



PRESS RELEASE

'Being Organic in Eu' promotes European organic food at Marca 2023

An institutional stand, the promotion of the workshop on the role of organic products in the large-scale retail trade and the organisation of B2B meetings in the lounge area between buyers and operators to create business opportunities: the Being Organic project colours the most important Italian showcase dedicated to the retailer's brand with green.

Bologna, 17 January 2023 - *Being Organic in EU* among the protagonists of Marca 2023. The main international event dedicated to the Private Label sector, to be held on 18 and 19 January at BolognaFiere, will become an agora for the promotion of European organic products thanks to the presence of the project aimed at enhancing a sustainable agri-food system in line with the objectives of the Green Deal, the Farm to Fork and Biodiversity 2030 strategies, and the European Action Plan for organic products.

In the large exhibition area (Hall 28, stand B9-C8) it will be possible to explore the initiatives of *Being Organic in Eu*, which sees a synergy between FederBio and Naturland, the International Association for Organic Agriculture founded in Germany in 1982, to raise awareness of a more ethical, healthy and sustainable consumption by communicating in a very clear way the positive effects of an organic diet for human health and the environment.

Being Organic in Eu promotes the workshop "Il Bio nella Distribuzione Moderna Italiana: scenario evolutivo, performance, role, market spaces" on Thursday 19 January, at 10.30 a.m., in the Gallery Hall of Hall 21/22. During the event, the development potential of organic products in modern distribution will be analysed, in a context marked by the



pitfalls of greenwashing and economic contraction, identifying new tools and platforms for collaboration between producers and distributors.

Being Organic in Eu's participation in Marca also includes the creation of the Buyers Lounge, a B2B space reserved for meetings with buyers to create new business opportunities.

These are initiatives realised within the framework of the Being Organic in Eu campaign promoted by FederBio in cooperation with Naturland and co-financed by the European Union under EU Reg. no. 1144/2014 .

"International events such as Marca represent the ideal showcase for promoting European organic products and launching an effective promotion, communication and food education activity on organic values. Modern Distribution represents a fundamental means for the development of the sector, which is why with the 'Being Organic in Eu' project we have organised a series of B2B meetings between operators and buyers also with the aim of transferring knowledge on the specificities of organic production methods in the EU, particularly in terms of food safety, traceability, naturalness, labelling, respect for the environment and sustainability. In addition, to promote organic with 'Being Organic in Eu' we have organised the 'Restaurant weeks' that will continue after Marca, these are training appointments with tastings dedicated to the catering industry, during which chefs and sommeliers will explain in detail the organoleptic and taste characteristics that characterise organic products," said **Paolo Carnemolla**, FederBio's Secretary General.

BEING ORGANIC in the EU

Choose the European Organic Leaf for a better world.

The BEING ORGANIC in EU project is a promotion campaign proposed by FederBio in collaboration with Naturland co-financed by the European Union according to the EU regulation n.1144/2014 and foresees an articulated set of actions with the aim of improving the knowledge, prestige and consumption of organic fruit and vegetables towards the two target countries: Italy and Germany. "BEING ORGANIC in EU" aims to contribute to a sustainable agri-food system in support of the "European Green Deal" and of the "Farm to Fork" and "Biodiversity 2030" strategies to foster an ethical, healthy, climate and ecologically resilient food system and to highlight the virtuous characteristics





of European organic agriculture, both in terms of product quality and sustainability, from primary production to the consumer. For these reasons, the initiatives implemented by the project are fully in line with the objectives of the 'European Green Deal' and its strategies and functional to the realisation of the 'European Action Plan for the Development of Organic Agriculture'.

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