

## **NRRP RESOURCES FOR A SUSTAINABLE CHANGE OF THE AGRI-FOOD SECTOR**

***The warnings of the Young Entrepreneurs of Federalimentare – Confagricoltura rejects the Nutriscore – The Horeca world at Cibus – Cellie and Mantovani at Cibus Off***

(Parma, 2 September 2021) – The resources to boost the agri-food sector were one of the recurrent topics of the 20th edition of Cibus. This was discussed also during the third day at the conference entitled “NRRP: tools for young agri-food entrepreneurs” organised by the Young Farmers of Confagricoltura - ANGA and of Federalimentare.

*“The NRRP can contribute to relaunching the agricultural and agri-food world. Today we have acknowledged that the tools are the right ones and now we need pragmatism and set schedules”*

- declared **Francesco Mastrandrea, President of the Young Farmers of Confagricoltura**, in his contribution at the conference.

*“However, we should avoid excesses and breakouts - warned **Alessandro Squeri, President of the Young Entrepreneurs of Federalimentare** - Sustainability is key, but we cannot allow it to become a synonym of degrowth. It must be a driver of innovation for the entire supply chain without it being limiting”.*

The NRRP allocates more than 30% of the total (almost 60 billion euros) to green revolution and ecological transition, of which 2.8 billion to sustainable agriculture and circular economy with investments that refer to the development of a smart and sustainable agricultural and food chain.

On the topic of the nutritional labelling of food products, Confagricoltura expressed yesterday its position during the conference “Nutritional Information in Europe”. *“The stakes are high – said **Massimiliano Giansanti, President of Confagricoltura** – because it is the match between synthetic food and the food generated by the land, which determines the future of Italian agriculture and food industry. It should be said that stances on the Nutriscore at a European level initially opposed to the Italian position, are now changing. With the support of the supply chain we can win the battle thus protecting correct information, agriculture and the entire agri-food sector”.*

Yesterday at The Hub, the area dedicated to Horeca companies, there was also the conference organised by Dolcitalia on the issues affecting cafés, restaurants and other similar businesses. *“The Horeca world is coming out of a very challenging period, which, however, offers the opportunity for a sweeping change – stated **Stefano Raffaglio, Head of Dolcitalia** – The channel needs to raise its cultural, organisational and professional level taking decisive steps towards digitalisation”.*

Last night at **Cibus Off**, in the centre of Parma, there was a debate organised by IlGusto.it with the participation of **Antonio Cellie, CEO of Fiere di Parma, and Giovanni Mantovani, Director General of Veronafiere.**

*“Food companies have acknowledged Cibus courage and vision in organising an edition opened at the end of August – said **Cellie**. We will get to the next edition with a gradual development that encourages the industry, the supply chain and the country with a message of trust”.*

*“What we did in Verona in June and what we are seeing today in Parma confirms that the restart of our sector is built on solid bases – stated **Mantovani**. From an exhibition point of view, we may not be 100%, but we are starting to be fairly strong”.*

Cibus third day was opened by a conference on **“Farm to Fork: Food Waste and Sustainability in Europe”**, organised by **Plug and Play Italy**. Food waste was one of the topics on the table. Sustainability in food means first and foremost reducing waste caused by several unsuitable processes, such as for example overproduction and inefficiency in managing the inventory. Yet, it also means the opportunity of improving the sales and consumption processes. According to FAO, it is possible to make a distinction between the concepts of food loss, which takes place before the product is finished and distributed, and food waste, referring to what is wasted by retailers and end consumers.

Talking about food waste, at Cibus all excess food of the exhibitors is donated to **Fondazione Banco Alimentare Onlus** that distributes it amongst local charities.

During the day, the first **Environmental Balance of Mutti** was presented showing a monitoring activity that, together with an initial investment of 1.5 million euros between 2022 and 2024, is dedicated exclusively to environmental sustainability projects.

Finally, **Tespi Mediagroup** has rewarded the commitment of companies that in 2020 stood out for designing and implementing marketing and communication activities. Awards were given to 101 industry players, including several buyers of Italian Retail, such as Coop Italia, Conad, Esselunga, Carrefour, Il Gigante, Despar, Crai, Iperal, Pam Panorama, Coralys, Coal, Todis, Megamark, Decò, Gruppo Poli, Unicomm, Iper, Migross.