

Surge in Italian organic food consumers

Source: Sana

For the third year running Italy has seen a **rise in the percentage of organic food consumers**, Sana reports: 2014 showed a **59% increase**, recording a net rise over the 54.5% of 2013 (+ 4.5%) and the 53.2% recorded in 2012 (+ 5.8%). Only 41% of Italians say they have never purchased an organic product in the last twelve months. Among those who bought at least one organic brand in the same period, 37% claim they consume organic products at least once a week, and 22% every day.

These figures emerge from the initial data processed from the survey carried out by **Nomisma** on behalf of **BolognaFiere** and in partnership with **Federbio** for the 2014 edition of **Sana Observatory** at the 26th **International Exhibition of Organic and Natural Products** to be held in **Bologna's fair district from 6 to 9 September 2014**. The Observatory survey aims to define the identikit and behaviour patterns of Italian organic consumers. The full research results will be presented during the meeting "All the figures of organic made in Italy" scheduled at **Sana**.

The increase in the consumption of certified organic foods is reflected in the figures released by the **Ministry of Agricultural, Food and Forestry Policies** based on monitoring by **SINAB** (Italian information system on organic agriculture, set up by the Ministry of Agricultural, Food and Forestry Policies), giving an overview of the situation of **organic farming** in Italy on 31 December 2013, and by **ISMEA** (service institute for the agrofood industry), focused on the sale of **organic brands** in the large-scale retail trade.

There were **52,383 certified organic operators** in Italy on 31 December 2013 - an overall increase of **5.4% on 2012**. Organic land has increased to **1,317,177 hectares**, with an overall growth of **12.8% over 2012**. Domestic consumption, according to figures released by the Ministry, collected by the **ISMEA/GFK-Eurisko Family Panel** in the first five months of 2014 show a positive trend. The research results processed by SINAB and ISMEA will also be presented at the meeting at Sana. **More information** is available [here](#).

14.08.2014

Sana 2014 in Bologna

Source: Press release Sana



Following on from Sana 2013 and its record number of visitors (+20% on 2012), the next International Exhibition of Organic and Natural Products - **26th Sana** - will be opening its doors at the Bologna trade fair grounds on Saturday 6 September through to Tuesday 9 September. Organised by **BolognaFiere** in collaboration with **FederBio** and supported by **Ifoam**, Sana is Italy's premier tradeshow for certified organic foods, herbal products and natural and organic cosmetics, a must for sector specialists but also for consumers preferring to eat organic produce, choose from a range of food supplements to keep fit, and use personal care and cosmetic products obtained from natural and organic ingredients.



The Tradeshow is organised in three sectors. The Sana pavilions dedicated to **Food** will be showing the very latest fresh and preserved certified organic products. The **Wellness** sector groups health and personal care products: special diet foods (for example, gluten-free foods and products for diabetics and athletes), cosmetics made from natural and organic ingredients, medicinal herbs, food supplements, functional foods and natural remedy products. Finally, the **Other Natural Products** sector covers environment friendly lifestyles with natural-based home cleaning products and garments, chemical-free furniture and fittings, and products for moments of leisure.

After the resounding success last year with exhibitors and the general public, the **Sana Shop** will again be a feature of the upcoming show. Set up by BolognaFiere in the tradeshow area, the Shop is open exclusively to Sana exhibitors for the sale of their products.



As in past editions, **Sana 2014** will have a broad raft of seminars and conferences offering visitors and exhibitors the opportunity to get an update on what matters most to consumers wanting to eat healthily and use natural products. In 2012, sales of organic products in the European Union amounted to €21.8 billion (source: **BÖLW** - Bund Ökologische Lebensmittelwirtschaft, 2014). In Italy, sales of organic produce topped €2 billion (+7% on 2011). On the strength of these figures Italy is now the fourth largest organic food market within the EU.

More Information [here!](#)

18.07.2014

Italy: Sana returns to Bologna

Source: SANA

Following on the success of **SANA 2013** with a **record number of visitors** (+20% on 2012), the next edition of the fair will take place at the **Bologna trade fair grounds on 6 – 9 September 2014**. Organised by **BolognaFiere** in collaboration with **FederBio** and supported by **IFOAM**, SANA is Italy's premier tradeshow for **certified organic foods, herbal products and natural and organic cosmetics** - a must for sector specialists as well as for consumers.

The show is **organised in three sectors**. The SANA pavilions dedicated to **food** will be showing the very latest fresh and preserved certified organic products. The **wellness sector** groups health and personal care products: special diet foods (for example, gluten-free foods and products for diabetics and athletes), cosmetics made from natural and organic ingredients, medicinal herbs, food supplements, functional foods and natural remedy products. Finally, the **other natural products sector** covers environment-friendly lifestyles with natural-based home cleaning products and garments, chemical-free furniture and fittings, and products for moments of leisure. After the resounding success last year with exhibitors and the general public, the **SANA Shop** will again be a feature of the upcoming show. As in past editions, SANA 2014 will have a broad raft of **seminars and conferences**.

A **new feature** will be courses organised by the **Akesios Group** in collaboration with **SANIS** (School for Nutrition and Supplements in Sport and Wellness) and the scientific company **SINSeB** (the Italian Society for Nutrition, Sport and Wellness). They will target doctors, pharmacists, nutritionists, health practitioners, as well as competitive and amateur athletes. Topics will range from **specific supplements for sports - both amateur and professional - to special diets for sports practitioners**. More information and registration for the **courses** is available [here](#).

The annual survey of the **SANA 2014 Observatory**, carried out by the **Nomisma Institute** for BolognaFiere focuses on **changing Italian consumer behaviour** regarding organic products and trends in the organic market, a sector that proves to be in good health and unaffected by the ongoing economic crisis. The results of the SANA 2014 Observatory survey will be presented at a **congress** on Saturday, 6 September. **Detailed information** on the fair can be found at the [SANA website](#).

12.06.2014

Italy: Sana Academy

Source: Sana

The 26th edition of **SANA** will take place in Bologna on 9 – 12 September 2014. This year, **SANA Academy's traditional free-of-charge courses** will take place again. Organised by **BolognaFiere** and catering for sector professionals, the courses will be delivered in two ways: direct streaming on the SANA website in the months preceding and following the show, and upfront conferences during SANA itself.

The **first conference** kicks off on 12 June with attorney Valeria Fabbri, who will hold an online course entitled “New Sales Channels for Herbal and OTC Products” **looking at e-commerce**. Participants will be able to put questions directly to the speaker. The second web seminar is on 26 June when Gian Paolo Valli from the **Carpigiani Gelato University** will be talking about “Secrets and Virtues of Organic Ice Cream”. The next webinar “Innovation in Nutrition and Food Supplements and Sports” will be given on 3 July by Professor Fulvio Marzatico of **Pavia University** and Dr Nicola Sponsiello, a food science specialist.

During SANA, on 6 September, attorney Gabriella Ferraris give a course on advertising food products, supplements and cosmetics. On 7 September, Carlo Vettorazzi will give a **broad overview of the organic catering sector**, a conference offered by **Bio Hotel Elite** of Levico Terme. The following day, 8 September, will be the turn of Paolo Sari, organic chef to be awarded a **Michelin star** - given this year to his restaurant **Elsa** in Monte Carlo. Paolo will talk about: “The Failure of Food Globalisation”. Finally on Tuesday 9 September, naturopathist Marco Valussi will examine the infection-fighting properties of certain essential oils.

The **courses in streaming** will resume on 25 September with attorney Laura Gazzi looking at contractual agreements and herbal sector outlets. A further conference is scheduled for 30 October with Roberto Spigarolo, a researcher at **Milan University**, on **promoting organic food in school and company canteens**, to be followed on 20 November by a conference on supplements and nutraceuticals by Professor Enrico Roda. **More information** is available from [SANA](#).

08.06.2014