



PRESS RELEASE

TOMATO DAY AND INNOVATIVE STARTUPS
THE THIRD DAY OF CIBUS TEC TURNS TO THE FUTURE OF INDUSTRIAL TOMATOES
AND TO QUALITY

The European Commission is investing 6 million euros in the three-year period from 2019 to 2021 to promote “made in Italy” industrial tomatoes in the USA and in Asia.

Young, President of the Tomato Foundation: “Tomatoes can be as effective as a medicine”

(Parma, 24 October) - today Cibus Tec, the international event by Koeln Parma Exhibitions - JV Koelnmesse GmbH and Fiere di Parma SpA - dedicated to Food and Beverage technologies - again addressed topical issues, starting from a focus on the tomato world: **Tomato Day**.

The event was opened by **Mike Montana**, Chair of the WPTC Exchange of Information Commission, who provided the first numbers: *“In 2019, global tomato production was over 37 million tonnes and the consumption trend shows a 0.5% annual growth rate. A small growth, but growth nonetheless.*

According to Anicav data, exports to the USA and Asia are definitely on the rise - increasing by nearly 5%. A significant result that goes hand in hand with the project for the promotion of industrial tomatoes funded by the European Commission: *“We were granted 6 million euros funding for the three-year period from 2019 to 2021 to promote industrial tomatoes in the USA and in Asia”*, explains **Giovanni De Angelis**, General Manager of Anicav.

We have developed an ambitious communication program: campaigns with creative concepts, platforms for uploading content, organization of events, show cooking, collaborations with national TV programs (in China) and tomato weeks in restaurants (in the USA). All the while focussing on the needs of customers: *“They want accountability from all operators in the sector and healthy food”*, explains **Gwen Young**, President of the Tomato Foundation. *“And one portion of tomatoes can have the same effect as a medicine: we are collecting a number of test samples and it seems that the data supports this thesis. We will present the results of our studies to EFSA.”*

From the tomato to its skin. Leading us into the world of startups is **Stefano Chiesa**, the young General Manager of **TomaPaint**, who extracted a bio-resin from tomato skins. This is the main component of a bio-lacquer to be used to line metal food cans, replacing traditional petroleum-based lacquers.

“I have a biogas production plant in Canneto sull’Oglio (Mantua) - says Chiesa - and I got the idea when I noticed that during anaerobic digestion, which is the process through which bacteria transforms organic substances into methane, tomato skins remain unchanged. This is due to cutin, which is at the base of our product.”

The TomaPaint bio-resin contributes to the reduction of CO2 emissions: *“For every can produced with the TomaPaint lacquer - says Chiesa - 730mg of CO2 emissions are avoided, and the use of natural resin reduces the risk of food contamination.”*

“Our bioresin - concludes Angela Montanari, Scientific Manager - costs more than petroleum-based ones, but the extra cost on the can that the end consumer will buy is definitely affordable, about 5 thousandths of a

euro. We have already had expressions of interest from Australia, California and China. Large-scale retailers are also interested.”

Another startup, another story. The story of **Hotbox**, a kind of box of wonders for home deliveries, a hot box that can put on your table a dish prepared in the restaurant kitchen, as if you were eating on the premises. The patented technology combines two systems: HotAir for controlling the temperature of the food and Steam-Free for monitoring the steam, preserving the right texture of the meal. Hot and fragrant for more than 40 minutes of transport.

Every year around the world over a billion tons of food is wasted due to contaminants. The fight against contaminations is the focus of the conference about Listeria promoted by Sicural on the third day of Cibus Tec.

One of the most current battles being fought is the one against *Listeria monocytogenes*, which causes listeriosis, a disease that affects both humans and animals. 99% of listeriosis cases in humans are of food origin. *“This is a topical issue for companies, particularly for those exporting to the United States, which has a zero-tolerance policy.”* commented **Silver Giorgini**, Vice President of Sicural, food safety lab.

To overcome this problem, cutting-edge machines are being designed: certified hygienic designed equipment. Although involving a higher cost, these innovative solutions presented at the conference ensure a decidedly better quality of result.

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