

# Overview of the Italian Food & Beverage Industry

*Selling & Buying Made  
in Italy:  
Food & Beverage in  
South Africa  
(26<sup>th</sup> January 2022)*



# FEDERALIMENTARE: *THE MISSION*



FEDERALIMENTARE represents, protects and promotes the **Italian Food and Beverage Industry**, the second highest ranking Italian manufacturing sector

FEDERALIMENTARE is member of **Confindustria** (General Confederation of the Italian Industry) and of **FoodDrinkEurope** (European Confederation of Food and Beverage Industry)



# 13 MEMBER BRANCH ASSOCIATIONS

1. **ANCIT** – canned fish
2. **ANICAV** - processed fruit and vegetables
3. **ASSALZOO** - animal feed
4. **ASSICA** – Italian salumi, pork meat and meat products
5. **ASSITOL** – oils and fats
6. **ASSOBIBE** - soft drinks
7. **ASSOBIRRA** - beer and malt
8. **ASSOCARNI** - fresh meat, with specific emphasis on the beef industry

9. **ASSOLATTE** - milk and dairy products
10. **FEDERVINI** - wine, vinegar, spirits
11. **ITALMOPA** - flours, based flour mixes
12. **MINERACQUA** - mineral natural water
13. **UNIONE NAZIONALE FOOD** – confectionery, pasta and other food products (frozen, baby foods, dietetic products, spices, coffee, etc.)



# Italian Food & Beverage Industry: *basic figures (2021/2020)*

## Turnover

**155 Bn/€ (+8,4%)**

## Production

**+6%**

## Employment

**385.000 employees**

850.000 (including agriculture)

## Companies

**58.000**

6.850 with more than 9 employee

## Consumptions

**\* 240 Bn/€**

\*Total consumptions  
(national and foreign markets)

## Export

**40,3 Bn/€**

**(+11%)**



**In 2021 F&B Industry confirms  
as the second Italian largest manufacturing sector  
(first EU manufacturing sector)**

# ITALIAN F&B INDUSTRY STRENGTHS

- ✓ Widest range of **high-quality products**
- ✓ Close **connections with the Territory and Italian cultural heritage**
- ✓ Leading EU country with the **highest number of certified GGI (314) and wines with a register quality schemes (526)**
- ✓ Italian food model based on **Mediterranean Diet** (in 2020 for the Global Health Index Italy is the 2nd healthier country in the world)
- ✓ High level of **safety**
- ✓ Attention to **nutritional issues** (reformulation, portioning, nutritional labelling – NUTRIFORM BATTERY vs NURISCORE SYSTEMS)
- ✓ Engagement in **sustainability** and reducing impact on the environment
- ✓ High level of process/product **innovation** while respecting tradition



# Agri-food sector and consumers' choices: the COVID-19 impact



F&B sector demonstrated its **anti-cyclical strength** as an **economic driver** and **safeguard of employment** even in the hardest months of the Covid-19 emergency

Nevertheless, **F&B operators recorded losses**, mainly due to the **HO.RE.CA. channels' closure/restriction** and the **collapse of tourism** (the so-called "out of home" sector accounts for 1/3 of total food consumption)

The COVID-19 pandemic has highlighted the **need for digitization of the agri-food chain** and further stressed the importance of **research and training** (new skills)

On the side of consumers' choices, a recent survey\* about the COVID-19 impacts shows that after lockdown and for the future:

- **49%** more Italians will give more importance to **made in Italy and local products**
- **42%** more consumers will draw major attention to **products' sustainability**
- **38%** more consumers will favour **healthy choices**
- **23%** more consumers will **buy on-line**

*\*(Survey 2019 Nomisma Agrifood Monitor on Italian consumer and Nomisma Observatory on Lockdown and Post Lockdown 2020)*

## ***F&B MADE IN ITALY: WE KNOW HOW***

***MADE IN ITALY F&B IS LINKED TO THE 'KNOW-HOW' OF OUR PRODUCERS, THE 'RECIPE', THE TECHNOLOGIES AND THE CULTURE OF QUALITY PRODUCTION***

**Italy is historically a processing country: we use the best raw materials, after selecting them according to criteria of quality, sustainability and availability.**

**The Italian F&B Industry already buys and processes more than 72% of national agricultural production, but some raw materials are grown only abroad and in various sector national raw materials are not enough: for these reasons, we must also source part of our commodities from foreign markets.**

**That's why it's important:**

- **not to link the idea of Made in Italy only to products made with 100% national raw materials;**
- **and not to overlap the concept of origin with those of safety and traceability, which are instead guaranteed at European level by specific binding regulations in line with the “equivalence” principle requested by Reg. (CE) 178/2002 (art. 11).**



## F&B INDUSTRY EXPORT: THE TREND

- **Export is confirmed as the most relevant real area of growth and development for the Italian F&B Industry**
- **The final EXPORT 2021 balance accounts for almost 40,3 Bn/€**
- **The final balance for 2021 shows an increase of 11% in respect of 2020, so confirming the expansionary cycle facilitated by the solid economic recovery started in many Countries and the relaunch of international trade**
- **In 2020-2021 export in agri-food increased of +14,6% (in respect of +6,5% of total national export)**







## **INTERNATIONALIZATION DRIVERS: ACCESSING NEW MARKETS FOR ITALIAN F&B PRODUCTS BY:**

### **EDUCATING**

consumers about choosing  
and appreciating true  
Italian Food

### **STRENGTHENING**

relations with the main  
stakeholders of Ho.Re.Ca  
and retail

### **DEVELOPING**

the Italian agri-food  
production base by  
increasing the average  
dimension of  
companies, granting  
new management  
expertise and raising  
capital

### **TACKLING**

protectionism and trade barriers  
(often NTB), which damage  
international trade, by improving  
bilateral FTAs and by working in the  
competent international Bodies  
(Codex Alimentarius, SPS...)

### **TACKLING**

The illegal practice of  
counterfeiting (8 Bn/€) and  
Italian Sounding (unfair  
imitation usually not  
punishable by law (90  
Bn/€))

# FOOD SAFETY in the F&B Italian Industry



The **EU food&feed framework safety** strictly covers all aspects of food production:

- **authorized ingredients** (additives, flavorings, enzymes)
- bans and safety limits on **undesirable substances** and **contaminants**
- **hygiene requirements** for products/processes
- standard for targets and instruments of **official and private safety controls**
- an **EU Food Safety Authority** (EFSA) and an **EU Alert Notification System** (RASFF) in case of suspicion of no-compliance
- **traceability** of food, feed and food contact materials

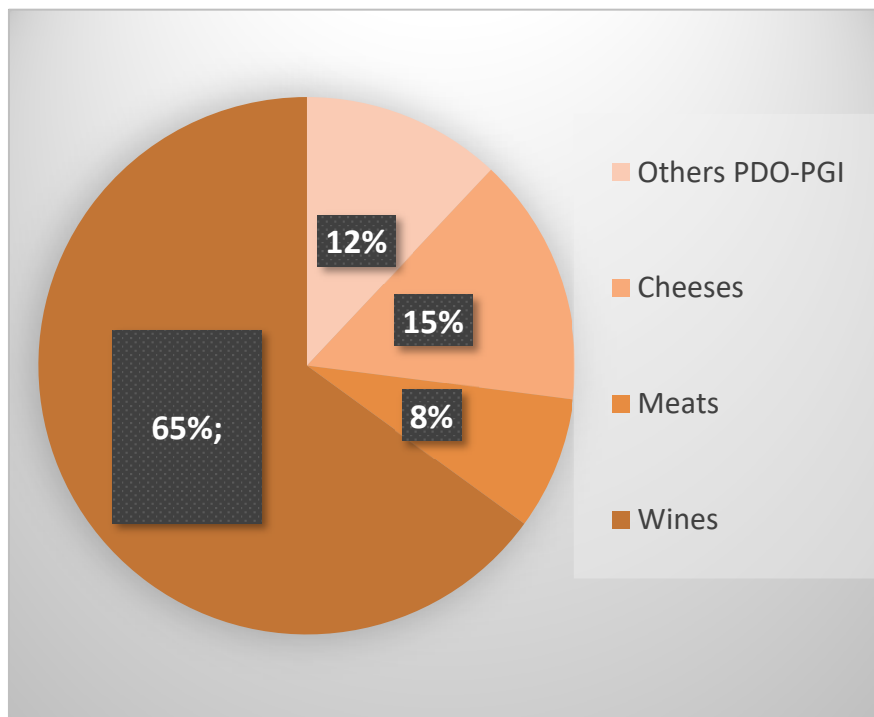
Within this framework, the Italian F&B Industry invests **relevant resources**:

- almost **3% of the turnover**, equal to more than 4,5 Bn/€ (in 2021) dedicated to product safety
- a significant part of the **10 Bn/€/year of R&D** investments for safety
- **85,000 people (22% of total workforce)** engaged in safety and quality
- **2.8 Mln self-control analyses** per day (and about **700.000 official controls per year** performed by public Authorities)

# MADE IN ITALY and GEOGRAPHICAL INDICATIONS



## The primacy of quality



## ITALY IS THE FIRST COUNTRY IN THE WORLD FOR CERTIFICATED PRODUCTS

- **314 GGIs** - Italy is the leading EU country with the highest number of certified PDO, PGI and STG products
- **526 wines with a register quality system** (almost 2/3 of the value of the entire Italian production)
- In the last decade, GGIs export registered an increase of **+145%**

## CERTIFICATED F&B PRODUCTS

- Ambassador of Italian food&beverage abroad
- Deep link with territory and tradition
- Push for the request of other Italian products
- Severely damaged by Italian Sounding



# NUTRITION: ITALIAN F&B INDUSTRY COMMITMENTS

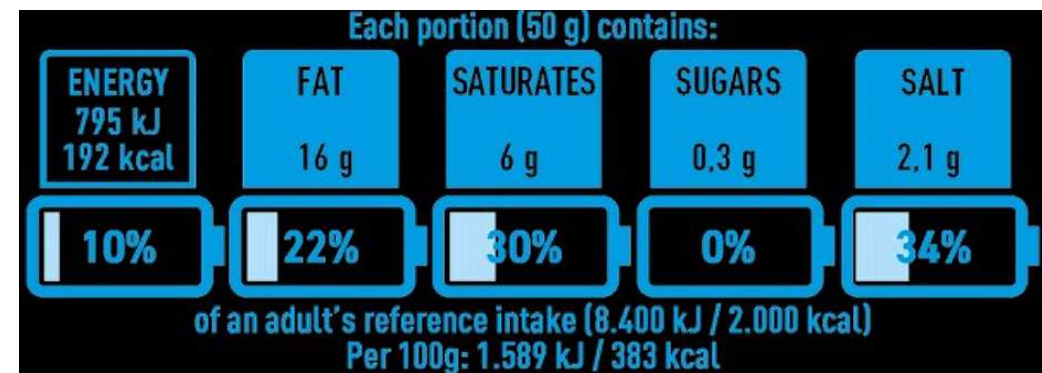


Federalimentare and several member Associations signed **voluntary commitments with the Italian Ministries of Health and of Education** with a holistic life-style approach and a particular attention to children in order to:

- **improve the nutritional characteristics of food products** (reformulation, portioning)
- **share Guidelines for Commercial Communication** related to food and beverage products (to protect children)
- **act together on the topics of food education and research (CLUSTER agrifood)**

Federalimentare, with the Italian Government and all the actors of the food-chain, **supports the harmonization at EU level of Front of Pack Nutritional Labelling schemes** and the **NUTRIFORM BATTERY**, presented to the European Commission

NB differs from traffic light FoPN schemes because it aims not to address consumers, but **to inform and help them in making aware consumption choices aligned with balanced diets**



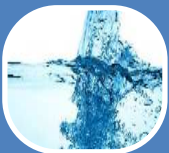
# ENVIRONMENTAL SUSTAINABILITY

The F&B Industry's commitment is based mainly on **4 strategic areas of intervention** in line with the **principles of the Circular Economy** and respecting the **3 sustainability pillars (economic, social, environmental)**:

1. **efficient use of basic inputs (energy, water)**
2. **full exploitation of agricultural raw materials** in all their components
3. **eco-design of packaging** and correct **environmental management after use**
4. **prevention of food waste** and management of surpluses



F&B is committed to reducing packaging materials without compromising consumer needs or quality and safety of products (in the last ten years, for some types of packaging, plastic has decreased by -30/40%, aluminum by 30%, glass by up to -60%)



F&B Industry - with few exemptions - is featured by a relatively low energy impact compared to other industrial sectors: it is energy efficient (-30% consumption in 20 years), reduces greenhouse gas emissions (-30%) and has halved water use in the last 30 years



F&B Industry uses all parts of raw materials with particular regard to by-products (where food use for human or animal consumption is not possible, other important uses are in the cosmetics, pharmaceutical and chemical industries and, secondarily, in the production of fertilizers and bioenergy)



F&B Industry aims to prevent waste either in its processes, and at the household consumption stage with proper indications to consumers, new portioning and advanced packaging. In addition to this, hundreds of food companies make donations to food banks and to non-profit and third sector organizations

## WHY EXPORTING AND INVESTING IN SOUTH AFRICA (RSA)

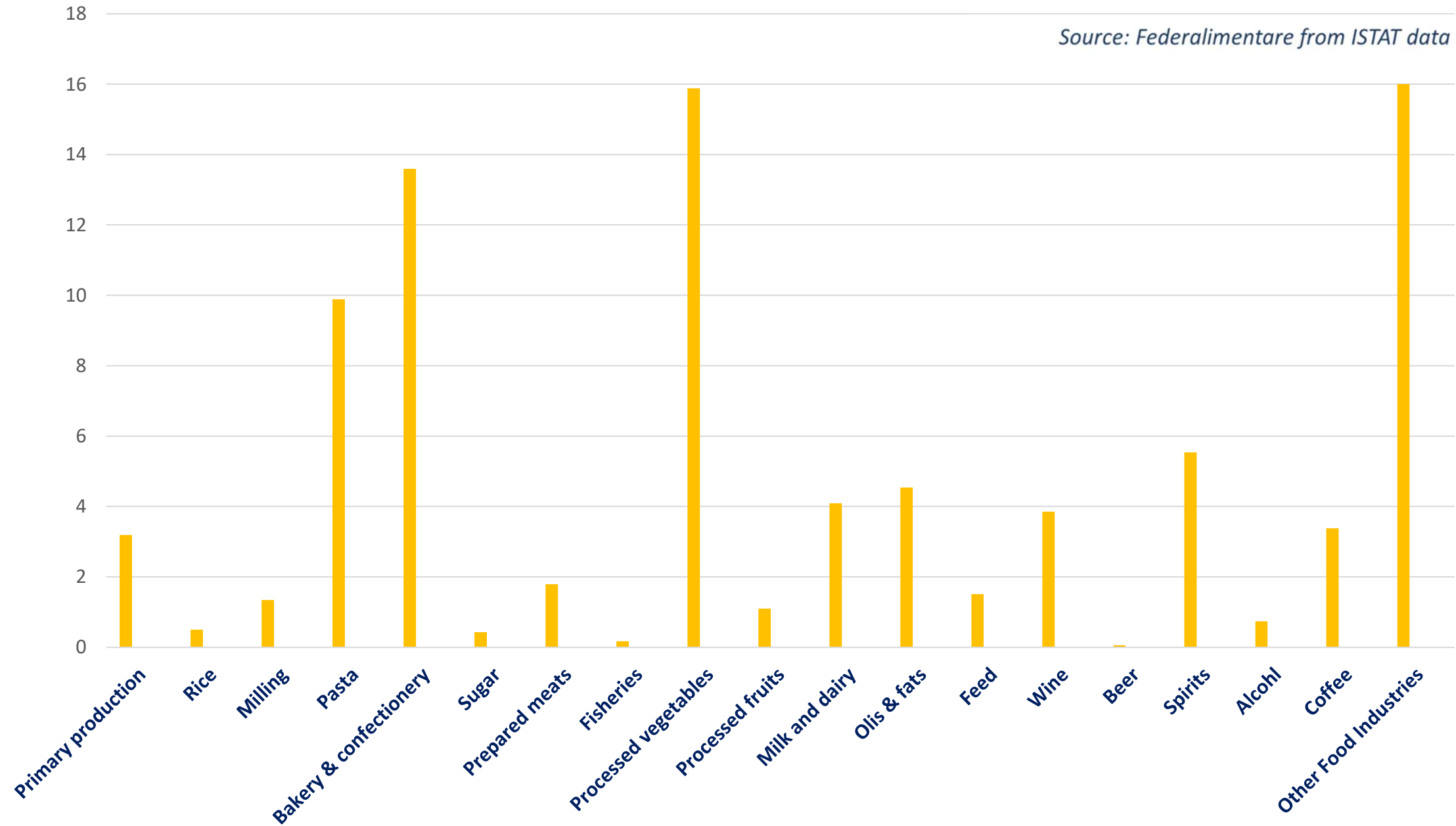
- South Africa is the most developed Country on the African continent and can represent a good economic partner
- Sound banking and financial sector
- Efficient legal and judicial system
- FDI attraction policies
- Strategic position

In 2020 we exported F&B in South Africa for **107 Bn/€** and we imported F&B for **104 Bn/€**, with a balance of trade slightly in favour of Italy (thus, without considering Italian import of primary products from SA that accounts for almost 95 bn/€)



# ITALIAN F&B EXPORT TO SOUTH AFRICA PER CATEGORY (2021, Bn/€)

Source: Federalimentare from ISTAT data





FEDERALIMENTARE

Federazione Italiana dell'Industria Alimentare

***THANKS FOR THE ATTENTION!***

***[www.federalimentare.it](http://www.federalimentare.it)***

***[direzione@federalimentare.it](mailto:direzione@federalimentare.it)***

