



CIBUS FORUM

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Press release

THE STRATEGY FOR THE RELAUNCHING OF CONSUMPTION AND AGRIFOOD EXPORTS STARTS FROM PARMA

IN THE FIRST DAY OF CIBUS FORUM SPEECHES BY MINISTER DI MAIO, BY VACONDIO PRES. OF FEDERALIMENTARE, BY GIORGIO SANTAMBROGIO MD OF THE VEGE' GROUP - NIELSEN RESEARCH ON CONSUMPTION AND COMMENT BY ANTONIO CELLIE CEO OF FIERE DI PARMA

(Parma, 2 September 2020) – The agreement between the components of the agri-food supply chain on how to tackle the post-Covid economic recovery starts from Parma. The leaders of the food industry, the large retail sector, and agriculture met today at Cibus Forum (which continues tomorrow), and started a dialogue with the Government, represented by Luigi Di Maio, Minister of Foreign Affairs, attending in person in Parma. (<https://www.cibusforum.it/en>). The event was opened by welcoming remarks by **Gian Domenico Auricchio, President of Fiere di Parma, by Federico Pizzarotti, Mayor of Parma, and by Stefano Bonaccini, Governor of the Emilia Romagna Region.** Below is a summary of the first speeches of the morning.

*“The food industry, which proved to be of fundamental importance during the period of emergency, can still operate as an economic driver and return quickly to its pre-crisis levels – stated **Ivano Vacondio, President of Federalimentare.** - This strength, however, must not be mistaken for a state of wellbeing. 2020 is also a black year for the food&beverage sector, which absolutely needs the Government's support in order to recover quickly. I am referring in particular to grants for the Ho.Re.Ca. sector, which must be much more substantial than those allocated in August, and which are indispensable for reviving the food service sector. With this support, I feel sure that by the end of next year the food industry will once again be the driving force of the Italian economy.”*

In his speech, **Minister Di Maio** confirmed the commitment of the Minister of Foreign Affairs and International Cooperation, with its entire foreign network, to supporting the agri-food sector: *“We want to transform every Embassy in the world into an enterprise house, because Italy and our companies must grow and export our products of excellence everywhere. We have set up many initiatives, starting with the relaunch of the trade fair sector, which can now rely on a digital platform - Fiera 365 - available to operators. In addition, we have created an extraordinary physical and virtual incoming programme for welcoming to our country buyers, influencers, journalists and other key players for the*

relaunch of the Made in Italy brand in the world, starting from the agri-food sector, which represents one of our country's best known and appreciated points of excellence."

The necessary collaboration between the different segments of the agri-food sectors was also emphasized by **Giorgio Santambrogio, past president of Associazione Distribuzione Moderna and Managing Director of the VèGè Group**: *"The large retail sector wants to collaborate with industry and agriculture to address the post-Covid challenges. For example, we are working together to eliminate unfair practices such as the gangmaster system in the fields and double Dutch auctions. Regarding the latter we supported the new law that has already passed in the House and is now being debated in the Senate. The discussion about the issues of prices and promotions is also ongoing."*

The speakers at Cibus Forum tomorrow will be: **Ettore Prandini, President of Coldiretti (in streaming); Massimiliano Giansanti, President of Confagricoltura; Dino Scanavino, President of CIA Italian Farmers.**

The morning also included the presentation of the **Nielsen** report about consumption trends in the Covid era. Sales of Fast Moving Consumer Products have stabilized after the boom during lockdown, but continue to be positive. Now accustomed to new shopping categories, families are still buying frozen products, UHT milk, flour, pasta, rice, hygiene products, etc. The price factor will be increasingly important and sales in discount stores and specialized shops will continue to grow. We will see a polarization in prices, with increasing demand both in the low and high price range, and a decreasing trend in the mid-range. E-commerce will continue to grow despite a significant part of the country not being covered yet.

This analysis was confirmed by **Antonio Cellie, CEO of Fiere di Parma and specialist in the Food&Beverage sector**: *"We are beginning this edition of Cibus Forum in a difficult context, but with a positive feeling. First of all we see the operators' wish to meet in person and this, not just for the Trade Fair sector, is a positive sign; we also witness a structural change in consumption at the global level that could, in the medium term, favour the Made-in-Italy food sector characterized by high quality, basic products, and production standards that are unique in the world not just in terms of safety, but also of flexibility. Finally, we observe the joint vision of the supply chain, from Agriculture to Industry and Distribution, which confirms its key importance for the Institutions as well."*

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