

PERFORMANCE OF THE ORGANIC PRIVATE LABEL PRODUCTS THE ASSO BIO CONVENTION AT MARCABYBOLOGNAFIERE PRESENTS DATA FROM THE SECTOR

Organic products are enjoying some of the greatest success on the food market globally, therefore this sector will be among the themes taking centre stage at MarcabyBolognaFiere. Organic produce will be present in the exhibition, considering the growing importance of Private Label organic products, and it will also be the topic of a specific meeting promoted by the leading association for the sector in collaboration with BolognaFiere. Organic production has enjoyed a genuine boom over the last decade and Private Labels have served as an essential vehicle for this significant growth. Beginning with specialist retail channels, organic products have gained increasing space on the grocery retail shelves and in Italy today there are now 24 chains that manage organic ranges in grocery retail.

Over the last year, according to data from Nomisma, **81% of families, equal to 21.5 million people, have knowingly purchased an organic product at least once, and 32% of the families are purchasing organic products on a weekly basis.** A trend that it is being echoed increasingly in the shift towards plant-based foods (62% of consumers have reduced their meat consumption).

Organic produce is having an even greater impact in the **Private Label** sector (source: Nomisma, in the first 11 months of 2018), where organic or environmentally friendly products have reached a market share **in excess of 7%**. In comparison, the national average for organic foods is 4% (in which 41 products have exceeded a share of 15%). In terms of production, 15.5% of agricultural land is dedicated to organic production. In Europe, Austria is leading the way on this front with 21.9%, followed by Estonia (18,9%), Sweden (18,8%) Latvia (14,3%) and Switzerland (13,5%). Concerning the retail market, organic produce in Denmark has the greatest share (13.3%) , followed by Sweden (9,8%) and Germany (9%).

AssoBio, the association that includes around one hundred of the leading companies involved in the transformation and production of organic goods as members, directly oversees the dynamics of various market channels. At MarcabyBolognaFiere the themes of grocery retail and modern retail will be explored in depth, benefitting also from the experience developed at the specialist event organised by BolognaFiere, SANA the international event for natural and organic products, which takes place in September.

At MarcabyBolognaFiere AssoBio as organised the meeting *"All together now (how to manage an organic range and live happily)"*, at which Nomisma will present the latest data on the progress of the organic market in Italian grocery retail, while **COOP** (Leader in Italy with organic range VIVIVERDE, is now producing also non-food products) and **CARREFOUR** (engaged in the food transition project, which provides significant space for organics) will illustrate their success stories and outline criteria and requests to suppliers, in particular in terms of quality, service and guarantees. **FederBioServizi**, the technical federation for the organic sector, will present its services (concerning traceability, organisation of the supply chain and planning of primary resources, technical assistance, control by secondary parties) to companies from the sector in order to develop business securely and profitably.

Product Communication and Event Manager BolognaFiere spa

Isabella Bonvicini, tel. +39 051 282920 / cell. +39 335 7995370 - isabella.bonvicini@bolognafiere.it

Press Office BolognaFiere SpA

Gregory Picco, tel. +39 051 282862 / cell. +39 3346012743 - gregory.picco@bolognafiere.it

Press Office MarcabyBolognaFiere

Enrico Sbandi - e.press srl +39 335.8027972 - esbandi@me.com