



Press Release

AGRI-FOOD: RESOURCES AND POLITICAL CONDITIONS FOR A STRONG SECTOR GROWTH

The statements of Minister Stefano Patuanelli at Cibus second day – Exports of Italian GIs grow – Finance ready to support the sector digital and ecosustainable change – Growing opposition to the Nutriscore

(Parma, 1 September 2021) - **Stefano Patuanelli, Minister of Agricultural, Food and Forestry Policies**, was present at the second day of Cibus. *“I am happy to be here in Parma. Finally, exhibitions and physical events restart, and it is a great pleasure for me, being the minister of the driving sector of Italian economy. We have resources and we have a political condition that enables us to do things that would not be possible normally. We have gone through a situation that we have hopefully left behind, but that has also highlighted some weaknesses of our production systems. Having included significant resources in the Compensation fund for supply chain support has been the right choice”*. The Minister talked at the round table “The Made-in-Italy agri-food sector and geographical indications: strategies for driving growth”, organised by Food Trend Foundation.

Exports of Italian Geographical Indications are growing accounting for about 25% of the overall food exports, and an annual value of 10 billion euros out of 40 billion of the whole sector (source: Federalimentare). **Mauro Rosati, of Origin Italia**, pointed out that Italy has 876 GIs, 315 in food and 526 in wine. The sector is made up of 180 thousand companies and 285 Protection Consortia. At a European level, European GIs account for one fifth of exports.

MEP Paolo De Castro, S&D Group Coordinator in the Committee on Agriculture and Rural Development, took the floor stating: *“The New Green Deal and the Farm to Fork strategy launched by the EU Commission must aim at strengthening quality policies. This is a goal confirmed by the reform of the Common Agricultural Policy coming into force in January 2023. By the end of the year, the Commission is going to issue two Regulations on promotion and GIs. We hope these can leverage Italian certified chains that are the foundations of our agri-food excellence”*.

The same conference saw the contribution of **Giampiero Maioli, Head of Crédit**

Agricole in Italy, who underlined that: “*We are proud of being shareholders and official bank of Fiere di Parma, as well as of having contributed to its development and relaunch. Competition on global markets can be achieved only through a wide platform like Cibus that presents product at the international level. However, Made-in-Italy products won’t succeed if Italy as a country does not succeed. In addition to consumer needs, the agri-food industry will have to count increasingly more on sustainability. Finance is putting ESG parameters as key assessment criteria to grant credits. Crédit Agricole is a pioneer in this: all scoring and ratings include these parameters in addition to transparency of governance and digitalisation degree of enterprises*”.

During the round table also **Francesco Pugliese, Managing Director of Conad**, took the floor to say that Conad is against all simplifications, including the Nutriscore nutritional labelling, and that the retailer would be ready to launch an information campaign for consumers on this labelling system.

A workshop organised by Le Village by Credit Agricole took place on the second day to discuss possible synergies between food companies and startups. Assobibe and Confagricoltura organised the conference entitled “The alcoholic drink supply chain: risks and opportunities”, where a strong concern was expressed about the sugar tax effects: estimates show a drop of 5 thousand jobs and a decrease of 250 million euros per year in purchases in Italy. Tespi Mediagroup organised the round table ‘The counterman: passion and profession’, to underline the value of a key job in the food sector by comparing different experiences from small deli-shops to large retail counters.

Attached is a photo of the Buyers’ Lounge.

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