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Made in Italy processed tomatoes make an impact on the European market with the "Red Gold From Europe" international programme promoted by ANICAV

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Made In Italy Processed Tomatoes Make An Impact On "Red Gold From Europe" International Programme Promoted

The National Association of Canned Vegetable Industries promotes the export and consumption of c

NAPLES, Italy, Oct. 30, 2024 /PRNewswire/ — **The market is developing fast for Italian processed c**
ANICAV (the National Association of Industrial Vegetable Food Preserves) and co-funded by the **Eui**
support **export of Italian organic preserved tomatoes to Sweden**. Notable growth factors include in
product – **Italian tomatoes** – of the highest quality in terms of taste, versatility, safety and origin. In f
becoming more visible in the market due to their **cultivation techniques, certification, packaging, a**



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"We are talking about nature in a can", **explains Marco Serafini, President of ANICAV**. "Our products produce, abundant for the sheer variety of crops and vegetables that can be harvested every day at the processed tomato supply chain, given growing consumer awareness and sensitivity to the quality, a prominent trend in northern Europe, and especially in the four target countries of the project: Swed

Organic canned tomatoes part of the **"Red Gold from Europe"** project have established themselves be used all year round. The processing method preserves all the natural nutrients, including lycopene and fertile soil of the Mediterranean area provide the best conditions for growing **top-quality tomato** taste are perfect for processing into various whole or chopped canned tomatoes. The increase in production improvement in the average yield.

This exceptional agricultural yield has not created problems for the canning industry's processing capabilities new products to put on the market to increase competitiveness. The total export of canned tomatoes (to other EU countries) by about 4.5 million euro with further growth prospects for the current year as well

"About 75% of Italian organic tomato production is destined for export," says **Giovanni De Angelis, Director** consumption, thus increasing the market share in the four target countries. Domestic consumption is promote organic products among younger consumers by focusing on very precise drivers: engagement which in turn would generate a desirable reduction in costs." It should be highlighted that the production **than 24 hours**. This 'record' achieved by Italian tomatoes, which are processed in less than a day, guarantee

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