

SANA 2017, THE CENTRE OF THE ORGANIC FOOD BUSINESS

At the Bologna Exhibition Centre from Friday 8 to Monday 11 September 2017, the International Exhibition of Organic and Natural Products

Pavilions 25 and 26 and, at the late entry, pavilion 32 are reserved for the area Organic Food; in pavilions 21 and 22 Natural and Organic Body Care and in pavilion 16 Green Lifestyle

2016-2017 Sales: +16% in grocery retail, +3.5% in the specialized channel.

THE MARKET FOR ORGANICS, THE CURRENT STATE OF THE ORGANIC FOOD SECTOR

The entire system of organic food is growing, the latest estimates relating to 2016 sales in the specialized channel show growth of +3.5%, while in grocery retail the updates from Nielsen highlight growth of +16% (in the year ending June 2017), while the share of the organic market represents over 3% of the total of food sales (a fivefold increase since the year 2000).

At the same time there has been an increase in consumption by families as “bio users”, with growth of 1.2 million units in 2016 alone, as has been confirmed by the report of the **SANA 2017 Observatory**, curated by **Nomisma** and promoted by **BolognaFiere**, with the support of **FederBio** and **Assobio**. Also planned for 8 September is the presentation by the Observatory of the report “All of the numbers of Italian organics,” which this year will offer the latest data on the organic sector with in-depth analysis of the new trends in the Italian market and those concerning products dedicated to vegetarian and vegan consumers.

The current health of the organic sector is reflected also in the success of SANA, which each year is bigger and more diversified in terms of the products on view, the training available and the schedule of events inside and outside of the exhibition centre.

ORGANIC FOOD: EXHIBITION AND EVENTS

The Organic Food sector has always been the historic heart of the event. Making this area unique will be the quality and diversification of the offer that will be composed of producers and distributors of organic foods, certification organizations, institutions, producers of equipment and products for organic farming and apiculture in addition to companies involved in the packaging of natural foods. Fresh and packaged food items, dairy produce and ice creams, food products including meats, fish, oil, pasta, rice, cereals, desserts and bakery products, dietary foods, honey and preserves, wines and drinks and much more to showcase to visitors the very best of Italian and international organics.

Completing the exhibition offer for the event is an important calendar of themed events including the **SANA Observatory** “All of the numbers of Italian organics”, the **opening convention** “Which regulations to reinforce the growth of European organics?” organised by **FederBio** and the **IFOAM convention** “Organics 3.0: the current state and case studies of good practices in the Mediterranean”. During the days of the event **ICE, the agency for the promotion of Italian companies abroad**, will be proposing a series of meetings to present the foreign markets for organic products, while **Assobio** will be holding a convention “Look out for those two. The organic market in the specialized channel and in grocery retail” focused on the Italian market. In addition to these there will be numerous appointments organized by the certification organizations and the exhibiting companies.

EVERYTHING ELSE IS...SANA

The area reserved for **Organic Food** will be complemented by the exhibition and events of the section **Natural and Organic Body Care** in pavilions 21 and 22, while pavilion 16 will be hosting the section **Green Lifestyle**.

The **Green Lifestyle** area will this year be offering the visiting public a new arrangement of sub-categories created to best represent the diverse sectors of sustainable living (*Home&Office, Mom&Kids; Mobility; Clothing&Textiles; Pet&Garden; Hobby&Sport; Travel&Wellness*); in the section **Natural and Organic Body Care** companies will be showcasing natural treatments, medicinal plants and their derivatives, dietary products, supplements and special natural ingredients, products, services, accessories and equipment for personal care.

Returning to the event are some appointments that have become classics, such as **SANA Novità** and the **SANA Observatory**. The former will provide visitors the chance to discover the latest innovative products showcased by exhibitors and then vote for their favourite. The winners of each of the three categories will receive a prize offered by **Biorfarm: the "digital distance adoption"** of a fruit tree cultivated by a farmer, who for one year will send the fruit harvested from the tree to its adoptive owner.

Also confirmed is the calendar of meetings and professional training events of the **SANA Academy**, with the participation of teachers, university researchers and professionals from the sector.

The schedule includes: the appointment about essential oils explained based on their function, composition and potential use; the seminar on the evolution of intestinal macrobiotics in relation to their interaction with nutrition, the perception of old age and a session of meetings on herbalism in veterinary medicine and in relation to the diverse phases of the female life cycle.

In addition to the in-depth events organized inside the Exhibition Centre are also numerous other initiatives at the event such as **SANA Shop**, where visitors can purchase products directly from exhibiting companies; **SANA City** with 10 days of Green events, managed in collaboration with **Eco-Bio Confesercenti**, and **SANA Day** with all of the initiatives in the city promoted together with **Confcommercio-Ascom Bologna** and **VeganFest**, the reference event in Italy for vegans, organised in collaboration with VEGANOK.

Organised by BolognaFiere, SANA is the only reference event in Italy for the sector of natural and organic products and boasts over 800 exhibitors and more than 47,000 visitors.

From 8-11 September 2017 at the Bologna Exhibition Centre SANA will be offer a marketplace and an opportunity for networking for professionals, operators and those interested in the sector, in addition to being an important training and cultural event thanks to the qualified programme of conventions and workshops curated by BolognaFiere, the companies, institutions and associations from the sector.

Completing the event is SANA NOVITA, the space that the Fair dedicates to innovation, SANA SHOP, the area reserved for testing and purchasing products and services but also SANA ACADEMY with professional conventions, the SANA Observatory for updating knowledge of the data relating to organics and a calendar of external events that each year animate the streets and shops of the city of Bologna.



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