



BIO, HEALTHY AND GREEN: FOOD TAKES CENTRE STAGE AT SANA RESTART

Food, health and sustainability are gaining increasing attention from Italians. These topics, in fact, will be taking centre stage, together with the key players in the organic and natural market, at SANA RESTART, scheduled for 9 to 11 October at BolognaFiere.

The event, which will be taking place in conditions of utmost safety for operators and visitors, will also host the leading certification bodies, distributors and producers from the organic sector.

The food agriculture production chain – both in its traditional and organic iterations – has always represented the very best of ‘made in Italy’ production. It is a sector renowned for its quality products and capacity to respond to the requirements of consumers who are increasingly well-informed and knowledgeable when it comes to their purchasing choices .

The recent pandemic, which struck Italy and the world in the spring of 2020, further highlighted and reinforced Italian lifestyle trends, revealing an image of the country in which consumers increasingly prioritise healthy, green and organic choices.

This trend has also been noted in the main market surveys, including the “Coop Report 2020. Consumption and lifestyles of Italians today and in the future”. The picture that emerges confirms the gradual consolidation of behavioural dynamics that have always been given the utmost consideration at **SANA, the first and most important international fair for natural and organic products**, created and developed over the years precisely to promote sustainability in all of its declinations. The event this year has a modified formula but maintains its vocation to find new, advanced areas of common ground between business and environmental protection. It aims to keep safety at the centre of the project: a way to enable everyone, exhibitors, operators and the public, to experience presentations, purchase the markets latest innovations in the market, develop new partnerships, and share in-depth analysis.

SANA RESTART will bring together at the fair the main organic certification bodies, such as C.C.P.B., ICEA, Consorzio Il Biologico, Suolo e Salute, Bioagricert, Bios, Valoritalia, CSQA, and the leading distributors: Biotobio, EcorNaturasì, Probios and Padovana Macinazione. Also participating will be important producers (Cultiva, NaturaNuova, Agricola Grains, Isola bio, Clipper, Mastro Cesare, Scaldasole, Culligan, Yogi Tea) and large collectives, including Cia, Demeter, the Campania Regional Administration, the Bologna Chamber of Commerce, il Consorzio Bioexport, Agri.Bio.Piemonte, Vlabel and Associazione Vegetariana Italiana.

Such participation also confirms the widespread determination to kick-start the compartment that, as has been noted in recent studies of purchasing habits, can rely on consumers that are increasingly orienting their choices based on three priorities: **food, health and green**. Beginning with food, contrary to trends occurring in other European countries, the large majority of Italians (70% of them) refuse to reduce their spending by putting fewer products in their trolleys or by buying products of lower quality. This fact matches the conviction expressed by 20% of interviewees that “eating well and healthily” constitutes “the first essential ingredient in the recipe for happiness in 2021”.



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The greater attention to health – not by chance indicated by 45% as the real criteria with which to measure their own wellbeing in the near future – reverberates through other trends linked to cooking habits. During the lockdown, in fact, Italians experienced a revival of “home cooking”. A renewed passion, which in many cases seems destined to transform into a consolidated habit: around one in three Italians say that in 2021 they will dedicate more time to home cooking, in various cases with the intention to try out new things, but also and, above all, to ensure that they are eating healthy food.

We can also interpret the projected purchasing intentions in this light: 38% of Italians plan to spend more on purchasing healthy food and drinks; 42% express the same intention when it comes to sustainable foodstuffs; and this figure rises to 49% for products that are 100% Italian and of local origin. These positive trajectories are being reflected in the gradual and constant growth of purchases of organic branded products.

Among the other trends that are experiencing a genuine leap forward in scale are: the growing propensity towards **multichannel shopping**, combining visits to retail points (including those close to home, which are enjoying a boost) and the various forms of e-commerce, and a renewed attention to **sustainability**. 27% of Italians claim to have purchased a greater quantity of sustainable and green-friendly products in the months following the outbreak of the pandemic: just over 20% also claim to have intensified their visits to the specialized retail points that sell these products (*Source: Coop Report 2020*).

These habits and projections trace quite a detailed picture of a scenario that clearly rewards companies and producers from the organic production chain, in the sectors of food, wellbeing and personal care, and sustainability. These companies and producers are among the protagonists of **SANA RESTART**. Scheduled to take place from 9 to 11 October at the Bologna Exhibition Centre, the event represents an opportunity to get an overview of the latest developments in the **organic world** concerning **Food, Care & Beauty and Green Lifestyle** the resumption of business will be taking place according to protocols and measures that enable participants to experience the fair in person and in safety. An event that boasts the slogan “**The recovery passes through Organics**” has the ambition to assert the growth of a sector that proposes to be an essential compartment driving the recovery of the country system.

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