

## **Italy: We invest to remain on the market**

"2014 was again a difficult year for small companies, who sometimes cannot even cover production costs," explains Flavio Sandon, advisor for Eurocirce.

"Retailer companies grew stronger, but this does not mean the effect was positive for suppliers and consumers. Supervisory authorities cannot always intervene to safeguard them."

"From a productive point of view, the season was characterised by hot weather during the initial phase, so production (especially carrots, parsnips, kohlrabi) was early. Then it became cold and rainy during harvesting, so volumes were drastically reduced. Luckily the market reacted quite well despite the lower volumes and sale prices."

"Quantities were slightly lower than in the previous season, but they are in line with objectives. Exports are directed mainly towards Germany (45%), Czech Republic (40%), Poland and France (15%)."

"We are aware of the fact that we need to invest more to promote our company and our products at an international level. We will take part in Fruit Logistica with a bigger stand than in previous years and we will also have a section inside the Lazio regional stand."

Various produce samples (kohlrabi, parsnips, white radishes, carrots, radishes and courgette flowers) will be showcased as well as new flow-packs.

At stand A-09 in Hall 4.2, you will have the chance to talk to Roberto Fresch, chairman, Massimiliano Ferrari, sales manager, Flavio Sandon and Giuseppe Carpanese, Board of directors members, and Claudio Montini, operative programme manager

Source : [www.freshplaza.com/](http://www.freshplaza.com/) 20/01/2015