



33° salone internazionale del biologico e del naturale
33rd international exhibition of organic and natural products

SANATECH: A LARGE FAIR EVENT FOR THE ORGANIC, ECO-SUSTAINABLE PRODUCTION CHAIN

Sanatech is BolognaFiere's response to the European Green Deal

Sanatech is the new themed professional fair event dedicated to the production chain for agrifood, animal farming, forestry, wellness, organic and eco-sustainable production. The event will form part of the established and consolidated trade fair SANA, the international Exhibition of Organic and Natural Products.

The expansion of the industrialized model of agriculture and conventional animal farming threatens 86% of species at risk from extinction (24,000 out of 28,000). This disquieting fact was revealed in a report compiled at the beginning of 2021 by the British think tank Chatham House, in collaboration with UNEP (the United Nations Environment Programme) and Compassion in World Farming.

This decade, more than any other, will see a substantial increase in the area of land dedicated to organic farming, thanks to measures introduced by governments across the European Union and in various areas of the world. BolognaFiere and FederBio, with the collaboration of Avenue Media, and through an agreement with FederBio Servizi, have created a professional platform with substantial technical and scientific credentials, that will serve as a meeting point for all operators involved in organic production and those who wish to join in the ecological transition of the food production system, which is being reflected by consumer demand all around the world.

Sanatech, as part of SANA, will be taking place from 9-12 September 2021. All areas of the production chain, from the seed, to agronomy practices, organic and digital technologies and the most advanced innovations in processing materials can enjoy a high-profile showcase at Sanatech, where the sector aims to provide a guarantee of the “from producer to consumer” logic that underpins the EU's Green Deal for a policy that will radically change the way the countries of the EU produce food, to the benefit of the environment and the wellbeing of the population.

Designing a food production system that is fair, healthy and respects the environment requires great experience and guarantees of all links in the production chain all the way to the dinner table, with a “farm to fork” perspective that increasingly reflects the requirements of today's discerning consumers. This is a field in which Italy plays a leading role at international level for the extraordinary know-how acquired by its producers and institutions and its research into organic production based on guaranteed and certified methods.

Sanatech represents a unique opportunity as a qualified, international showcase of all relevant sectors, thanks also to intense activities of communication and training with Associations and Technical and Scientific Companies in all the related macro-sectors.



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A global vision of the whole organic production process, with a particular focus on major themed areas of the best organic production, from the cereal production chain to horticulture, salad and the IV range to fruit and vegetables to drinks, forestry, animal farming, cheese production in addition to wellness and personal care treatments with certified organic products and forms of production. This event is unique for its comprehensiveness and capacity to respond to the need for innovation and professional solutions for Italian and European organic operators.



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