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## News



### An anti-Mafia summer camp

Libera, the association that has been fighting the Mafia and organized crime for years, is a symbol of hope and rebirth of agriculture: it has been managing land confiscated from criminal organizations for years, giving them new life. All types of food products are made there, from wine to tomatoes, and they've become a symbol against "material and cultural Mafia". Each year, thousands of young people pay homage to it by choosing to spend part of the summer working the land in Libera's summer camps, "E!State Liberi!", which blend work, training and a chance to meet other people, from Sicily to Sardinia, for an intercultural exchange in the name of the fight against the Mafia.



### PGIs, Europe and China

Even though negotiations on the free trade agreement between the EU and the USA, the TTIP, have definitely nosedived, and those between the EU and Canada, or CETA, are ongoing but nowhere near the finish line, things have turned out well for European wine & food products in China. China has formally published, together with the EU, a list of over 200 PGIs (100 each) that will officially become "protected" after a bilateral agreement, to be signed before 2018. Good news, especially for Italian wine, as on the list, out of the 26 PGIs including food, there are Asti, Barbaresco, Bardolino Superiore, Barolo, Brachetto d'Acqui, Brunello di Montalcino, Chianti, Prosecco di Conegliano e Valdobbiadene, Dolcetto d'Alba, Franciacorta, Montepulciano d'Abruzzo, Soave and Nobile di Montepulciano.

## Report

### Eataly to go public in 2018

"The idea of going public is the right one, and we will", Oscar Farinetti, creator of Italian wine & food chain Eataly, stated this week. The stock exchange that will host it will be Milan's Piazza Affari, even though it's "a small one", while "New York would roll out the red carpet for us. But, we want to give the opportunity to Italian families first of all, to become shareholders". The IPO should take place in 2018, but only for 33% of the capital: "we want to keep control of the business", he concluded.



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### 2018: "the year of Italian food", says Franceschini

"2018 will be the international year of Italian food in the world, a way to give value and link all our many excellent products, putting in motion a great investment for our country's image in the world". The statement, from the Italian Minister of Tourism and Culture, Dario Franceschini, was pronounced during his visit to the farmers association, Coldiretti. This is a substantial commitment, and it could not be anything less, "because agriculture, its landscapes, and our wine & food endowment, together with arts and fashion, are among the highest attractors of foreign tourists to Italy. Together with Coldiretti, we activated a memorandum some years ago, and created joint initiatives, like the one in Pompeii, where we narrated the history of local products and their ties with history at the excavation sites, and today this protocol will be renewed and integrated. I will sign it", Franceschini continued, "not only as Minister of Tourism, which would be obvious because of the great value of rural and wine & food tourism in Italy, but also as Minister of Culture, because every food product from our land is, sometimes unknowingly, the fruit of generations of knowledge, tradition and peoples. It is a veritable piece of the Italian cultural heritage, and our Constitution dictates that we safeguard it. Lardo di Colonnata, Brunello di Montalcino, Nero d'Avola, Salama da Sugo: what are these, if not pieces of Italian culture?" Furthermore, Franceschini pointed out, investing in the diffused richness of Italian wine & food is inevitable in order to get to the core of one of the most important objectives of the "Strategic Plan for Tourism" document. "We must redistribute tourism, because some places are overcrowded and frail, like Venice, the Cinque Terre and so on, and they cannot manage the stress they are put under, while there are some other places, sometimes just a bit farther away, that people don't know about, so they don't visit them, but are beautiful. Rural and wine & food tourism can change all this. We must bet on Italian food, which is a global brand, and we will work ever more on that together with the Ministry of Agriculture and Minister Maurizio Martina".

## Focus

### 2017 wine exports off to a slow start

2017 has not begun on the highest of notes for Italian wine exports. In the first quarter of this year, sparkling wines have kept on growing at a nice pace, but bottled wines have dropped in Germany (to a new historic low of 44 million litres, 16% less year-over-year), in the United Kingdom, below 40 million litres (20% less), and in China, 4% less compared to 2016. Different, and better, news, on the other hand, come from Russia: bottled wine has grown more than 50% there, and both in value and volume. Ditto for the United States, as Italian wine has grown 4% in value and 3% in volume, and Italian wine exports to Canada have seen their best quarter since 2012. The data on these first three months of 2017 comes from the Wine Observatory, starting from data elaborated from customs and statistics institutes of Italy's main commercial partners. Antonio Rallo, President of Unione Italiana Vini, said, "this confirms the need to urgently restart promotional investments funded through CMO EU funds and those made by the foreign commerce agency ICE, in order to create specific activities in key countries for our firms, like the States, and in the near future, China".



ARNALDO CAPRAI  
Viticoltore in Montefalco

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## Wine & Food

### EU Commissioner Hogan on resistant varieties

European Commissioner for Agriculture and Rural Development Phil Hogan announced an important opening regarding the Union's official stance on inserting resistant grape varieties in the Denominations Regulations. Speaking from France, he stated that he is not against "regulatory developments in that sense, of course in a joint framework and in the context of the fight against global warming. The Commission is ready to consider it regarding the future reform, together with the productive sector, in order to move towards an innovative approach regarding resistant varieties".

## For the record

### Gambero Rosso rallies on Milan Stock Exchange

Investors seem to have drastically changed their minds regarding the wine & food publishing group Gambero Rosso. Its stock bottomed out on December 6th, 2016, at

0.309 Euros per share, but last week it almost came back to its IPO value of 1.6 Euros, reaching 1.5 Euros per share (up almost 300% in 5 days of public trading).



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