



PRESS RELEASE

Italmopa: flour exports worth 350 million EUR in 2023, 17% organic
Imports from the United States and Canada on the rise with 4.5 million EUR
Trends and opportunities of the international project "Pure Flour from Europe" revealed

ROME, NOVEMBER 19, 2024. Habits and lifestyles have changed: from Michelin-star chefs to home cooks, world cuisine is increasingly oriented towards using the highest quality raw materials, such as organic flours and semolina made in Europe and, more specifically, made in Italy. Their demand, in fact, has increased, thanks to the shared belief that a diet based on these products is better and healthier. The international programme "Pure Flour from Europe", aimed at promoting organic flours and semolina in the USA and Canada, is enjoying great success because it focuses on well-being and responsibility in the selection of raw materials characterized by a rich content of vitamins, mineral salts, fibers and secondary phytochemicals, capable of ensuring a high nutritional intake.

Record exports. For 2023, the official statistics of Sinab and UN COMTRADE for the United States and Canada show an Italian export of organic wheat flour and semolina equal to 4.456 million euros. In more detail, exports to the United States amounted to 4.063 million euros while those to Canada amounted to 393,000 euros, in the latter case, growing although less significantly than for the United States. These statistics confirm that consumers in the two target markets of the programme are increasingly attentive and aware of organic produce, often seeking and preferring the consumption of these products over conventional ones. The growth in exports of organic soft wheat flour in 2023 compared to 2021 (i.e. before the launch of the Pure Flour from Europe programme in the United States and Canada) was 224.6%, while for organic durum wheat flour and semolina compared to 2021 the growth was 480.6%.

Overall, in 2023 Italy exported wheat flour and semolina worldwide for a value of approximately 350.9 million euros (+13.9 million compared to 2022), of which 17% came from organic production. These are the Istat and Sinab data presented by Italmopa (the Italian Association of Millers), as part of the "Pure Flour from Europe" programme, co-financed by the European Union and aimed at promoting organic flour and semolina Made in Europe and, more specifically, Made in Italy, in the USA and Canada. In more detail, Italy exported 253.1 million euros of wheat flour worldwide (310,602 tons) and 97.8 million euros of semolina (132,062 tons). In the case of organic production, wheat flour exports were worth 41.7 million euros, while organic semolina exports were worth 18.6 million euros.

The flour market is therefore dynamic and constantly evolving, with more frequent consumption and greater attention to organic products, in harmony with nature and environmental sustainability. Organic flours and organic semolina: a perfect combination of taste, well-being and environmental sustainability.



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