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## UNASCO: FIORILLO E VAZZANA AT 57° FANCY FOOD IN WASHINGTON TO PROMOTE THE ITALIAN OLIVE OIL, PDO AND PGI

7478 - 12:07:11 / 17:00 - Washington (Agra Press) - at the Summer Fancy Food Washington and the objective 'to promote the quality of extra virgin olive oil' in the United States, by importing 'Italian food for 2.8 billion dollars a year, of which \$ 1.25 billion in the wine and the rest in traditional products such as pasta, olive oil, cheese and processed products. This year, the project promoted by Unasco, in cooperation with the Ministry of Agriculture and Forestry, and 'aimed at developing and strengthening knowledge about the benefits of extra virgin olive oil consumption in the daily diet. in Washington, at 57 ° Summer Fancy Food, one of the most 'important food industry trade shows in North America, the president of Unasco, Elia Fiorillo - which accompanied a delegation of experts and producers of PDO track, along with Vice President Caramel Vazzana - presented to the American press various activities' that will 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, experts and stakeholders in the power consumption of extra virgin olive oil, will be 'the strength that will allow' the campaign to achieve their goals." Fancy Food offers every year, the presence of thousands of international exhibitors. there are more 'than 400 Italian companies, which are more' than 30 inter-regional associations of exporters, and chambers of commerce. the assortment of products and 'very varied, and offers a realistic overview of the best Italian food industry, with a great selection of olive oil, pasta, wines, sweets, breads and muffins, coffee', rice, meats, cheese. meetings, tastings, seminars and interviews in which he reiterated unasco, thanks to the Chairman Elia Fiorillo, the importance of extra-virgin olive oil daily. There are, in fact, increasing scientific evidence supporting the role of this product in the prevention of coronary artery disease, the dyslipidemia, inflammation and some types of cancer. operators, journalists, industry experts have already 'visited in the past dell'unasco booth and were able to follow the tasting of extra virgin olive oils from various parts of Italy. "To protect the typicality '- said the president of unasco, Elia Fiorillo - of certain foodstuffs, the European Union has enacted a specific law establishing two levels of recognition: DOP and IGP. PDO is the brand attribute to those food whose peculiar characteristics depend primarily or exclusively from the territory in which they are produced. PGI mark, however, is attributed to those foods 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 defined geographic area. "

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