

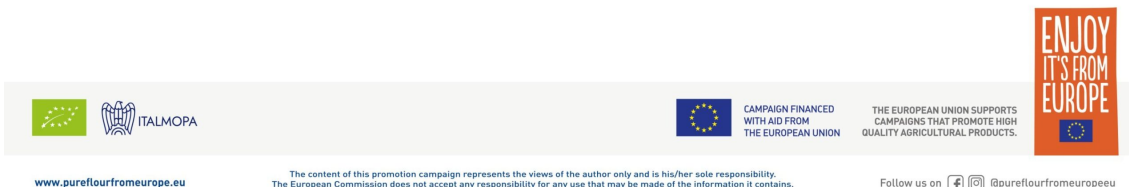
FOODⁱⁿ**CANADA**
Canada's food & beverage processing magazine

Italian milling group expands 'Pure Flour from Europe' program to Canada

By Food in Canada Staff May 4, 2023

Food Trends

Grain & Oilseed Milling



The Italian Milling Industry Association (ITALMOPA) is extending the reach of its Pure Flour from Europe program into Canada to promote Italian and European organic flour and semolina. Co-funded by the European Union, ITALMOPA's program launched in 2021 at SIAL India and rolled into the United States last year.

"The EU and member country Italy are at the vanguard of food safety, quality and environmental sustainability, which elevates almost all culinary creations," said ITALMOPA president Andrea Valente. "This centuries-old mastery, coupled with modern production technologies and E.U.'s stringent standards, yields the highest quality flour and semolina available for professional chefs and bakers and discerning consumers."



Valente says the campaign addresses the growing worldwide demand for nutritious, eco-friendly ingredients grown without synthetic fertilizers.

Beginning in May, Canadian culinary professionals, opinion leaders, distributors and retailers, food journalists and content creators, and consumers preferring premium organic, sustainable flours and semolina will experience the benefits of the Pure Flour from Europe program.

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ITALMOPA will exhibit at SIAL Canada in Toronto's Enercare Centre, May 9-11. At Booths 819, 821 and 823, attendees can see cooking demonstrations and taste the culinary delights of handmade pasta using Italian flour.

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