

ORGANIC DATA 2016 FRIDAY 9TH SEPTEMBER A MEETING WITH THE SANA OBSERVATORY

Bologna, 9th September, the International Exhibition for Natural and Organic Products opens with two established high profile events for the sector. In Sala Concerto at 11.30am will be the inaugural conference “Organic Agriculture: a strategic opportunity for the country,” including the attendance of Deputy Minister Andrea Olivero, while the presentation of the data for 2016 from the **SANA Observatory**, together with that of SINAB-MIPAAF and ISMEA, is scheduled for 4pm on Friday 9th September in the Sala Notturmo.

The meeting “**All the statistics from Italian Organics**” offers an opportunity to learn about all of the latest data concerning the whole market of Organics with the presentation of the SANA Observatory 2016, promoted and financed by ICE, created by Nomisma with the support of FederBio and AssoBio.

The Observatory is the tool that presents the monitoring of the key numbers from the organic production chain, from production through to the size of the market: it represents a unique informative tool, thanks to 2,500 interviews with consumers in three different markets.

Intended for institutions, professionals and the media, the SANA Observatory proposes in-depth analysis based on original insights, useful for evaluating the prospects for ‘Made in Italy’ organic products in both national and international markets.

The 2016 Observatory illustrates the statistics of the internal market thanks to an analysis of Italian consumers, describing the main tendencies of consumer behaviour.

In addition to the analysis of the national market will be the same analysis, this year dedicated to the evaluation and competitive positioning of organic products on foreign markets. The analysis describes the dimensions of Italian exports of organic food products, with the presentation of the results of the survey carried out by Nomisma exclusively for ICE-SANA in order to evaluate the perception and reputation of ‘Made in Italy’ organics as viewed by consumers in the USA and Canada.

During the meeting on Friday 9th September there will also be data from SINAB referring to the total land cultivated with organic products, the number of operators and the amount of livestock farms, with estimates from ISMEA on consumption of organic products in the different distribution channels.

For information

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