

CIBUS: THE RETAIL CONSUMPTION AND OUT OF HOME EXHIBITION

Success of the Ho.Re.Ca. Area – Presentation of a new tool for measuring the performance of bars and restaurants - Ho.Re.Ca. sector paves the way for exports

(Parma, 5 May 2022) – The Ho.Re.Ca. distribution channel (bars, restaurants and similar businesses) is very important for food companies and, after the pandemic period, it has started growing again at a higher rate than the retail sector. This phenomenon is partly due to food delivery, which increases consumption opportunities by delivering meals prepared outside of the home.

Therefore, it will be important for companies to rely on specialized distribution, which guarantees widespread distribution and logistic service to the over 130,000 retail points in Italy and to the thousands of chains all over the world. According to the Cibus Observatory, the value of the out of home market this year will be around 75 billion Euros, with a projection of over 80 billion in 2023. This is the message coming from Cibus 2022, which has set up a “Ho.Re.Ca. The Hub” area, organized by Fiere di Parma in collaboration with Dolcitalia, entirely dedicated to the world of out of home consumption.

In order to promote the development of the Out of Home channel, the world of fast-moving consumer goods and food retail must inevitably make strategic choices based on the digital transformations that are already taking place in the market. This was discussed at the conference “The advantages of digital innovation in the out of home sector: branding and attention to food cost”, held this morning and organized in collaboration with **Jakala**, a company specialized in market analysis through “Geo Intelligence”, a geographic mapping system available worldwide. According to **Raffaele Cerchiaro, Senior Partner of Jakala**, “it is essential for brands to acquire in-depth knowledge of their current and potential consumers by using the micro-territorial data available to them.”

During the round table that followed, some food retail companies of typically Italian products (mainly pasta, pizza and wine), with offices in Italy and abroad, related their experiences, highlighting the strong impact that the change in the mobility of consumers (such as smart working) has had on their businesses, promoting and accelerating the use of Information Technology, no longer a threat but a support to business, as well as the strategic role of the out of home sector for Italian agri-food exports.

The food industry also keeps developing by welcoming ideas from start-ups in the sector. At the exhibition one can visit the “**Cibus Start Up Area**” set up in collaboration with **Le Village - Credit Agricole Parma**, which hosts about 40 Italian and international start-ups, ranging from digital projects to promote traceability to integrative blockchain solutions,



from applications for optimizing agricultural resources and reduce waste to small businesses with innovative recipes. The project was presented today at a conference attended by, among others, **Gino Gandolfi, President of Fiere di Parma, Michela Petronio, Vice President of BluFuture, Barilla and Daniele Del Rio, from the University of Parma**

The focus on sustainability remains strong and the project "Cibus4Sustainability", created by Fiere di Parma in collaboration with PwC Italia, Federalimentare, and Food, was presented at Cibus. The objective is to disseminate virtuous examples in the areas of sustainable packaging, energy efficiency, food waste and social sustainability. *"We believe in the importance of promoting good sustainability practices along the agri-food chain and we are therefore very satisfied with the results of this first edition of Cibus4Sustainability and with the active participation of the numerous exhibiting companies,"* said Erika Andreetta, **Partner of PwC Italy**.

A concrete example comes from **ANICAV (National Association of Industrial Vegetable Food Preserves)**, which pointed out to Cibus the green characteristics of steel and of tomato cans, which are totally recyclable. The current methods of recycling tinplate and the commitment to reduce CO2 emissions were discussed at a conference today.

However, the transition to sustainable production must be combined with greater food security objectives: this is the real challenge for agri-food systems, as **Confagricoltura** stressed at Cibus today. National and European policies which at the moment are perhaps giving too much priority to aspects related to the environment, the protection of biodiversity and the ecosystem need to be rethought. *"The time has come to incorporate in the growth strategy a principle that Confagricoltura has long been fighting for: there is no conflict between productivity and sustainability."* – argued **Massimiliano Giansanti, President of Confagricoltura** - *"There are many problems and they directly affect businesses; however, if we want to meet the challenge, we must work together with the entire upstream and downstream supply chain of our sector, to ensure that the value of agricultural production and our active role in the energy and ecological transition processes are recognized."*

The increase in meat raw materials, essential for the production of cured meats, adds to the increase in the prices of energy, packaging and transport, causing concern to production companies that ask for the recognition of adequate increases in the price lists. These are the issues that were identified at the **Assica (Industrial Association of Meat and Deli Meats)** conference, held at Cibus today, which was attended, among others, by: **Ruggero Lenti, President of Assica; Fabio Del Bravo, Ismea; Ciro Rapacciuolo, Confindustria Study Centre; Marco Limonta, IRI.**





A new strategic tool to optimize the environmental and economic performance of the Italian PDO and PGI supply chains was presented at Cibus: an innovative Software for Environmental Decision Support (SSDA), the first to combine the calculation of the environmental impact with the identification of concrete, specific measures to reduce energy consumption. The software, produced by the **Grana Padano Protection Consortium in collaboration with Fondazione Qualivita**, will make it possible to improve the environmental performance of farms, energy efficiency in dairy farms, product conservation and reduction of food waste in the dairy supply chain. The **Polytechnic University of Milan, the University of Piacenza, CNIEL, Enersem and OriGIn** also worked on the project.

Also presented was a project by **Unionfood and the Ministry of University and Research (MUR)** on the authenticity and origin of food, which involves a survey on the perception, regulation and influence of the origin of food, through a cultural, historical, sociological, economic and juridical approach, with the contribution of the "hard" sciences - from agricultural to chemical ones - that analyze the technical aspects of food production.

Yesterday in the late afternoon, in the Buyers' Lounge, an exciting opera concert was held for top international buyers, with "Corale Verdi" singers performing with piano accompaniment.

In the attached photo, an image of the large flow of visitors in the third day of Cibus.

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