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# ITALIAN FLOUR COMPANIES AT PLANT BASED WORLD EXPO TO PROMOTE PREMIUM ORGANIC FLOURS

FLOURS & EGGS

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September 15, 2022

Pure Flour from Europe campaign will span three years and include consumer and trade events with product demonstrations featuring such well-loved Italian foods as pizza, pasta, pastries, and breads





After its successful launch at **Bakery SIAL America**, the campaign managed by **Italmopa**, – the Italian Association of Millers – and co-funded by the **European Commission** to promote exports of organic soft / durum wheat flour and semolina to the US and Canada and to raise awareness of their high quality, landed in New York at the **Plant-Based World Expo**, the international trade show which took place from the 8th to the 9th of September.

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## **TOP QUALITY ORGANIC AND SEMOLINA FLOUR FROM ITALY**

The campaign is called **Pure Flour from Europe: Your Organic and Sustainable Choice**. At the Italmopa booth, the visitors met the representatives from three of the association's largest producers: **Molino Grassi**, **Molino Casillo**, and **Molino de Vita**.

**Pure Flour from Europe** will span three years and will include other consumer and trade events with product demonstrations led by chefs featuring such well-loved Italian foods as pizza, pasta, pastries and breads. In the coming months, Italmopa will be in **Las Vegas for the Winter Fancy Food** (15/17 January, 2023) and then again in **Anaheim** for the **Natural Products Expo West** (8/12 March, 2023), and in **Toronto for SIAL Canada** (9/11 May, 2023). There will also be an educational tour of **millers of organic flours and semolina** in Italy during the second half of the year.

“We see great opportunity in North America to grow exports of **organic soft wheat, durum flours, and semolina from Italy**. More than ever before, home cooks and chefs are demanding premium ingredients that are healthy, nutritious, and grown without synthetic fertilizers. They also want to respect the environment,” says **Italmopa President Emilio Ferrari**.

## ITALY'S FLOURS EXPORTS GROW

According to the most recent estimates by Italmopa, **238 thousand tons of Italian wheat flour** (accounting for about 6% of total production) **were exported in 2021**. The export trend is very positive: in the past 10 years, foreign sales of Italian wheat flour have increased by +235%, and +16% in the last year.

**Durum wheat flour exports** are more limited: 124 thousand tons, accounting for just over 3% of domestic production, with a positive trend (+5%) compared to the previous year.

The positive export trend only confirms the excellence of the Italian milling industry, whose products stand out in **international markets**. Most notably the **United States** and **Canada**. According to Italmopa, both consumers and chefs are increasingly looking for premium ingredients that combine high quality with environmental friendliness. In this context, the goal of the Pure Flour from Europe initiative is to increase organic flour exports by +300 percent, raising consumer awareness by at least +20 percent.

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ITALIAN FLOUR COMPANIES

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PLANT BASED WORLD EXPO

PURE FLOUR FROM EUROPE



Via Mazzini, 6  
43121 - Parma (ITALY)  
P.IVA: 01756990345

Via Giuseppe Pecchio, 14  
20131 - Milano (ITALY)

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