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UNASCO 57 ° FANCY FOOD In WASHINGTON TO PROMOTE THE ITALIAN PDO and PGI OLIVE OIL

In Washington the aim is to promote high-quality extra virgin olive oil in the United States, at the Summer Fancy Food Show, which imports food products from Italy for 2.8 billion dollars a year, of which 1.25 billion dollars in wine and the rest in traditional products such as pasta, olive oil, cheese and processed products.

This year, the project promoted by Unasco, in collaboration with the Ministry of Agriculture and Forestry, is aimed at developing and strengthening knowledge about the benefits of extra virgin olive oil consumption in the daily diet. In Washington, the 57th Summer Fancy Food, one of the most important food industry trade shows in North America, the president of Unasco, Fiorillo Elia - who accompanied a delegation of experts and producers of tracked PDO , along with Vice President Carmelo Vazzana - presented to the American press the various activities to be undertaken for the promotion of Italian olive production, with particular reference to the PDO and PGI production systems. "The integration between different actors, as researchers, technicians, producers, food experts and stakeholders is of extra virgin olive oil, will be the main point that will allow the campaign to achieve their goals."

Every year the Fancy Food provides the presence of thousands of international exhibitors. There are more than 400 Italian companies, representing more than 30 inter-regional associations of exporters, and chambers of commerce. The assortment is varied, and offers a realistic overview of the best Italian food industry, with a great selection of olive oil, pasta, wines, sweets, bread and muffins, coffee, rice, meat, cheese.

Meetings, tastings, seminars and interviews in which Unasco underlined, thanks to its President Elia Fiorillo, the importance of extra-virgin olive oil daily use. There are, in fact, increasing scientific evidence supporting the role of this product in the prevention of coronary artery disease, the dyslipidemia, inflammations and some types of cancer. Operators, journalists, industry experts have already visited in previous years the Unasco point and were able to follow the tastings of extra virgin olive oils from various parts of Italy.



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"To protect the typicality - said the president of Unasco, Elia Fiorillo - of certain foodstuff, the European Union has enacted a specific law establishing two levels of recognition: PDO and PGI. The Pdo brand is tributed to those food whose peculiar characteristics depend primarily or exclusively on the land they are produced in. The IGP, however, is tributed to those food for which a given quality, reputation or other characteristics depend on the geographical origin and the production, processing and / or processing takes place in a determined geographic area. "