



The Real Taste of Food Processing & Packaging

Press Release

DAY TWO OF CIBUS TEC.

THE DEMAND FOR "GREEN" CHEESE. FRUIT JUICES? A HEALTHY OPTION

(Parma- 26 October 2016) The second day of Cibus Tec, the food technology exhibition underway at Fiere di Parma, opens with a jam-packed schedule of events to tell us more about some of the main food processing production chains.

We can live without smoking but we can't live without sugar. David Berrymann, English fruit juice expert and small scale apple juice producer, is speaking up in the face of the potential economic fallout of the various health campaigns against excessive sugar consumption. Today, on **Juice Day workshop** organised by Fiere di Parma, he is underlining the difference between soft drinks and fruit juices. Without denying the problem of childhood obesity, he points out that our ancestors ate only fruit and that our metabolism is based on the diet of primates, who are not known as frugivores for nothing. So the problem is rather our ability to absorb sugars. The bottom line, according to Berryman, is that drinking fruit juice is a clean and healthy way of feeding the body.

Sustainability, environment and efficiency. These will be the three key words in the dairy sector's mission to win over new markets. This morning at Fiere di Parma, we were immersed in **Milk Day workshop**, organised by Cibus Tec and Assolate (Italian Dairy Association).

In the dairy industry, which accounts for 13% of food and drink production in Europe, milk undergoes various heating and cooling processes that consume large amounts of energy.

*"Replacing all energy from fossil fuels with renewable energy, - says **Piercristiano Brazzale** - IDF Science and Programme Coordination Committee and Brazzale SpA - the sector could reduce energy consumption by up to 50% and water by 30%, whilst becoming even more efficient and competitive and respecting the environment at the same time".*

The dairy sector is thriving, with over 1,400 companies in operation, employing 25 thousand workers (a further 100 thousand counting satellite activities) and producing 1.1 million tons of cheese, 510 thousand of which boast PDO status. With a total of 49, Italy produces more PDO cheeses than any other country in the world (source: Assolate, 2015).

The figures for exports are also considerable: 115,080 tons of product were exported to EU countries between January and May 2016 (France, Germany and the United Kingdom being the largest markets, importing 31,543, 22,905, 14,041 tons respectively), whilst 13,115 tons crossed the ocean to the USA. The sector represents 11.7% of the food sector's overall turnover of 132 billion euro.

And there is still room for development, particularly with regard to environmental awareness and safeguarding.

www.cibustec.it

Koeln Parma Exhibitions S.r.l.

Viale delle Esposizioni 393A - 43126 Parma - Italia

Ph. +39 0521 996 211 - +39 0521 996 819 - Fax. +39 0521 996 235 - cibustec@fiereparma.it





The Real Taste of Food Processing & Packaging

According to **Prof. Fabio Iraldo**, Scuola Superiore Sant'Anna di Pisa and the IEFE at Bocconi University, 74% of consumers value ecological products. 17% are already habitual buyers and 57% occasional. People like green cheese! The key is finding the way for sustainable products to end up on more and more tables.

Boosting the line up of events, we also have: The “Logisticamente on Food” conference dedicated to Supply Chain, Ecopackaging, Industry 4.0 and Food Processing.

Day two of Cibus Tec also saw an incessant flow of Italian and foreign visitors from opening to closing time. And exhibitors are recognising a positive response in terms of profiled customers and deals made so far.

CONTACT

Antonella Maia

Cibus Tec Press Office

Tel. +39 349 4757783

antonellamaia.ufficiostampa@gmail.com

www.cibustec.it

Koeln Parma Exhibitions S.r.l.

Viale delle Esposizioni 393A - 43126 Parma - Italia

Ph. +39 0521 996 211 - +39 0521 996 819 - Fax. +39 0521 996 235 - cibustec@fiereparma.it

