FOOD, FOR CONSERVE ITALIA EUROPE IS INCREASINGLY GREEN

RISING THE SALES OF ORGANIC PRODUCTS (+40%)

The Consortium of the brands Cirio and Valfrutta boosts organic sales abroad: from France (with organic tomatoes) to Scandinavia, where the green choice is due also to entirely recyclable packaging materials. In Germany the new Cirio tomato range “Toscana” is delivered.

Milan, 6th May 2019 – All over Europe the sales of the organic segment are increasing for Conserve Italia. From beans to tomato derivatives, the organic products, sold both with Cirio and Valfrutta brands and with private label, meet the tastes of foreign consumers more and more. It is certified by the sales figures announced at Tuttofood fair in Milan from Export Department of Conserve Italia, which produces a turnover of more than 180 millions Euros and registered a medium increase in value and volume of +40% for organic products in the European market in the 10 months of the commercial year 2018/2019, with respect to the previous year, with greater spikes in Germany, France and UK.

“Today defining the organic as a niche is absolutely limiting – explains Diego Pariotti, Head of Conserve Italia Export Department – since the preferences towards organic and green productions are increasingly widespread and involve by now cross targets of consumers, not only big spenders. One of the far more interesting market in this regard for our Group is that of Scandinavian countries, where – Pariotti continues – the preference for organic has been combined for a long time with the respect for the environment. In the purchasing choices of Scandinavian consumers the environmental impact of a certain product has a more and more strategic role.” And for this reason in Sweden and in the other Scandinavian countries packaging innovations are progressively increasing to reach renewable and completely recyclable packaging materials.

Another very dynamic country in terms of organic consumes is France, where both openings of new specialized stores and the sales in supermarkets are increasing. For French consumers, in the last months, Conserve Italia started to commercialize a new Cirio tomato range with organic peeled, chopped and sieved tomatoes.

While in the German market the Cirio tomato range “Toscana” has been delivered, relying on the evocation of one of the most well-known and appreciated from foreign consumers Italian regions: sieved and chopped tomatoes produced only from Tuscan cultivations of farms joining Conserve Italia and processed in Albinia plant. “We launched an experiment in England some years ago – Pariotti clarifies – which now we will repeat in Germany. These are two countries which are often considered to be mature, but remain of primary importance for total sales volume and where we manage to achieve satisfactory results, counting on a continue innovation”.

Conserve Italia is attending TUTTOFOOD fair in Milan from 6th to 9th May with an institutional stand (Hall 3, booth D15-D19-E18-E20), designed to emphasize the products’ portfolio for foreign markets, in particular with Cirio, Valfrutta and Yoga brands.
Conserve Italia is a cooperative consortium with its headquarters in San Lazzaro di Savena (Bo), leader in Italy in the food processing sector. It associates 14,000 farmers and processes more than 600,000 tons of fruit, tomato and vegetables in 12 productive plants, 9 of them in Italy, 2 in France and one in Spain. The total aggregate turnover of Conserve Italia Group is about 900 million euros, 40% of it generated by export. Conserve Italia generally employees in Italy about 3,300 people, among permanent and seasonal workers, and owns historical made in Italy food brands, such as Cirio, Valfrutta, Yoga, Derby Blue and Jolly Colombani.

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