



ORGANIC AND NATURAL: SANA RESTART FACILITATES THE RECOVERY “IN SAFETY”

The event to drive the recovery will be welcoming the visiting public in line with organisational standards and solutions that ensure the utmost protection of their health.

Pavilions 31, 32 and 33 of the Bologna Exhibition Centre make up, together with the Service Centre, the layout of the event that is structured into three areas: Food, Care & Beauty and Green Lifestyle.

SANA RESTART - organised by BolognaFiere, in collaboration with FederBio and Assobio, with the support of the Italian Trade Agency (ITA) and the Ministry of Agriculture, Food, Forestry and Tourism Policy, the Ministry of the Environment, Land and Sea, the Bologna Chamber of Commerce, Industry, Craft and Agriculture and the Province of Bologna Order of Agronomists and Foresters - will open with the second edition of THE ORGANIC REVOLUTION, the General Overview of the Organic Sector. In attendance will be Minister for Agriculture, Food and Forestry Policy, Teresa Bellanova, and the undersecretary of State at the Ministry of Foreign Affairs and International Cooperation.

Organic agriculture is assuming an ever more strategic role for a growing number of operators and is becoming an important factor in determining consumer choices; it is increasingly perceived as the agriculture of the future, but a future that has already arrived.

The report by the Anti Fraud Office revealed that in the three months from 1 February 2020 to 30 April 998 new companies (27,000 hectares of agricultural land) entered the market. In spite of the complexity of the situation this year, during the three months from February to April 998 new operators, amounting to an area equal to 26,960 hectares (the equivalent to 38,000 San Siro stadiums) adopted the organic approach and banned chemical and synthetic pesticides.

This trend is in line with the directives of the EU Commission as outlined in the Farm to Fork strategy that includes the goal to halve the use of pesticides and antibiotics by 2030, achieving by that year a share of 25% of agricultural land in the EU being farmed in accordance with organic principles.

In Italy we are currently at a level of just over 15%: the goal, therefore, is to achieve a level of two thirds of agricultural land farmed according to organic principles in the next ten years. This goal can be achieved also with incentives, information campaigns and new stimuli for the market.

The growth of the organic compartment is not slowing down. Not even the lockdown managed to invert a trend that has seen the share of organic products grow constantly, beginning with grocery retail. Evidence of this can be found in the data concerning flour (+44.7% in the twelve months that concluded on 28 June 2020, for a share of almost 15% of the category) and eggs (+11.5% with a category share of over 19%): this may have resulted from the increased time available for household activities during the months of



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lockdown. Comparing the data from March 2020 with March 2019, there was double-digit growth also in the figures for organic fruit and vegetables, frozen foods and beef and chicken meat.

The increase in sales in the organic compartment also concerns the specialist channels, as can be seen in the increase of value of deliveries to sales points of 28.8% for the national leader in distribution for the compartment.

The return of **SANA RESTART**, the reference event for the organic and natural market, is confirmation of the full recovery of the sector. Scheduled from **Friday 9 to Sunday 11 October**, SANA RESTART will be developed in three themed areas **Food, Care & Beauty and Green Lifestyle** located in **pavilions 31, 32, 33 and the Service Centre at the Bologna Exhibition Centre**, which is preparing to welcome visitors and exhibitors with an organisation of the spaces and access system designed specifically to facilitate the first “in-person” event after the health emergency to take place in complete safety.

The formula proposed by BolognaFiere for SANA RESTART has been appreciated in particular by the exhibiting companies that have chosen to take part in the exhibition event, underlining the growing need to meet with the business community on site.

Also attending the fair will be organic certification organisations, such as C.C.P.B., ICEA, Consorzio il Biologico (the Organic Consortium), Suolo e Salute, Bioagricert, Bios, Valoritalia, CSQ A; **the leading distributors**, beginning with Biotobio, EcorNaturasi, Probios and Padovana Macinazione, **important producers** (including: Cultiva, NaturaNuova, Agricola Grains, Isola bio, Clipper, Mastro Cesare, Scaldasole, Culligan, Yogi Tea). Finally, there will also be the **collectives**: Cia, Demeter, the Campania Regional administration, the Bologna Chamber of Commerce, Bioexport Consortium, Agri.Bio.Piemonte, Vlabel and the Italian Vegetarian Association.

Safety at the heart of business

Business, networking and safety are at the heart of BolognaFiere’s new project, committed to providing substantial action to support the recovery of companies in the sector with the project SANA RESTART. The safety of operators and visitors is ensured by protocols and procedures implemented by BolognaFiere to enable the recommencement, with full peace of mind, of exhibition activities, thanks to a format and logistical solutions designed to ensure social distancing, avoid gatherings and safeguard the health of everyone in attendance.

The precautionary measures are already in evidence at the moment of **purchasing the entrance tickets, which can only be purchased online** and indicating specifically the day of the planned visit: a method that completely eliminates crowding at the entrances and ensures visitors the certainty of being able to enter the event on the desired day.

On the safety front, every aspect of the exhibition event has been the subject of meticulous attention.

The safety measures introduced include: sanitisation of the spaces; temperature checks, obligatory mask wearing; the widespread provision of sanitising gel; the presence of Wi-Fi control room systems to identify the areas in which groups are gathering; a huge focus on recycling air and cleaning/sanitisation of the spaces; innovative management of the restaurant/catering services in order to ensure distancing. This and much more form the mosaic of the “safety system” at SANA RESTART.



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THE ORGANIC REVOLUTION, Bologna offers a General Overview of organics

The initiative, which is promoted by BolognaFiere in collaboration with FederBio/AssoBio and curated by Nomisma, returns this year on the opening day of SANA RESTART with a second edition dedicated to fostering debate among institutions, industry players and experts from the sector about the most pressing issues: the role of organics in relation to the 2030/2050 climate neutrality goals; sustainability, climate change, biodiversity; food and health; digitalisation tools and pathways for developing the organic industry.

The day will conclude with the presentation of the data from the **2020 SANA Observatory**, the tool that monitors the key statistics from the organic sector, from production to market details. The Observatory is promoted by BolognaFiere and curated by Nomisma, with the support of FederBio and AssoBio and the support of ICE.

Partnerships that create value, from Slow Food to SISTE and the Free From Hub

Slow Food, FederBio and BolognaFiere have signed a strategic agreement to make available further business tools, opening up new scenarios for the Italian organic world.

The new partnership that enables SANA RESTART to intercept an important segment of the public – Slow Food associates and activists – has also facilitated the organisation of the convention for the launch of a **Slow Food Manifesto for good, clean and just wine** aimed at identifying the fundamental elements for a sustainable viticulture and oenology sector that respects the “*terroir*”.

There is also valuable reinforcement of our collaboration with **SISTE, the Italian Society for Applied Science and Medicinal Plants**, with the first edition of the **La Via delle erbe** (The way of the herbs), the initiative developed in collaboration with BolognaFiere and the **ALTEA** association of herbal medicine technicians at the University of Turin that aims to raise awareness of the value of the wonderful world of plants through an illustrated pathway that in 2020 is dedicated to “**the golden herbs**”: saffron, ginkgo biloba, helichrysum and turmeric.

2020 will also see the inaugural edition of the **Free From Hub**, the initiative to present the trends and new innovations in the free from segment, which thus completes a schedule of meetings and seminars that aim to raise awareness of the properties and benefits associated with this product category, which in recent years has seen substantial growth both in sales and in the number of items present on retail shelves. Also scheduled to take place at the Free From Hub at SANA RESTART is the prize ceremony for the seventh edition of the **World Gluten Free Beer Award**, due to take place on Sunday 11 October at 12 and curated by **Funny Vegan**.

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