



“RED GOLD FROM EUROPE”

Successful launch of ANICAV’s campaign promoting EU organic canned tomatoes in Munich on February 15, 2024.

München, 21. Februar 2024 – ANICAV, der italienische Verband der Konservengemüseindustrie, hat erfolgreich seine Kampagne "Red Gold from Europe – Ihre biologische und nachhaltige Wahl" bei einer Veranstaltung im Eatly in München am 15. Februar 2024 gestartet. Die Kampagne, mitfinanziert von der Europäischen Kommission, zielt darauf ab, biologische Konserventomaten aus 100% europäischer Herstellung zu fördern.

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”.

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.

For more information about Red Gold from Europe, visit our **website** <https://redgoldfromeurope.de/> and **follow us on:**

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