



# CIBUS FORUM

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Press release

## MADE IN ITALY FOOD: AFTER COVID-19 ITALIAN TALENT FOR INNOVATION BECOMES A JOINT EFFORT

***Success for Cibus Forum, the entire agri-food sector gathered in Parma after the Covid emergency - Representatives of agriculture and large-scale retailing took centre stage on the second day - Conceptual and numerical evaluation of the event***

(Parma, 3 September 2020) - The morning of the second and last day of Cibus Forum in Parma was dedicated to the issues of agriculture and distribution. After the welcome speech by **Teresa Bellanova, Minister of Agricultural Policies** (in streaming) who pointed out, among other things, the commitment by the Italian government to fighting against traffic-light food labelling, “which leads to uninformed choices”, and unfair practices in agriculture, **Denis Pantini from Nomisma** presented research on how Italian consumers’ behaviour is changing in the post-Covid era. Pantini also had the following warning for the Italian agri-food sector: it’s necessary to address the Green Deal challenge rapidly, or we run the risk of other European countries boasting greater product sustainability, especially as traffic-light labelling could define Italian products as less competitive ([www.cibusforum.it](http://www.cibusforum.it)).

*“The central deciding issue of the future is the choice between agricultural and synthetic food - asserted **Massimiliano Giansanti, President of Confagricoltura**. - We believe that food must be linked with the land and we are opposed to lab-produced food. We are, of course, in favour of scientific and technological innovation and we follow with interest BioTech innovation, which represents the new frontier to stimulate production, without making genetic changes, such as GMOs. Agricultural Italy must produce more: today only 75% of what ends up on Italian tables is produced by us.”*

*“In order to increase exports, the issue of infrastructure will also be important – stated **Ettore Prandini, President of Coldiretti**. – Agricultural goods must travel less by road and more by train, plane and ship. We rank 7th in Europe for agricultural transportation by ship. The future will therefore be determined by logistics, infrastructure interconnections, and by renewable energies, with an increasing reliance on biomethane.”*

*“In order to make the agri-food system sustainable – said **Dino Scanavino, President of CIA Italian Farmers** – we will need to revisit the concept of supply chain: in addition to agriculture, food industry and large-scale retailing we must include transportation, the packaging industry, and manufacturers of both mechanical and robotic machines.”*

*Scanavino also pointed out that almost 10 million Italians will have lower spending power, which means that prices of agri-food products will necessarily have to be kept low.*

**Paolo De Castro, S&D coordinator in the European Parliament Agricultural Commission** called attention to the fact that *“the financial resources of the CAP common agricultural policy account for almost 40% of the European budget and the Recovery Fund amounts to an additional 7.5 billion euros”.*

**Antonio Cellie, CEO of Fiere di Parma** summarized the achievements of Cibus Forum: *“For the first time after lockdown, we have gathered together the main players in the agri-food sector. We had an attendance of over 1000 operators a day and about 3000 streaming viewers, many of whom foreign buyers, not to mention the over 50 players in the agri-food sector who have spoken from the stage. Joint reflection has identified the following concepts: lockdown has led consumers to a better understanding of the value of food and the work behind it, therefore we need to insist on the promotion of Italian food; we urgently need support measures for the Ho.Re.Ca sector and in particular for restaurateurs, who are the great teachers of quality food in Italy and in the world; innovation combines the history of local areas with new technologies, therefore ancient traditions, drones in agriculture and compostable packaging. It's a beautiful landscape of polycentric innovation, and therefore suited to the eclectic Italian talent. The next event is Cibus 2021, which will start on May 4 and will be the first major European food fair after lockdown.”*

**Roberto Luongo, General Director of the ICE Agency**, spoke (on the first day) about export issues, and pointed out the increased teamwork between institutions dealing with exports: the Ministry of Foreign Affairs, the ICE Agency, and the Ministry of Economic Development. The ICE Agency has undertaken to guarantee the reimbursement of expenses incurred by companies that have suffered from the cancellation of trade fair events, and is finalizing the organization of FIERA Smart 365 for the digitization of trade fairs and B2B meetings, promoting e-commerce for businesses and their presence in the Large Retail sector.

Numerous representatives of the Large Retail sector spoke at Cibus Forum: **Marco Pedroni, President of Coop Italia and new President of ADM Associazione moderna; Giorgio Santambrogio, Managing Director of the VèGè Group (who spoke yesterday); Alessandra Corsi from Conad, Eleonora Graffione from Coralis, Grazia De Gennaro from Despar, and Tanya Kopps, CEO of Metro Italia.** Some of the latter participated in the round table discussion “Women wake up earlier” and agreed, among other things, about the need to identify new forms of communication to the consumer, going beyond the promotions system, which has often damaged the market.

*“There will be no recovery without innovation – asserted **Marco Pedroni** in his speech – and by innovation I mean a renewed spirit of collaboration between all segments of the agri-food sector, based on a few basic points: wide-ranging agreements that are fair to all; shortening and streamlining of the supply chains; creation of value for the consumers and not just for the companies. But innovation is also sustainability The new green deal is a good idea but it must be supported by actions: tax reduction for sustainable goods and support of product innovation. This would help to set up new consumption models in the post-pandemic period.”*

A study by **The European House – Ambrosetti** on the future of Italian oil was presented at Cibus Forum: the growth of the Italian oil sector hinges on sustainability and promotion

of the product, as confirmed by **Zefferino Monini**, owner of the Umbria company bearing the same name, who pointed out that since the territorial limits of Italy do not allow for growth in quantity it is necessary to aim for increase in quality, a value for the whole country.

The last session, dedicated to sustainability and innovation as response to the emergency, organized by **Alessandro Perego**, **Polytechnic University of Milan**, and moderated by **Alfonso Pecoraro Scanio** in collaboration with the **UniVerde Foundation**, saw the participation of: **Angelo Riccaboni** from the **Santa Chiara Lab** of the **University of Siena**; **Catia Bastioli**, **Managing Director of Novamont**; **Massimo Centemero**, **Director of CIC**; **Massimo Della Porta**, **President of the SAES Group**; **Guido Barilla**, **President of the Barilla Group**; **Marco Pedroni**, **President of Coop Italia**.

**Alfonso Pecoraro Scanio**, **President of the UniVerde Foundation** and former **Minister of Agriculture and Environment**, stated: *"The strong message from the academic world and from key players in the business sector regarding the priority of environmental sustainability is very important. The Italian agri-food sector must become a European leader in sustainability, both in terms of production methods and of the drive to revolutionize the packaging system, in support of a true circular bioeconomy. Through this ability to combine innovation and sustainability we can boost employment and quality of life in our local areas and in our businesses."*

**Vincenzo Amendola**, **Minister for European Affairs**, participated remotely in the session, and confirmed his commitment to making Green Deal a key tool in our country's recovery. In the current global context, full of fears but also opportunities, Europe has provided an answer and Italy must be ready to play a leading role in this transition phase.

*"People have been very careful about safety and have rediscovered the ritual quality of home consumption – said **Guido Barilla**. - Products such as flour, which had been a bit neglected for years, have made a very significant comeback in kitchens. Many of the new habits adopted during this period will persist in the future. People will be more discerning about some issues. They have embraced rituals that had been partly forgotten."*

Many captains of industry took to the stage during the two days of the event. In addition to the ones already mentioned, they were: **Nicola Levoni**, **Member of the Board of Directors of Food Drink Europe**; **Armando De Nigris**, **President of the De Nigris Group**; **Chiara Rossetto**, **Managing Director of Molino Rossetto**; **Marianna Palella**, **CEO of Citrus**; **Maria Flora Monini**, **Monini Communication Management**; **Nicola Bertinelli**, **President of the Parmigiano Reggiano Consortium**; **Francesco Mutti**, **CEO of Mutti**.

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