

SANA 2023 arrives, 35th edition - an increasingly international and B2B

From organic to healthy food, from green cosmetics to sustainable fashion, from blockchain to solutions against waste: numerous themes will be explored at the International Organic & Natural Food Show.

BolognaFiere will host companies and professionals from the Organic & Natural Food sector from Thursday, September 7th to Saturday, September 9th, while the Care & Beauty and Green Lifestyle areas will remain open on Sunday, September 10th.

Returning to SANA: Rivoluzione Bio, Sanatech, La Via delle Erbe and initiatives related to the organic breakfast and aperitif consumption moments. New entry 2023: the Veg Area and the space dedicated to the Free-from world.

Milan, June 22, 2023 – Healthy eating and environmental protection, the search for quality and respect for raw materials, short supply chains and price trends: consumer preferences are driven by motivations and need that change over time but seem to be increasingly influenced by the principles of sustainability and well-being.

This is the context for the **35th edition of SANA, the International Exhibition of Organic and Natural Food**, from this year **entirely B2B**: producers, distributors, buyers, institutions, and control bodies meet at BolognaFiere to stay up-to-date on the latest trends and innovations.

The **Organic & Natural Food** area, open from September 7th to 9th, will present the best organic, healthy and sustainable food products with a controlled supply chain, DOP, DOC and IGP in Halls 29 and 30. The **Care & Beauty** area, the showcase of natural and organic body care products and cosmetics, including supplements and medicinal herbs, and the **Green Lifestyle** section, with solutions and services for sustainable daily life, will expand and complete the exhibition proposal of the event. Also visitable on Sunday, September 10th, the Care & Beauty and Green Lifestyle areas will be set up in Halls 21 and 22.

Organized by BolognaFiere in collaboration with FederBio, AssoBio and Cosmetica Italia, SANA 2023 is the **historic and only showcase for the Italian organic and natural market**, created under the patronage of the Ministry of Agriculture, Food Sovereignty and Forestry, the Ministry of Environment and Energy Security, the Emilia-Romagna Region and the Municipality of Bologna.

According to BolognaFiere President, **Gianpiero Calzolari**, «thirty-five years ago, when we had the happy intuition to promote an international organic and natural fair, we made the right choice. The issue of environmental sustainability and a healthy diet is crucial today for people's well-being and the planet's future. SANA is the place where the entire sector takes stock and debates, anticipating market trends thanks to various projects: Rivoluzione Bio, the Organic States General, and the Sana Observatory data presented every year. The B2B turn of the event is a courageous and important choice to support the business and export of exhibiting companies. Also, for this reason, in this edition, we wanted to support the agricultural companies in Romagna affected by the flood, offering them free exhibition space to help them restart».

BolognaFiere S.p.A.

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**WORKING
WORLDWIDE**

PUSH FOR INTERNATIONALIZATION

In 2023, SANA aims to strengthen its role in **international markets**. In fact, with the support and active collaboration of the **ITA - Italian Trade Agency** for the promotion abroad and internationalization of Italian companies, Sana promotes the presence of an increasing number of qualified foreign buyers, which is also favored by the network of BolognaFiere agents at work in recent months. The goal is to increase the participation of large importers of organic products, representatives of large-scale retail trade and operators active in the field of natural cosmetics and food service, and from the leading European and non-European markets (e.g., Canada, USA, Japan, Korea, Indonesia, Israel, Singapore, UAE, China, Morocco, Tunisia and Latin America).

When speaking of the exhibitors, major companies and collectives from Austria, Germany, Japan and South Africa are already confirmed.

TRAINING AND PRODUCT CULTURE, INCLUDING FREE-FROM, PLANT-BASED AND "FIGHT AGAINST WASTE"

The numerous initiatives designed for the food sector will take place from Thursday, September 7th, to Saturday, September 9th. The **Veg Area** is this year's focus-news of SANA, realized in collaboration with **V Label Italia**, and it will dedicate an exhibition space to everything veg, from vegan to vegetarian, from raw vegan to plant-based, highlighting the latest consumer trends and product innovations.

This edition's second focus-news will be on intolerances and healthy diet. Organized in collaboration with the **World Gluten Free Chef Academy** of gluten-free specialist **Francesco Favorito**, the focus will give visibility to products aimed at people with allergies, intolerances or sensitivity through presentations and in-depth discussions dedicated to free-from and rich-in products. Among the events already confirmed is the **World Gluten-Free Pasta and Pizza Championship**.

After last year's positive debut, Sana confirmed the **Breakfast and Aperitif Areas** (in partnership with **Slow Wine**), which will re-propose high-quality products in an organic version intended for these specific moments of consumption.

For the second consecutive year, **Carrefour** renewed its participation in SANA not only in the exhibition area, but also in the event areas related to consumption (Breakfast and Aperitivo Areas) and the Free-From area.

In coordination with SANA's initiatives related to breakfast and free-from, **Fondazione Sant'Orsola** will coordinate a conference on innovations in 'healthy' hospital catering, involving other important Italian hospitals. In addition, at the SANA Service Center, the Foundation will set up a Charity Desk to raise funds to finance its projects for patient wellness and food that heals.

SANA 2023 will also give space to the theme of **waste reduction**, which is transversal, embraces the entire event and is of increasing relevance. Different ways of recovering and reusing processing waste will be the subject of in-depth discussion to encourage the fight against food waste and more.

INITIATIVES AND SPECIAL PROJECTS

SANA will kick off under the spotlight of **Rivoluzione Bio**, the **General States of Organic**, organized in collaboration with FederBio and AssoBio, and carried out with Nomisma, as part of the BEING ORGANIC IN EU project managed by FederBio in partnership with Naturland DE and co-financed by the EU under EU Reg. no.1144/2014. Rivoluzione Bio will host the presentation of data from the **SANA Observatory**, promoted with the support of ICE.

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Fifth year for **La Via delle Erbe**, the SANA initiative organized in collaboration with “l'Erborista” (a specialized magazine of the Tecniche Nuove Group), which will offer a schedule of **seven keynote lectures** given by experts in phytotherapy and herbalism, academics and opinion leaders in the field, aimed at herbalists and practitioners involved in health and wellness. Protagonists of the Street of Herbs – also with an exhibition space – will be “**white herbs**”, with a specific focus on those that benefit the digestive system. SANA will then inaugurate the **Herbal Observatory** created in collaboration with Nomisma, for an in-depth look, data in hand, at the Italian herbal market.

The appointment with **Sanatech**, the professional exhibition dedicated to the agri-food, livestock and organic and eco-sustainable wellness supply chain, with multiple product categories and training moments, is renewed. Promoted by BolognaFiere with the support of FederBio Servizi and in collaboration with Avenue Media, Sanatech will deal with organic and precision agriculture, traceability, circular economy and natural cosmetics technologies, opening up to emerging themes such as the world of bio-control and the bio-packaging sector. An in-depth look at blockchain, specifically the **TrackIT Blockchain** project by ICE, is also planned.

The entire scientific section of SANA will enhance women's skills and experiences, with the participation of countless female experts, who will be speakers at the scheduled conferences and workshops.

NEW ON SANA AND SANA NOVITÀ

SANA will highlight the new products proposed by exhibitors through the **SANA Novità** area and, in enhancing the entire supply chain, will target not only Italian visitors, but also international ones thanks to the **B2Match** networking platform, to translate their interest in the products displayed at the fair into business opportunities.

Another novelty is **New on SANA**, the space for start-ups and young companies focusing on innovation and sustainable development. The initiative aims to involve young companies, supporting processes and projects with a strong innovative value in the agribusiness, cosmetics, packaging and other green segments.

THE WORD FROM THE PARTNERS

«At this time, it is crucial to fully implement the organic law and move forward in positive talks with Undersecretary D'Eramo to approve the National Organic Action Plan – **Maria Grazia Mammuccini**, FederBio President, intervened –. In addition to providing tangible support to farmers to reach 25% of the area cultivated with organic crops, the Action Plan is, in fact, essential to grow the domestic demand for organic products, which has slowed down in recent months, and to support the increase in exports of Made in Italy organic products, which have already shown great potential in international markets. FederBio has been committed to these issues for a long time now, and this commitment has greatly expanded with the promotion of the Being Organic in EU project co-financed by the EU and which has in Rivoluzione Bio and SANA one of its pillars thanks to the collaboration of BolognaFiere. On the export side, we are working together with ITA. Bio, the online platform of data and information for the internationalization of organic Made in Italy curated by Nomisma that we promote together with the ITA Agency. As for domestic consumption to be restarted, we believe it is essential to continue to activate communication campaigns toward citizens to create a culture that enhances the benefits of a food choice based on organic, as well as push for further growth in investments reserved for the spread of organic canteens. Appointments such as SANA and Rivoluzione Bio are essential to converge the attention of operators and citizens on issues so relevant to the future of our Planet».

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Roberto Zanoni, President of AssoBio, said that «SANA has always represented the most authoritative venue to talk concretely about Organic and a valuable opportunity for companies and operators to discuss the challenges that await us in the future, both in economic and environmental terms. For these reasons, AssoBio's presence and participation in creating the Rivoluzione Bio program could not be missed, in which the Association will speak on some key issues: Horeca, Greenwashing and Green Claims. In addition, AssoBio will be present with its member companies in a collective area in Hall 29. Today we are registering a good recovery in organic distribution, and we have been very encouraged by the result of consumption in the Horeca channel. The survey conducted by FIPE and Ismea at the proposal of AssoBio, which for the first time in Italy analyzed this sector, showed that more than 50% of Italian bars and almost 70% of restaurants offered or used organic food, beverages and raw materials in their culinary preparations. The Horeca world has, therefore, realized how much the use of organic ingredients can bring positive results and responses to the target audience, thus offering a wider and healthier choice. But while there has been significant growth in the 'out of home' sector, we still have a lot of work to do to grow domestic consumption, awareness and transparency of the supply chain. We hope that this edition of SANA can usher in a new phase for the sector, in an institutional context that finally gives strength to the Organic Law passed last year».

«The world of cosmetics has also seen a gradual growth in consumer attention to issues of naturalness and sustainability. Today, products characterized by this orientation are a fundamental component of the cosmetic industry's offerings and represent 25% of cosmetic consumption in our country with a value of about 2.9 billion euros», commented **Laura Pedrini**, President of the Gruppo Cosmetici Erboristeria of Cosmetica Italia - National Association of Cosmetic Companies. «SANA is confirmed as a key event for all professionals working in this field: an opportunity for discussion and reflection to look at future market evolutions from an increasingly attentive and sensitive perspective to these issues».

www.sana.it

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Latest trends featured at SANA 2023: Veg Area and the Free From world, organic breakfast and aperitif

Milan, June 22, 2023 – During the **35th edition of SANA**, there will be four in-depth focus events, which have been conceived and organized around the most relevant topics for the sector: on the program, two essential novelties related to intolerances and the veg world, and two confirmations related to the consumption moments of breakfast and aperitif.

FREE FROM AND VEG AREA: NEW TRENDS IN THE FOOD SECTOR AT SANA 2023

In Italy, the demand for plant-based products is increasing; they have long been the protagonists of the tables of vegans, vegetarians and flexitarians. However, they are also increasingly in demand by those who opt for environmentally friendly and health-conscious food choices. SANA presents the **Veg Area**, created in collaboration with **V Label Italia**, to intercept and respond to the needs of this growing segment. This focus-news will dedicate an exhibition space to everything veg, from vegan to vegetarian, from raw vegan to plant-based, highlighting the latest consumer trends and product innovations and proposing numerous initiatives designed for the segment from Thursday, September 7th to Saturday, September 9th.

Food allergies and intolerances are, in turn, growing phenomena that significantly impact the population's preferences and needs. Just think of how much consumption habits have changed and how chefs and menus have adapted creativity and culinary proposals to this specific tendency. This is the origin of the **Free From Area**, the second focus-news of SANA 2023: created in collaboration with the **World Gluten Free Chef Academy** of gluten free specialist **Francesco Favorito**, it will give visibility to products aimed at people with allergies, intolerances or sensitivity to healthy food consumption, through presentations and in-depth studies dedicated to free from and rich in products.

The area will alternate training sessions for the horeca world and cooking demos to gain more awareness about celiac disease and its therapy, as well as expertise on fresh product. Among the events already confirmed is the **World Gluten Free Pastry, Pizza and Fresh Pasta Championship**, which will take place on September 8th and 9th. The topic is also extremely interesting to the Ministry of Health, especially regarding hot topics such as food labelling.

BREAKFAST AND APERITIF: BETWEEN TRENDS AND QUALITY EDUCATION

After last year's positive debut, the **Breakfast and Aperitif Areas** are confirmed, which will present and offer organic and natural versions of products specifically designed for these moments of consumption.

Breakfast plays a fundamental role in wellness: it is the occasion during which healthy and organic products are most used. On the Italians' table, there is plenty of cereals, animal and vegetable proteins, fresh and dried fruits, and baked goods, all accompanied by beverages such as tea, coffee, herbal teas, and traditional or plant-based milk. Such products will be the focus of the Breakfast Area: educational meetings and scientific sessions will be complemented by cooking shows by expert chefs, who will explain how to make healthy, tasty and balanced breakfasts, with a special focus on the world of the horeca and hotellerie.

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The aperitivo has also become a must-attend event for many people who enjoy a relaxing break from 6 to 9 p.m. with friends or colleagues. Following the strong interest in the topic last year and in partnership with **Slow Wine**, SANA is re-proposing an updated version of the **Mixology organic aperitif** event: tastings and specific initiatives for national and international operators will be the focus of this area. Among the proposed insights are low-alcohol and alcohol-free beverages (such as dealcolated wine) and aperitifs based on infusions, tea or chocolate.

Whether it's vegan food, alcohol-free cocktails, or products for lactose intolerant people, it's all part of SANA's commitment to build and spread a culture of healthy food, to be shared on every occasion of consumption, inside and outside the home, focusing on organic, high-quality and, if appreciated, made in Italy products.

It should be noted that for the second consecutive year, **Carrefour** renewed its participation in SANA not only in the exhibition area but also in the event areas related to consumption (Breakfast and Aperitivo Areas) and Free From.

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MADE IN ITALY MEANS TOP QUALITY FOR 1 IN 3 FOREIGN CONSUMERS

68% WOULD BUY ORGANIC MADE IN ITALY AT REGULAR OUTLETS

SANA Observatory data will be illustrated during Bio Revolution 2023

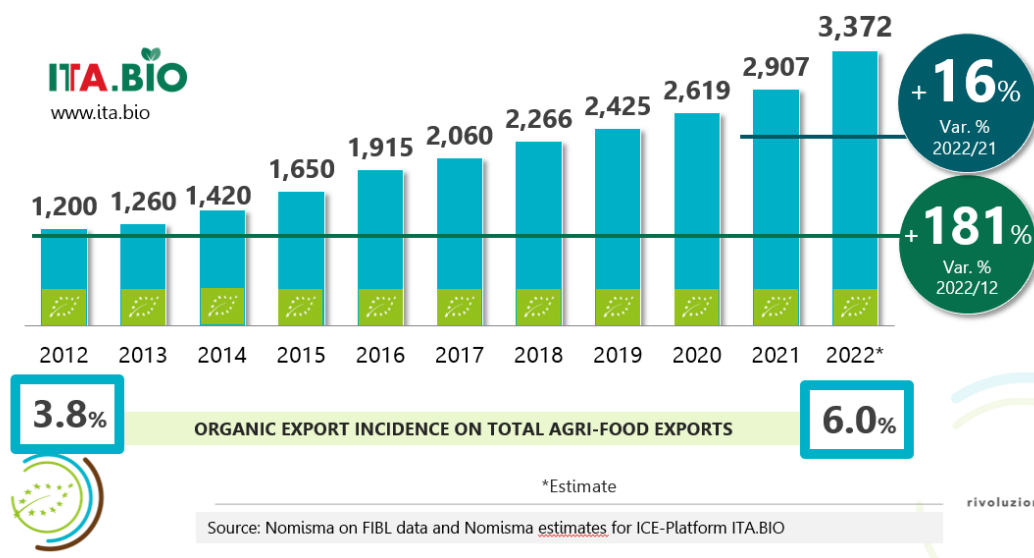
Milan, June 22, 2023 – The new edition of **Sana 2023, the 35th International Exhibition of Organic and Natural Products**, was presented in Milan. For this occasion Nomisma summarized the latest analysis of the **SANA Observatory**, which, thanks to the partnership with ICE Agenzia, proposed the results of the monitoring of organic on international markets carried out by ITA.BIO (www.ita.bio), the platform for the internationalization of organic Made in Italy promoted by ITA Agency and FederBio.

The data from the **SANA 2023 Observatory** will be presented in September at the fair as part of the fifth edition of **Rivoluzione Bio, the States General of Organic**, organized in collaboration with FederBio and AssoBio, and carried out with Nomisma, as part of the BEING ORGANIC IN EU project managed by FederBio in partnership with Naturland DE and co-financed by the EU under EU Reg. no.1144/2014.

The data show a positive performance of our organic export: in 2022, sales of Italian organic agri-food products on international markets reached 3.4 billion euros, putting a growth of +16% (year ending June) compared to the previous year. The recognition of organic Made in Italy on international markets is also evidenced by the long-term growth (+181% compared to 2012, a value almost tripled).

EXPORT BIO MADE IN ITALY

(2021-2022, billion € - AT June)



Source: Nomisma for ITA.BIO platform – www.ita.bio – ITA Agency and FederBio

RIVOLUZIONE BIO È UN EVENTO PROMOSSO NELL'AMBITO DEL PROGETTO





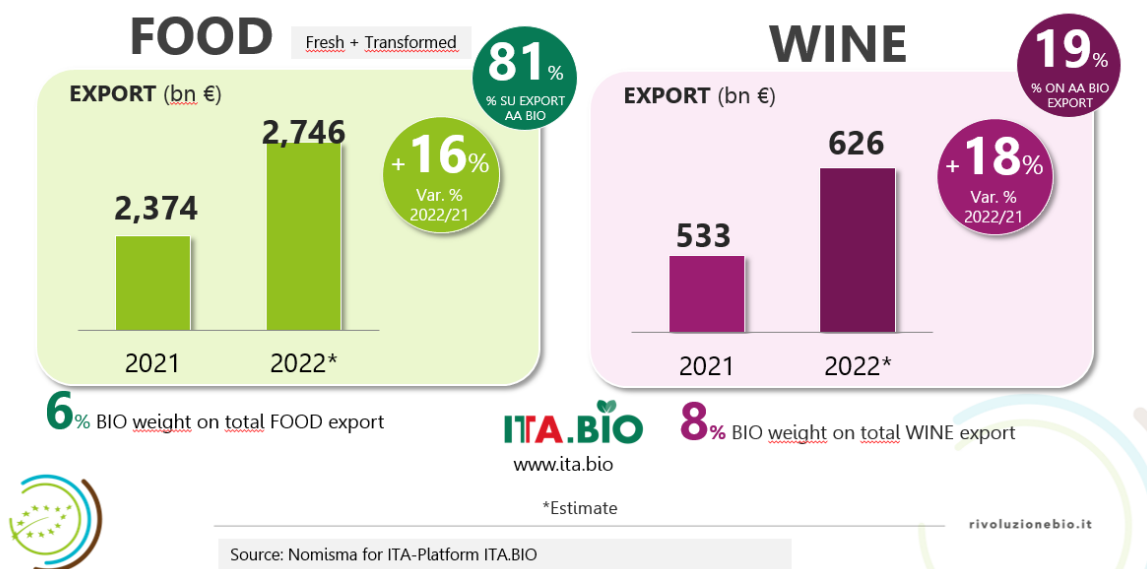
35th international exhibition
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DALLA RIVOLUZIONE VERDE ALLA
RIVOLUZIONE BIO
IL BIOLOGICO TRA PRESENTE E FUTURO

The majority of exports (81% of the total) are in food, worth 2.7 billion euros in 2022 (year ending June), up 16% from 2021. Also relevant is the role of wine, which weighs for the remaining 19% of organic exports, i.e., a much larger share than with agribusiness exports in general (in this case, the incidence of wine is 13%). In absolute terms we are talking about 626 million euros of Made in Italy organic wine sold on international markets, +18% compared to 2021 and a share of total Italian wine exports of 8% (food "stops" at 6%).

EXPORT BIO: THE ROLE OF PRODUCTS



Source: Nomisma for ITA.BIO platform – www.ita.bio – ITA Agency and FederBio

DESTINATION MARKETS OF ITALIAN ORGANIC

Regarding the markets presided over, the survey conducted between July and August 2022 by Nomisma for ITA Agency and FederBio on a sample of 290 Italian food and wine companies showed that the main destinations in Europe for Italian BIO food are Germany (indicated overall by 63% of companies), followed by France (46%) and Benelux (34%). For wine, it is still the German market that leads the way (67%), followed at a very short distance by the Scandinavian countries (61%) – where, as always, the appreciation of organic wine is very high – and Benelux (59%). Outside the EU borders, Switzerland, the United States and the United Kingdom lead the way for both food and wine (in the latter case, Canada and Japan are also strategic).

And in the future? According to companies, the most promising countries for exports of organic products in the next three years will be Germany (56%), Nordics (32%) and the United States (25%) for food, and Nordics (58%), the United States and Canada (both reported by a third of companies) in the case of wine.

RIVOLUZIONE BIO È UN EVENTO PROMOSSO NELL'AMBITO DEL PROGETTO



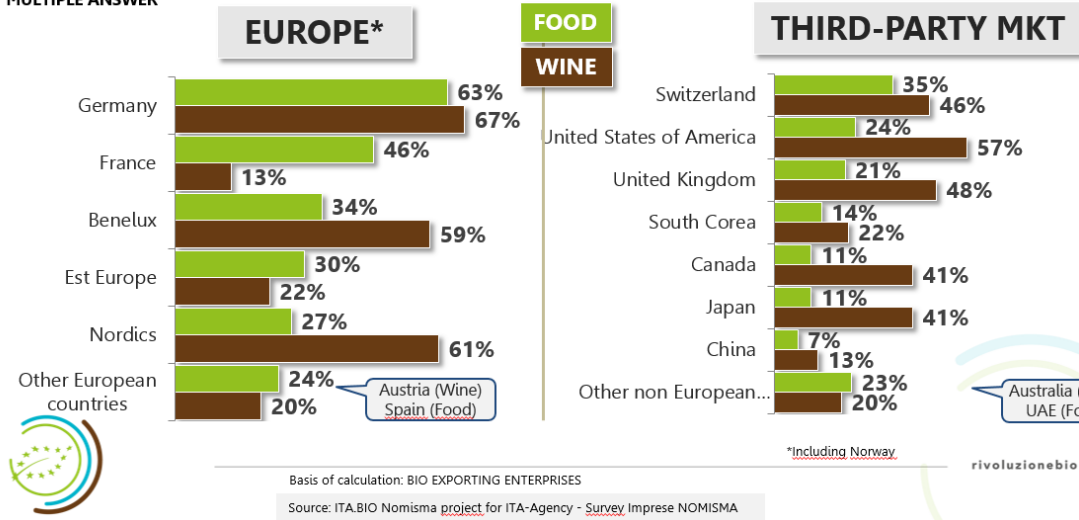
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DESTINATION MARKETS OF ITALIAN ORGANIC

WHAT WERE THE MAIN FOREIGN MARKETS OF THE COMPANY'S BIO BRANDED PRODUCTS IN 2021?

MULTIPLE ANSWER



Source: Nomisma for ITA.BIO platform – www.ita.bio – ITA Agency and FederBio

STRENGTHS AND OBSTACLES OF ITALIAN ORGANIC IN FOREIGN MARKETS

What are the characteristics that dictate the success of Italian organic in foreign markets? The quality of products and the general interest of foreign consumers in Made in Italy (indicated by 66% and 60% of companies, respectively) are the calling cards of our organic on international markets. The equivalence of the European organic label (34%), high average per capita spending on organic products (33%) and the guarantees associated with organic agri-food products (24%) are also considered elements of success.

In contrast, according to Italian companies, the aspects that represent the greatest obstacles to selling their organic products abroad are the costs associated with promotional activities in international markets (perceived as an

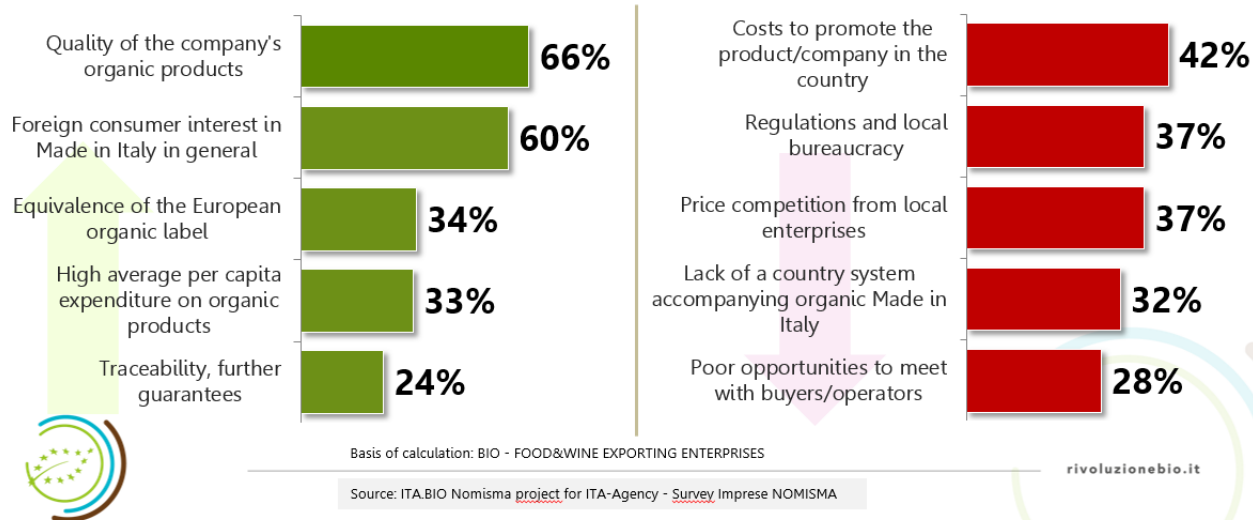
obstacle by 42% of organic exporting companies), local regulations/bureaucracy, and price competition from local companies (factors both indicated by 37%).

ORGANIC: FACTORS OF SUCCESS AND OBSTACLES ABROAD

WHAT ARE THE FACTORS THAT DETERMINE THE SUCCESS OF THE COMPANY'S PRODUCTS

WHAT ARE THE MAIN OBSTACLES TO THE SALE OF THE COMPANY'S ORGANIC PRODUCTS ON THE TOP3 MKT PRESIDED OVER

MULTIPLE ANSWER – TOP 5



Source: Nomisma for ITA.BIO platform – www.ita.bio – ITA Agency and FederBio

ORGANIC MADE IN ITALY: THE OPINION OF THE FOREIGN CONSUMER

Thanks to Nomisma's periodic surveys for the ITA.BIO platform, it was possible to collect the opinions of more than 7,000 consumers from the main target markets for organic (the United States, China, Canada, the United Arab Emirates, Scandinavia, Japan and Mexico).

While it is true that organic is now widespread throughout the world – and, in particular, in the United States (89% of the population has consumed an organic product at least once in the last year), Scandinavia (87%) and Canada (76%) – Organic Made in Italy still represents a niche, especially in Mexico, the United Arab Emirates and Japan (where the consumer base does not exceed 8% of the population).

But in all the markets analyzed, there are huge opportunities for growth: **Italy is top quality in food & wine in the consumer's perception** (on average, one out of three ranks Italy as the top country from which the highest quality food products come) and there is **perhaps interest in the Made in Italy organic binomial** (68% on average would buy a new Made in Italy organic product if they found it at the stores they usually frequent).

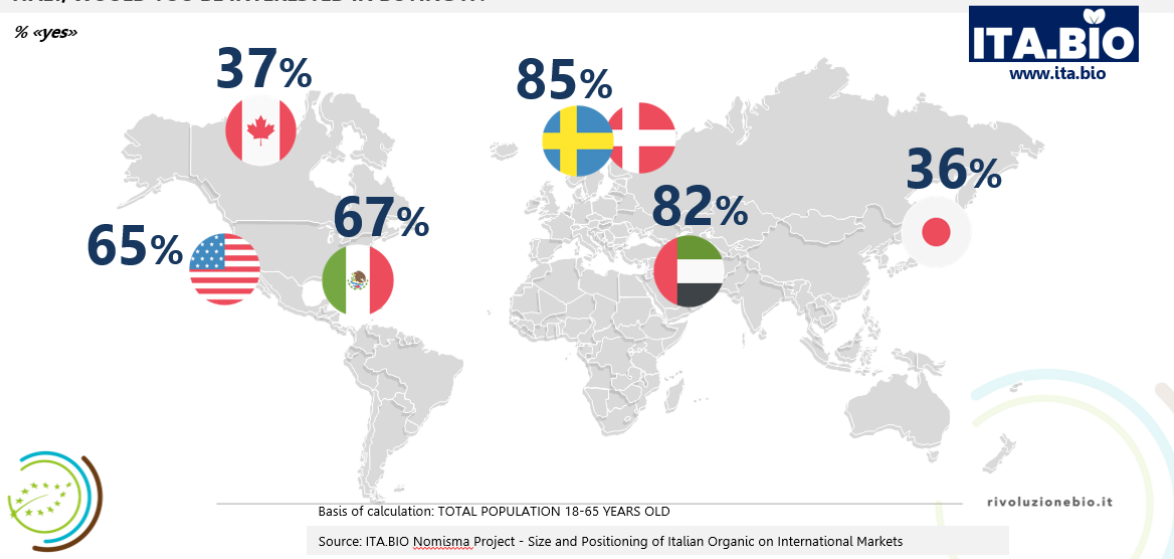
RIVOLUZIONE BIO È UN EVENTO PROMOSSO NELL'AMBITO DEL PROGETTO



ORGANIC POTENTIAL MADE IN ITALY

IF FROM NEXT WEEK YOU FOUND AT THE STORES YOU USUALLY FREQUENT A NEW ORGANIC FOOD PRODUCT MADE IN ITALY, WOULD YOU BE INTERESTED IN BUYING IT?

% «yes»



Source: *Nomisma for ITA.BIO platform* – www.ita.bio – ITA Agency and FederBio

So what are the factors to be activated to improve the positioning of our organic abroad? To increase diffusion, awareness and interest in organic, it is essential that the international consumer be better and more informed about the characteristics and guarantees that organic offers: in fact, about 7 out of 10 organic users in the markets analyzed state that they do not have sufficient and detailed information about the characteristics and values of organic food (a share that exceeds 80% for non-organic users). Another effective lever to bring Made in Italy organic food closer to foreign consumers is the possibility of getting to know the products through tastings or materials in large retailers or at restaurants, especially in Mexico, China and Japan.

From the point of view of Italian companies, on the other hand, the most effective actions to support the development of organic in the coming years should aim to stimulate consumer demand and confidence (44%), clarify the contribution of organic agriculture to sustainability (32%) and support supply and thus conversion and production (24%).

RIVOLUZIONE BIO È UN EVENTO PROMOSSO NELL'AMBITO DEL PROGETTO





35th international exhibition
of organic and natural products



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RIVOLUZIONE BIO
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RIVOLUZIONE BIO: FIRST GLIMPSES OF THE 2023 PROGRAM

September 7th, 10:30 a.m.

Institutional greetings and opening remarks

Speakers:

Presidents BolognaFiere, AssoBio, FederBio

Luigi D'ERAMO | Ministry of Agriculture, Food Sovereignty and Forestry *(to be confirmed)*

Session 1 | NATIONAL ACTION PLAN AND ITALIAN MARKET

Talks by:

SINAB, ISMEA, Nomisma, FederBio, AssoBio

CONCLUSIONS by Hon. Francesco Lollobrigida | Minister of Agriculture, Food Sovereignty and Forestry *(to be confirmed)*

September 7th, 2:30 p.m.

Session 2 | MADE IN ITALY BIO ABROAD, BLOCKCHAIN AND TRADEMARK TO COMBAT ITALIAN SOUNDING

Talks by:

ITA Agency, Naturland, Nomisma

CONCLUSIONS by: Hon. Adolfo Urso | Minister of Business and Made in Italy *(to be confirmed)*

September 8th, 10:30 a.m.

Session 3 | INNOVATION AND SUSTAINABILITY: EXPERIENCES IN THE FIELD IN ORGANIC

Successful case histories of entrepreneurs who have adopted innovative technical solutions in organic farming

CONCLUSIONS by: Prof. Pisante *(to be confirmed)*



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RIVOLUZIONE BIO È UN EVENTO PROMOSSO NELL'AMBITO DEL PROGETTO



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BEING ORGANIC in EU

Choose the European Organic Leaf for a better world.

The **BEING ORGANIC in EU** project is a promotional campaign by **FederBio** in collaboration with **Naturland** and **co-financed by the European Union** according to the EU regulation n.1144/2014. The project consists of an articulated set of actions with the aim of improving the knowledge, prestige and consumption of organic fruit and vegetables in the two target countries: Italy and Germany. In particular, the project intends to:

- **increase and reinforce consumer regard for European organic farming and its quality**
- **increase awareness and recognition of EU organic farming methods and standards**
- **raise awareness of the EU organic logo.**

The three-year programme started on 1st January 2022 and will end on 31 March 2025 and is co-financed by the European Union, FederBio and Naturland, two leading organisations representing organic operators in Italy and Germany. Some Italian companies are also taking part in the project: Vallefiorita, Solleone, Bio Organica Italia, as well as Bologna Fiere, a member of FederBio.

“**BEING ORGANIC in EU**” aims to contribute to a sustainable agri-food system in support of the “*European Green Deal*”, the “*Farm to Fork*” and “*Biodiversity 2030*” strategies in order to ensure an **ethical, healthy, climate and environmentally resilient food system** and to highlight the virtuous characteristics of European organic farming, both in terms of product quality and sustainability, from primary production to the consumer. For these reasons, the initiatives implemented by the project are fully in line with the objectives of the ‘*European Green Deal*’ and its strategies and functional to the implementation of the ‘*European Action Plan for the Development of Organic Agriculture*’.



Main objectives of BEING ORGANIC IN EU

1. **Raising awareness** of EU organic farming and the EU organic logo among consumers and organic operators
2. **Increasing consumption** of European products registered under the EU organic quality system
3. **Highlighting the specific features of organic production methods** in Europe, particularly in food products, concerning: safety, traceability, authenticity, labelling, respect for the environment and sustainability.

The contents

The project activities will propose an “organic” and unique message intended for different target groups (consumers, media, operators in the sector and institutions) to ensure **detailed and clear information on organic food. In particular, communications will focus on the positive effects of organic food on lifestyle and diet** as well as the positive effects of organic farming and animal husbandry practices on the **environment**.

During the three-year period, the programme will promote different types of organic products, spanning the entire range of foodstuffs of plant and animal origin.

BEING ORGANIC in EU will promote different types of organic products through the development of activities directed towards **target groups identified as strategic** in order to become the new **lifestyle** of European consumers and to **increase the awareness and recognisability of the European organic logo** at national level and among European consumers, regardless of their country of origin.



PRESS RELEASE

**Organic: Sanatech at its third edition at BolognaFiere
Innovation and sustainability under the sign of Made in Italy**

- *The International Exhibition of the Organic and Natural Product Supply Chain will be held from the 7th to the 9th of September, with meetings, seminars and a trade show dedicated to industry professionals*
- *Sanatech complements the offerings of Sana, the International Exhibition of Organic and Natural Products, to provide answers to "organic" producers engaged in the sector's ecological transition*
- *Product focus on organic grains, technological innovation and soil protection, traceability, techniques and resource management on the modern farm, novel food*

Bologna, June 13, 2023 - A point of reference for the development of the organic and eco-sustainable food, livestock and wellness supply chain, a professional exhibition capable of offering tools, practices and solutions useful to farms leading the "organic" conversion: **Sanatech** returns from September 7 to 9 among the pavilions of BolognaFiere, to present the latest technological, regulatory, institutional, market and cultivation techniques developments available to the organic and sustainable supply chain.

The **International Review of the Organic and Natural Production Chain**, established in 2021 at the height of the Covid pandemic, is now in its third year with a rich program of conferences, workshops and meetings geared toward supporting the ecological transition and oriented at primary sector operators already active in the "organic" sector or interested in entering it. **Organized by BolognaFiere, Federbio and Avenue Media**, Sanatech will, as always, complement the historical offerings of Sana, the international exhibition dedicated to organic and natural products, now in its 35th edition (Sept. 7-10).

The events and exhibition spaces program at Sanatech is defined on the sustainability and innovation axes to guarantee the high standards of quality that have always characterized organic products "**made in Italy**". Italy is leading in Europe for the extension of "organic" agricultural areas and the second exporter of organic products, just after the United States of America. The extraordinary **know-how** acquired by producers, researchers and the industry world also makes these records possible. Conceived not only as a trade show and international showcase, Sanatech will therefore be an opportunity for updating, discussion and networking for producers of seeds, semi-finished products, raw materials, equipment, ingredients and smart technologies, restaurateurs, logistics operators, processors, packaging and distribution.

This year's thematic product focus is on **organic grains**, of direct relevance for the growth of cereal areas that has been taking place in our country in recent months, in a global context characterized by an unstable market due to the climate crisis, the Russian-Ukrainian war and the resulting

speculation. Specially dedicated seminars will offer an in-depth look at the circularity of wheat milling co-products and the organic pasta supply chain.

The other **workshops** will be focused on the intersection of technological innovation and soil well-being, protection of water resources on the farm of the future, improvement and selection of "organic" seeds, and defence strategies. They will then discuss blockchain, innovative products to defend soils from heavy metals, the present and future of bio-pest control, biological treatments for plant protection, technical means, fertilizers, and even acupuncture in agriculture and novel foods.

Alongside the areas dedicated to **organic farming and agriculture 4.0**, new exhibition spaces will be dedicated to traceability, circular economy, processing, bio-packaging, cosmetics technologies, as well as the large-scale retail sector, among the protagonists of the 'green' turn necessitated by climate change and European response policies.

In this sense, Sanatech is a unique event of its kind for its completeness and ability to respond to the demands of the operators of the Italian and European organic supply chain, a sector destined to grow in faith with the path outlined by the European Union with the adoption of the **Green Deal** and the European Climate Law, aimed at achieving the goal of carbon neutrality in 2050.

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LA VIA DELLE ERBE 2023 – press conference 06.22.23

Promoted by SANA in collaboration with the magazine *L'Erborista* (Tecniche Nuove Publishing Group), an authoritative source of technical and scientific information for the entire herbal industry, the 2023 edition of "La Via delle Erbe" offers a 360-degree journey into the world of medicinal herbs and their applications in support of health and well-being from Sept. 7th to 10th.

Continuing on the well-established colour theme, the protagonists of this edition are medicinal plants marked by white flowers. As numerous botanical species present this characteristic, to direct our gaze, we will specifically focus on those that, due to the properties of the phyto-complex or individual components, can bring benefits to the digestive system and alleviate its disorders, including through rebalancing the nervous system and managing stress, a factor very often related to, if not at the origin of, many of these problems.

This deepening trend also finds its reasoning in the numbers: about 30-40% of Italians suffer from digestive disorders, and this type of problem, closely related to lifestyle and dietary habits, is gradually increasing in Italy as in all industrialized countries.

At the centre of the event are officinal plants such as yarrow, Roman chamomile and mint – which boast a well-established use in supporting various problems of the gastrointestinal axis –, but also lemon balm, bergamot, or valerian, which act, each with specific properties and peculiar mechanisms of action, in balancing stress and managing disorders of the psychological sphere. Both traditional use and current developments and increasingly solid confirmations from scientific research will be described for each of them, in keeping with our approach.

The event has seven keynote lectures of high scientific and professional value at its core, addressed to herbalists and health and wellness practitioners, given by experts in phytotherapy and herbal medicine.

Traditional herbalists, physicians, university professors and experts will address, from different angles and each with their own know-how and expertise, the subject matter of this edition, offering an excellent opportunity for updating.

The panel of speakers, moderated by Mariella Di Stefano, editor of *L'Erborista* magazine, is composed of leading professionals from the world of herbal medicine and phytotherapy:

Marco Biagi, professor University of Siena, Secretary General of the Italian Society of Phytotherapy,

Enrica Campanini, a medical expert in phytotherapy, author of "The Dictionary of Medicinal Plants"

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Fabio Firenzuoli, medical phytotherapist, director of CERFIT in Florence, and professor University of Florence

Stefania La Badessa, pharmacist expert in phytotherapy and nutraceuticals

Francesco Novetti, herbalist expert in traditional formulations, author of the book "Herbal Teas for everyone."

Paola Paltrinieri, herbalist, lecturer Academy of Herbal Tea

Marco Valussi an expert in phytotherapy and aromatherapy, and the author of the book "Aromatic Matter".

The scientific and professional update with our experts will be enriched again this year by an exhibition where, with images and thematic insights, the established uses, properties and health applications of some of the herbs at the centre of the event will be narrated. At the same time, wellness and health products formulated with these plants will be displayed, offering an overview of the current industry market.

Protagonists of the ten panels will be officinal plants from the Italian and European herbal tradition, from chamomile to mint, but also botanical species from cultures of other continents that are now widespread in Europe, such as *Bacopa monnieri*, a traditional plant of Indian Ayurveda, or *Withania somnifera*, also known as 'Indian ginseng.'

Finally, data from the Herbal Medicine Observatory regarding the dynamics of the herbal market in our country and the characteristics of consumers who choose to turn to herbal medicine as a sales channel marked by product quality and professionalism of the operators will be presented.

TrackIT blockchain

The digital tool to support organic companies in the struggle against counterfeiting and “Italian sounding”

The ITA - Italian Trade Agency has the task of facilitating, developing and promoting Italian economic and trade relations with foreign countries with particular attention to the needs of small and medium-sized enterprises, their consortia and groupings, encouraging their internationalization processes.

Alongside the traditional services to support exporting SMEs, the ITA Agency has developed a series of innovative services and projects - by the Digital Services to Business Office based in Milan - to respond to the continuous evolution in digital terms of the Italian business system and, particularly, internationalization processes.

In 2022, in fact, TrackIT blockchain kicked off, the project that provides Italian companies with an innovative, completely free tool for product and/or supply chain tracking using blockchain technology.

The project stems from the need to provide Italian companies with a tool that can respond to the growing challenges that the global macroeconomic environment poses to companies operating in foreign markets, particularly in terms of protecting and enhancing the company's product and brand:

- protection from the phenomena of counterfeiting and Italian sounding, which have always been critical drivers for the consolidation of Made in Italy products in international markets;
- enhancement of the corporate brand in the face of consumers who pay increasing attention to the origin, environmental impact, quality and wholesomeness of the products

they intend to buy, with a particular sensitivity to the aspect of product and production sustainability.

In this context, traditional tools for product protection and promotion do not always respond effectively, and blockchain technology, as an application solution for product and supply chain tracking, turns out to be the innovative enabling technology that serves the very purpose of protecting and enhancing the product and/or supply chain.

The TrackIT blockchain project is the solution that integrates the need for brand protection and enhancement of companies with the demand of the intermediate buyer/consumer to be able to make safe and informed purchases. The blockchain is a shared and immutable data structure, a digital database whose information is stored in "blocks" concatenated in chronological order and whose integrity is guaranteed using cryptography.

With TrackIT blockchain, it is, therefore, possible to trace all the events or occurrences that the company considers most relevant and characterizing of its production or production chain or supply chain in a secure and immutable way through a recording process, in encrypted form, of the information typical of blockchain technology, namely notarization.

The tracking operation with blockchain technology, precisely because of the characteristics inherent in this technology (security, immutability, transparency), is a valuable tool for enhancing the authenticity, uniqueness or sustainability of one's product or supply chain that the intermediate consumer or buyer will be able to know and verify by scanning a QR code. Company and product data, digitally recorded in the blockchain, can be shared with business stakeholders and end consumers through SmartTags (QRCode, NFC or RFID) placed on the label or inside the product itself.

The adoption of blockchain technology for product and/or supply chain tracking makes it possible to mitigate the risks arising from the phenomena of counterfeiting and Italian sounding by giving those who buy the security of the originality and provenance of the product.



Another significant benefit of this tool is shortening the distance between the producer and intermediate buyer/consumer. Thanks to the adoption of blockchain technology, it is possible to create a new direct communication channel with the intermediate buyer/consumer (Direct to Consumer - D2C) through which the company can enhance the quality and uniqueness of its products, as well as the history of its Made in Italy brand.

TrackIT blockchain can therefore be used to communicate the company's brand value assets and to target a more aware intermediate buyer/end consumer willing to accept premium offers, particularly in mature markets such as Europe, North America and Japan.

The TrackIT blockchain service is a turnkey service that is entirely free for the first 18 months of use. It is implemented by nine service providers, technical providers of the service, and appropriately selected by ITA Agency through a competitive bidding process. Each service provider offers the basic service defined by ITA Agency but with unique solutions specific to its technology.

The TrackIT blockchain solution includes the following activities:

- specialized consulting for supply chain mapping;
- implementation, operation and maintenance of a blockchain traceability system;
- design and development of programming interfaces (APIs);
- support and maintenance;
- a creation of a user-side interface (landing page) aimed at the intermediate buyer/foreign consumer, who will be able to view and verify all data pertaining to the traced product.

Participating companies require no IT adaptation at the software or hardware level because the service providers will provide the necessary programming interfaces (APIs).

Companies in the agribusiness sector, both producers and contractors, can benefit from the project in terms of tracking and security, product visibility, and promotion in an innovative and up-to-date declination. The use of the TrackIT blockchain solution lends itself to



responding promptly to the needs of organic companies, which are closely linked to traceability and sustainability.

The ITA Agency covers the start-up and usage costs of the standard service for 18 months, after which the company can discontinue the service at no additional cost, maintain it at its own expense or transfer the service to another provider.

There are three requirements for participation:

- Made in Italy production following Art. 60 of the EU Customs Code;
- a company active for at least three years in the food and beverage production sectors;
- average export turnover of at least 20% or at least €200k in the last three years.

For companies and products tracked with the TrackIT blockchain, ITA Agency has also planned ad hoc promotion on foreign markets to increase the visibility of the companies participating in the project to local buyers and end consumers. Promotional actions will be carried out in collaboration with the foreign network with a priority towards the mature markets of the United States, Canada, Great Britain, France, Germany, Switzerland and Japan, where there is a greater openness to innovative technological solutions and greater sensitivity and awareness towards issues such as traceability and sustainability.

More information can be found on the project website www.ice.it/blockchain





V Label Italia s.r.l. a socio unico

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V Label Italia and the Italian Vegetarian Association are official partners of SANA, the international organic and natural food fair, tasked with organizing the VEG pavilion.

The consumption of plant-based products is registering significant growth, and the supply is increasing. In addition to being undisputed protagonists on the tables of vegans, vegetarians and flexitarians, these products are also increasingly present in the shopping carts of those who make environmentally and health-conscious food choices, on supermarket shelves, and on the menus of bars and restaurants.

To intercept and respond to the needs of such a dynamic segment of the market, from Thursday, Sept. 7th to Saturday, Sept. 9th, SANA ORGANIC & NATURAL FOOD, the exhibition space dedicated to organic and natural food, presents an area entirely dedicated to the vegan and vegetarian universe, a focus-novelty of SANA 2023.

The V-Label is the international vegetarian and vegan brand par excellence, registered in more than 70 countries and active all over the world, and it is now the vegetarian and vegan symbol most recognized by consumers. Despite its wide propagation, the V-Label has maintained uniformity in its assignment criteria, thus allowing it to guarantee the same quality and reliability regardless of the country to which the certificate is assigned. The V-Label criteria, created by the major European Vegetarian and Vegan Associations, are constantly updated to ensure proper alignment with new production technologies.

The V-Label is assigned only after thorough documentation and inspection audits: to always be a guarantee and synonymous with safety, self-declaration is not a method used during inspections. This is why V-Label is responsible to consumers for its vegetarian and vegan claims of authenticity: transparency always comes first.

A historic brand created in Italy in 1976 as the institutional symbol of the Italian Vegetarian Association is today the first choice of more than 4,300 companies all over the world with 50 thousand active licenses.

V Label Italia and the Italian Vegetarian Association are proudly allied with SANA, which in addition to ORGANIC & NATURAL FOOD, offers exhibition spaces dedicated to GREEN LIFESTYLE and CARE & BEAUTY. The first is dedicated to the presentation of products and novelties for those who support sustainable choices in different areas of everyday life, from home to work, from clothing to transportation, from fashion to tourism. The second, which includes entirely natural and sustainable cosmetics, supplements and green personal care products, reflects the excellent results of the sector.

PRESS RELEASE

**THE HERBALIST'S COSMETICS TRADE GROUP
AT SANA 2023**

*Information and insight at the centre of the activities proposed
during the course of the event*

Milan, June 22, 2023 – On the occasion of the presentation of the edition 2023 of SANA - International Exhibition of Organic and Natural Products, **Cosmetica Italia, through the Gruppo Cosmetici Erboristeria**, has confirmed its participation, anticipating some appointments and topics that it will curate during the exhibition event.

«From September 7th to 10th, SANA will once again become a key meeting place for companies, operators and professionals linked to the world of natural and sustainable – topics of great interest and relevance also for the cosmetics sector, in particular for the companies I represent, linked to distribution in herbalist shops», commented **Laura Pedrini**, president of the Gruppo Cosmetici Erboristeria of Cosmetica Italia. «The consumer's attention to cosmetics with natural and sustainable connotations is now well established: consumption of these products represents 25% of the total cosmetic consumption in our country, with further growth prospects. A demand that no longer predominantly invests herbalist shops, but concerns all distribution channels in a transversal way».

The **herbalist channel** covers **3.3% of the consumption of cosmetics in Italy** for a value of **378 million euros**; on the other hand, the value of **consumption of cosmetics with natural and sustainable connotations** touched **2.9 billion euros in 2022**, confirming the transversality of their demand in the different distribution channels.

Purchasing dynamics related to the herbalist channel and the phenomenon of cosmetics with natural and sustainable connotations will be explored in depth during the traditional **conference organized by the Gruppo Cosmetici Erboristeria during SANA (New opportunities for the herbalist channel: between multichannel and new consumer orientations - Saturday, September 9th - 10:30 a.m.)**; there will also be an operational focus for points of sale,

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oriented to provide tips and tools, particularly in digital terms, to attract consumers and respond to their needs.

The **institutional lounge of the Group**, inside Hall 21, this year will also host **an itinerary addressed to fair visitors**.

The aim will be to propose, in a playful and interactive way, in-depth content on the **correct knowledge of cosmetics**, their ingredients and their use.

Cosmetica Italia – The personal care association

Founded in 1967, Cosmetica Italia is the national association of cosmetics companies that brings together over 640 businesses, from SMEs to multinationals, representing 90% of the sector's turnover of nearly 13 billion euro in 2022.

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