

PRESS RELEASE

**CIBUS TEC MEETS EXPECTATIONS AND CLOSES WITH 40,000 ATTENDEES
ON THE LAST DAY FOCUS ON FRESH-CUT PRODUCE,
AN 800-MILLION MARKET**

(Parma, 25 October) Thomas Rosolia, President of KPE Koeln Parma Exhibitions - JV Koelnmesse GmbH and Fiere di Parma - had this to say about the fourth and last day of Cibus Tec: “The numbers are sensational. As expected, we had an attendance of 40,000, 25% of whom from abroad.”

These numbers must be considered together with the 1200 exhibitors (the German giant Anuga Food Tech has 1650), including 400 foreign brands, and 120,000 sqm of exhibition space, all together making this 52nd edition a record one.

To Antonio Cellie - CEO of Fiere di Parma - these figures confirm once again that international collaborations help to make the Made in Italy sector grow. “Thanks to careful scheduling - he states - we have developed both Parma and Cologne. Together with our partner - Cellie continues - we are already thinking about new formats to be launched in 2021”.

The 4 days of meetings and presentations (50 in total) closed with a focus on Fresh-Cut Produce, organized by Freshcutnews in collaboration with Omnibus.

The fresh-cut produce market is worth 880 million euros and records a year-on-year growth of 3.1% in value and 6% in volume, including discount stores. This positive performance involves different segments: salads (760 million), ready-to-cook vegetables (89 million), and crudités (31 million with a growth of 2% in value and 6% in volume).

“It's a sector that keeps growing in terms of turnover. However, it's still not galloping,” states Giancarlo Colelli, lecturer in Agricultural Science and Technology at the University of Foggia - sharing the view of Andrea Montagna, President of the Italian Fresh-Cut Produce Union.

The fresh-cut produce sector is doing well and more and more people are buying convenience fruit and vegetables because of their ease of use, but “these products need to be presented in a new way. In my opinion - claims Montagna - it would be useful to focus on the convenience aspect, by making the most of technological innovations.”

In short, the message of the conference is clear: fresh-cut produce can thrive if we can communicate to the consumer, through new technologies, that in addition to being convenient and fresh, it's tasty and has high nutritional value.

This is precisely the direction of the recent project “Sus&Low”, which received 600,000 euros in funding through the Prin call for proposals (Miur) - explains Colelli - and aims at cre-

ating a kind of scanner that can read and interpret the history of the product and its packaging simply by viewing it.”

It's another step towards the transparency and sustainability for which consumers are even willing to pay more.

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