



**IPO Annual General Assembly
30 September 2022**



IPO MISSION

Founded on the 25th of October 2005 and formally constituted by Statutes in Rome, on the 25th of October 2006, the International Pasta Organisation (I.P.O.) is a non profit Association dedicated to increase pasta consumption and awareness, by advancing the consumers' understanding of the nutritional value and health benefits of pasta, and to promote the common business interests and safeguarding the image of pasta industry at the international level.

IPO coordinates communications on an international level for safeguarding the product, develops common strategies to promote pasta consumption in the world, realizes and manages PR campaigns, information and food education.

Amongst the various initiatives developed by the IPO, World Pasta Day remains the central pillar of our communication activities.





COMMUNICATION ACTIVITIES COMMUNICATION COMMITTEE

In this last year the **Communication Committee**, established in January 2021, continued to give new inputs to the Association's communication and to share contents, tools and strategies in order to valorize pasta and the Association in the world.

The establishment of a **Communication Committee** was requested with the objective to stimulate and favour participation, collaboration and knowledge of the various I.P.O. initiatives among I.P.O. Members.

The Communication Committee met last year on November 11, and December 13, 2021.





COMMUNICATION ACTIVITIES

COMMUNICATION COMMITTEE

During 2022 other meetings were held, sometimes extended to all Members, and in particular:

- On February 23, 2022, on the occasion of which INC PR Agency, introduced the first action proposed in IPO PR PLAN, dedicated to **anti-waste pasta and its sustainability**.



- On May 5, 2022 **Board I.P.O.** where
 - a report was presented on "**Pasta trends 2021 and prospects for 2022**" - Speech by the analyst ACNielsenIQ;
 - INC PR Agency introduced **IPO Communication activities on World Pasta Day**, on results 2021 and brainstorming on 2022.





COMMUNICATION ACTIVITIES

DIGITAL PLATFORM / OVERVIEW

Twitter



IPO Twitter account counts 1024 followers (+4% refers to last year)
157 tweets published (July 2021 – July 2022)
Most engaging posts are the tweets about World Pasta Day 2021

Web Site



On a monthly basis we publish news, curiosities and recipes about pasta to inform people how good is eating pasta for their wellness and to debunk false myths about pasta.

Facebook



IPO Facebook page counts 1569 followers (+6% refers to last year)
39 posts published on Facebook (July 2021 – July 2022)
Most engaging posts are the posts about World Pasta Day 2021



COMMUNICATION ACTIVITIES

MEDIA RELATIONS/OVERVIEW

IPO prepares periodical media packages to be delivered to Members, that can use these materials in their local communication plans.

IPO also provides to members press releases templates, to be adapted and shared with media in national markets on a quarterly basis.

2 media packages for distribution at a global level were created in the last 9 months:

- **World Pasta Day** (October 25, 2021): press release, focus, photos and social guidelines about how to share and join the theme of the 23th edition that was **#HaveAGoodPasta**
- **Pasta, the quintessential sustainable food** (April 28, 2022): press release and photos





COMMUNICATION ACTIVITIES

KEY EVENTS: World Pasta Day 2021 Edition

For the 23th edition of the World Pasta Day we launched, for the third year, the kermesse “**Al Dente**” which has involved the best Italian and international chefs and restaurants to show the uniqueness of pasta.

From 18 to 25 October, the most prestigious restaurants have reserved for pasta a special role in their menu inspired by the theme of this edition: **#HaveAGoodPasta**.

During the “pasta week” we prepared and managed a great social activation and an all media campaign.

We realized a **special Tool kit for all IPO members**: press release, photos, and social guidelines about how to share and join the theme of the 23th edition of World Pasta Day.

#WORLDPASTADAY

Al DENTE

A prestigious event to tell and taste **pasta**, symbol of eating well, made of research, emotion and creativity.



COMMUNICATION ACTIVITIES

KEY EVENTS: World Pasta Day 2021 Edition/Results

On October 25th the peak of the social activation made pasta protagonist on the main social networks.

The **World Pasta Day** has been confirmed a **medium and social phenomenon** even when the coronavirus pandemic moved the attention of media and public opinion and the investments of companies.

The results of the 23th edition demonstrate it.

Many brands, associations and important names of international entrepreneurship dedicated a news or a post about the world pasta day in their communication activities. Some examples: Disney Italy, Playstation, Michelin star chef Antonino Cannavacciuolo, etc.



* Analysis of All Countries via Blogmeter realized with the search key "#WorldPastaDay" on the main online social media and media channels with restrictions for FB and Instagram privacy restrictions



COMMUNICATION ACTIVITIES

KEY EVENTS: World Pasta Day 2021 Edition/Results

Media
hits

410

Media reach

127M

Social
Impression

2.2M

Social content

36k



* Analysis of All Countries via Blogmeter realized with the search key
"#WorldPastaDay" on the main online social media and media channels
with restrictions for FB and Instagram privacy restrictions



COMMUNICATION ACTIVITIES

Pasta, the quintessential sustainable food

It is a pleasure for the palate and it is healthy in everyone's diet, but not only.

Pasta is also a sustainable food for the safeguard of the planet. A very important aspect in a period in which climate changes and air emissions are jeopardizing the future of the globe. Even our small choices on what to eat can affect the health of the ecosystem, it takes just a few steps to make the consumption of pasta even more sustainable. Moreover, pasta is the anti-waste food per excellence.



On the occasion of Stop Food Waste Day (April 28) we have pointed out the green side of pasta through tips, recipes and useful advices.

IPO provided to members press release, 10 international anti-waste pasta recipes and visual kit.

To better convey the action we have published the press release and recipes on both the IPO web site and social channels, Facebook and Twitter. This action reached **7.000 people** and totaled **90 interactions, in organic.**





PARTNERSHIP WITH PASTARIA

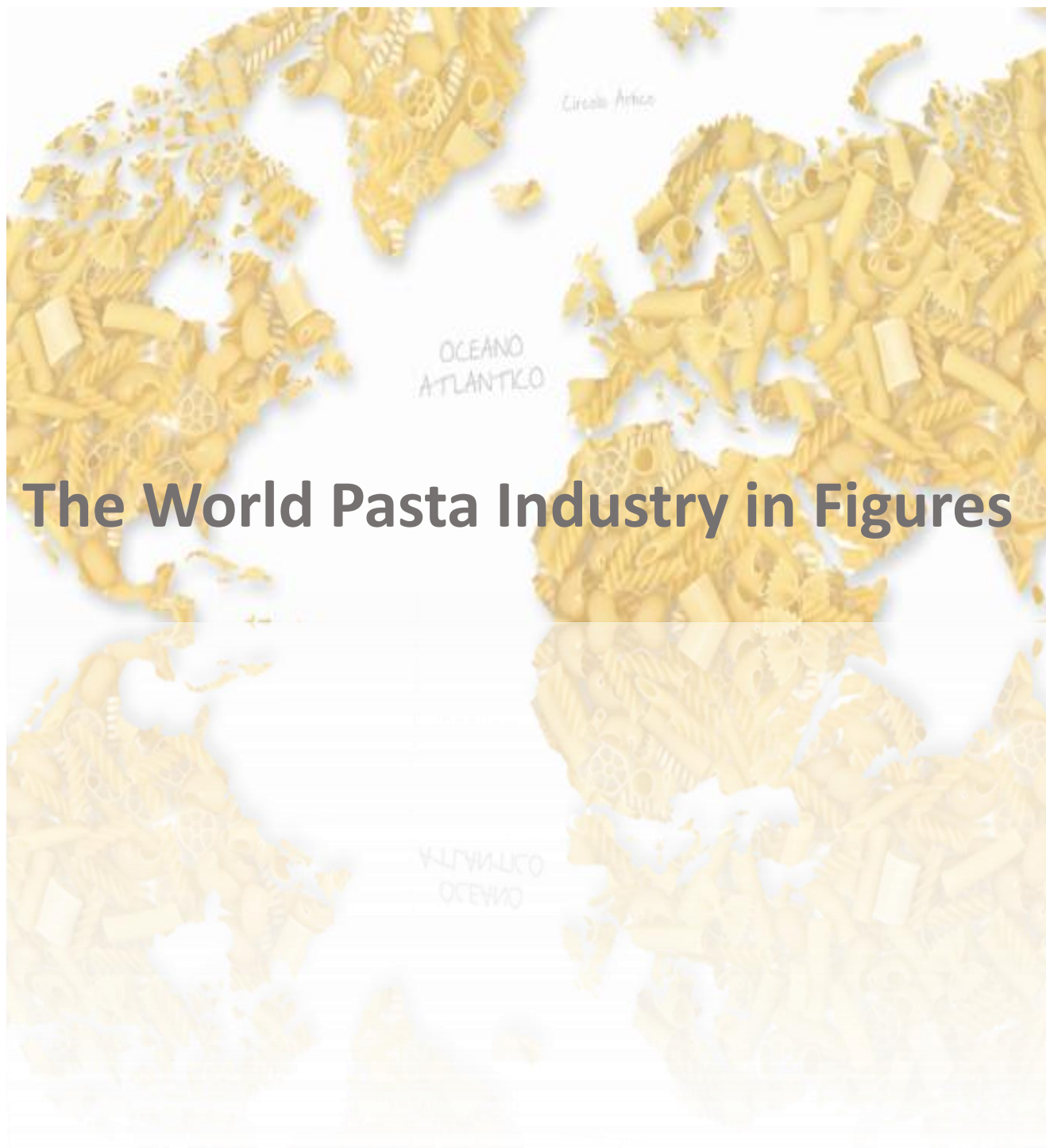
As from 2018 Pastaria, an international magazine specialized in pasta has become an IPO supporting Member.

The partnership enables IPO to further disseminate key messages about pasta as Pastaria publishes news and information about IPO events, such as World Pasta Day and Carbonara Day, IPO meetings, our Annual General Assembly and also about IPO communication campaigns in general.



Sharing know-how on pasta manufacturing





The World Pasta Industry in Figures



World pasta production

Italy	3,539,513	Canada	136,000
United States *	2,000,000	Colombia	118,647
Turkey	2,107,959	India	100,000
Egypt	1,200,000	South Africa	91,000
Brazil	1,153,000	Belgium	77,500
Russia	976,252	Portugal	76,000
Nigeria	700,000	Czech Republic	70,000
Iran	560,000	Hungary	66,000
Peru	358,519	Ecuador	64,777
Tunisia	345,000	Guatemala	59,524
Germany	334,390	Austria	54,778
Mexico	302,456	Romania	52,600
Argentina	293,544	Australia	50,000
France	244,001	Switzerland	43,140
Chile	216,481	United Kingdom	35,000
Greece	195,000	Costa Rica	27,548
Spain	192,517	Netherlands	23,335
Poland	160,000	Slovak Republic	22,000
Japan	144,500	Sweden	20,200
Venezuela	132,000	Others	173,414

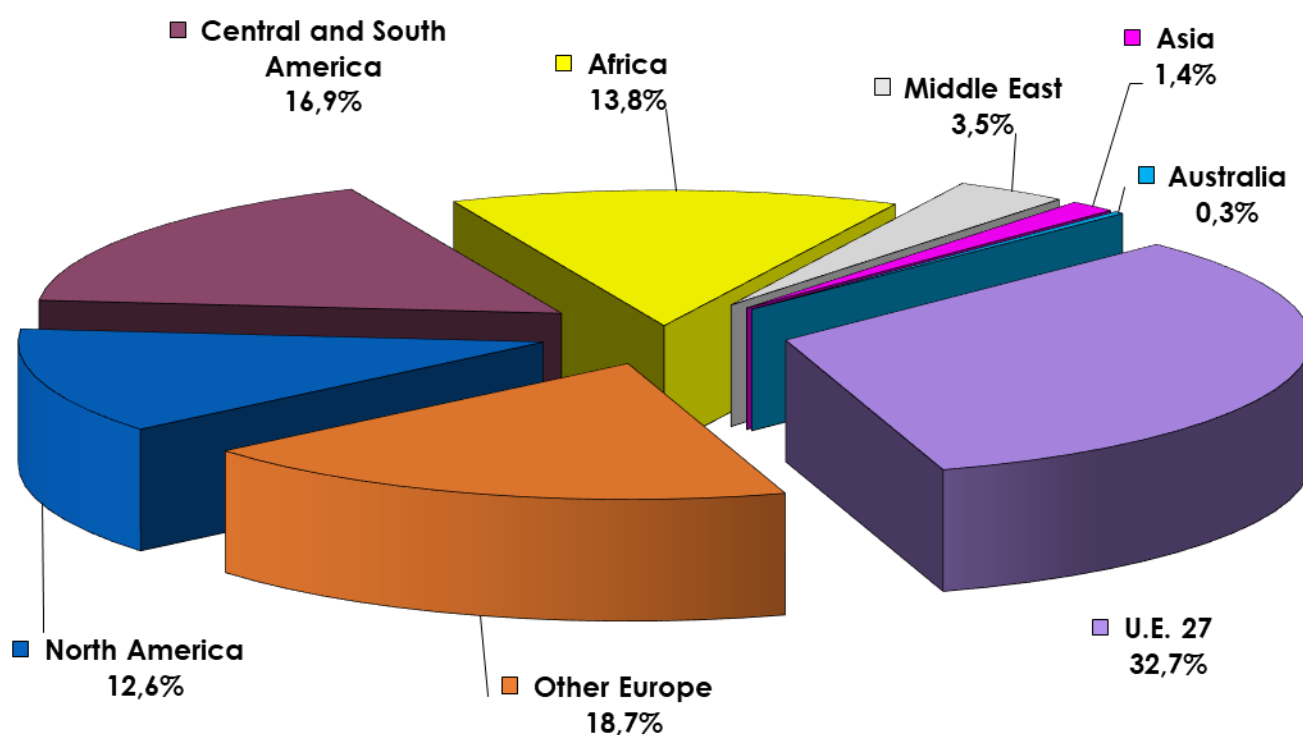
Source: Survey carried out by IPO – Sept. 2022

The countries that responded to the survey are shown in bold

*The figure includes dry pasta production for retail, foodservices and industrial use (dry pasta used as an input into value-added products, such as soups, prepared frozen foods, boxed pasta dinners, etc.).



World pasta production (by volume in tonnes - 2021)



***About 16.5 million
tons of pasta are
produced worldwide***

Source: Survey carried out by IPO – Sept. 2022



World pasta consumption (kg per capita)

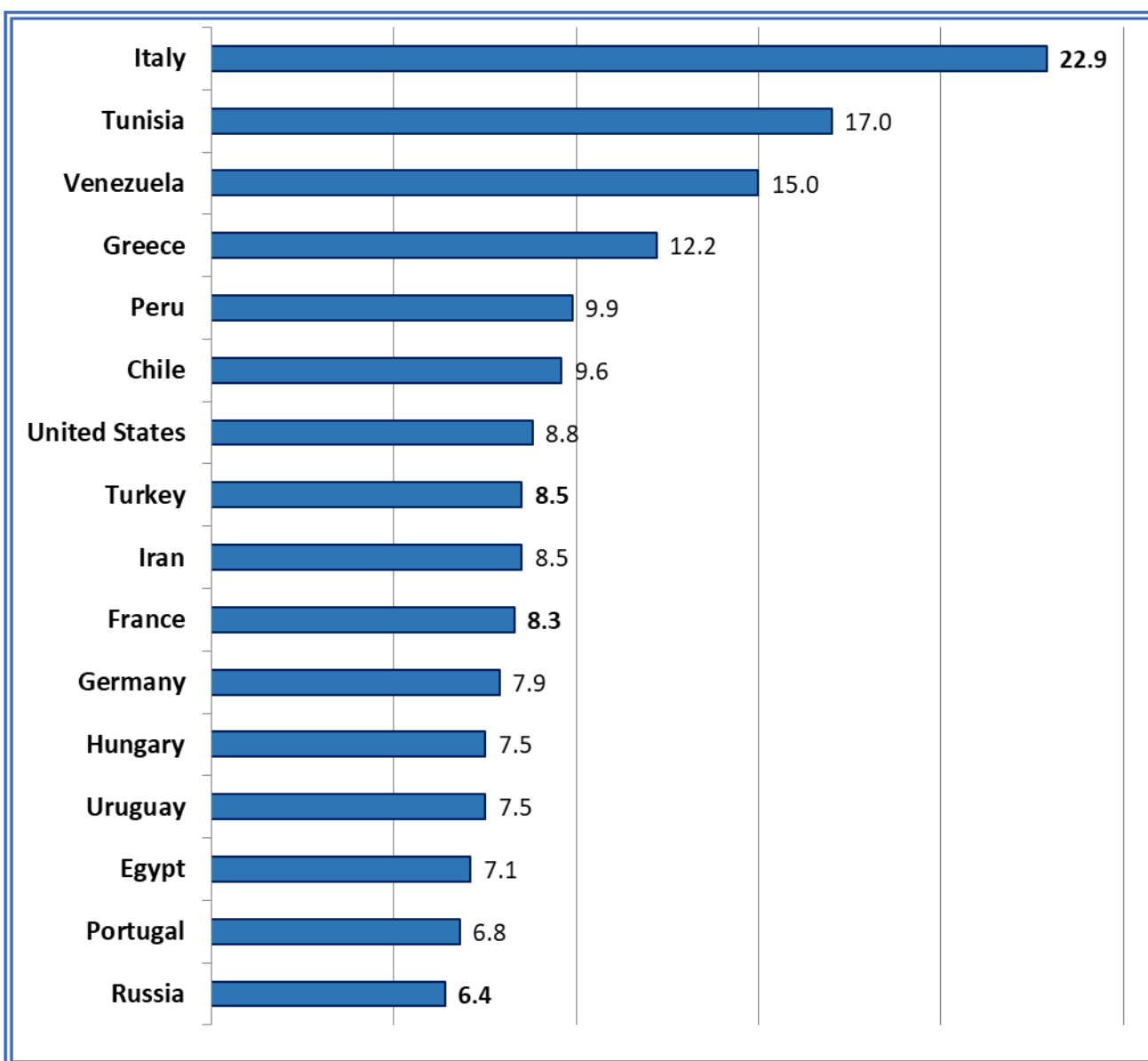
Italy	22.9	Lithuania	4.4
Tunisia	17.0	Slovenia	4.3
Venezuela	15.0	Poland	4.2
Greece	12.2	Latvia	4.1
Peru	9.9	Dominican Rep.	4.0
Chile	9.6	Australia	4.0
United States	8.8	Israel	4.0
Turkey	8.5	Ecuador	4.0
Iran	8.5	Panama	3.8
France	8.3	Spain	3.6
Germany	7.9	Costa Rica	3.5
Hungary	7.5	Nigeria	3.5
Uruguay	7.5	United Kingdom	3.5
Egypt	7.1	Guatemala	3.2
Portugal	6.8	Denmark	3.2
Czech Republic	6.4	Finland	3.2
Russia	6.4	Mexico	3.0
Argentina	6.3	Croatia	2.8
Canada	6.3	Netherlands	2.8
Brazil	5.4	Colombia	2.7
Estonia	5.3	Romania	2.7
Switzerland	5.2	Norway	2.7
Belgium	5.0	Libya	2.0
Slovak Republic	5.0	South Africa	1.9
Sweden	4.9	Japan	1.7
Bolivia	4.8	Ireland	1.0
Austria	4.8	El Salvador	1.0

Source: Survey carried out by IPO – Sept. 2022

The countries that responded to the survey are shown
in bold



World pasta consumption (kg per capita)



Source: Survey carried out by IPO – Sept. 2022



World pasta consumption (tonnes)

United States	2,700,000	Tunisia	185,000
Italy	1,351,869	Greece	130,300
Brazil	1,153,000	Spain	128,484
Russia	929,224	Haiti	100,000
Egypt	720,000	South Africa	91,000
Nigeria	700,000	Netherlands	83,265
Germany	650,465	Sweden	73,697
Turkey	635,025	Switzerland	73,130
France	539,673	Austria	72,459
Venezuela	420,000	Portugal	70,500
Argentina	385,785	Ecuador	69,804
Iran	360,000	Romania	68,531
Peru	322,425	Hungary	68,490
Mexico	269,000	Czech Republic	66,855
Colombia	230,984	Guatemala	48,131
United Kingdom	227,279	Croatia	30,216
Canada	216,000	Belgium	20,048
Poland	190,169	Costa Rica	18,014
Chile	186,693	Slovenia	10,672
		Cina	9,531

Source: Survey carried out by IPO – Sept. 2022

The countries that responded to the survey are shown in bold



About IPO



International Pasta Organisation

Role and Mission

The International Pasta Organisation

The International Pasta Organisation (IPO) was founded in Barcelona on World Pasta Day 2005 (October 25, 2005) and was formally organized in Rome on World Pasta Day 2006 (October 25, 2006).

Mission

The IPO is a nonprofit association dedicated to:

1. Educating consumers, health professionals, journalists, government officials and others about pasta (health, taste and convenience).
2. Increasing consumption of traditional pasta around the world.

Activities

1. Organizes research, promotional and educational programs (such as World Pasta Day) about pasta.
2. Collects and distributes information about pasta (nutritional, statistical and other information) in different countries.
3. Organizes a Scientific Advisory Board (a panel of experts in nutrition, health care and physical activity) who educate consumers and others through the media, conferences, research, publications, workshops, and other related activities.

IPO Bodies

Honorary President

Simon Nobile Olivo

President of the Association of Industrial Pasta Manufacturers in Venezuela (AVEPASTAS)

President

Carl Zuanelli

President of the Unione Italiana Food

Secretary General

Raffaello Ragolini

Honorary Secretary General of the Union of Associations of Pasta Manufacturers of the EU (UN.A.F.P.A.)

IPO Membership

The International Pasta Organisation membership comprises:

15 Active Members and 8 Supporting Members representing 2 European level Associations, major pasta companies, wheat growers and millers and Associations operating in 15 different countries (Belgium, Brazil, Colombia, Costa Rica, France, Guatemala, Italy, Mexico, Portugal, Spain, Tunisia, Turkey, United States and Venezuela)



Active Members

BRASIL	Brazilian Manufacturers Association of Biscuits, Pasta and Industrialized Breads and Cakes (ABIMAPI)
COLOMBIA	Productos Alimenticios Doria S.A.
COSTA RICA	Roma Price, SA
FRANCE	Syndicat des Industriels Fabricants de Pâtes Alimentaires de France (SIFPAF)
GUATEMALA	Industria Nacional Alimenticia S.A
ITALY	Unione Italiana Food
MEXICO	Asociación Mexicana de Industriales de Galletas y Pastas A.C. (AMEXIGAPA)
PORTUGAL	Cerealis – Produtos Alimentares S.A.
SPAIN	Asociación Española de Fabricantes de Pastas Alimenticias (AEFPA)
TURKEY	Türkiye Makarna Sanayicileri Derneği (TMSD) Makarna Üreticileri ve Sanayicileri Derneği (MUSAD) OBA MAKARNACILIK SAN VE TIC A.S.
TUNISIA	Société Les Pâtes Warda – La Rose Blanch
U.S.A.	Nuovo Pasta Productions, LTD
VENEZUELA	Asociación Venezolana de Fabricantes de Pastas Alimenticias (AVEPASTAS)



Supporting Members

BELGIUM	Etabl. Joseph Soubry NV/SA
EU	Union des Associations de Fabricants de Pâtes Alimentaires de la Union Européenne (UNAFPA) Union des Associations des Semouliers des Pays de l'UE (Semouliers)
ITALY	ITALMOPA Pastaria
MEXICO	Productos Alimenticios La Moderna S.A. de C.V.
U.S.A.	National Pasta Association (NPA) US Wheat Associates



Milestones

The following are the most important steps of the work we developed together since 1995, when we attended the organisation of the First World Pasta Congress, held in Rome on **25 October 1995**:



25 October 1998: First World Pasta Day was celebrated in various countries under the same logo, adopted at the international level by a steering committee formed by representatives of the main national pasta Associations.



25 October 2000: Isla de Margarita (Venezuela) – 2nd World Pasta Congress.



21 May 2004: Lisbon (Portugal) - First joint UNAFPA and Semouliers Annual General Assemblies.



25 October 2005: Barcelona (Spain) - 3rd World Pasta Congress and decision to establish the International Pasta Organisation (IPO).



25 October 2006: Rome (Italy) – Formal constitution of IPO – First IPO International Scientific Colloquium “Pasta at the Heart of an Healthy Meal” on the occasion of the 9th edition of the World Pasta Day.



18 May 2007: Strasbourg (France) - First joint UNAFPA and Semouliers Annual General Assemblies open to non-EU delegations and IPO Members.



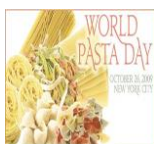
25 October 2007: Mexico City (Mexico) – First Annual General Assembly of the IPO – Second IPO International Scientific Colloquium and presentation of the brochure “Pasta for all: for health, for taste, for convenience” – Celebration of the World Pasta Day 2007.



Milestones



25 October 2008: Istanbul (Turkey) - Annual General Assembly of the IPO – Third IPO International Scientific Colloquium and presentation of the educational programme “Pasta for children around the world:” – Celebration of the World Pasta Day 2008.



26 October 2009: New York (USA) - Annual General Assembly of the IPO – Fourth IPO International Scientific and Culinary Colloquium – Celebration of the World Pasta Day 2009.



24-27 October 2010:

Rio de Janeiro (Brazil) – 4th World Pasta Congress – 2nd Healthy Pasta Meal Scientific Consensus Conference.



25 October 2011:

Rome (Italy) – Annual General Assembly of the IPO - Celebration of the World Pasta Day 2011.



28 October 2011:

Madrid (Spain) - "The Scientific Consensus about The Healthy Pasta Meal" Symposium - 2011 FENS European Nutrition Conference.



25 October 2012:

Mexico City (Mexico) - Annual General Assembly of the IPO – Celebration of the World Pasta Day 2012.



25 October 2013:

Istanbul (Turkey) - Annual General Assembly of the IPO – Celebration of the World Pasta Day 2013.



24 October 2014

Buenos Aires (Argentina) - Annual General Assembly of the IPO – Celebration of the World Pasta Day 2013.

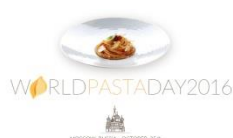


Milestones



25-27 October 2015:

Milan (Italy) – 5th World Pasta Day & Congress – 3rd Healthy Pasta Meal Scientific Consensus Conference.



25 October 2016:

Moscow (Russia) - Annual General Assembly of the IPO – Celebration of the World Pasta Day 2016.



25 October 2017:

Sao Paulo (Brazil) - Annual General Assembly of the IPO – Celebration of the World Pasta Day 2017.



25 October 2018:

Dubai (United Arab Emirates) - Annual General Assembly of the IPO – Celebration of the World Pasta Day 2018.



25 October 2019: Vienna (Austria) - Annual General Assembly of the IPO – #WorldPastaDay #PASTA2050



25 October 2020: Video conference call - Annual General Assembly of the IPO – #MediterraneanWayOfLife



25 October 2021: Milan (Italy) - Annual General Assembly of the IPO – #HaveaGoodPasta



Thanks

