



Munich, 19 February 2024 – Thank you for attending the presentation event of the campaign “**Red Gold from Europe – Your Organic and Sustainable Choice**” organised at Eataly in Munich on **15 February** by **ANICAV**, the renowned association of Italian canned vegetable industries, and co-funded by the European Commission, to promote organic preserved tomatoes produced in Europe.



As **Giovanni De Angelis, ANICAV’s General Director** confirmed: “European and Italian canning companies, together with agricultural producers, have always been committed to offering consumers quality and sustainable products from an environmental, ethical and social point of view. The cultivation of industrial tomatoes, in Europe and in Italy, is subject to a series of regulations that limit the use of pesticides and fertilizers to guarantee the health of the consumer and safeguard the environment.



Of course, producing in a sustainable way, from an environmental, ethical and social point of view, has a cost. This cost is increasingly causing a gap between our products and those of other countries with low production costs and poor ethical-social and environmental standards in agricultural production. There is a growing tendency for European secondary processing companies to source their supplies from countries such as China, Iran, Turkey and Egypt, where agricultural and industrial production can supply high quantities of product at a low cost but with poor ethical-social and environmental standards, with the consequent significant moral concerns, as well as inevitable social and economic repercussions on EU

supply chains. Italy has always been the top producer in the world of canned tomatoes, ready to use in the kitchen! Processing tomatoes is quite easy if you have been doing it for 200 years”.

We hoped you enjoyed our exclusive tasting menu, specially designed for the occasion by chef **Matteo Toffanello**, and the incomparable taste of delicious Italian and European organic tomatoes.

Thanks again and please write about us tagging **#RedGoldfromEurope #RGFE #ANICAV**

Enjoy. It’s from Europe!



CO-FUNDED BY THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.





ABOUT RED GOLD FROM EUROPE & ANICAV

Red Gold from Europe is the name of the EU (European Union) programme to raise awareness about EU preserved (canned) organic tomatoes 100% Made in Europe.

ANICAV - The Italian Association of Canned Vegetable Industries - members account for over 60% of all the processed tomatoes in Italy, and nearly all of the whole peeled tomatoes produced in the world (including the internationally well-known San Marzano DOP).

For more information about Red Gold from Europe, **follow us on:**

Instagram: www.instagram.com/redgoldfromeuropede

Facebook: www.facebook.com/redgoldfromeuropede

YouTube: www.youtube.com/@redgoldfromeuropede

and visit our **website** <https://redgoldfromeurope.de/>



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