

PRESS RELEASE

**SURGE IN ITALIAN ORGANIC FOOD CONSUMERS**  
**RECORDED BY SANA OBSERVATORY 2014**  
**COMPLETE FIGURES FOR MADE IN ITALY ORGANIC PRODUCTS TO BE PRESENTED**  
**ON 6 SEPTEMBER**  
**AT THE 26<sup>TH</sup> INTERNATIONAL EXHIBITION OF ORGANIC AND NATURAL PRODUCTS**  
**(BolognaFiere 6 - 9 SEPTEMBER)**

**For the third year running Italy has seen a rise in the percentage of organic food consumers: 2014 showed a 59% increase, recording a net rise over the 54.5% of 2013 (+ 4.5%) and the 53.2% recorded in 2012 (+ 5.8%).**

Only 41% of Italians, well below half of the population, say they have never purchased an organic product in the last twelve months. Among those who bought at least one organic brand in the same period, **37% claim they consume organic products at least once a week, 22% every day.**

**These figures emerge from the initial data processed from the survey carried out by Nomisma on behalf of BolognaFiere and in partnership with Federbio for the 2014 edition of SANA Observatory at the 26<sup>th</sup> International Exhibition of Organic and Natural Products to be held in Bologna's fair district from Saturday 6 to Tuesday 9 September. The Observatory survey aims to define the identikit and behaviour patterns of Italian organic consumers.**

**The full research results will be presented during the meeting "All the figures of organic made in Italy" scheduled at SANA on the afternoon of Saturday 6 September, the trade fair's inauguration day. Organised by BolognaFiere in collaboration with FederBio, and with the patronage of the Ministries of Agricultural, Food and Forestry Policies, The Environment, and Economic Development, and EXPO 2015, and the support of IFOAM, SANA is Italy's premier tradeshow devoted to certified organic foods, and a leader in the sector of herbal products and natural and organic cosmetics.**

The increase in the consumption of certified organic foods is reflected in the figures released today by the Ministry of Agricultural, Food and Forestry Policies based on monitoring by **SINAB** (Italian Information System on Organic Agriculture, set up by the Ministry of Agricultural, Food and Forestry Policies) giving an overview of the situation of organic farming in Italy at 31<sup>st</sup> December 2013, and by **ISMEA** (Services Institute for the Agrofood industry) focused on the sale of organic brands in the large-scale retail trade.

**The research results processed by SINAB and ISMEA will be presented in full at the meeting scheduled at SANA on Saturday 6 September entitled "All the figures of organic made in Italy"**

According to SINAB figures unveiled by the Ministry today, certified organic operators in Italy on 31 December 2013 numbered 52,383 (against 49,709 at 31 December 2012): an overall increase of 5.4% over 2012.

The surface area dedicated to organic farming has also increased to 1,317,177 hectares (from 1,167,362 in 2012), with an overall growth of 12.8% over 2012.

Also **on the domestic consumption front** the figures released by the Ministry, collected by the ISMEA/GFK-Eurisko Family Panel **in the first five months of 2014**, show a positive trend thanks to



growing **expenditure on organic food brands in the large-scale retail trade** with an increase of **+17.3%** in value over the same period in 2013.

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