



## PRESS RELEASE

### **Being Organic in EU: values and benefits of European organic agriculture at SANA 2023**

*The three-year project co-funded by the EU will be at the centre of the 35th International Exhibition of Organic and Natural Products with a rich programme of events: from RivoluzioneBio to thematic workshops and networking initiatives about the strategic role of organic farming for the entire Italian agrifood sector.*

Bologna, 1 August 2023 - The valorisation of European organic agriculture goes through SANA 2023. The 'Being Organic in EU' project, developed in partnership with Naturland, the largest international association of organic farming, will be at the centre of the historic Bologna event, which this year promises to be even more international and B2B-oriented.

Being Organic in EU will be the focus of the large exhibition space (Pav. 29 -Stand C24/D19) dedicated to promoting the culture of organic farming, the main objective of this EU co-financed project, to promote this sustainable, healthy, climatically and ecologically resilient agri-food system, in line with the objectives of the Green Deal, the Farm to Fork and Biodiversity 2030 strategies and in perfect synergy with the European Action Plan for the development of organic farming.

The Project will also be at the centre of networking initiatives involving operators and companies, in-depth events, thematic dinners and show-cooking with tastings to present the world of organic products at 360°: from "farm to fork". Not to be missed on Friday 8 September, the seminar 'Italian Animal Husbandry. Why the future can only be organic'.

"Being Organic in EU" will also organize, during SANA, a buyers' lounge dedicated to professionals aimed at increasing synergies between organic operators.



The broad platform of initiatives and programmes is 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

**Steffen Reese**, Managing Director of Naturland e.V.: *"There has to be a jolt for organic farming in society! The climate catastrophe and the loss of biodiversity are dramatic. This affects global society as a whole. Naturland and FederBio create more sensitivity for people's perception of ecological interrelations, especially in Germany and Italy. Organic is the solution and organic needs strong partnerships!"*

*"Especially in a decisive moment for the agro-ecological transition such as the current one, it is important to increase the knowledge of organic agriculture and its fundamental role in mitigating climatic pitfalls, protecting soil fertility and biodiversity,"* says **Paolo Carnemolla**, FederBio's Secretary General. *"The participation of the Being Organic in EU project in an important and authoritative fair such as SANA goes in this direction. Through Rivoluzione Bio (the States General of organic farming), workshops, debates, and networking initiatives, we aim to focus attention on the distinctive values of true organic farming and on the concrete development opportunities, both national and international, of this sector that sees Italy among the leading countries in Europe".*

## **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 EU under the EU regulation n.1144/2014 and foresees an articulated set of actions with the objective to improve 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 "EU 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 EU organic agriculture, both in terms of product quality and sustainability, from primary production to the consumer. For these reasons, the project's initiatives 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'