

**SANA 2014 CLOSED TUESDAY LAST TO RECORD ATTENDANCE FIGURES:
+ 36% VISITORS, + 10% EXHIBITORS, + 40% FOREIGN EXHIBITORS RESOUNDING
SUCCESS OF 'SANACITY', SHOWCASE FOR BOLOGNA, THE CITY OF FOOD PAR
EXCELLENCE. BOLOGNAFIERE'S UPCOMING VENUES FOR THE ORGANIC FOOD
SECTOR: FROM MAY TO OCTOBER AT THE BIODIVERSITY PARK, EXPO 2015
- COORDINATED BY THE BOLOGNA TRADE FAIR –
AND THE SPECIAL 27TH EDITION OF NEXT YEAR'S SANA**

A 36% increase in visitors for a total of 43.500 visits, a 10% rise in exhibitors, and 40% more foreign exhibitors compared to the 2013 edition and **1.500 non-Italian buyers**. These were the record attendance figures for SANA 2014, the 26th International Exhibition of Organic and Natural Products, that closed its door last Tuesday.

Not only were records broken for the number of halls, crowded exhibitor booths, visitors and **buyers** from Italy and all over the world. It was also a full house at the meetings, with an **estimated 5.000 participants** attending the **very many general interest and scientific sidecar conferences**. Topics ranged from the SANA Academy courses, organised by BolognaFiere, and meetings on health and professional or amateur sports, organised by the new section SANA Sport, to technical medical and scientific conferences on coeliac disease and dietary education in the third millennium, organised by the Foundation Istituto di Scienze della Salute. All these events confirmed that SANA is the **premier Italian tradeshow covering the entire gamut of the natural and organic sector**, every year increasing its international reach, and acknowledged as a key promoter in the world of Made-in-Italy organic produce. This was amply borne out by the large **buyer delegations from Australia, Austria, China, Denmark, Germany, Greece, Japan, Latvia, Lithuania, Netherlands, Poland, Russia, Serbia, Slovenia, South Korea, Sweden, Switzerland, United Arab Emirates, and the United States** as well as the **2.613 B2B meetings** held in the **International Buyer Lounge** between visiting foreign operators and **SANA exhibitors**.

These are enormously satisfying results for BolognaFiere, organiser of SANA together with Federbio, and highlight BolognaFiere's **prestigious assignment as EXPO 2015's global partner in the Biodiversity Park**, the area of the upcoming Milan exhibition dedicated to the organic sector. **The official announcement of the agreement between Bologna Fair and EXPO organisers** was made jointly on **Saturday, 6th September by BolognaFiere Chairman, Duccio Campagnoli, and the Italian Minister for Agriculture, Maurizio Martina**, during the **SANA 2014 inaugural conference** entitled "**Organic Products and Biodiversity for Feeding the Planet**".

"Recognition of BolognaFiere's role as an EXPO 2015 global partner for the organic sector and biodiversity at this world Exhibition is an achievement of which we are justly proud. It will be an immensely important venue for the whole market sector but also for Bologna, as the City of Food and forerunner of a new cultural model for a sustainable agro-industry producing high-quality, sustainable and safe food. In order to meet a commitment that does us great honour, said Chairman Campagnoli - we call upon all organic-sector associations, partners and entrepreneurs, operators who for years have been part of SANA and who, whether from Italy and elsewhere, have shown their appreciation by coming as exhibitors to the 2014 edition in much larger numbers, confirming this venue as the leading platform in Italy for organic products, organic and natural cosmetics and articles for daily environment-friendly living. EXPO 2015's theme - "Feeding the Planet" - concluded Campagnoli -

places us before the global challenge of allowing everyone to have access to a healthy diet, overcoming the paradox we see today of hundreds of thousands of human beings who eat too much or badly while just as many have nothing to eat at all. It is also a reminder of the need to nurture our planet's biodiversity through organic farming practices that respect the environment, its natural cycles and rich genetic heritage that only safeguarding biodiversity can prevent from being lost. For this reason the area we, as EXPO 2015's global partner, have been entrusted will bring together organic concerns and biodiversity, highlighting the inextricable link between the two".

"Together with SANA, BolognaFiere will be the major partner at the EXPO 2015 Hall we have always called the Biodiversity Hall, an area that will illustrate one of Italy's fundamental characteristics: its extraordinary biodiversity, admired throughout the world and of which we are justly proud", confirmed Minister Martina in his address. *"The figures tell us that organic practice is a great opportunity for Italian agriculture and for the whole country", - he added. "Developments in recent years show the many future opportunities open in the Italian organic sector. Here, SANA represents an extraordinary driving force. Being able to announce the collaboration between this institution with all its experience and the Milan Expo 2015 is a further step to realising a project that has absorbed so much of our energy: to tell the story of Italian agriculture and food at Expo".*

Exhibitors too expressed their enthusiasm. *"The twenty-six edition of SANA saw a significant increase in exhibitors, foreign buyers and visitors, said FederBio President, Paolo Carnemolla. "It confirms the essential role played by this tradeshow as Italy's premier organic sector venue, both as a platform to take organic Made-in-Italy products onto the international market, and also for its presence at EXPO 2015."*

Another great success of the 2014 tradeshow was the first edition of **SANACITY**, the off-grounds events programme showcasing the resources and capability of Bologna, "the city of healthy, sustainable food", especially in view of Bologna's EXPO 2015 involvement. SANACITY fielded more than 140 events, organised in collaboration with **Eco Bio Confesercenti**: tasting and trying vegan and organic foods, ice creams, teas and herbal drinks; organic-menu lunches, aperitifs and dinners, toasting with organic wines, and show cooking, along with a series of events for children at the **Città dello Zecchino, curated by the Bologna Antoniano Association. Starting 5 September**, Bologna's streets, squares and porticos were abuzz with activities. **These will continue through to 14 September** spotlighting **Bologna as the green capital of Italy where ecological concerns are a way of life.** As announced by Chairman Campagnoli and Bologna City Councillor, Matteo Lepore, **next year SANACITY will be a major feature of the programme to promote Bologna's participation in EXPO 2015 within the framework of the EXPO initiatives planned.**

The 26th International Exhibition of Organic and Natural Products that has just closed has not only confirmed **the dynamic trends enjoyed by the organic sector**, its production, processing and marketing activities. It has clearly shown that organic product consumption is on the increase in defiance of the economic crisis that weighs on Italy's manufacturing sector and has curbed household consumption. The SANA Observatory 2014 survey, carried out by Nomisma for BolognaFiere and illustrated during the conference "All the Figures of Organic Made-in Italy" on Saturday 6 September, shows **a growth for the third year running** in the penetration in Italy of organic-brand foods. **The percentage of consumers purchasing at least one organic product over the last twelve months rose**

in 2014 to 59% of all consumers, a net 4.5% increase compared to the 54.5% of 2013, and a 5.8% increase on the 2012 figure of 53.2%. Of those who declared they had purchased at least one organic brand product, 37% said they consumed organic products at least once a week, while some 22% declaring they did so every day.

The rise in the consumption of certified organic foods evidenced by the SANA 2014 Observatory survey was corroborated by the data presented at SANA during the same conference by SINAB - the National Organic Farming Information System set up by Italy's Ministry for Forestry – reporting on the extent of organic farming in Italy as at 31 December 2013. The data were further borne out by the survey carried out by ISMEA, the Services Institute for the Agriculture and Food Market, on sales of organic brand products in large retailer outlets.

The SINAB survey gives the number of certified organic operators in Italy at 31 December 2013 as 52.383 compared to 49.709 at 31 December 2012, a 5.4% increase. The overall surface given over to organic farming also increased to 1.317.177 ha from 1.167.362 in 2012), a rise of 12.8% compared to 2012.

As regards domestic consumption, the ISMEA survey - carried out on the basis of Ismea/GFK-Eurisko family panels during the first five months of 2014 - shows that purchases of organic-brand products sold through large chain stores rose some 17.3% in value compared to the same period of 2013.

The same positive trend was evidenced by natural ingredient cosmetics sold through herbal stores. Cosmetic Italia data disclosed at SANA 2014 show that although feeling the effects of the crisis, this sales outlet has been less affected than others, posting a 1.8% increase in sales for the first half of 2014 with projections of a 2% rise by the end of the financial year, for a market value topping 410 million Euros.

Finally there was also a boom in “virtual visitors” to the sana.it web site and enormous social network interest in the tradeshow: more than 10.000 unique users a day in the last 7 days, a 38% rise on 2013 during the 4 days of the show, and 41.732 visits to the site during the 4 days of the show, a 58% rise compared to the previous year. 60 videos about SANA 2014 were uploaded onto YOUTUBE and had 14.200 hits. The SANA FB page had one million 400 thousand log hits, and 115.000 FB messages and interactive Tweets during the 4 days of the show alone.

SANA 2014 closed its doors with a double *Arrivederci* to organic sector operators and visitors: see you from May to October at the EXPO 2015 Biodiversity Park and at BolognaFiere for a bumper SANA 2015, the 27th International Exhibition of Organic and Natural Products.

For information and material presented at SANA 2014, go to: sana.it

Bologna, 10 September 2014

SANA Press Office: Silvia Zamboni – zambonisilvia@tiscali.it – tel. +39 051 260569 – mobile: 3487945426

BolognaFiere Press Office: Gregory Picco – gregory.picco@bolognafiere.it – tel. +39 051 282862