



PROBIOS

**Sustainability of European Food Systems:
Best practices from European regions
Oct 12th, 2022**



ITALIAN MARKET OVERVIEW

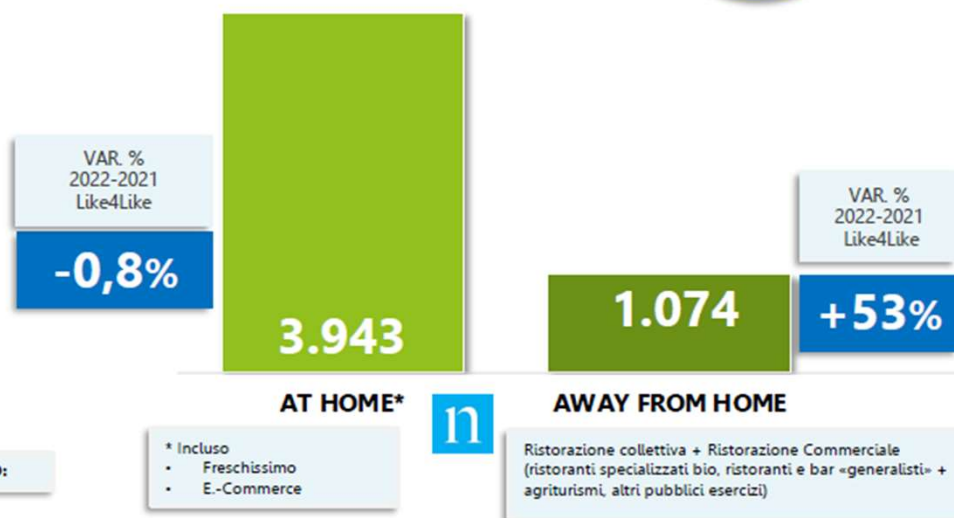
2022 SALES, YEAR ENDING JULY



ITALIAN MARKET – ORGANIC SALES

5.017. mln €

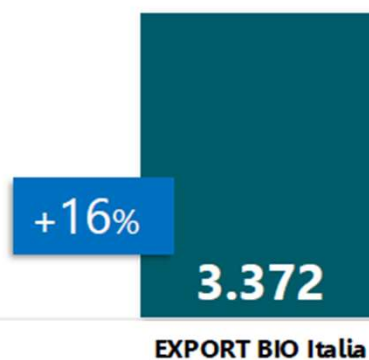
+131%
Var. % L4L
2022-2012



MADE IN ITALY ORGANIC EXPORT

3.372 mln €

+181%
Var. %
2022-2012



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ITALIAN TRADE AGENCY
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ITALIAN MARKET OVERVIEW: PURCHASE DRIVER



KEY FEATURES IN THE CHOICE OF FOOD PRODUCTS

PRICE/CONVENIENCE

31%



ORIGIN

20%

SUSTAINABILITY

28%

WHY DO YOU BUY ORGANIC FOOD?

They are more respectful of the environment

Support to small farmers

They are more respectful of animal welfare

They are safer for health

They have different nutritional properties

They are a guarantee of quality

They taste better

It's a trend

Other

30% ETHICS &

ENVIRONMENT

48%

39% 2021

HEALTH

30%

36% 2021

MORE GUARATEES

17%

13% 2021

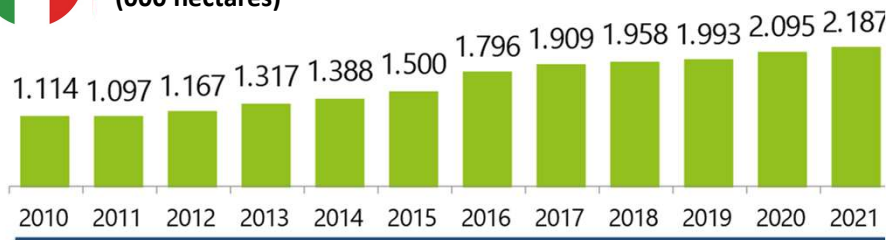
Source: Nomisma for Osservatorio SANA 2022 – Consumer Survey



ITALIAN ROLE IN ORGANIC AGRICULTURE



ORGANIC AGRICULTURAL LAND (000 hectares)



ROLE OF ITALY



17,4% of the agricultural land is organic



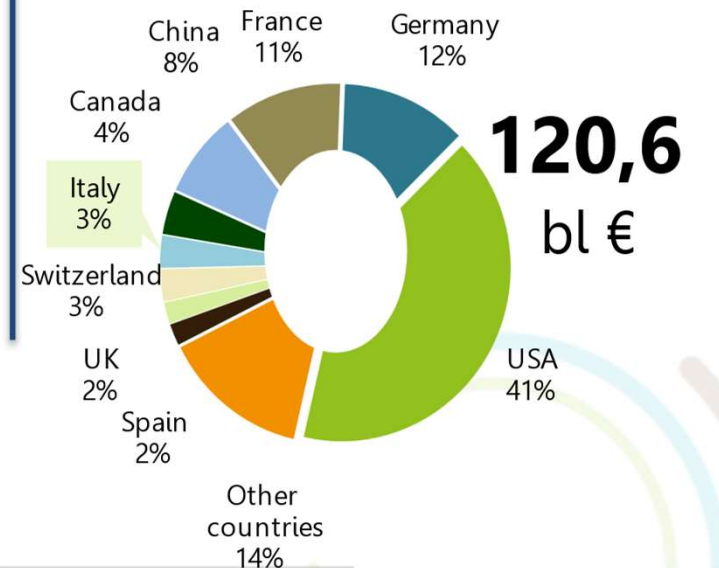
3% of the worldwide organic agricultural land



12% of the european organic agricultural land

TOP10 ORGANIC MARKET

(2020, value share in %)



Source: Nomisma, 2022



PROBIOS

TUSCANY: ONE OF THE MOST CULTIVATED ORGANIC REGIONS



Tuscany, with its 225.295 hectares of organically cultivated land, gains the third place among all other Italian regions.

13,8%
of farms is certified organic





FOR OVER 40 YEARS, WE HAVE BEEN BRINGING UNCOMPROMISED ORGANIC FOOD TO YOUR TABLE

Since 1978, we have been developing
HEALTHY, FREE FROM AND HIGH QUALITY ORGANIC FOOD.

Research & Development has been
our flagship, even when organic food
was not a trend already.

WE ARE BORN AS INNOVATORS, and we obsessively follow the
full process of product development, from
the selection of the raw material to the finished product





PROBIOS

OUR VISION TRADITIONAL, BUT NOT CONSERVATIVE

We promote an **ORGANIC CULTURE** that, through high **QUALITY, INNOVATIVE AND TASTY PRODUCTS**, contributes to **IMPROVE THE WELLNESS OF PEOPLE AND THE ENVIRONMENT.**

Here is why in 2021 we became a ***B Corporation*** and renewed our commitment to generate a positive lead on the society and the biosphere, beyond any business opportunity.





PROBIOS

OUR NUMBER



+ 830
PROBIOS
BRAND
PRODUCTS

430
GLUTEN FREE
PRODUCTS

140
DAIRY FREE
PRODUCTS

3%

R&S

OF TOTAL TURNOVER
INVESTED IN R&D

+80

NEW

NEW PRODUCTS
LAUNCHED
EVERY YEAR

+70%

ITALIAN RAW
MATERIALS

+76%

EMPLOYED
WOMEN

47

COUNTRIES SERVED
ALL OVER THE WORLD
+ 1 SUBSIDIARY IN
GERMANY

R&D

RESEARCH AND DEVELOPMENT

Either the best, or nothing at all

When developing a new product, **nothing is left to chance**. We love listening to the needs of the **ever-changing market**, and to **immediately catch all upcoming trends**. The definition of our recipes guarantees the best nutritional profile, which perfectly combines taste and quality and always prefers **Italian raw materials**. We love to keep our promises: that is why all our products have **clean labels** and balanced nutritional values.





PROBIOS

WE PROMOTE THE EXCELLENCES OF OUR TERRITORY



ORGANIC
Cereals & Pulses



ORGANIC
Compote
100% fruit



ORGANIC
Artisan Pasta



ORGANIC
«Durum Wheat Pasta»

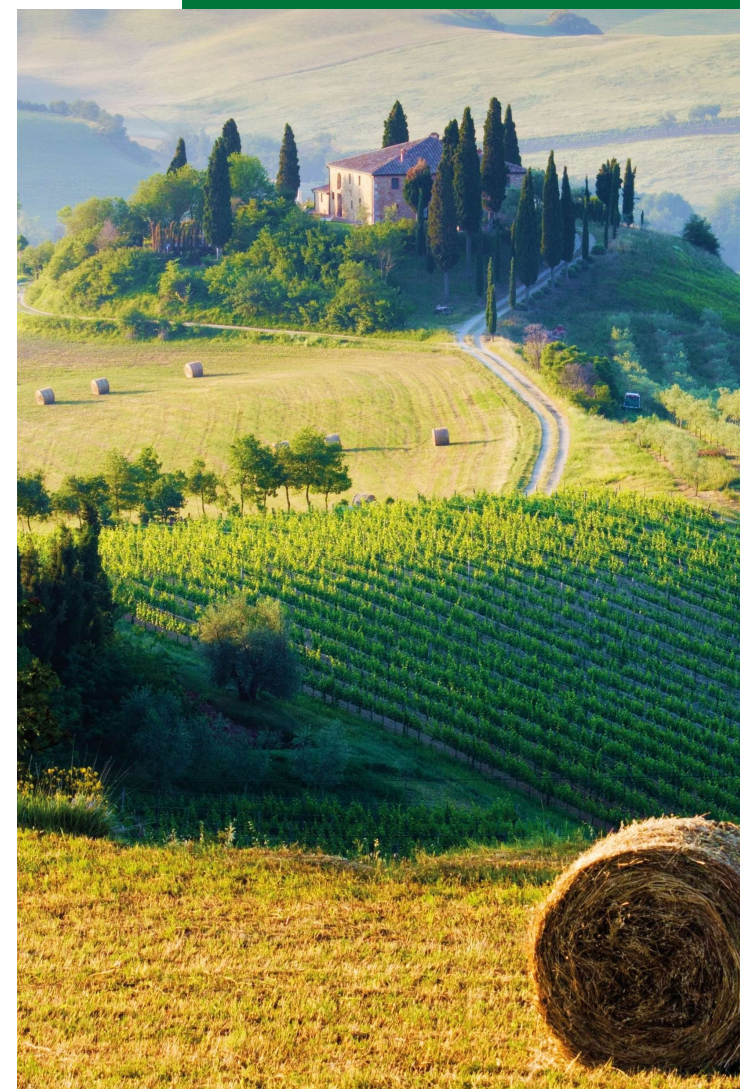


ORGANIC
Tomato



ORGANIC
Tomato
Sauce

MADE WITH HIGH-QUALITY ORGANIC RAW MATERIALS FROM TUSCANY





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