



FEDERAZIONE ITALIANA AGRICOLTURA BIOLOGICA E BIODINAMICA

**38 members representing 94.2%  
of the Italian organic operators**



*Ministero dello  
Sviluppo Economico*

**mipaaf**

Ministero delle  
politiche agricole  
alimentari e forestali

**ITCA**

ITALIAN TRADE AGENCY  
ICE - AGENZIA



**sana**

salone internazionale del biologico e del naturale

**vinalitybio**  
*Another love story in Verona*  
in collaborazione con **FEDERBIO**

**TUTTOFOOD**  
MILANO WORLD FOOD EXHIBITION



**CONFAGRICOLTURA**



**FIDAF**

Federazione Italiana Dottori in Agraria e Forestali

**FEDERALIMENTARE**

**FEDERDISTRIBUZIONE**  
LE AZIENDE DELLA DISTRIBUZIONE MODERNA



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA



**SAPIENZA**  
UNIVERSITÀ DI ROMA

**SDA Bocconi**  
School of Management

**FEDERBIO**

Italian farms  
1990:  
**3 023 344**

**-46%**

Italian farms  
2010:  
**1 630 420**

Italian  
organic  
farms 1990:  
**4 189**

**+898%**

Italian  
organic  
farms 2010:  
**41 807**



A photograph showing two men in a field of large-leafed green vegetables, likely chard or kale. An older man with a white beard, wearing a blue sweater, is in the foreground, crouching and reaching into the plants. Behind him, a younger man in a dark sweater is also crouching, holding a black plastic crate. The scene is brightly lit by sunlight, creating strong shadows. The text 'In Italy 52,588 out of 290,000 EU organic farms' is overlaid on the left side of the image in white, bold, sans-serif font.

**In Italy 52,588  
out of 290,000  
EU organic  
farms**



A photograph of two people working on a grassy hillside. On the left, a person with long dreadlocks, wearing a green long-sleeved shirt and light blue cargo pants, is bent over using a wooden-handled tool to dig in the soil. On the right, a man in a grey long-sleeved shirt and dark trousers with a red stripe down the side is standing and holding a long-handled pitchfork. The background shows a rolling landscape with green fields and trees under a cloudy sky. The ground in the foreground is covered with dry grass and some small plants.

**65% of Italian organic farmers  
are younger than 50 years**





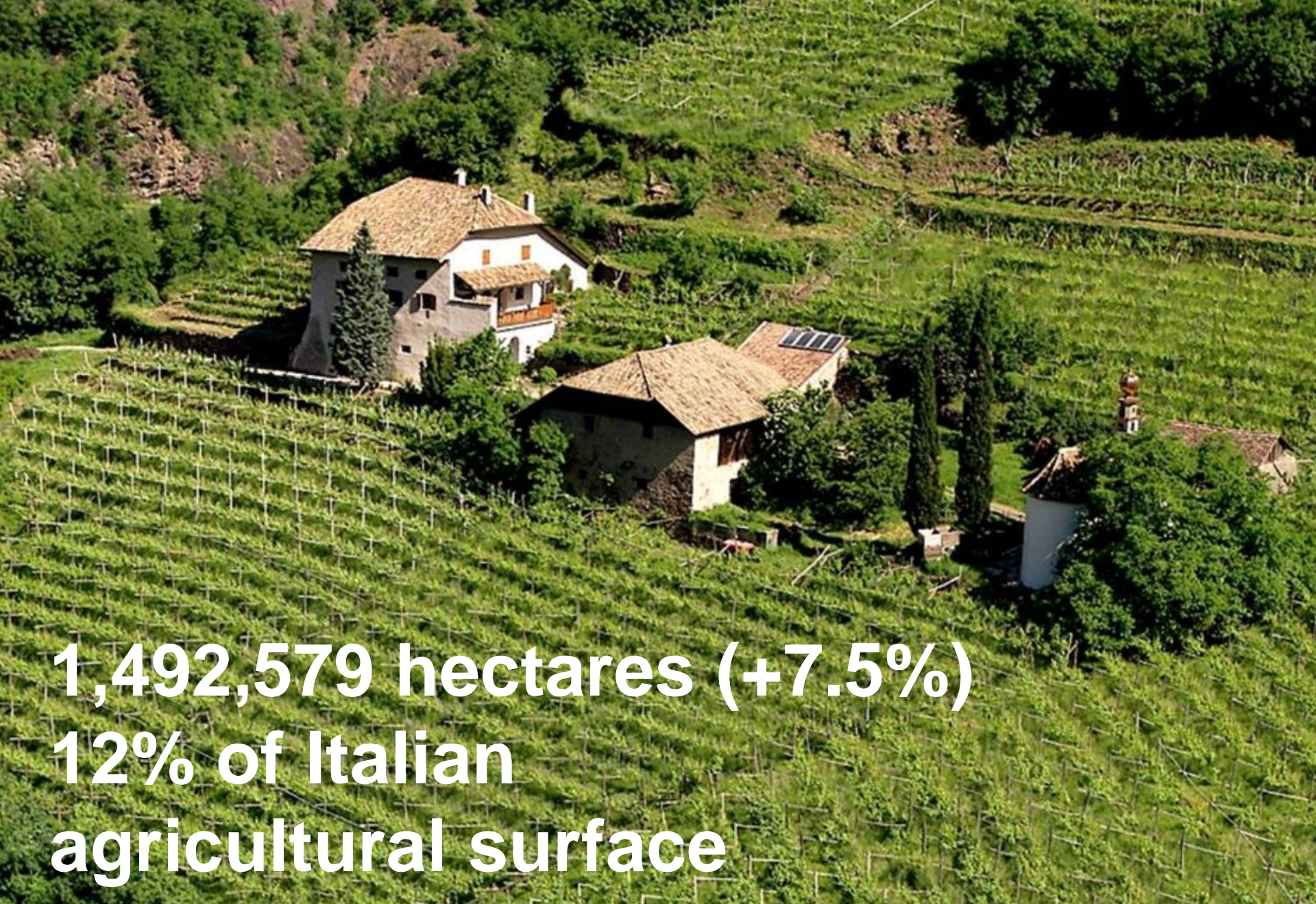
Over 25% are women



50% holds  
a high school diploma,  
17% has a degree







**1,492,579 hectares (+7.5%)**  
**12% of Italian**  
**agricultural surface**





7,366 (+20.7%)  
farms process their  
own raw materials





over 3,500  
run direct sales



2,500  
run a farm  
holiday centre





UE: **41,638** companies in the processing business  
**7,061** in Italy







**over 200,000 employees**

**FEDERBIO**



# % ITALIAN FAMILIES EATING ORGANICS



DOLCE & GABBANA





## **ITALIANS EAT ORGANIC**

**18,5% EVERY DAY OR ALMOST**

**31,8% EVERY WEEK OR ALMOST**

**18,5% SOMETIMES A MONTH**

**5,2% MORE RARELY**

**26% NEVER**





## NOW EATS ORGANIC

**79% of 18-29 yo**

**75% of 30-44 yo**

**69% of 45-54 yo**

**67% of 55-65 yo**





# ITALIANS EAT ORGANIC FOOD BECAUSE

**27% IS SAFER**

**20% IS ENVIRONMENTAL FRIENDLY**

**14% IS MORE CONTROLLED**

**13% MY SUPERMARKET HAS ON ORGANIC RANGE**

**13% IS TASTIER**

**10% I DON'T TRUST IN NON ORGANIC FOOD**

**2% MEDICAL ADVICE**

**2% OTHER REASONS**



# ORGANIC FOOD IS COMPULSORY IN EVERYDAY ITALIAN SCHOOLMEALS





# Why school meals are important for organic producers

## Promotion

When **1 child** eats 1 organic apple, you are speaking “organics” even to **2 parents** and **4 grandparents**

## Programming

You know **how many lunches** will be served this year, the next year and the following years



# Why school meals are important for organic producers

## Sales

1 child eats a 120 grams apple a day

1 25 children class eats 3 kgs of apples a day, 1 box/week

1 school with 10 classes eats 1 pallet of apples a month

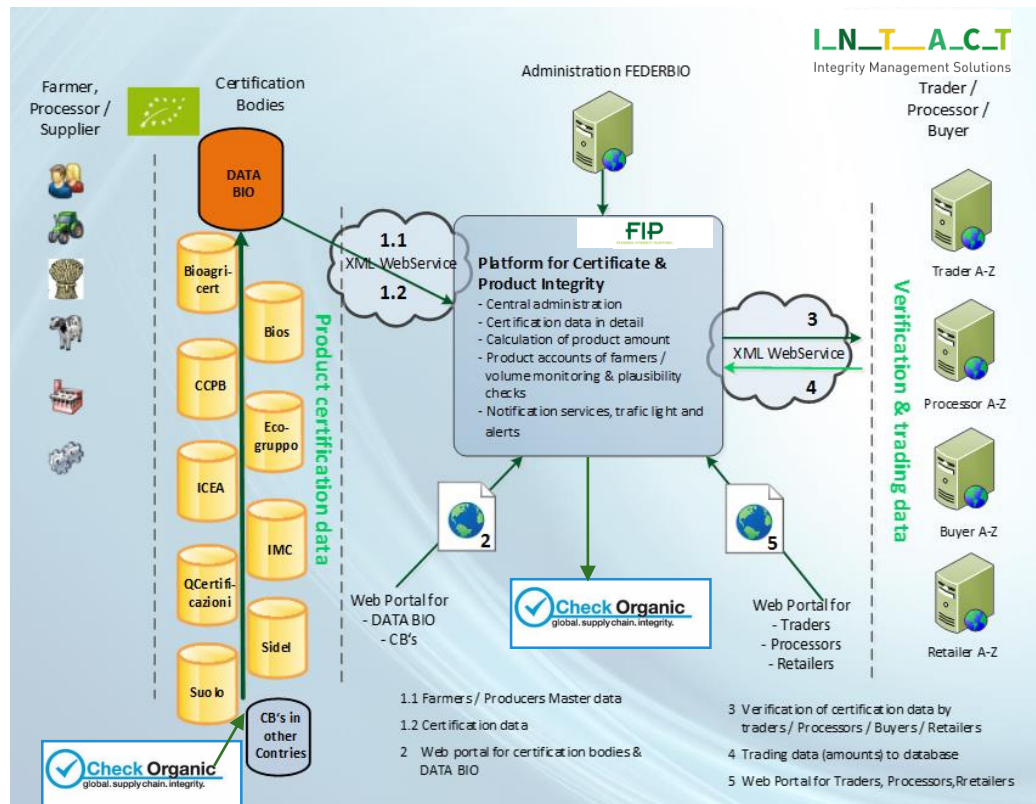
In Rome 140,000 children eat 16.8 tons of organic apples every day



# The FederBio Integrity Platform (FIP)

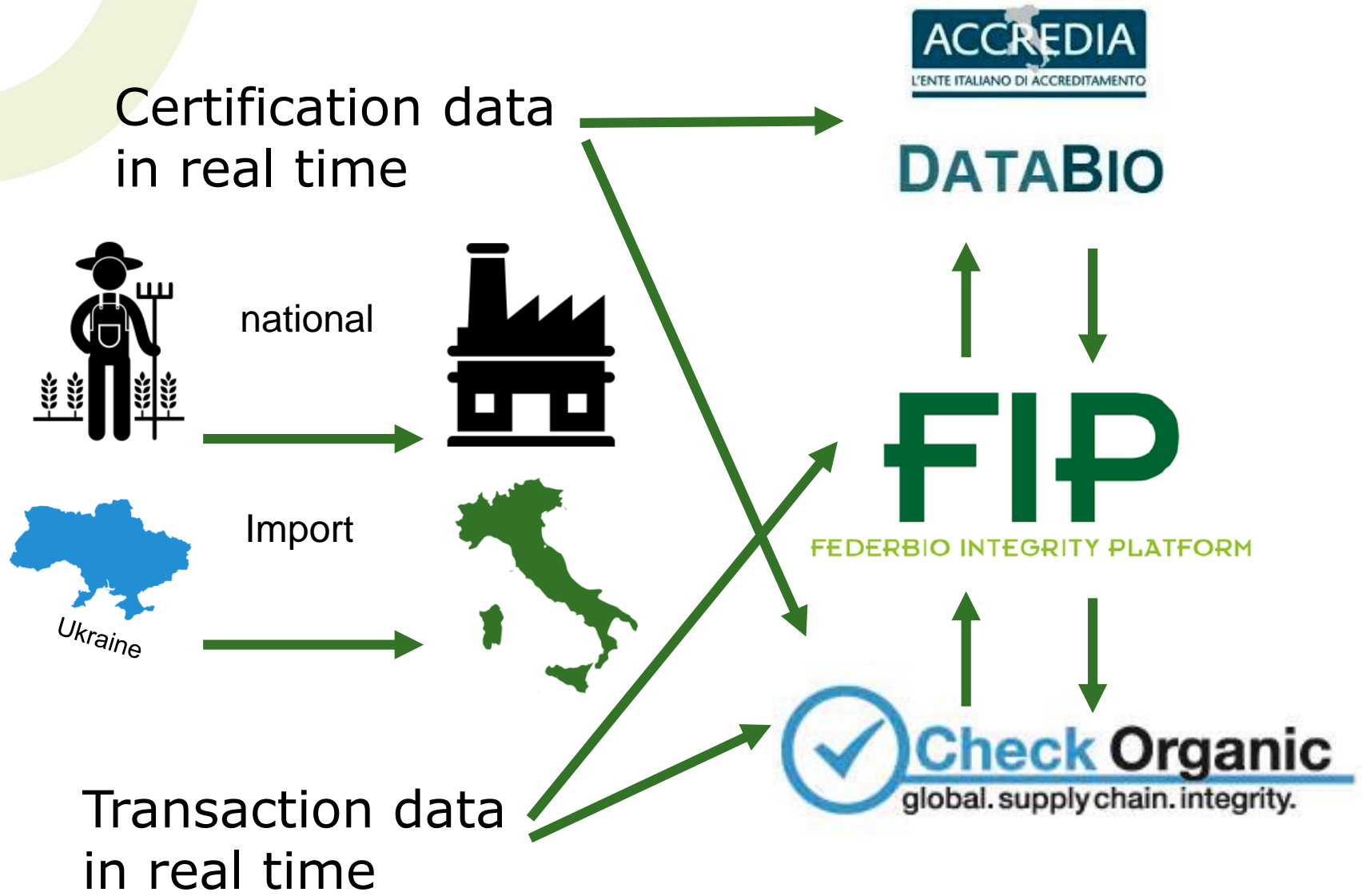
- Based on data sharing
- Data is collected and transmitted by different stakeholders
- Allows for a more rapid check of all certificates and transactions

Critical points and issues can be overcome with tools that provide for greater coordination of control activities and the more timely exchange of information among operators, control bodies and public authorities.





# FIP overview



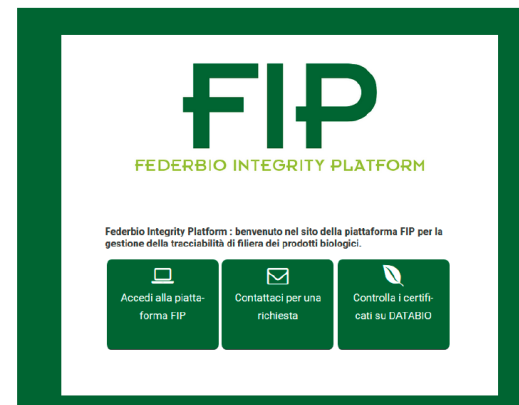


# FIP by numbers (as for Feb 2017)

**125** traders

**2,001** suppliers

**302,843** tonnes





FIP no longer optional



**Italian National  
Accreditation Body**



**Control bodies**



**Main supermarket chains  
Main organic wholesalers  
Main mills and feed mills**



**Suppliers**

**If you want to be part of this value chain,  
then you **must** join FIP**



# What has changed

## Before

- Limited supply chain knowledge
- Reliance on paper certificates
- Inconsistent information on paper certificate with actual documentation
- Limited information about transactions' legitimacy
- Traceability linked to supplier information
- Delayed reporting of non-compliance
- CBs must ask each other about certified operators
- CBs' databases only show their own certified clients



**Higher costs & Higher risk**

## After

- Supply chain transparency through mass balance based on production
- Electronic certification data
- Documentation of actual certification and supply chain data in real time
- Understand transactions' legitimacy
- Electronic mass balance across the industry
- Timely reporting of non-compliance
- CBs can inspect supply chain information in real time
- View all certified operators in DATABIO



**Lower costs & Lower risk**



**Thanks for your attention!**



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