



Exports of Tuscan DOP and IGP foods are worth €73 million

BUYFOOD TUSCANY 2021 IS BACK: THIRD EDITION OF THE INTERNATIONAL SHOWCASE OF MADE IN TUSCANY FLAVOURS

The convention on October 20 will be video streamed live from Siena, preceded by two days of B2B meetings on October 18 and 19, during which 63 Tuscan sellers will meet 46 buyers from 19 countries. During the week, there will be dedicated menus in the restaurants of Vetrina Toscana.

Florence, October 13, 2021 - Everything is ready in Siena for **BuyFood Toscana 2021**, an international showcase dedicated to **DOP, IGP, organic, Mountain Products, Agriqualità and PAT of Tuscany**, ambassadors of Tuscan taste in Italy and abroad. The sector is worth **73 million euro in exports** for Tuscan DOPs and IGPs alone: **39%** fly to the **USA**, **27%** to **Germany**, **11%** to the **UK**, **5%** to **Canada** and **2%** to the **Netherlands**. * This year, after the online experience of 2020, the **meetings between buyers and sellers** are returning in presence to the Santa Maria della Scala complex, a prestigious space in the heart of the city made available by the municipal administration. On October 18 and 19, 63 Tuscan producers selected via a regional call will interact in a series of close B2B meetings with 46 buyers from 19 countries around the world, including many European countries but also from **Russia, USA, Mexico and Canada**.

Behind the scenes, PromoFirenze carry out a meticulous profiling of buyers based on their interest in the producers and their catalogues, as well as monitoring the commercial negotiations undertaken after the previous year's event. This way of working has allowed producers to appreciate about 90% of buyers' profiles; moreover, six months after the last edition (and in the context of the ongoing Covid emergency) almost 50% of producers declared that they have contacts in place with foreign buyers and, of these, **62% declared that they have entered into commercial agreements** or sent samples. The three-day series will end on **October 20** with an event dedicated to the press which will see institutional representatives along with nationally renowned experts. Buyfood Toscana 2021 is an event of the **Regione Toscana** (Tuscan Regional Council) and the **Camera di Commercio di Firenze** (Florence Chamber of Commerce), organized by **PromoFirenze and Fondazione Sistema Toscana**, with the collaboration of the **Municipality of Siena**, patronage of the **Arezzo-Siena Chamber of Commerce**, and the support of **Assocamerestero** as part of the project funded by the Ministry of Foreign Affairs and Unioncamere Toscana, "True Italian Taste". The event benefits from synergy with **Vetrina Toscana**, a project by the Regione Toscana and Unioncamere Toscana which promotes restaurants and stores that use typical products of the Tuscan territory.

CONVENTION - At 10.30 on October 20, the meeting titled "**A new deal for Geographical Indications in Tuscany**" will commence in Santa Maria della Scala. A welcome will be given by the president of the Regione Toscana **Eugenio Giani**, by the vice president **Stefania Saccardi**, and by the mayor of Siena Luigi de Mossi to open the morning's proceedings. The general secretary of the Florence Chamber of Commerce **Giuseppe Salvini**, the managing director of PromoFirenze **Stefano Guerri**, the director of Assocamerestero and president of the Arezzo Siena Chamber of Commerce **Massimo Guasconi** and the director of the Fondazione Sistema Toscana, **Francesco Palumbo**, will then speak. The meeting will also feature a technical address by **Mauro Rosati**, director of the Qualivita Foundation, **Fabio del Bravo** of ISMEA, and by **Angelo Riccaboni**, president of the PRIMA Foundation and Santa Chiara Lab-UniSi. Also participating in the round table will be **Luciano Gigliotti**, president of the consortium for the protection of Seggiano DOP oil and representative for Tuscany in AREPO together with **Oreste Gerini**, general manager for the promotion of agri-food quality of the MiPAAF. The morning will end with a ceremony to deliver certificates for the Geographical Indications with respect to which important anniversaries occur, led by journalist Simona Bellocchi of intoscana.it. The conference will be **broadcast live** on www.regione.toscana.it, www.intoscana.it, on the FB profiles of buyfoodtoscana, intoscana.it, <https://www.facebook.com/CameraCommercioFI>, vetrinatoscana.it and the YouTube channels of Intoscana.it and vetrinatoscana.it. The initiatives are held in person upon reservation and in compliance with Covid regulations. To participate, you must be in possession of the green pass or negative test results as per current regulations.

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BUYFOOD WEEK - The story of Tuscan products of excellence also develops through a series of side events. On the afternoons of October 18 and 19, there will be masterclasses reserved for buyers on Tuscan EVO oil with a designation of origin and sweets with a geographical designation. In Siena on the afternoon of October 20, there will be other events reserved for journalists and bloggers focusing on Tuscan DOP and IGP products, conducted by experts and chefs. The collaboration with **Vetrina Toscana** is also confirmed: since 2000, the regional project on food and wine has been promoting restaurants and stores that use local products. From October 14 to 24, as part of "**BuyFood in Vetrina**" some restaurants that form the network www.vetrina.toscana.it will offer thematic menus for the promotion of local products, primarily DOP and IGP, but also organic products, Mountain Products, Agri-quality and Traditional Agriculture Products.

EDUCATIONAL TOUR - On October 21 and 22, there will be another BuyFood initiative: a group of national and international journalists will participate in an **educational tour** to discover the production chains of some of the characteristic and localized productions present at BuyFood and the territories where they are formed. Participants will observe the processing of Pecorino delle Balze Volterrane DOP, and they will discover the secrets of Tuscan IGP oil and the famous Colonnato Lard IGP.

* Source

- DOP IGP numbers: Qualivita updated October 8, 2021
- Economic data: Qualivita processing on Ismea-Qualivita 2020 data

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