



Press Release

## CIBUS 2022: THE SECOND DAY

*Sustainability and productivity, new scenarios for the agri-food sector – >Request for more flexibility from Europe – Commitment of Great Retail to new packaging – The potential of private label products to conquer new markets - The new service of the Italian Trade Agency (ICE) for blockchain traceability*

(Parma, 4 May 2022) – One of the themes of the 21<sup>st</sup> edition of Cibus is how to combine the need to manufacture more eco-sustainable products with the inflationary storm and the scarcity of raw materials and materials. This was discussed today during the conference “Geopolitical tensions, Farm to Fork, Cap Reform”, which was opened by a report by **Denis Pantini of Nomisma**, who said: *“The Italian agri-food sector is not particularly exposed to the situation in Russia and Ukraine: the real problem is the impact that the war is having on the international market, with the steep rise in prices affecting the Made in Italy sector.”* According to **Paolo de Castro, from the European Parliament Agricultural Commission**, *“The risk is that with the ecological transition farmers will find themselves with their backs to the wall, facing a strong reduction in chemicals without concrete alternatives. Companies are experiencing a period of great uncertainty regarding energy and production costs, which threaten to bring them to their knees despite the very strong global demand for Made in Italy products. We must avoid this: by diversifying energy sources and looking for answers in the supply chains; by intensifying collaboration efforts whenever it is possible to manage and redistribute the value created.”*

Great Retail is committed to the eco-sustainability path, which includes making less polluting packaging, as reported in the conference “The sustainable challenge of the food system: the role of packaging”, attended among others by Francesco Avanzini (General





Manager, Conad), Giorgio Santambrogio (Managing Director, Vegè Group), Marco Pedroni (President, ADM), and moderated by Armando Garosci (Largo Consumo). Participants presented strategies, investments, packaging collection and recovery processes and concerns about raw materials and energy and their implications for packaging costs. *“Glass plays an important role in the packaging options available to the Italian food industry - said Armando Garosci. - The system has done a great deal to reduce the weight of hollow glass over time, with significant environmental impact on the production and logistics phase. This is also reflected in the sustainability orientation of the Great Retail sector, as shown by the stories we have heard.”*

Support for companies comes from the Italian Trade Agency (ICE), which during the conference “Blockchain for the agri-food sector”, held yesterday, announced a new service: *“Starting in June, the Italian Trade Agency (ICE) will offer companies the services of qualified operators for tracing and certifying the origins of products in the different stages of the supply chain with blockchain technology”* – said **Carlo Ferro, President of the Italian Trade Agency (ICE)**. *- The aim is twofold: brand defence and fight against Italian Sounding, and marketing of sustainability. There can be no marketing of sustainability without traceability of the origin of products. Rules, communication, and tools for fighting Italian Sounding: more new-generation free trade agreements, the “BE IT” Nation branding campaign and now traceability with blockchain technology.”*

One of the tools available to the food industry for conquering new foreign markets are private label products. This was discussed at the conference “The dynamics of private labels at the international level”, moderated by **Antonio Cellie, CEO of Fiere di Parma**. **Anna Verga, Head of Global Sales and Business Development Coop Italian Food**, pointed out that Coop supplies products without logo to international distribution companies - in particular sauces, pasta, vinegar, oils, bread substitutes and vegetables pickled in oil - in different markets, primarily the USA, Germany, France and a few Asian countries. A problem can be the pricing of Italian private labels, generated by the high quality of the products, as underlined by **Stefano Bartoletti, Sales Manager of Formec Biffi**, who, however, brought up the opposite example of South Korea, with their demand for super premium sauces, choosing quality over pricing. **Pietro D'Angeli, General Manager of Clai**, also asserted that the pricing of their deli meats can result in a problem, but noted that their animal welfare certifications make their Private Label products attractive to foreign markets. As **Valentina Zanetti, Export Manager of Zanetti S.p.A.** reported, offering PDO products is not simple, because the stringent Consortium regulations are not always understood by the buyers. For example, in France, where the





Nutriscore labelling system was adopted, the packaging of exported Private Label products had to be changed.

**Confagricoltura** presented the third edition of Agricoltura100, the initiative set up with Reale Mutua Assicurazioni that awards the most innovative farms and investigates the spread of environmental, social and economic sustainability in the Italian primary sector,

The impact first of the pandemic and then of the current economic situation on the soft drinks sector and on the whole supply chain and the possible future scenarios were the focus of the discussion entitled "Facing the perfect storm together. The challenges of the Italian soft drinks sector." *"In order to take on this challenge we need immediate solutions for reducing some price increases and relaunching domestic demand - asserted **Giangiaco** Pierini, **President of ASSOBIBE** - with the aim of protecting Made in Italy products and challenge all the measures that slow down the recovery. We need courageous choices by the Government."*

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