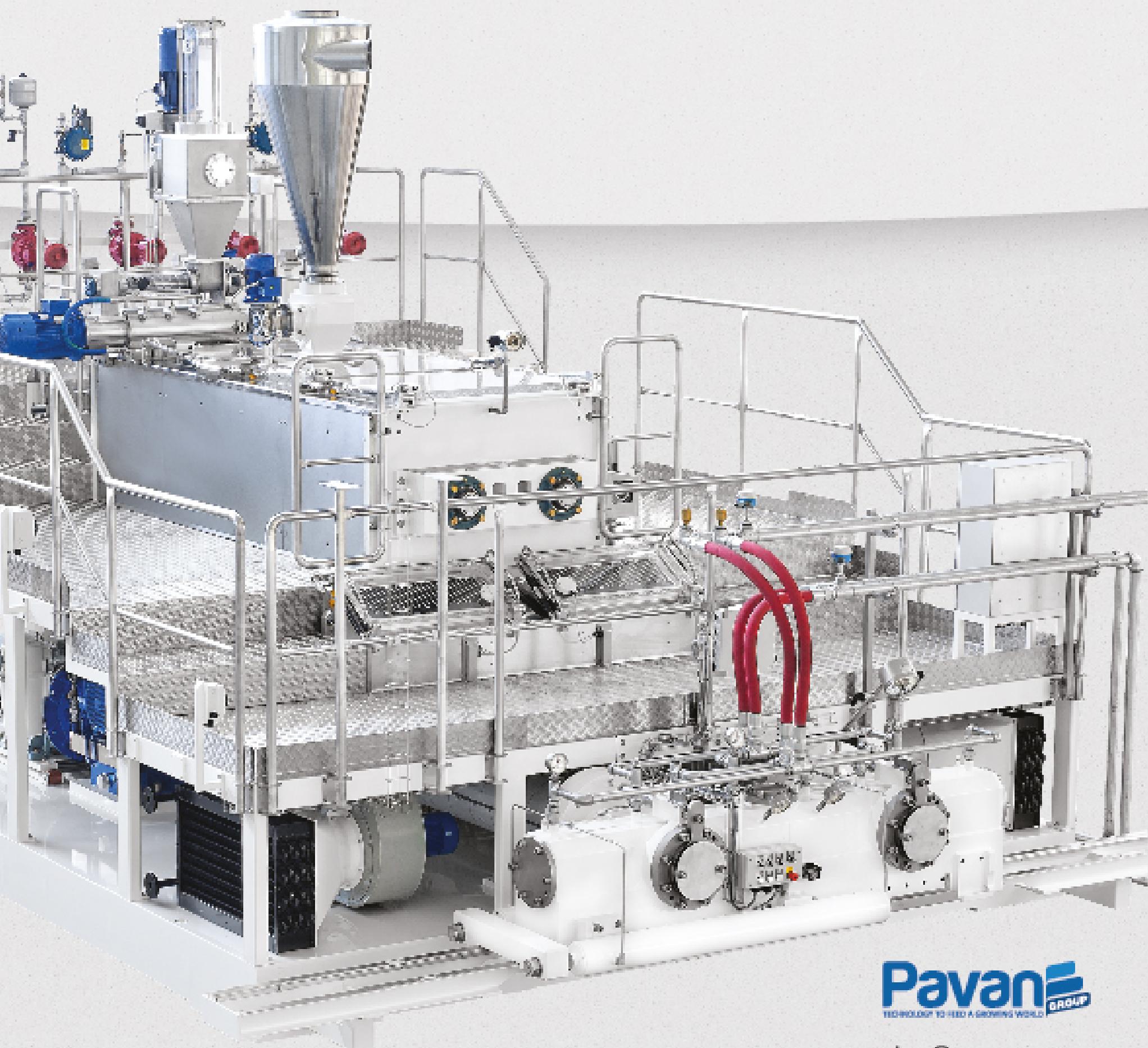
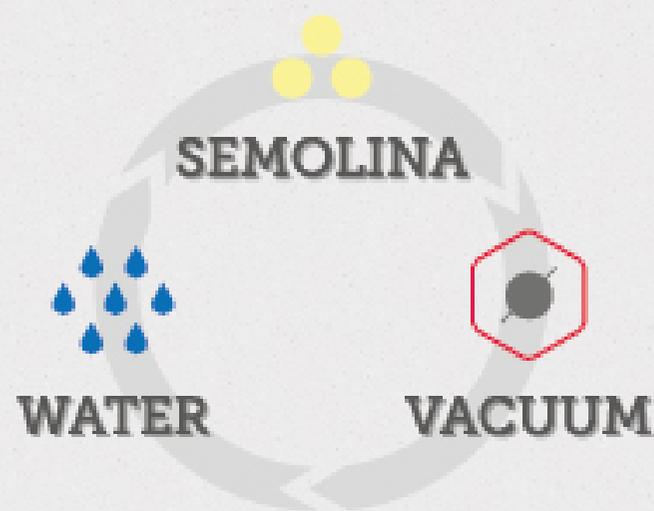


This is why the aim of this work was to evaluate the possibility of better BSG exploitation, studying the effect it has on qualitative characteristics when added to a product such as fresh egg pasta. Fresh egg pasta was chosen for the study to exploit the binding effect offered by the egg proteins and counteract the weakening of the gluten network which can result from the fibre content added by the BSG. Moreover (even though this is not allowed under Italian legislation), being as the research in question is of international value, it was also decided to study the effects of adding powdered egg white to further improve the structural properties of the end product (Cappa & Alamprese, 2017).

Following a particular trial design, 13 samples of pasta sheets for lasagne were made using a plant commonly used to produce fresh artisanal pasta. The recipe was based on the use of soft wheat flour and durum wheat semolina in equal portions and 20% pasteurized egg mixture plus the addition of BSG and powdered egg white in varying quantities of between 3-25% and 0-12% respectively. The recipes were balanced to have a constant moisture level in the dough.

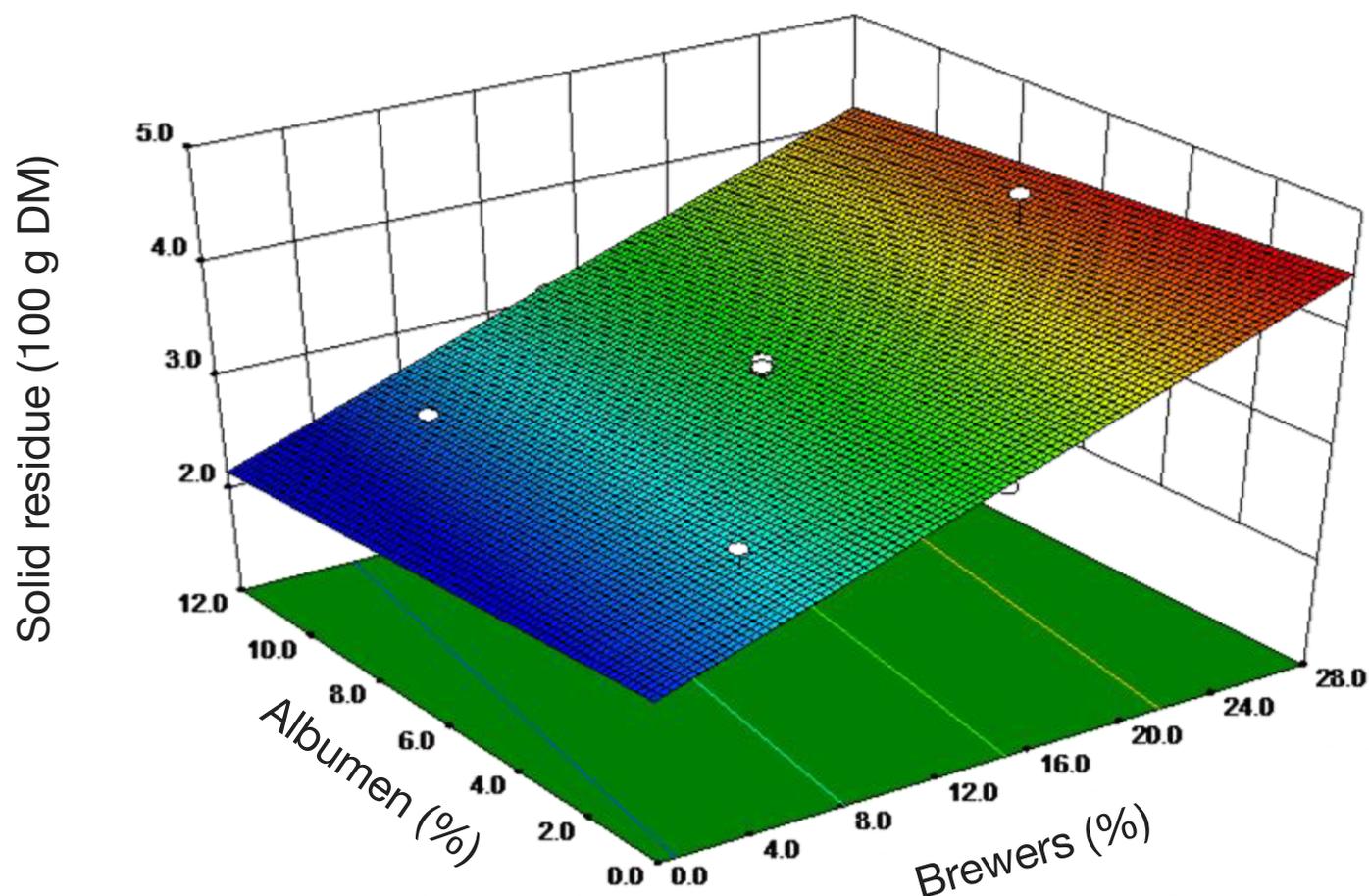
The BSG was kindly supplied by the Birrifico Lambrate brewery (Milan) immediately after beer production. Before being used to make pasta it was dried in a vacuum oven at 60 °C for 48 hours and milled to a

# The essential in three ingredients



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**Figure 1. Response surface relative to the solid residue released by the pasta into the cooking water.**

particle size of less than 500  $\mu\text{m}$ .

All samples were assessed on the main qualitative indices, i.e. cooking performance, expressed as weight gained during cooking and solid residue released into the cooking water, the mechanical properties of the pasta when both raw and cooked, determined by traction testing, and its colour on the CIE L \*a\*b\* scale, again for both raw and cooked pasta. Cooking was carried out in standard conditions for all samples, using a special sheet pasta cooking basket and cooking 4 sheets (20 x 10 cm) in 1.5 litres of mineral water with no salt. Cooking was continued for 3 minutes and the pasta was then drained for 2 minutes, cooled and then analysed.

Analytical data was processed using quadratic models to calculate response surfaces to describe the trend of each qualitative parameter according to the two experimental factors studied, i.e. the amount of BSG and powdered egg white in the



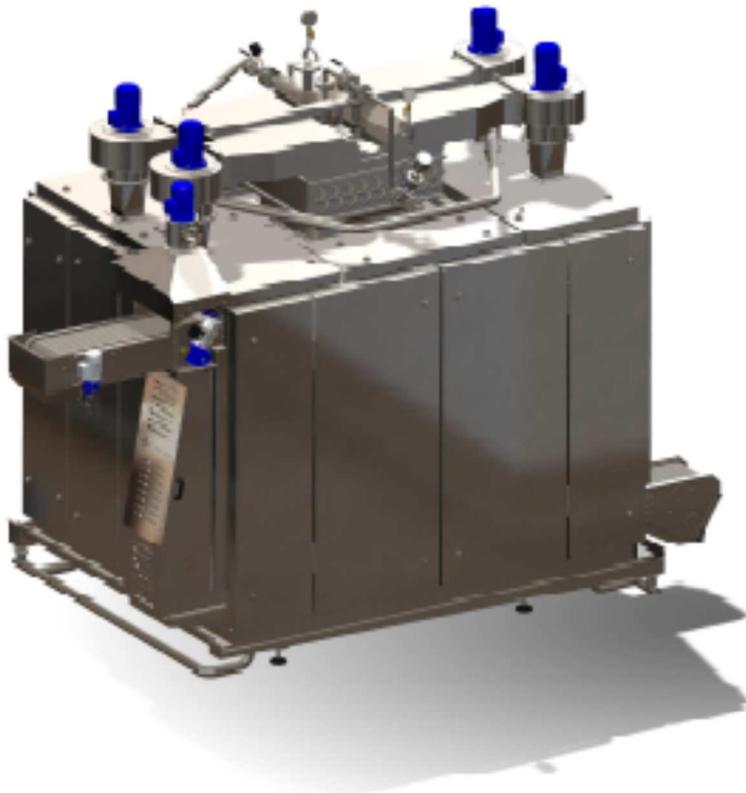
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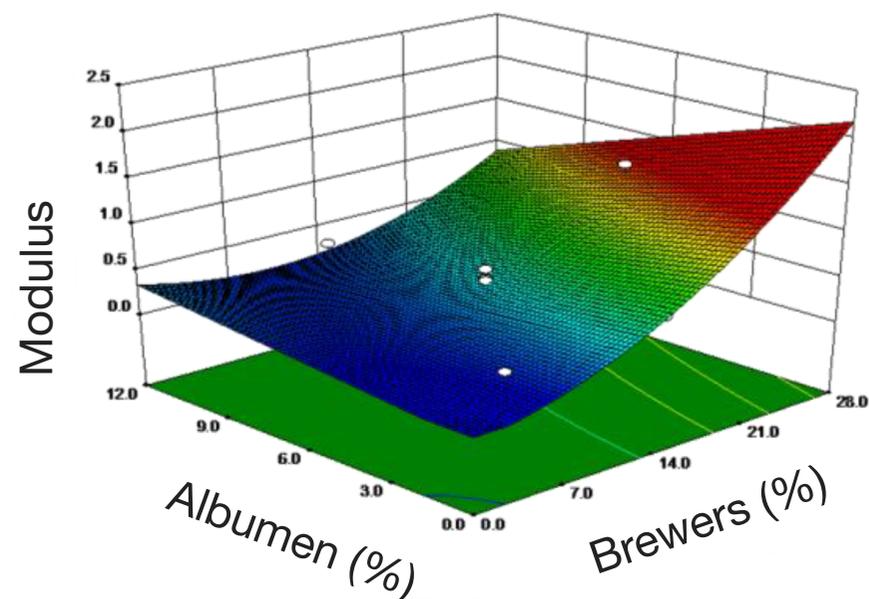
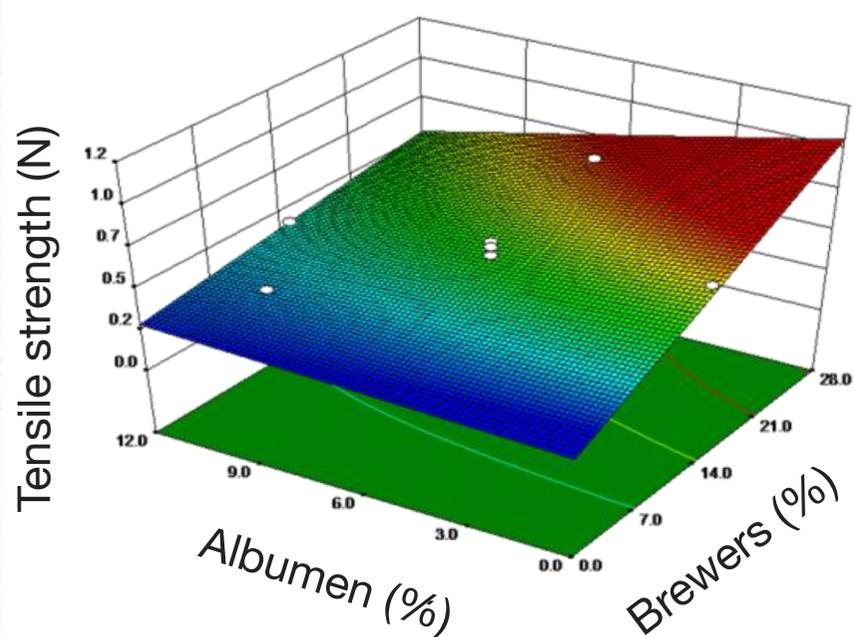
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**Figure 2. Response surfaces relative to the tensile strength and Young's modulus measured by traction testing of the raw sheets.**

pasta and any interaction between the two.

Figure 1 shows the response surface relative to the solid residue released by the pasta during cooking: as the quantity of BSG increases so the solid residue increases significantly, going from approximately 2-4 g /100g DM. On the other hand, the effects resulting from the quantity of powdered egg white used are negligible. The increase in solids lost in cooking with the increase in the BSG content is due to both the soluble components released by the BSG itself and by the weakening of the gluten network caused by the increased presence of fibre which leads to greater swelling and gelatinization of the starch granules, resulting in the dispersion of part of the starch into the cooking water.

The weakening of the gluten network caused by the fibre content of the BSG can also be detected by observing the response surfaces for the texture characteristics of the raw pasta (Figure 2). The tensile strength and the Young's modulus measured during traction testing, which respectively indicate the hardness and stiffness of the pasta, increase as the

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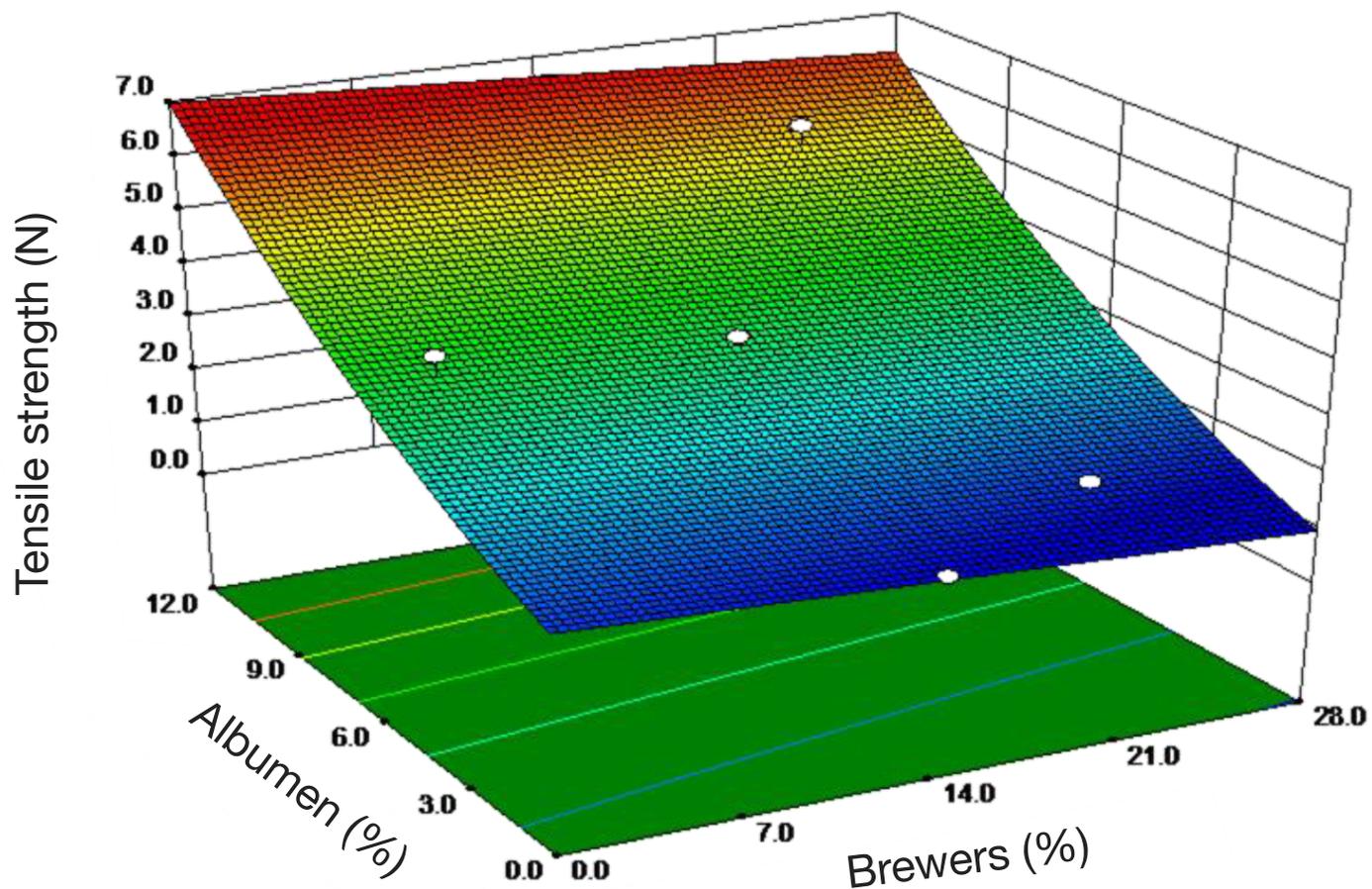
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**Figure 3. Response surface for the tensile strength measured by traction testing on cooked pasta sheets.**

amount of BSG increases, indicating a worsening of the mechanical properties of the pasta which also becomes less machinable. On the other hand, the addition of powdered egg white has a positive, structuring effect and at higher concentrations of BSG it is able to make the pasta more elastic. The positive effect of adding powdered egg white on the structure of the pasta is even more apparent after cooking, because heat makes the ovalbumin (the main protein found in egg white) coagulate and interact with the gluten proteins, making the protein network stronger, giving more “backbone” to the pasta which would otherwise not withstand cooking properly. From the response surface shown in Figure 3 relative to the tensile strength of the cooked sheets, it can be seen how the higher concentration of powdered egg white increases the tensile strength, therefore resulting in pasta which is firmer to the bite, i.e. more “al dente”.



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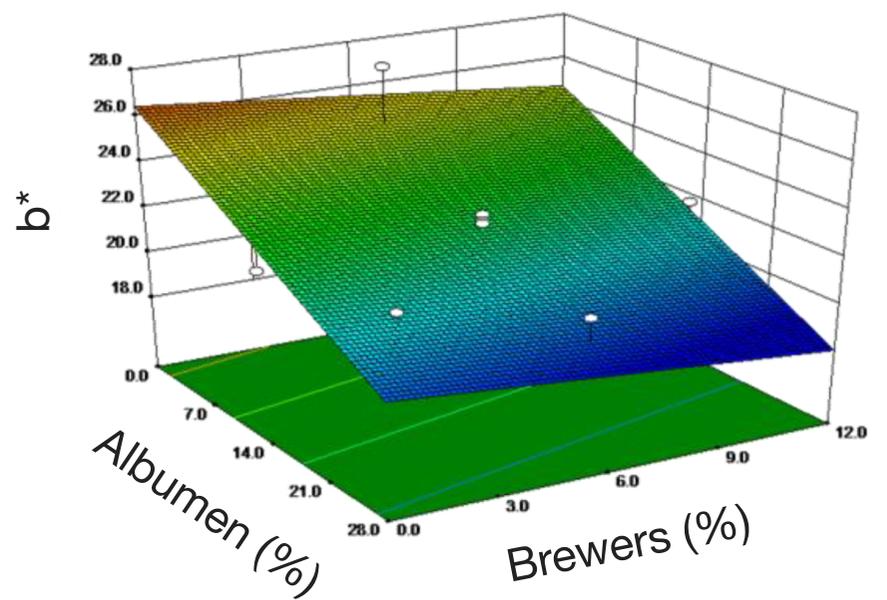
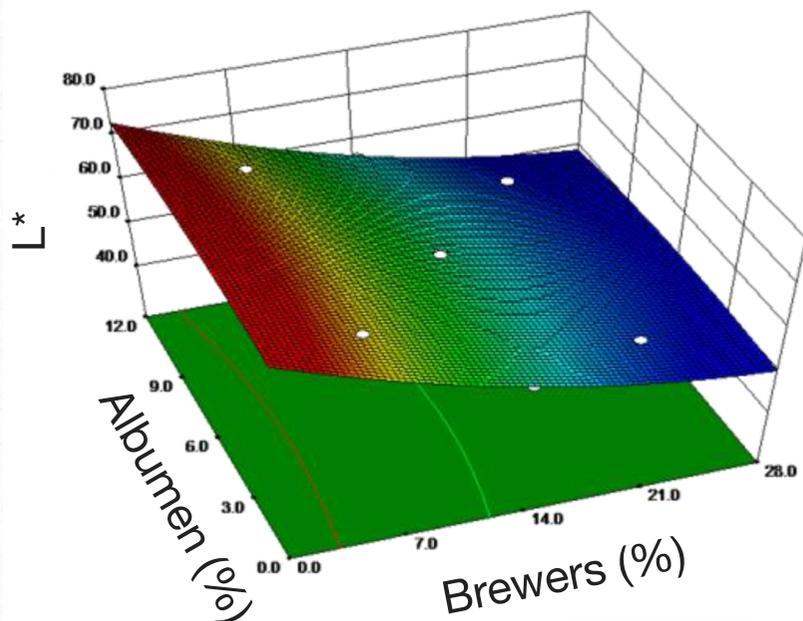
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**Figure 4. Response surfaces relative to the colorimetric components  $L^*$  (brightness) and  $b^*$  (yellow index) of the cooked sheets.**

As for the colour of the pasta, Figure 4 shows the response surfaces relative to the two colorimetric indices of cooked pasta, brightness ( $L^*$ ) and the yellow component ( $b^*$ ). Both indices drop as the quantity of BSG increases, indicating a browning of the sheets, visible even to the naked eye (Figure 5). The concentration of powdered egg white, on the other hand, has no significant effect on the colour of the sheets.

Application of the trial design and calculation of the response surfaces also made it possible to use a statistical optimization technique which makes it possible to calculate the best recipe for the pasta to obtain minimum solid residue release during cooking and good texture characteristics, especially in terms of elasticity and rigidity of both the raw and cooked pasta. Data processing showed that the pasta recipe best suited to meeting these characteristics is the one with 6.2% BSG and 10.2% powdered egg white; this amount of BSG makes it possible to achieve a dietary fibre content in the pasta of 4.8% and therefore, according to Regulation (EC) No. 1924/2006, the product could be labelled a “source of fibre” because it contains over 3% of fibre.



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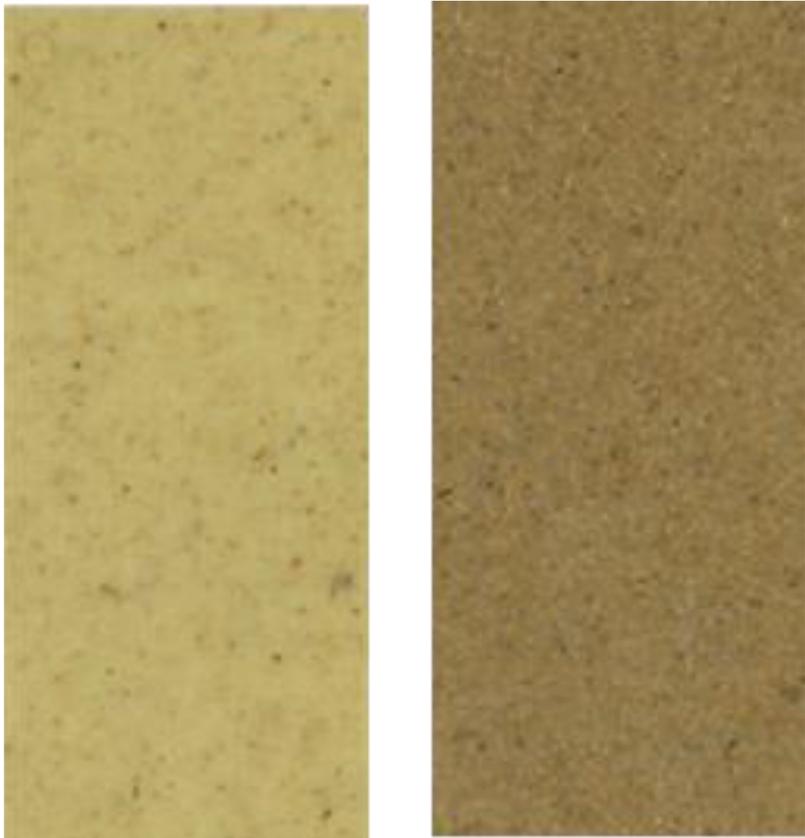


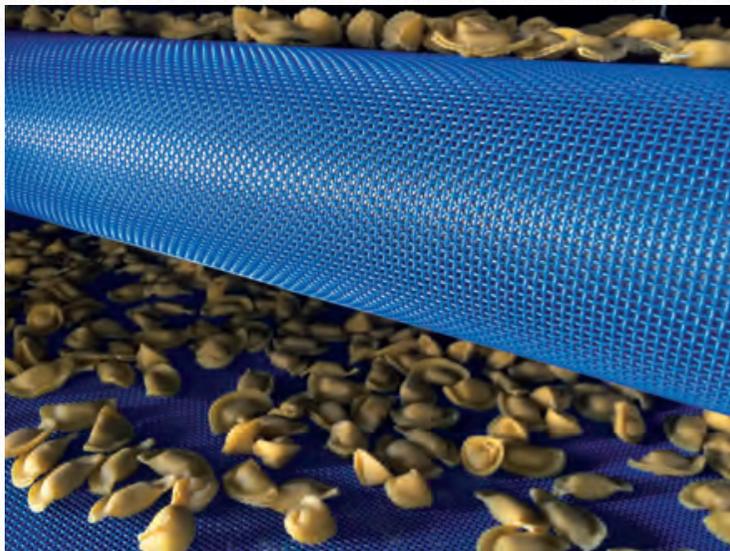
Figure 5. Image of two samples of cooked sheets containing the minimum (left) and the maximum (right) concentration of BSG, equal to 3% and 25% respectively.

In conclusion, the work has shown that it is possible to better exploit BSG through its use, in combination with powdered egg white, in the production of fresh pasta which may boast the nutritional claim “source of fibre” and therefore have a high added value. This, in addition to providing the consumer with a product with better nutritional properties, would also offer small and medium sized breweries a chance to make their process more sustainable both economically and environmentally, as they would have less solid waste to dispose of and a higher economic value of their biggest by-product.

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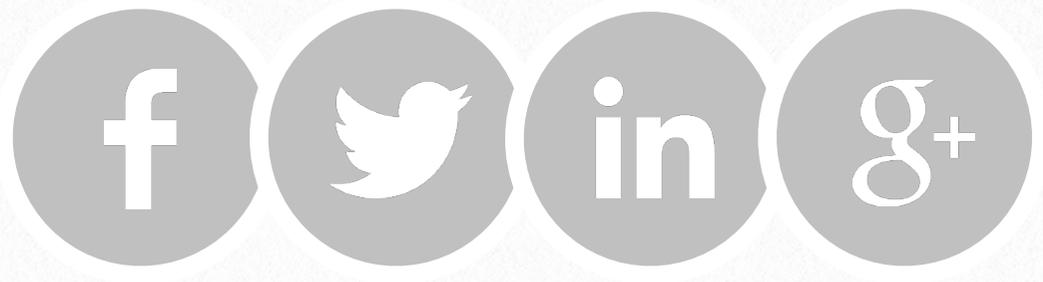
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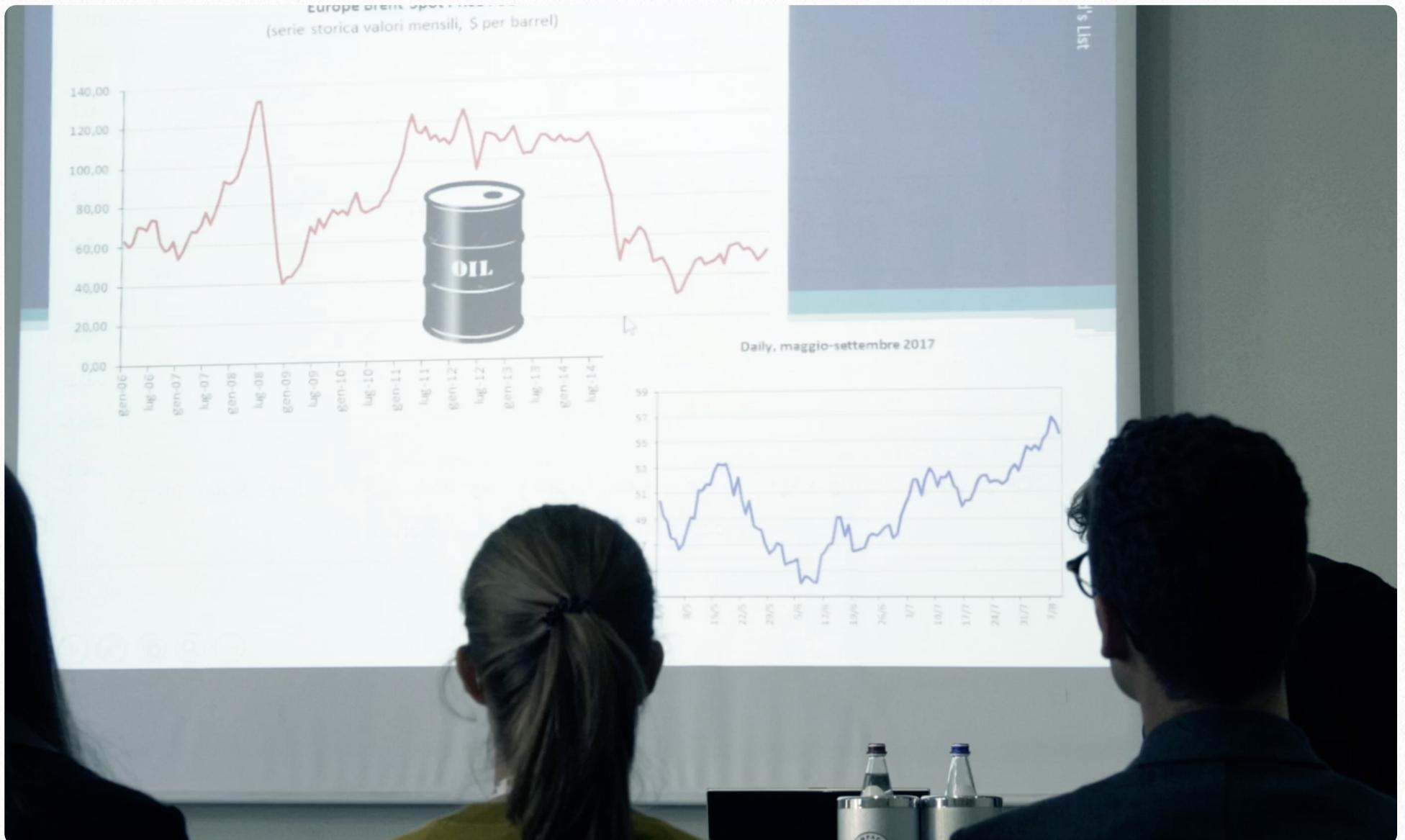
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# 6



## ***Proceedings of the Pastaria Festival. Food commodities, scenarios and risk factors***

Centro studi economici  
Pastaria



The contents of the Pastaria workshop on raw materials held in the recent edition of the Pastaria Festival.

## Economy, slow progress in Italy: GDP still below the levels of the Great Recession

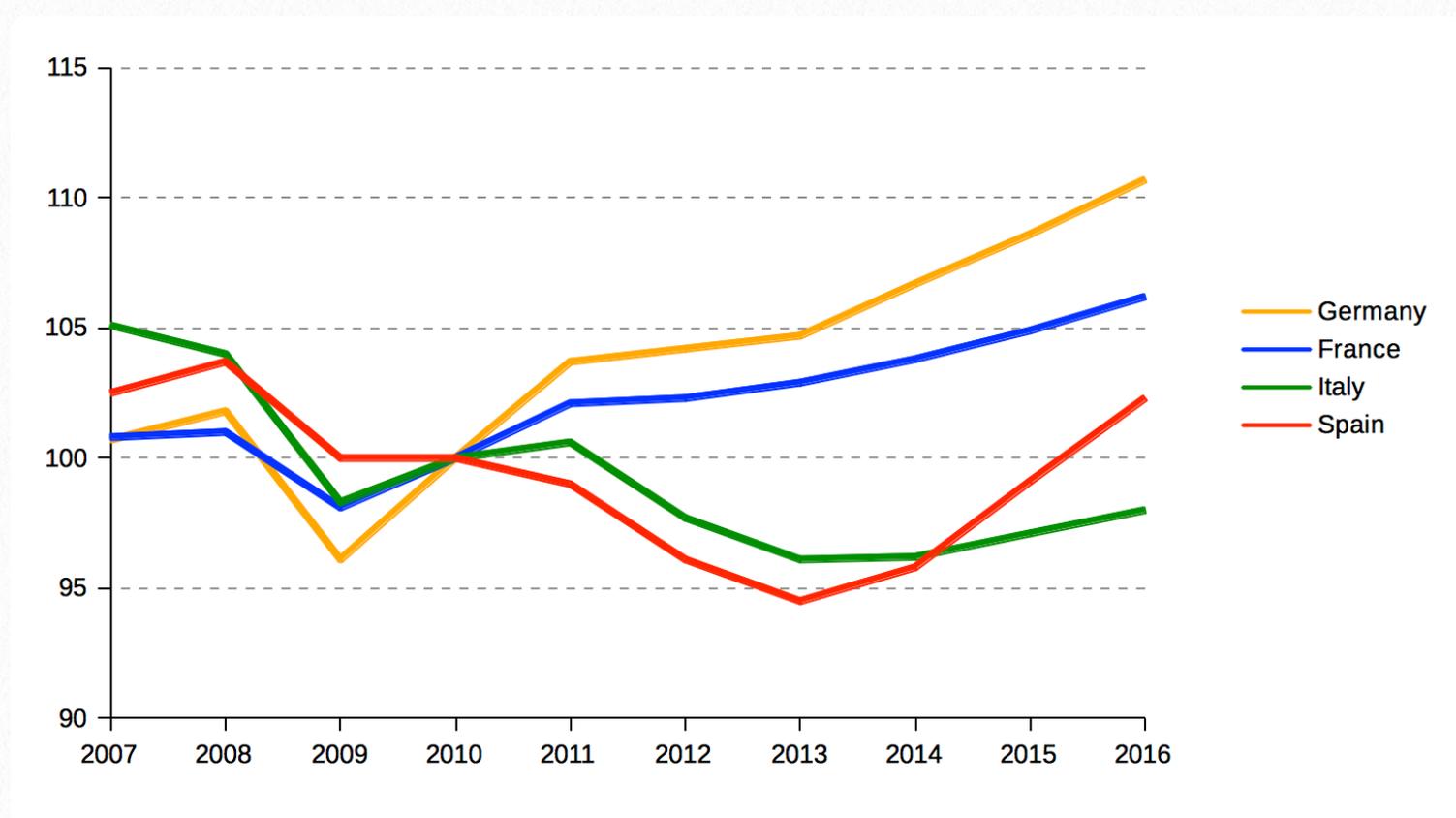
The international economic scene is starting to take on a more favourable profile. Growth is being consolidated in both the US and the Eurozone; synchronized for the first time since the 2008-2009 economic crisis, while leading cycle indicators remain positively oriented.

Italy is growing, but at a slower pace than the main European economies. It should also be noted that the gross domestic product (GDP) is maintaining a shortfall of 5.8% against pre-crisis levels (2008), while France and Germany have exceeded the real 2008 GDP value by 5.1% and 8.7% respectively.

## Consumption, partial recovery, in Food & Beverage only on-trade doing well

On the consumption front, the macroeconomic picture shows a situation similar to that of GDP, with values lower than those recorded before the

Graph 1 EUROPEAN GDPS (2010=100)



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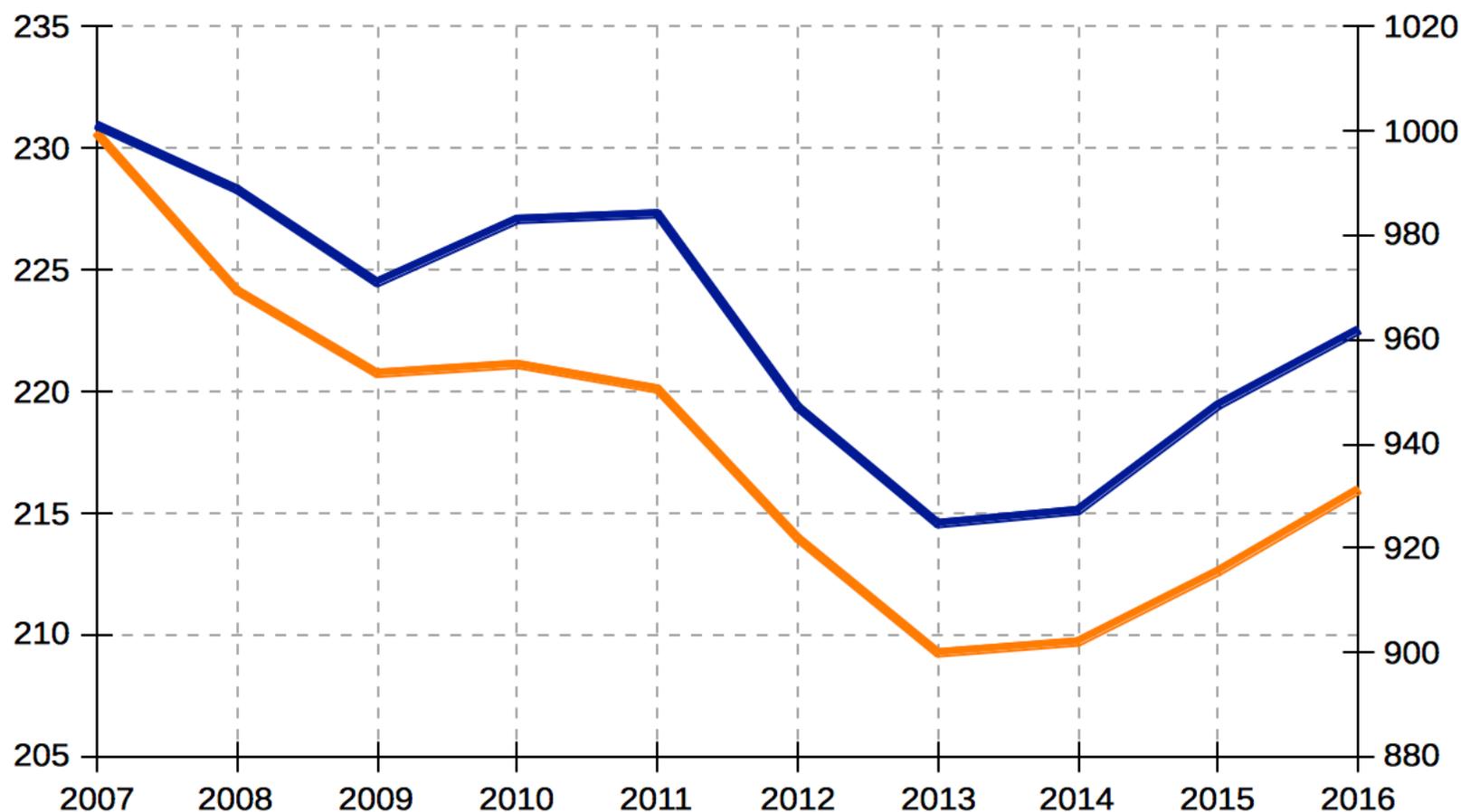
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**Graph 2 ITALY – SPENDING ON FOOD CONSUMPTION (€ BLN, AT CONSTANT PRICES)**



— Food & Beverage (Off and On Trade) – left column  
 — Total consumption – right column

Great Recession in both Italy (-2.7%) and Spain (-4.2%). In contrast, spending on consumption, still deflated, recorded positive changes in 2016 of 6.1% in France and 8.8% in Germany, again compared to 2008 levels.

In the food sector, negative retail sales dynamics can be seen in Italy, with significant reductions ranging from 7 to 8.5% in off-trade (large scale distribution and smaller retailers). On the other hand, positive variations emerge from the national accounts statistics for catering services, also driven by the growing phenomenon of

food delivery. On the whole, departmental sales, including beverages, recorded (between on- and off-trade) a drop of 3.7% compared to 2008 levels.

## **Inflation, energy on the move. Catering is also raising its head**

The deflationary trend has also been put behind us, high living costs are back in Italy. There was talk of reflation when the trend in consumer prices reached a peak of 1.9% last April. But in May, a third



Graph 3 BALTIC DRY INDEX



phase opened which has led to the current scenario of lowflation, i.e. moderate inflation, which is not necessarily long-lasting. In fact, the question mark concerning energy, which has driven up the prices for fuel and transport services (+ 3.7% annual growth in August) remains. Also driven by a recovery in out-of-home spending on food, the prices for hospitality and catering services have reached a growth rate of + 2.2% against the 1.2% of overall inflation and 0.8% in food inflation.

## Oil & Gas, attempts at restarting Freight driving crude oil prices

The OPEC agreements on production and export quotas have boosted oil prices, once more permanently over \$ 55/barrel for the North Sea European benchmark (Brent dated). The oil producers and exporters' Cartel is also seeking an agreement with American frackers, the main players in the escalation of US production of so-called shale oil, oil extracted from shale rock, the booming supply of which

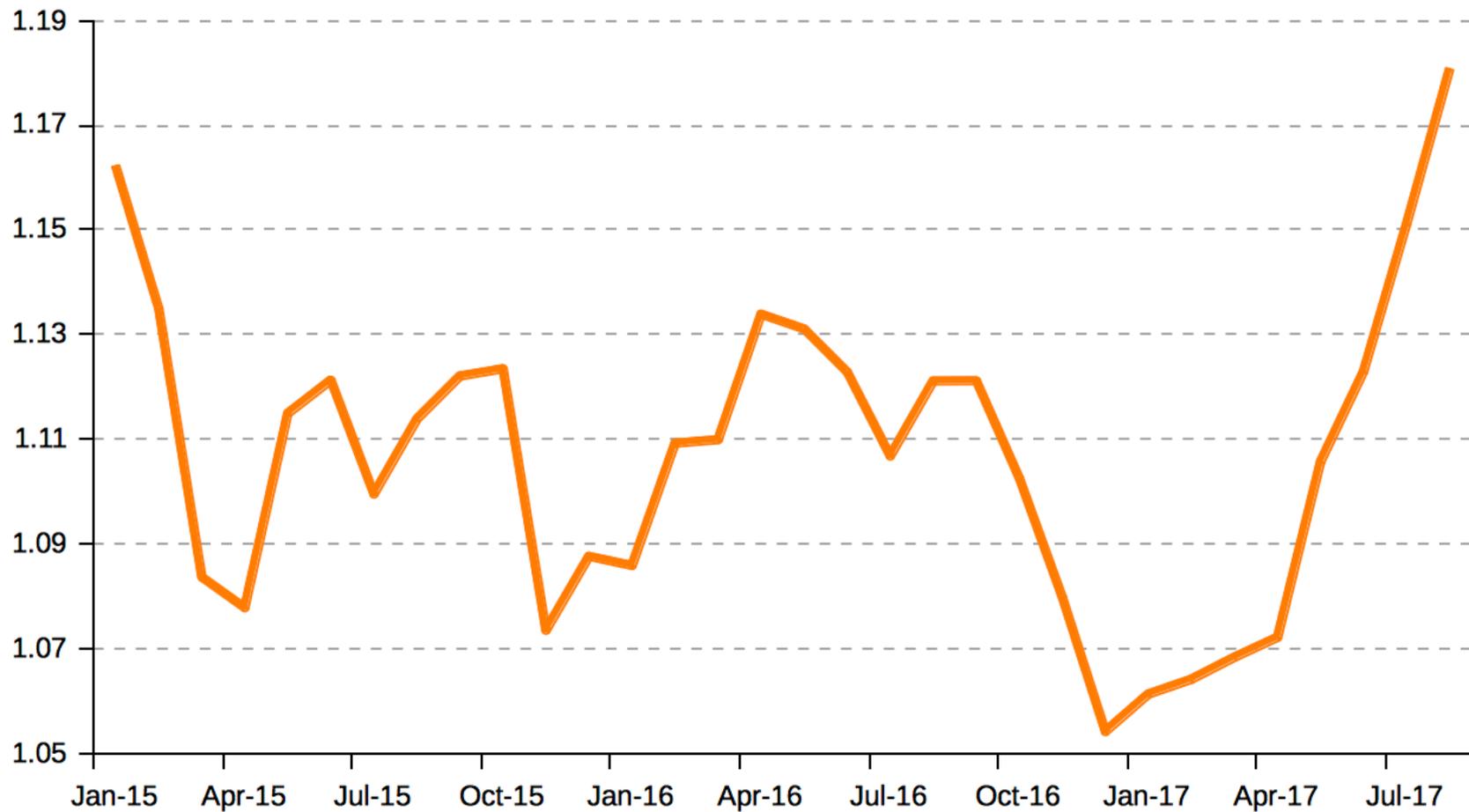


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**Graph 4 EURO/DOLLAR EXCHANGE RATE – MONTHLY HISTORICAL**



has in recent years upset the balance in world markets.

The recovery in crude oil prices has put the Baltic dry index, the indicator summarizing the cost of sea freight, back up to its highest level in approximately three years, creating moderately inflationary scenarios on various product fronts, including food & beverage.

### **Euro/dollar, short excursion above the 1.20 mark**

The exchange rate between the single European currency and the US dollar has recently experienced a phase of marked volatility, reaching a peak of \$ 1.20 for one

Euro. Currency movements, however, do not seem to be justified by the fundamental influences (growth in the States seems more accelerated than in Europe), and even less so by monetary policies that tend to take on a more restrictive nature in the US, where interest rates are gradually increasing. The ECB (European Central Bank) on the other hand, seems to be focused on keeping an accommodative attitude, reducing (albeit at a very gradual pace) quantitative easing, the purchase (unconventional) of bonds and corporate bonds, and postponing any direct intervention on interest rates which are currently at rock bottom.

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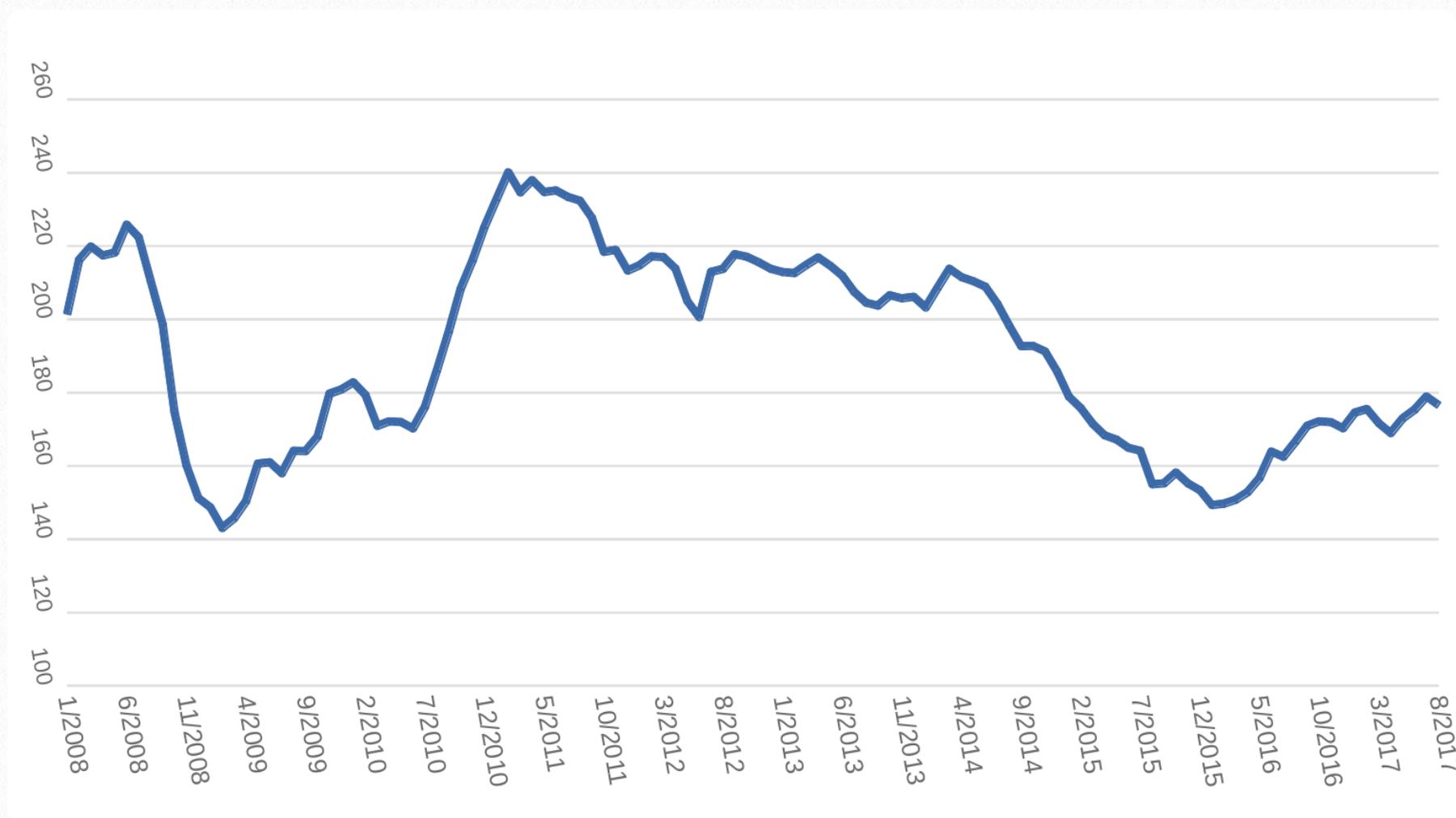
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Graph 5 FOOD PRICE INDEX FAO



### International scenario, from headway to momentum

Forecasts for 2018 show a strengthening of US economic growth at + 2.4% and a more moderate scenario of expansion in Europe, with a Eurozone GDP which should be curbed at +1.8% as opposed to the 2.2% expected this year.

There are positive indications for emerging countries whose economy should move forward next year at an annual rate of 4.8%. The Euro/dollar exchange rate should tend towards revaluation in favour of the EU currency, forecasting a 2018 average of \$1.18 for one Euro (current level), against the \$1.13 of 2017.

### Italian trade balance, record assets. Export of agri-food heading towards a quota of €40 billion

2016 was the fifth consecutive surplus year for the Italian trade balance. The energy component played a decisive role in draining import spending, but exports could still experience a significant trend of expansion.

For the agri-food sector, the balance of foreign accounts remains negative, albeit at the lowest since the early 1990s, with a deficit of only €4.5 billion in 2016. The import-export scissors tend to close, while overseas sales of agricultural, food and



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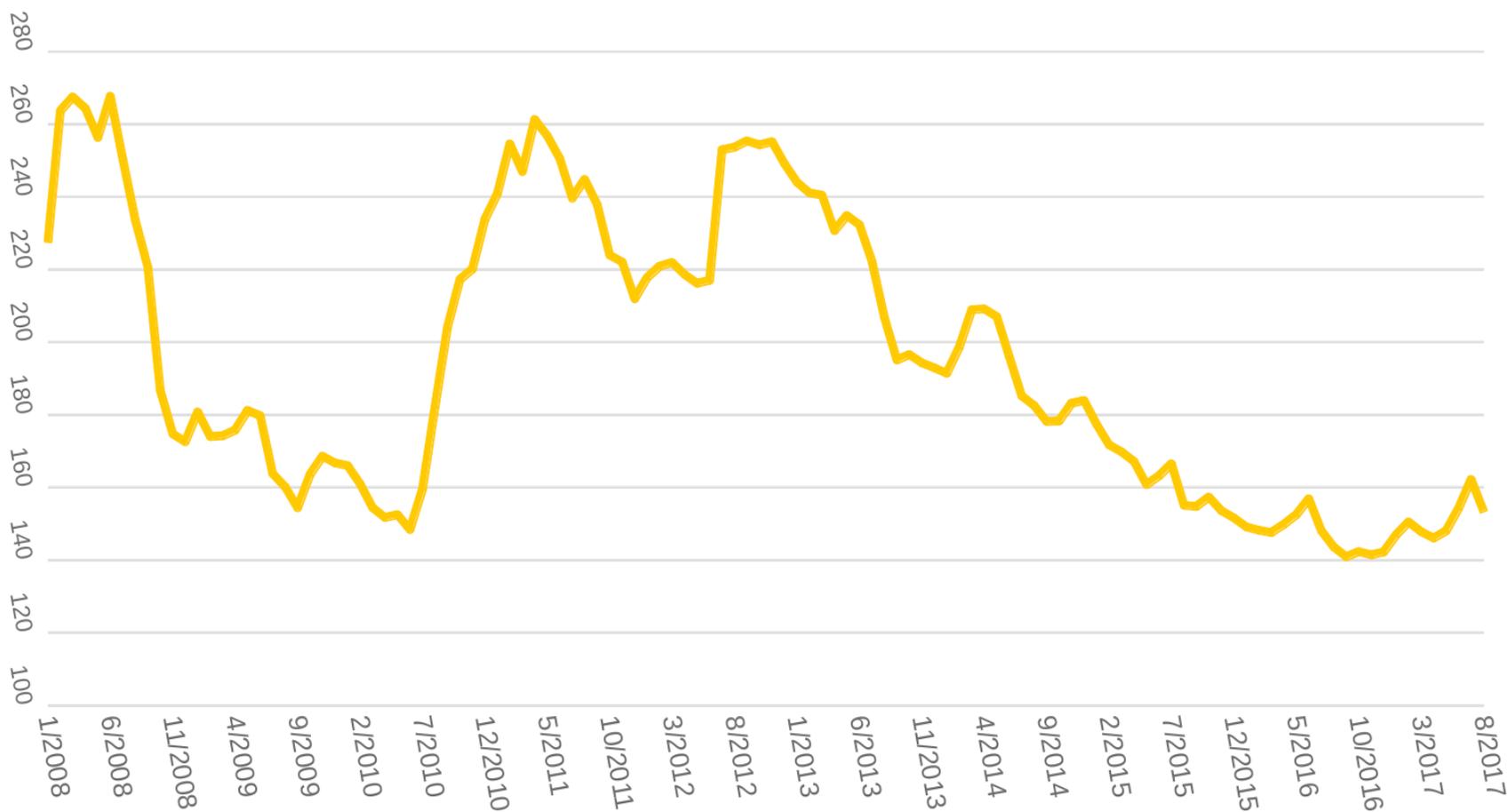


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Graph 6 CEREAL PRICE INDEX FAO



beverage products are heading towards a record threshold of €40 billion.

## Soft commodities, calm chaos

In this context of general economic recovery, moderate inflation, strengthening of the Euro against the dollar and positive developments on the international trade front, the market for agricultural and food commodities, after a markedly negative path, has regained a bit of vigour, but still remaining visibly below par.

The “XL” stocks in the cereal sector and the confirmation of harvest which weren’t

as negative as initially expected will keep the price lists down, according to the prevailing opinion of analysts. Black Sea grain exports, in particular from Russia, which, albeit with logistical problems, will play a leading role in world markets, tending to exacerbate the already tense relationships between competitors by increasing competitive pressures.

Dairy products are expected to see scenarios of moderate growth in world supply and gradual price drops, following an upward trend driven by strong demand, above all from Asia, and a production deficit in relation to needs. Slight downward corrections are also possible for certain



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**Table 1 GLOBAL WHEAT ESTIMATES (MLN OF TONS)**

	2014/15	2015/16	2016/17	2017/18
Production	730	738	754	742
Consumption	715	718	736	738
Stocks	206	226	244	248

**Table 2 CANADIAN DURUM WHEAT ESTIMATES (,000 TONS)**

	2015/16	2016/17	2017/18	Variation
Production	5389	7762	3898	-49.8%
Exports	4543	4730	4200	-11.2%
Stocks	1100	1863	800	-57.1%

**Table 3 DURUM WHEAT ESTIMATES – REST OF THE WORLD (,000 TONS)**

	2016/17	2017/18	Variation
Europe	9711	8739	-10.0%
- Italy	5110	4158	-18.6%
USA	2830	1380	-51.2%
World	39900	36900	-7.5%

cuts of meat, especially pork, and adjustments for olive oils are always downwards, following last year's soaring prices, albeit in anticipation of prices which remain high. In Italy, as in other international market places, the mini-recovery of durum wheat has for the time being run aground in a market lacking in vitality. The latest moves have also led to a return path, albeit partial, to the earnings recorded at the start of the season.

International markets may in general be affected by the most cautious evaluations (but they do not exclude any major corrections) on Canadian crops; estimates that indicate (somewhat surprisingly) a drop of 50% in production compared to the record figures of 2016.

The same situation applies to the USA, where the halving of harvests seems to be supported by objective data, mainly seed, but also yield, both falling sharply. In



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Europe, the forecast of a minus 10% should not alter the overall market scenario, in the face of stocks which still remain high.

The soft wheat scenario remains low-cost for the aforementioned stock-effect on world equilibrium, with wheat stocks estimated as being at all-time highest levels. The butter rally should gradually make a comeback, while the egg market could maintain the “recovery track” of the current economic phase.

The most critical elements today remain the neo-protective ambitions above all in the US, which could adversely affect international trade by triggering chain retalia-

tion, as well as the vacillating geopolitical picture, mainly due to tensions in the Korean peninsula, the Syrian conflict and the more recent events in Catalonia.

The Brexit scenario contributes to fuelling uncertainty in Europe, with EU countries that are expected to face the implications of an institutional reorganization of the EU, which now appears to be no longer postponable.



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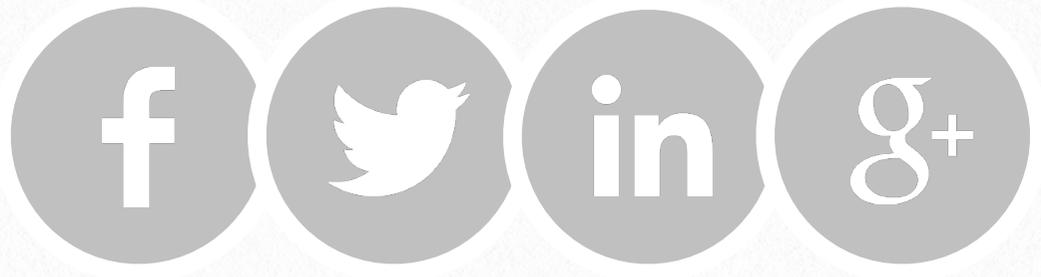
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7



# ***Proceedings of the Pastaria Festival. Pasta: a global overview and opportunities***

Leonardo Bulgarelli Freitas  
Euromonitor International



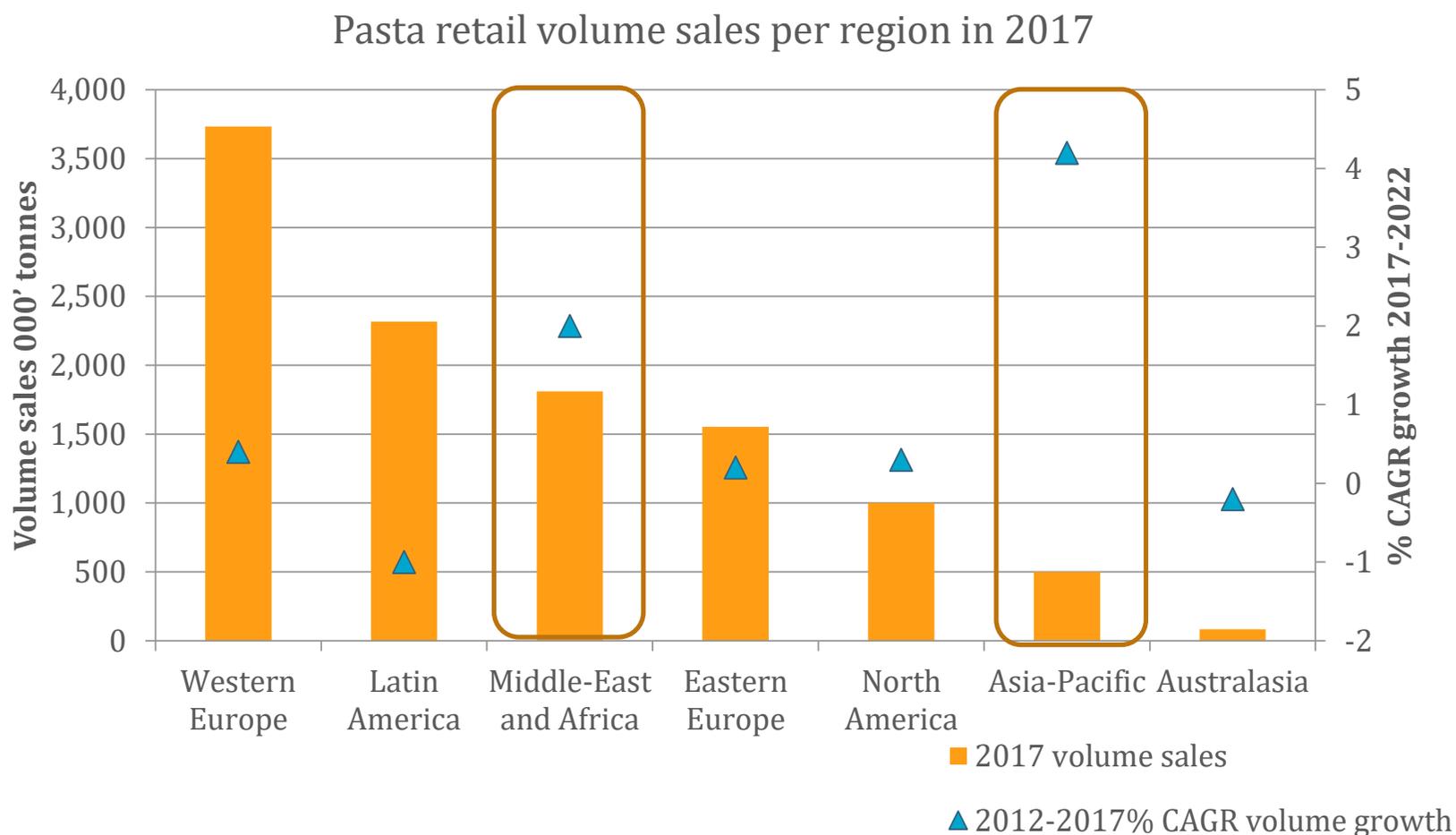
***A summary of the presentation held at the *With and without gluten: global tendencies and perspectives in the “away from home” and retail pasta consumption channels* which took place as part of the Pastaria Festival.***

It is estimated until the end of 2017, the global pasta market will reach 13.5 million tonnes in total sales volume. It is important to state that this volume regards sales for both retail and foodservice channels, with the most relevant part of this being concentrated on sales to final consumers (81% of the total). Globally, sales of pasta to final consumers are expected to generate USD 24 billion until the end of 2017, positioning pasta as one of the most mature staple categories around the world.

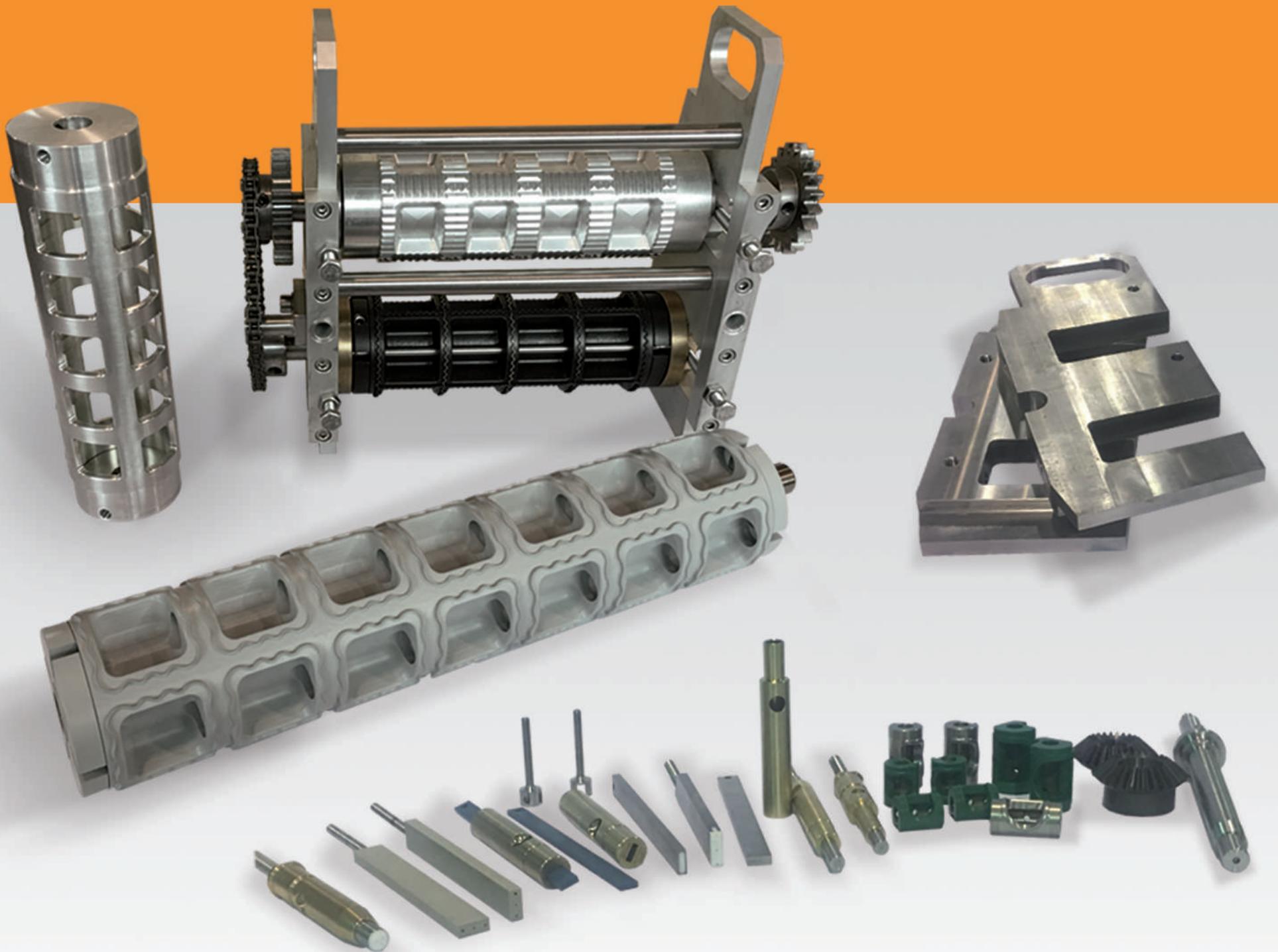
Independently from the fact that Western Europe continues to be the main consumer of pasta worldwide, it is important to observe the ongoing growth for pasta products in less mature regions, where the opportunities and potential for growth and product popularization continue to be high. In more mature markets, the volume consumption has already reached a certain development point which hinders further growth, although there is still space for value adding and product sophistication. In this scenario, emerging regions

PASTA AROUND THE WORLD

### Development of the pasta market around the world per region



# Spare parts and molds for pasta machines



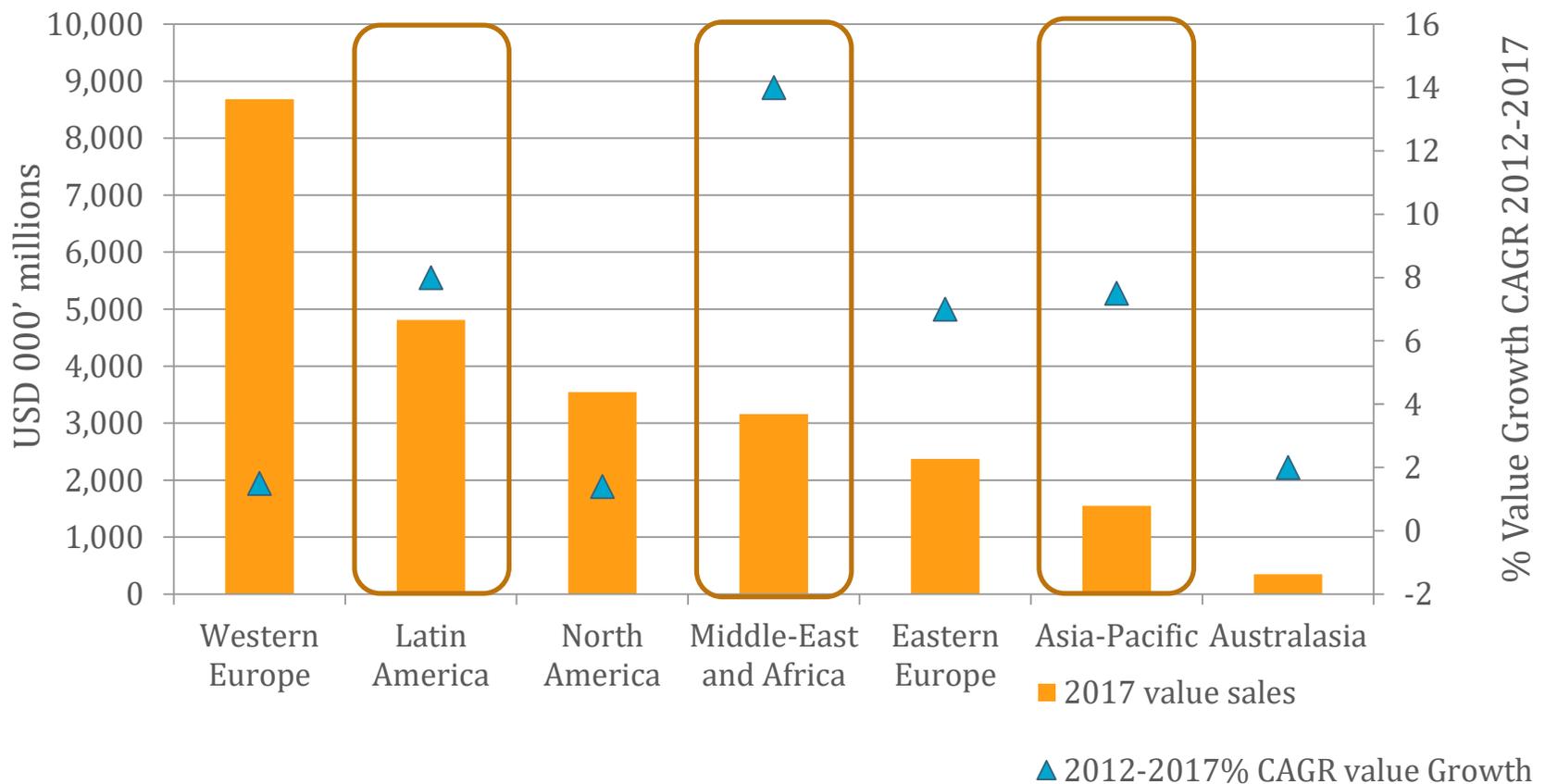
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## Development of the pasta market around the world per region

Pasta retail value sales per region in 2017



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such as Middle East and Africa, Asia Pacific are highlighted for volume growth and a recent stronger pasta popularization. A few factors lead us to believe that these emerging regions will continue to drive volume growth for the pasta market, which are the expected GDP growth for the next years, higher increase of average income (coming from a lower base but substantial), and a high population concentration, which will lead to a higher access to consumer goods depending on the logistic scheme of each country. Another strong

trend especially in the Middle East & Africa and Asia Pacific is the “westernization” of consumption, where local consumers perceive cultural aspects and habits from western countries and increase the demand for products from this part of the world.

Regarding developing regions, there are also factors that may play an important role for companies deciding to invest in less mature pasta markets. Logistics are key, as well as local legislation including export taxes, the retailing environment and

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## Emerging markets until 2022



- 4.4% of real GDP growth vs 3.2% in the world



- 86% of global population



- Higher access to consumer products & increasingly Western habits

local consumption habits. Also due to a lower knowledge about the categories, dried pasta normally shapes the demand nowadays in these regions. Local competition and players may also be observed closely so the right product offer can be shaped to each of the markets in focus. The biggest countries in pasta consumption within emerging markets are: Brazil, Russia, Iran, Mexico, Argentina and Morocco.

When the most developed parts of the world are in focus on the pasta consump-

tion, the Health and Wellness trend is highlighted. With the already reached consumption sophistication and many consumers in search for healthier diets, this part of the markets is growing steady. Health and wellness pasta categories already represented 12.5% of the retail value sales of pasta in the world, which translates into USD 3 billion spent on 2017, being the majority of it consumed in Western Europe.

Meanwhile the worldwide value sales of pasta have registered a growth of CAGR 5% from 2012-2017, the health and well-

Health and wellness pasta comprises **12.5%** of total packaged food pasta in the world



**24 billion**

USD  
Packaged Food Pasta

**5%**

2012/2017 CAGR (Value)  
Packaged Food Pasta

**2%**

2017/2022 CAGR (Value)  
Packaged Food Pasta

**3 billion**

USD  
Health and Wellness Pasta

**10%**

2012/2017 CAGR (Value)  
Health and Wellness Pasta

**7.5%**

2017/2022 CAGR (Value)  
Health and Wellness Pasta

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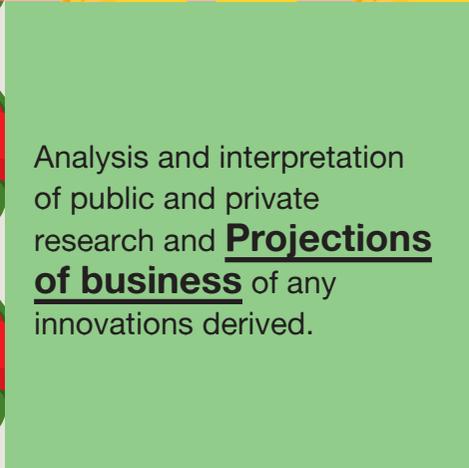
ness part of the market (free from gluten, organic, high fiber and fortified pasta) have grown at an average of CAGR 10% over the same period. The same goes for the projected growth for the next five years, whereas the standard market is expected to grow 2% until 2022 and the health and wellness categories 7.5%.

With the ongoing market expansion of pasta worldwide, it is important for key producers, as well as mid-producers willing to expand their business, to evaluate the demands of the markets they are willing to explore in order to shape the right offer, from extremely mature pasta markets such as It-

aly, France and Germany, to smaller but full of potential markets. Having this broader market view provide companies with the possibility to expand their business mitigating risks and leveraging their production capacity.



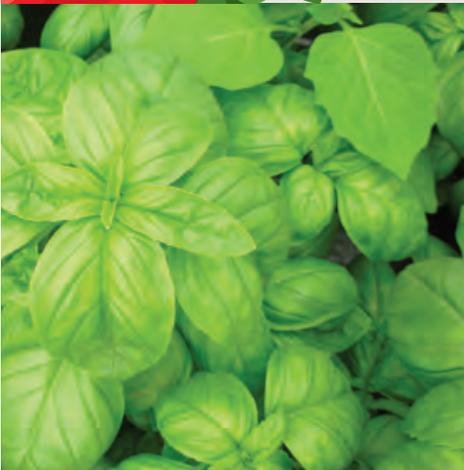
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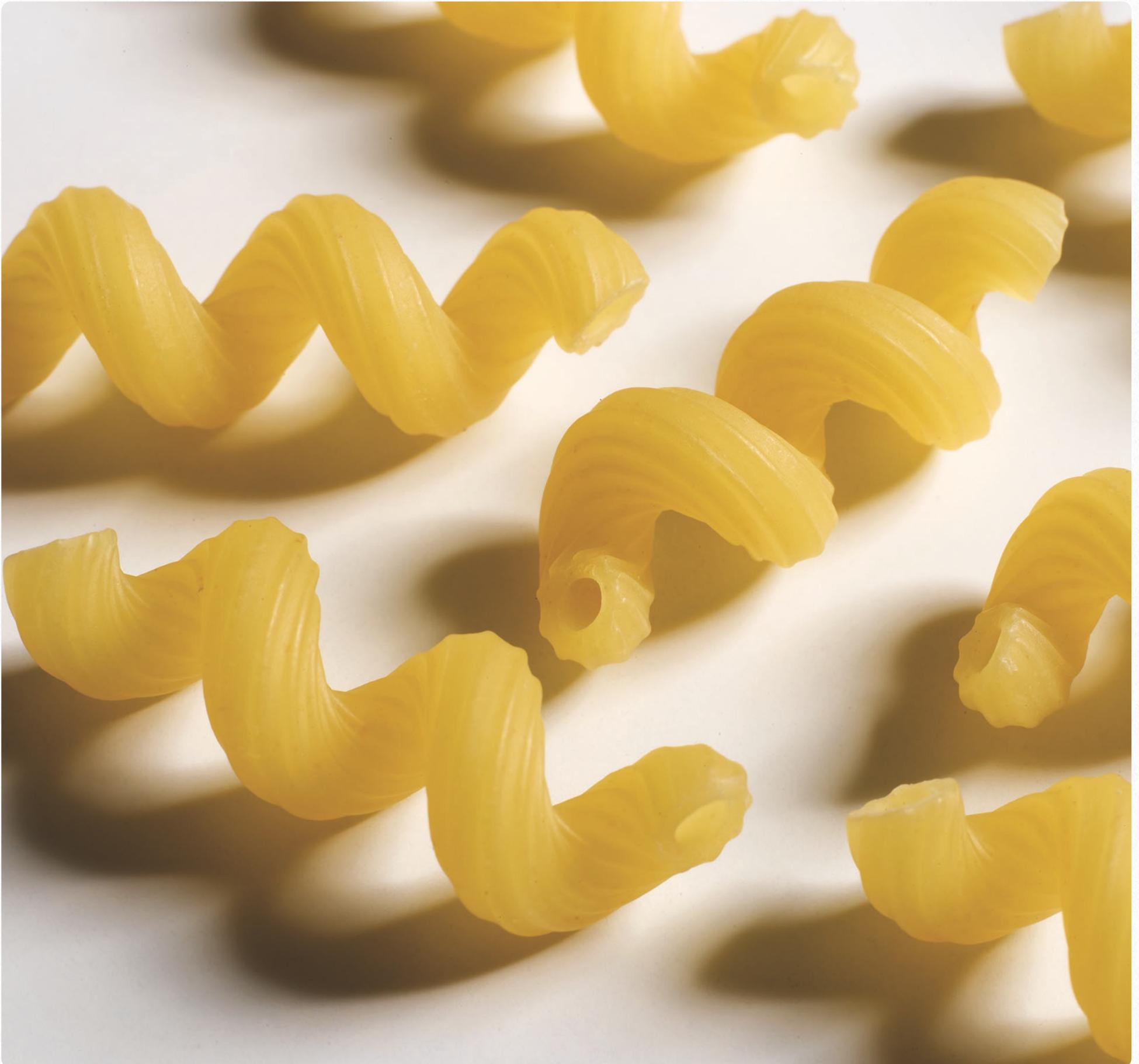
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8



# Short news

Editorial staff



## **“Guarda tu stesso” (Look for yourself): pasta Barilla has nothing to hide**

A site that explains pasta and reveals its secrets. Barilla's Guardatustesso.it portal raises the curtain on its world, revealing the criteria used in selecting wheat, making it possible to pay a virtual visit to a plant and introduce its technicians, agronomists and experts to consumers. The portal, launched in 2014 and now been enriched with new content, consists of three sections: “discover”, “live”, “ask”. As readers browse the portal they are accompanied, with the aid of films, photos and text, on a journey of discovery of the Barilla company. The aim of the operation is to provide clarity in a moment of information chaos. The portal is flanked by a communication campaign consisting of an advert, directed by Gabriele Salvatores, featuring Pierfrancesco Favino and other Bebe Vio ads-interviews with “Barilla people” for the Web.

## **The Paone pasta factory at the “Baltic Food” trade fair**

Goal: to conquer the Baltic states The Paone pasta factory from Formia, in the province of Latina, was present at the Baltic Food Faire in Lithuania, the most important event dedicated to wine & food products and catering supplies. The company introduced its products on the Italia stand, arranged by the Ital-

ian Embassy and the Italian-Lithuanian Chamber of Commerce in the Litexpo Exhibition Centre. The pasta factory used culinary displays, tastings and moments dedicated to training, to introduce its products to the Baltic and Russian markets. The previous edition of the event saw 16,700 people present, including exhibitors and visitors from all around the world. At the end of August Paone had already attended the Anufood China trade fair in Beijing.

## **The Martelli pasta Factory throws open its doors to German tourists**

Doors open to tourism The Martelli artisanal pasta factory from Lari, in the province of Pisa, welcomed over a thousand German visitors in early November. The tourists were able to visit the laboratory within Castello dei Vicari, coming into contact with the area's most important company. This is not the first time that the pasta factory has welcomed tourists: every year, in fact, the company is visited by more than ten thousand people who are keen on learning about how hand-made pasta is produced. Some 300,000 kg of spaghetti, macaroni of Tuscany, classic penne and fusilli of Pisa, are produced under the Martelli brand name every year and exported to thirty countries around the world. Of these, Germany is the biggest importer.

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## **La Molisana changes its appearance and recipe**

Higher protein content and certified water La Molisana pasta changes recipe and presents itself with the slogan “Taste the future”.

These novelties will appear on the shelves with revamped packaging that gives the idea of even more radical innovation. At the heart of the change is the choice of wheat, that raises the protein content to 14.5%, higher than the market’s average (around 12%).

The pasta’s other main ingredient, i.e. the water, is now certified by a seal of quality from Parco del Matese. This water is recognised for its trace mineral properties and lightness that make it particularly suitable for children: it is also low in sodium and nitrates.

The new packaging also underscores the stone dehusking technology that employs an ancient method that is capable of meticulously purifying each grain of wheat, maintaining its original qualities. Giuseppe Ferro and his sister, Rossella, the company’s CEO and marketing director respectively, explain that working at 730 metres above sea level also means it is possible to keep wheat intact, ensuring a pure dried pasta.

The Ferros are scaling the whole-wheat pasta markets, with 6.5% fibre and a commitment to offer a healthy product, and setting their sights on gluten-free pasta with a mix of rice, corn and quinoa.

Recent opportunities to launch these new products have occurred at the Anuga fair in Cologne and the inauguration of a temporary store at Roma’s Termini station, in October, that remained open until early November.

The space reserved for pasta offered opportunities to purchase products, taste the pasta and get to know the history of the Molise-based company through videos and multimedia content.

The company has set itself the target of producing pasta, within four years, that is made from 100% Italian wheat. The experimentation currently under way and that is geared towards this, covers 7 thousand hectares and is the result of a genetic research project on the Maestà variety of wheat, in collaboration with Semìa. Other goals include supply chain contracts with a guaranteed minimum price for growers, and perhaps a local tasting in Rome’s historic city centre. The Campobasso-based pasta factory employs 207 people and is Italy’s fifth player and a leader in the whole-wheat pasta segment. It mills 170,000,000 kg and its turnover at the end of the year will be in the region of €140 million.

## **Dolce&Gabbana wears pasta from Gragnano**

Food and fashion combine to promote Italy around the world. This is the aim of the col-

laboration, between the Di Martino pasta factory from Gragnano and Dolce&Gabbana, that sees the haute couture fashion house “dressing” a special edition of packs of pasta on the occasion of the Neapolitan pasta manufacturer’s 105th anniversary. The intention of the partnership is to conquer new generations, promoting representative Italian icons such as Sicilian carts, Pulcinella and ceramics. Consistent with the target-goal, the collaboration was launched on the fashion house’s Instagram profile, with videos accompanied by traditional folk music. This pasta, available in different shapes, can be purchased from Di Martino’s flagship store in Naples, at the airports of Naples and Bologna, as well as abroad via an internet site.

## **Fattincasa pasta factory, supply chain contract for organic wheat**

A supply chain contract covering 5 thousand hectares of organic durum wheat, with the collaboration of 17 cereal companies that make up the Basilicata Bio Consortium. This is the result achieved by the Fattincasa pasta factory from Stigliano, in the province of Matera (Italy), under the leadership of the entrepreneur Mimmo Balsamo and the proprietor of two organic lines: Pasta di Stigliano and Pastai di Matera. The

interesting aspect of this agreement is that any excess wheat that the pasta factory is unable to sell will be bought by the pasta factory through the consortium, processed for third parties and packaged on behalf of individual farms that supplied the wheat. The pasta obtained is then sold via a local supply chain and will soon be purchasable online on the Basilicata Bio Consortium website.

## **Divella – Scaf, agreement for 700,000 kg of wheat**

A supply chain agreement for high quality wheat, with an average protein content, on the harvest, of around 16%, with a reward-based mechanism for farmers. This is the heart of an agreement signed by Divella with the farming cooperative of Fortore, San Bartolomeo in Galdo (province of Benevento, Italy), to guarantee at least 700,000 kg of durum wheat, in the 2017/2018 cereal season, at a starting price of €27 per 100 kg. Confagri states it is a “great opportunity for farmers because it offers them the possibility of establishing (...) a veritable policy on the price of durum wheat”. Vincenzo Divella, the CEO of the Rutigliano-based company, highlighted the need to “invest in quality with double fertilisation and selecting the varieties of durum wheat best suited for the territories”.



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