



**PARMA.29|30 MARCH.2023**

Press release

## **CIBUS WILL HOST ITALIAN FRUIT AND VEGETABLES, AN EXCELLENCE OF THE ITALIAN AGRI-FOOD SECTOR**

***The Cibus conference was held today in Salerno: starting at Cibus Connecting Italy in March 2023, Cibus will host a large area dedicated to fresh fruit and vegetable products – the Fiere di Parma project developed in collaboration with Edamus Consortium – Italian Fruit Village.***

(Salerno, 20 September 2022) – Italian fruit and vegetables come to Cibus: starting from Cibus Connecting Italy, in Parma in March 2023, all future Cibus editions will include a large exhibition area dedicated to fresh fruit and vegetable products. It will be an area that will bring together only producers of Made in Italy fruit and vegetables, in the context of the internationalization format of fresh Italian produce, which will provide operators with a place where to meet and discuss with international Distribution, organize presentations and tastings, and explore various issues. The new Cibus section will be organized by Fiere di Parma, in collaboration with Edamus Consortium - Italian Fruit Village. The initiative stems from the desire of the companies in the sector to feature in the leading international agri-food exhibitions and to increasingly promote the export of fruit and vegetables. The news was announced today in a press conference held in Salerno at the Chamber of Commerce.

The entire supply chain will participate in “Cibus Fruit and Vegetables,” from producer organizations to Protection Consortia, distribution cooperatives and top buyers in the sector. The new area will also host conferences and workshops on the relationships between producers and Italian and international Large Retailers, and on all current issues in the sector.

*“The sector has long felt the need to have its own distinct place among the excellences of Italian food and beverage, of which it is often the enabling factor, as shown by PDO/PGI and Supply Chain products – said **Antonio Cellie, CEO of Fiere di Parma – At Cibus,***





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*Italian fruit and vegetable producers can interact with national and international distribution in a high-qualified and qualifying context, sending out a signal of maturity and self-awareness about their role in the world of Made in Italy Food.”*

*“Italian Fruit Village has been promoting for years fresh Italian produce at important international events – asserted **Emilio Ferrara, President of the Edamus Consortium** - The agreement reached with Fiere di Parma marks a significant turning point in Italy. It’s a choice that rewards our efforts to support a sector that wants to play a key role in international exhibitions dedicated to Made in Italy food, instead of being relegated to local trade fairs. We are also proud that the presentation of this new initiative was made in Salerno, a further sign of inclusiveness and openness on the part of Cibus, which recognizes the key role played by the South of Italy in the agri-food sector.”*

**Massimo Giansanti, President of Confagricoltura**, commented: *“The development of the sector also involves an adequate presence at trade fairs. The Italian agricultural system is an essential component of our country’s food products and, as such, must be one of the leading participants at the main events dedicated to Made in Italy food. This is why we think that Fiere di Parma’s decision, in collaboration with the Italian Fruit Village, to dedicate a section of Cibus to fresh produce is of fundamental importance.”*

Today’s press conference, moderated by Gioacchino Bonsignore, TG5 Mediaset, opened with greetings sent by: Andrea Prete – President of the Salerno Chamber of Commerce, Nicola Calzolaro, General Manager of Federale. The speakers were: Raffaele Amore - Cristiano Fini – President of Cia Italian Farmers in the Campania region; Rosario Rago, National Council of di Confagricoltura; Vito Busillo – President of Coldiretti Salerno and President of the Piana del Sele rocket Consortium; Gennaro Velardo - President of Italia Ortofrutta; Nicola Caputo – Agriculture Councillor for the Campania Region.

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