



**Italian Food and Wine: Made in Italy through sustainability**



TRADE AND INVESTMENT  
OPEN DOORS TO A WORLD  
OF OPPORTUNITIES

L'ICE-Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane è l'organismo attraverso cui il Governo favorisce il consolidamento e lo sviluppo economico-commerciale delle nostre imprese sui mercati esteri. Agisce, inoltre, quale soggetto incaricato di promuovere l'attrazione degli investimenti esteri in Italia. Con una organizzazione dinamica motivata e moderna e una diffusa rete di uffici all'estero, l'ICE svolge attività di informazione, assistenza, consulenza, promozione e formazione alle piccole e medie imprese italiane. Grazie all'utilizzo dei più moderni strumenti di promozione e di comunicazione multicanale, agisce per affermare le eccellenze del Made in Italy nel mondo.

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

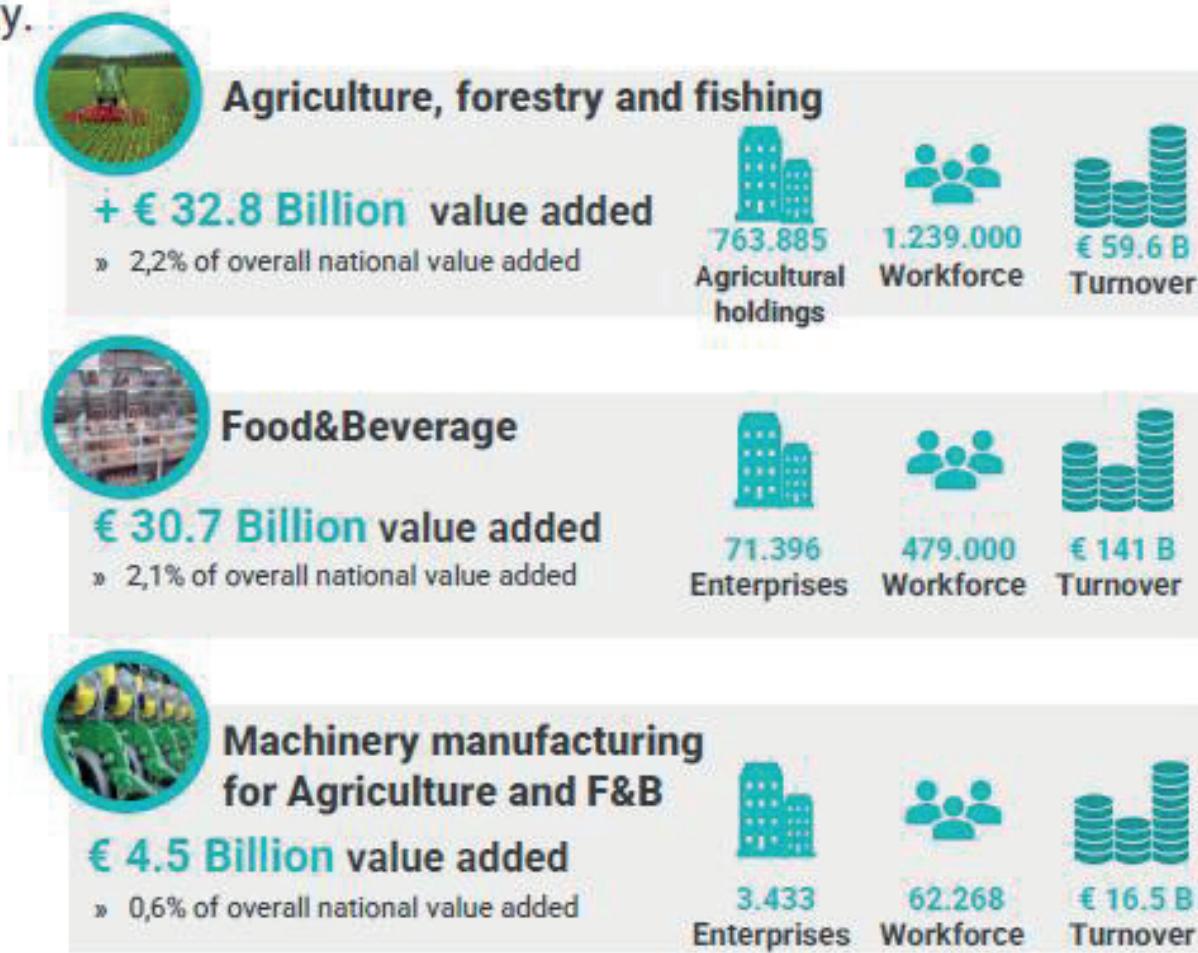
With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.



# KEY FACTS & FIGURES: ITALIAN FOOD INDUSTRIES

Italy is a renowned world leader in the Agri-Food Industry distinguished by its long-standing food-based culture and traditional vocation for food safety and quality.

- Food System Value - The Italian Agri-Food core system accounts for over € 512,3 billion value in 2020.
- Leadership in organic agriculture – The Italian organic market is worth € 4.5 billions as of July 2021, counts with 71.590 agricultural holdings dedicated to organic production and leads the EU landscape with 81.731 organic operators. Moreover, Italy is the 2° top exporter of organic products worldwide and boast an exports value of €2.907 mln € in 2021.
- Masters of #PDO Economy - With 845 registered products, Italy counts with the largest number of agri-food products with a Protected Designation of Origin and a Protected Geographical Indication recognized by the EU.
- Eating Habits - Boasting a 59 million people consumers market, Italian households' final expenditure share in Food and Non-alcoholic Beverages (16.7%) is higher than in Germany (12%), France (15%), Spain (15.8%) and the EU27 average (14.8). [Italian households spend €468 monthly in F&B].
- Trade balance – As of 2021, Italian exports of agri-food products amounted €52 billion, +11% compared to 2020 despite the effects of the Covid-19 pandemic crisis. Imports amounted 48 billion euro (+12% compared to 2020). The EU27 area accounted for 58% of Italy's sales abroad while North America (14%) and Asia (6%) remain the principal non-EU outlet markets for Italian food products.



# PILLARS OF ITALIAN COMPETITIVENESS



Long-lasting expertise and know-how, in particular regarding agricultural production, F&B processing and machinery manufacturing



Flourishing Startups,  
SMEs and innovation ecosystem



R&D&I Institutions,  
Universities and innovation hubs committed to supporting the agri-food sector development through synergies with industrial players



Academic expertise and dedicated University courses and degrees that nurture a growing specialized and talented human capital



Settlement opportunities – *at the heart of the Mediterranean* - within dynamic and technological environments designed to stimulate networking and strategic partnerships



Renewed government commitment favoring friendly business environment

Advantageous Invitalia's ad hoc incentives & services

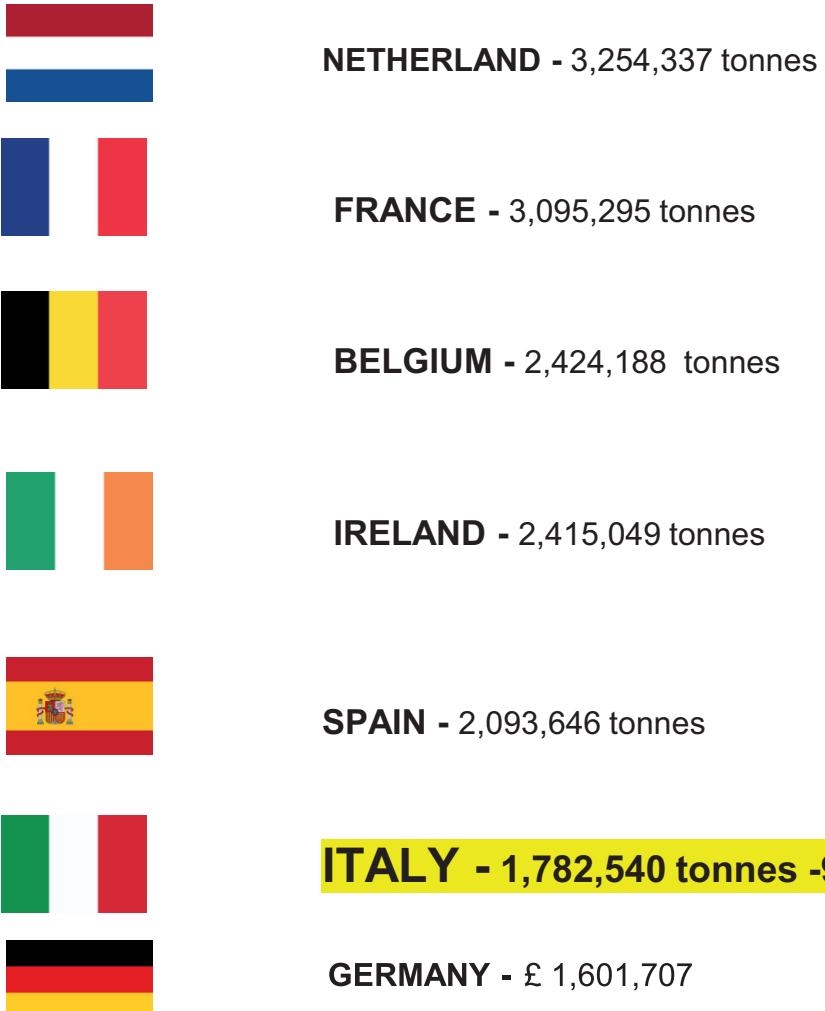
# MAIN EXPORTING COUNTRIES TO THE UK - AGRIFOOD SECTOR (2022)



**VALUE TOT. 46,502.347.628**  
**+13.56%**



**VOLUME TOT. 28,753,376**  
**-3.11%**



## MAIN EXPORTING COUNTRIES TO THE UK - STILL WINE (2022)



**FRANCE** - 757,964,093



**AUSTRALIA** - 182,264,976



**ITALY** - 360,659,201 **+1.29 %**



**ITALY** - 143,004,408 **-13.44 %**



**AUSTRALIA** - 255,931,832



**FRANCE** - 116,284,366



**SPAIN** - 244,956,141



**CHILE** - 107,058,780



**NEW ZEALAND** - 195,473,280



**SPAIN** - 99,363,029



**CHILE** - 184,159,055



**SOUTH AFRICA** - 87,549,790

**VALUE (£) tot.** 2,801,813,000  
**+5.71%**

**VOLUME (Litres) tot.**  
**1,040,417,949 -9.68%**

## MAIN EXPORTING COUNTRIES TO THE UK - SPARKLING WINE (2022)



**FRANCE** - 436,542,201



**ITALY** - 334,490,018 **+30.93%**



**SPAIN** - 37,661,096



**SOUTH AFRICA** - 4,315,929



**GERMANY** - 3,120,910



**USA** - 2,315.000



**AUSTRALIA** - 1,945,753



**ITALY** - 95,267,077 **-10.35%**



**FRANCE** - 22,714,135



**SPAIN** - 13,143,548



**SOUTH AFRICA** - 943,355



**GERMANY** - 548,924



**AUSTRALIA** - 455,121



**USA** - 248,876

**VALUE (£) Tot. 915.424.000 **+25.86%****

**VOLUME (Litres) Tot. 152.429.150 **-9.51%****

# ITALY'S RANKING AS THE UK'S SUPPLIER IN THE AGRIFOOD SECTOR

## JANUARY - OCTOBER 2022



### PASTA (1902)

N.1 £354.74.634  
+53,35%



### TOMATOES PREPARED OR PRESERVED (200210)

N.1 £174.252.575  
+77,72%



### CHEESE & CURD (0406)

N.1 £249.491.261  
+17,12%



### EXTRA VIRGIN OLIVE OIL (150920)

N.2 £73.239.749  
+44,38%



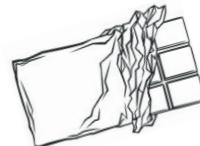
### WINE OF FRESH GRAPES (2204)

N.2 £707.500.521  
+21,46



### PREPARATIONS OF FLOUR, CEREALS, ETC (19)

N.1 £602.108.354  
+15,58%



### CHOCOLATE AND OTHER FOOD PREPARATIONS CONTAINING COCOA (180690)

N.3 £134.200.387  
+15,1%



### EDIBLE FRUIT, NUTS ETC (08)

N.10 £135.380.152  
+3,29%

## THE CAMPAIGN

The logo and tagline for this campaign have highlighted elements of health and sustainability in the Italian way of living.

Italian cuisine has always taken pride in its homegrown products and the importance they have in traditional cooking. The logo is a representation of growth of Italian sustainability and agribusiness.

### Tagline

The logo and tagline are aimed to educate and inform consumers about the campaign's key messages of sustainability across food and wine products.

The 'La Verde Vita' tagline is a play on the famous Italian slogan, 'La Dolce Vita' and marries green living with the Italian way of life.

### Logo

The logo highlights the growth of traditional Italian products and how the Italian agribusiness is a rounded experience and is a continually growing.

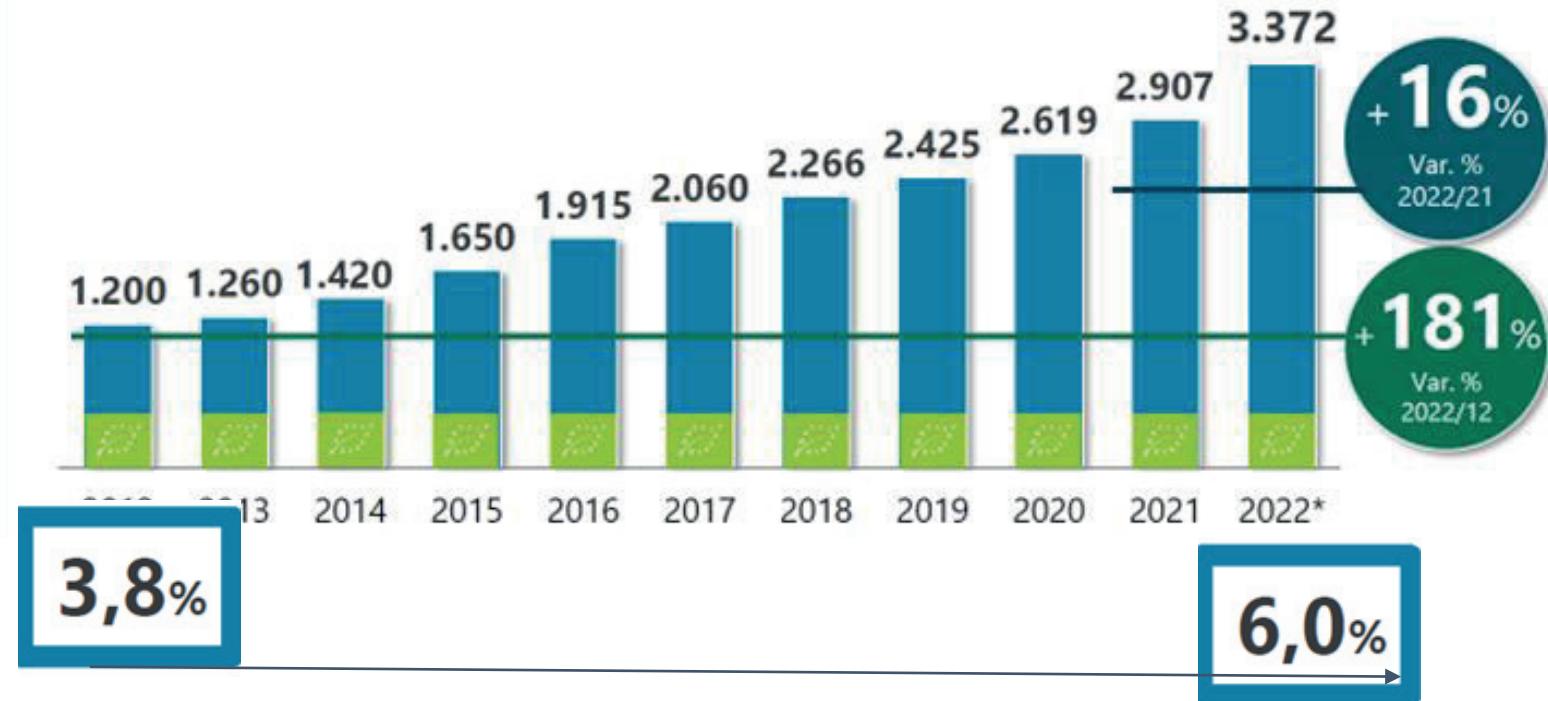
The final creation highlights all the key elements of the campaign; health, growth and Italian food shown in the subtle touch of olives an important homegrown product.



## EXPORT BIO MADE IN ITALY

(2021-2022, milioni €)

ITA®  
ITALIAN TRADE AGENCY  
FEDERBIO

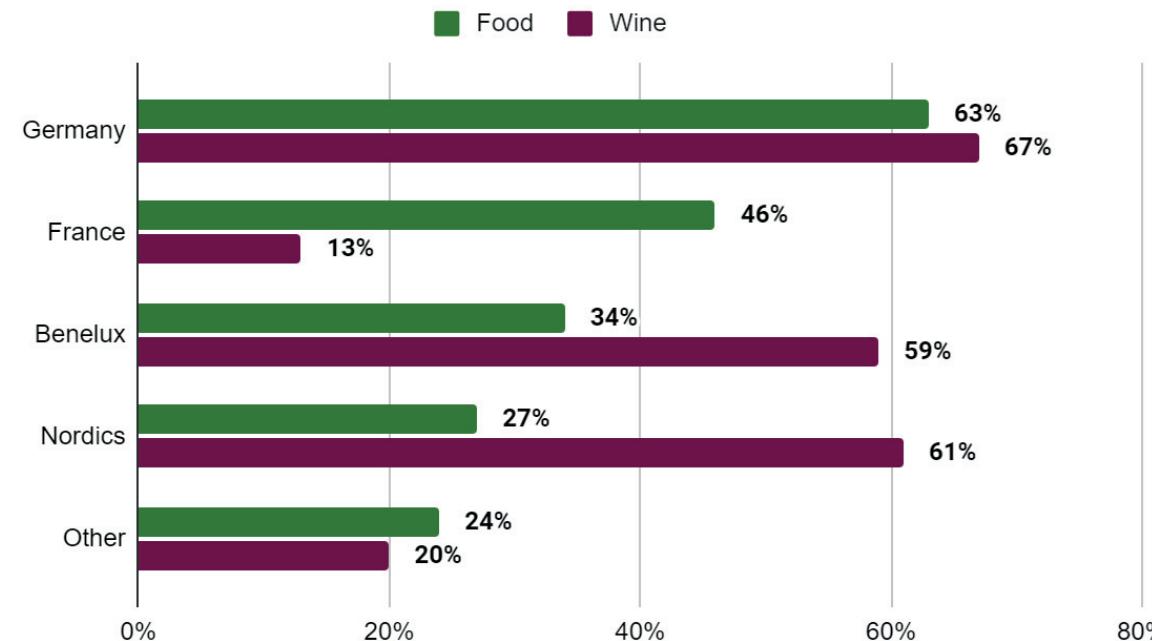


Incidence of bio export on total agrifood export

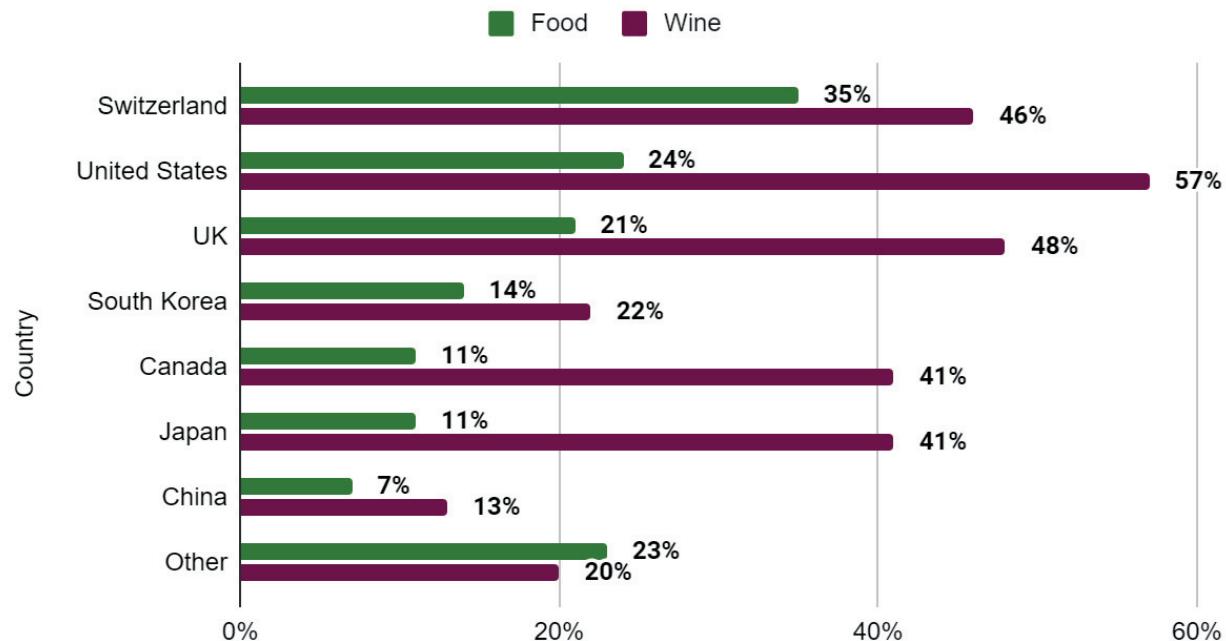
Figures show a positive and growing trend

# Main foreign destination markets for italian bio products

## European Markets



## Non-European Markets





## ITALY AT GLANCE



Italy is best when it mixes its ancient culture and identity with an Italian way of doing economics: merging innovation and tradition, social unity, new technologies, beauty, and the ability to speak to the world without losing touch with its own territories and communities.

Italy's legendary culinary culture continues to inspire gastronomical trends around the world.

Tradition and innovation are in fact linked together to create only the best wines possible thanks to its prestigious vine varieties.

Its favourable climate and agronomic conditions provides a rich biodiversity to deliver high-quality fruits and vegetables globally.

These qualities, paired with a strategic position in the Mediterranean area, make Italy a prominent producer and a competitive supplier of goods.



## THE PDO STATUS



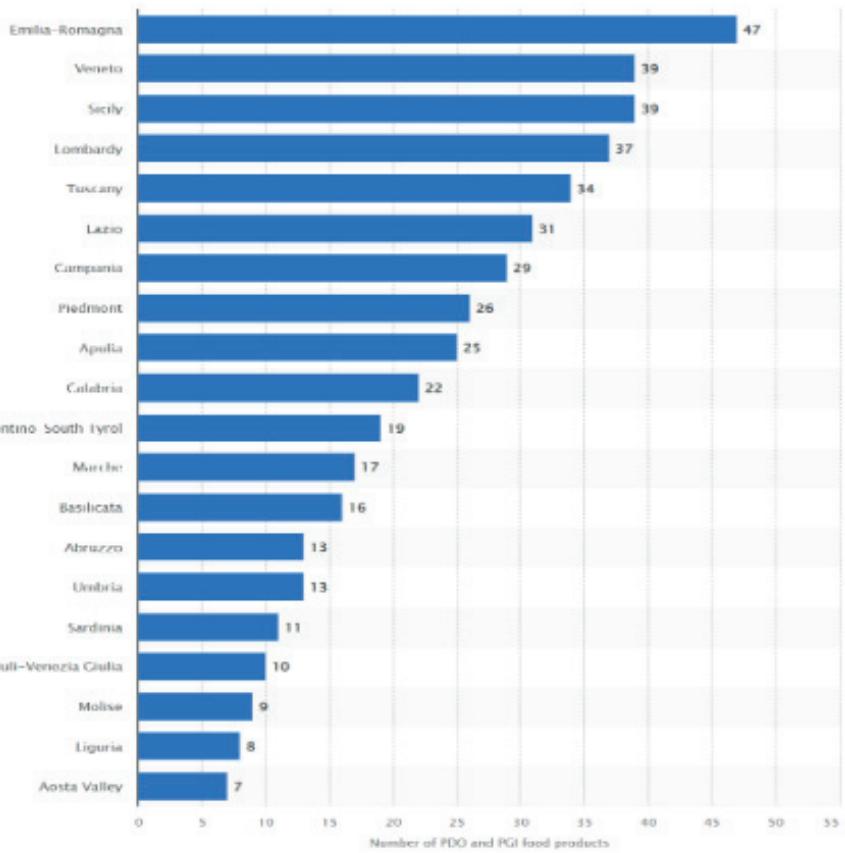
Italy has 842 GI classifications and is 1<sup>st</sup> in Europe for recorded and protected food farming and viticulture products: 581 PDO, 257 PGI, and 4 STG.  
Followed by France, Spain, Greece and Portugal.

These products contribute to 21% of exports in the Italian food-farming industry - a historical record in exports in 2021.

**PDO** is awarded to products of **excellence that express a close tie to its territory of origin** and follow specific production regulations to create quality.

The characteristics are linked to a particular geographical environment, its raw materials, environmental characteristics and human factors resulting in the production all taking place in the defined geographical area – **key pillars for sustainability**.

**Total number of PDO and PGI food products in Italy in 2021, by region:**



## SUSTAINABILITY LEADER

Italy leads the way in circular economy and champions efficiency on green matters and quality;

It is a leader with renewable companies;

leader in local-based food farming;

Italy has long been known as a leader in organic agriculture and has one of the highest levels of eco-labels and EMAS in the EU, according the European Commission;

high amount of GI products – excellent certification of quality, tradition, authentic, employee standards and local ingredients.

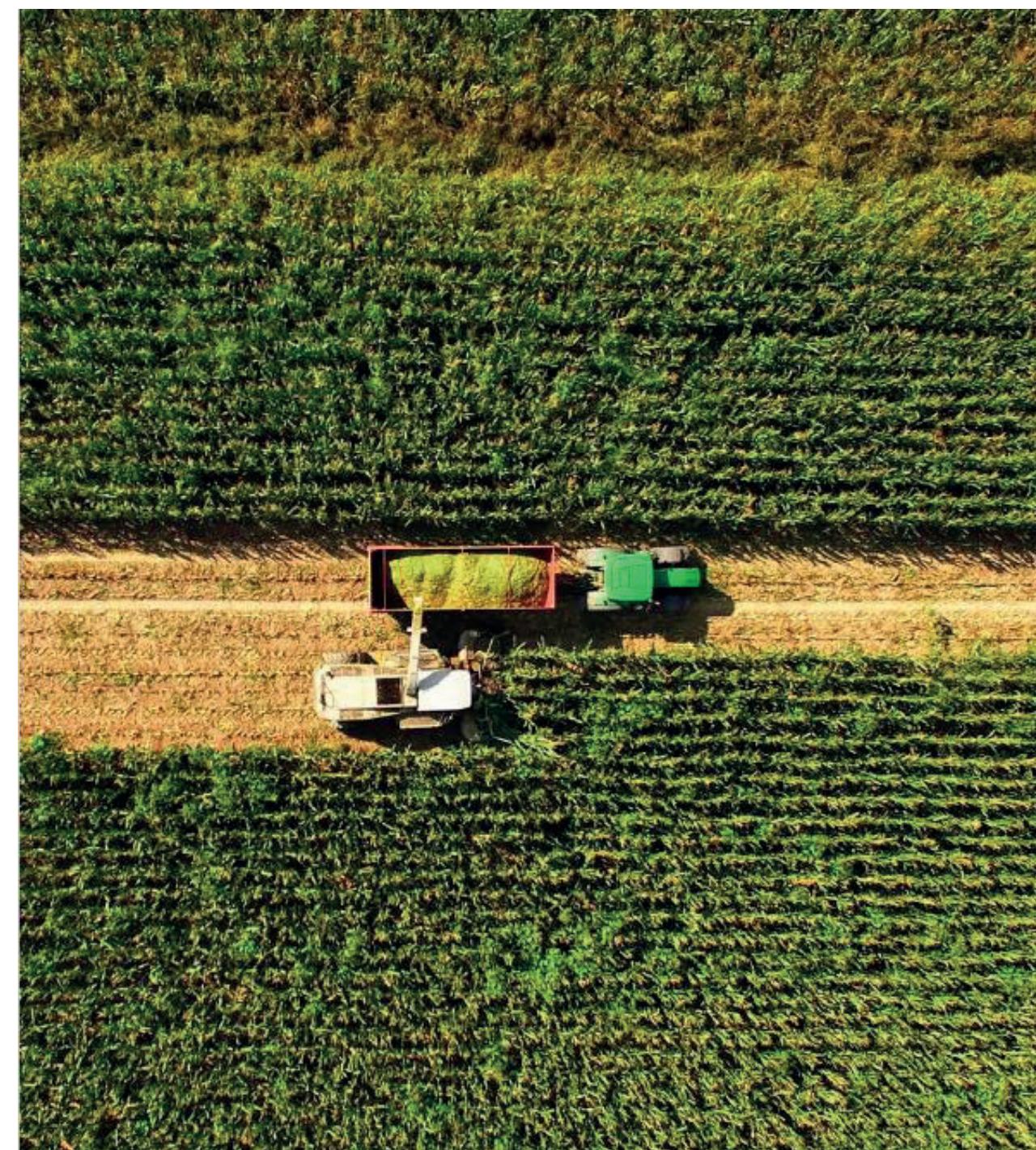


## CLIMATE CHANGE AND CARBON FOOTPRINT

Sustainability is playing an ever-greater role in wine production. Currently there **are more than 15 quality-control organisations monitoring green practices of wine producers**; these include aiming for zero carbon production, the installation of solar panels, implementing non-intrusive natural temperature controls and using recyclable materials in the bottling process.

According to the Eco-innovation Index, 2021 **Italy is a leader in its efficiency of resource usage, leading ahead of Germany**.





ITA<sup>®</sup>  
ITALIAN TRADE AGENCY



## PESTICIDE AND FERTILIZER OVERUSE - ORGANIC FARMING

Italy has long been known as **a leader in organic agriculture**. 15.2% of agricultural land is dedicated to organic produce and the 4th most organic producing country on the continent.

Italy has over **70,000 organic operators**, with 10.5% of arable land dedicated to organic farming

## ITALIAN MEDITERRANEAN DIET

The Italian Mediterranean diet, **high in vegetables and natural products, and low in fat**, provides a well rounded, healthy and sustainable way to eat and live.

Traditional Italian cooking is focused on **fresh Ingredients**, and often relies on locally sourced ingredients, and a good way to source your daily fruit and vegetable intake.

**Acciaroli**, a town in southern Italy, has a disproportionately high number of people who have lived past 100. The people have low rates of heart disease and Alzheimer's. The residents eat a Mediterranean diet that is heavy in fish and olive oil.



## YOUNG PEOPLE LOVE AGRICULTURE

55,000 farms led by under-35s in Italy, making it the **top country in Europe for employing young people** in the agriculture sector, adopting new technologies focusing on environmental responsibility.

Most food businesses are also **family run handed down by generations or cooperatives**.



## FOOD WASTE

Reusing leftover food is a practice that has always existed in Italy. Several traditional Italian food recipes are based on using left over food products:

- **Canning tomatoes**

Canning tomatoes has been a tradition in numerous Italian regions that dates back generations. This is an old tradition that is now being shared on social media channels such as Tik Tok.

- **Ricotta**

Ricotta translates to recooked in Italian. It is a traditional recipe using leftover whey from the making of other cheeses, including Parmigiano Reggiano.





## ROOM FOR NATURE

Italy has been commended by the Convention on Biological Diversity for its governance system, the extent of its protected areas and creation of biodiversity databases.

**Italy is strongly committed to the implementation of the EU Biodiversity Strategic Plan and is making significant progress to achieve all Aichi Biodiversity Targets.**

In 2010, WWF Oasi and a few local cooperatives in the field of agriculture joined forces to create the **Terre dell'Oasi** partnership. Their **mission was to produce and market organic products from WWF / Natura 2000 nature reserves and neighbouring areas**. Since the start of the cooperative, income has doubled, and the number of farmland birds has increased.



**IFE Showcooking AREA “ Italian sustainability Theatre” IFE 20/22 March – London Excel**

Some of the most well known italian IGP, DOP products as well as some of bio products will be the actors playing on this particular stage

7 slots running by famous italian chefs in UK and young rising star : Gennaro Contaldo, Francesco Mazzei, Enzo Olivieri, Carmelo Carnevale only to mention some.

Finocchiona IGP, Mortadella Bologna IGP, Bresaola della Valtellina IGP, Prosciutto di Modena DOP, SPECK ALTO ADIGE IGP, Asiago, Grana Padano, Mozzarella Olio di ROMA IGP and many others

From 21 to 23 march, the invitation to join us will be released soon



# TIMELINE OF EVENTS



The ITA will be present at following events to promote the sustainability of the Italian agribusinesses, carefully selected as examples of value and quality of Italy.

**24<sup>th</sup> January**

TASTE OF ITALY

Houses of Parliament,  
Westminster, London



**20<sup>th</sup> – 22<sup>nd</sup> March**

IFE

ExCel, London



**21st July -  
30th July**

EDINBURGH FOOD  
FESTIVAL

George Square Gardens in  
Central Edinburgh



**22<sup>nd</sup> September  
–  
2<sup>nd</sup> October**

MANCHESTER FOOD &  
DRINK FESTIVAL

Various venues around  
Manchester



The campaign will also include media relations and a social media campaign



The Italian Trade Agency launches a new project: *TrackIt blockchain*, blockchain for exports

This is the project's first edition and it is aimed at Italian companies that are exporting abroad in the agri-food, fashion, cosmetics and design/decor sectors.

Tracking via blockchain allows companies to

- communicate the history of their products in a simple and direct way
- increase the final consumer's trust in their products and company
- fight counterfeits and the phenomenon of 'Italian Sounding'
- demonstrate and recount how sustainable their company and products are

This new communication channel known as Direct to Consumer (D2C), helps to demonstrate the value of products in a transparent and reliable way. All the various steps and events that make up a supply chain can be tracked and are guaranteed to be both trustworthy and immutable.





**Thank You !**

