



Associazione Nazionale
delle **Imprese di Trasformazione e Distribuzione**
dei **Prodotti Biologici**

ORGANICS, A SAFE MARKET **CONFERENCE AT MARCA ON JANUARY 19TH**

In the year 2008 Italian hyper and supermarkets sold 411 million EUR of organic packaged foods. In 2016 organic food has come to exceed 1 billion EUR, with a share of 3% on total food sales, winning regularly double figure annual increases from 2010, with peaks of 19% in 2015 and 2016: the trend in the last two years has doubled compared to the average growth of the 2010-2014 period. As many as 45% by value of sales comes from private labels. In 2016 the first 10 categories for sales value had increases 5-22%. 54% of all the whole wheat pasta sold in Italy is organic, as well as 32% of non dairy drinks, 20% of pulses and cereals, but also 30% of jams, 14% of eggs, 10% of low-fat yogurt, 9% of the flour.

In 2016, 74% of Italian households (+1.2 million compared to 2015) purchased some organic product, with millennials and 30 to 44 years age group above the national average. 68% of these are frequent user. The reasons for purchase ? 27% of buyers of organic products are sure they are safer, 20% think they are environmentally friendly, 14% respect the facts organic food is more controlled. 13% buy them because it is tastier, but 10% because they do not trust in conventional products. Retailers cannot ignore these data, which require strategies to seize a great opportunity and intercept an increasing demand. But do not just extend the range: in addition to a category-vision, a consistent range and appropriate communication, the utmost care in ensuring the integrity and consumers' confidence, the most significant assets of the organic market, is required.

ADM, the umbrella association grouping modern retailer companies, and Assobio (the Italian organic trade association) will discuss these issues in the conference "Biologico, un mercato sicuro" (Organics, a safe market) on Jan 19 at Marca Exhibition, Opera Conference Hall, at 2.00 PM. Not only detailed data on the 2016 market and consumers' trend will be presented, but also the crucial issue of guarantee will be addressed, reviewing the best practices of some of the retail leaders and some key players of the supply chain, who implemented transparency tools that the European Technology Platform for organic food and farming awarded in 2016 as organic Innovation of the year, available to all companies involved in the organic market.

Programme:

Giorgio Santambrogio (President ADM) Introduction

Silvia Zucconi (coordinator of agriculture and food industry research, Nomisma) Organic market in Italy by the numbers

Paolo Carnemolla (President FederBio) The organic industry's tools for ensuring integrity

Roberto Pinton (Secretary Assobio) Good business practices

Angelo Arrigoni (Carrefour's brands produce manager) The experience of Carrefour

Vladimiro Adelmi (Coop Solidal and ViviVerde brand manager, COOP Italy) The experience of Coop

Roberto Zanoni (President Assobio) Conclusion

Admission is free (registration is required in the room)