



THE GOOD IDEA

The goal of The Green Fit is to sensitize, educate and train about the real necessity to adopt a green life for a good life!

THE LEARNING NEWSLETTER



Focus on



THE ALLEGORY OF THE CAVE

Plato's Allegory of the Cave describes perfectly how "shadows on a wall" can be used to control people that are "kept in the dark", that are alienated from reality. And there is a continuous logical link between Plato profound thinking of 2,500 years ago and, for example, the threatening idea behind a modern cult movie like "The Matrix"; the idea that via carefully manipulated information, people can perceive a reality that is not true.

Of course, this concept has extremely important political and social implications and it has been the fundamental antagonist to individual freedom throughout history. But it has important implications also for more mundane, everyday issues like healthy eating and dieting that have an impact on our individual well-being.

In a recent consumer research, a representative panel was asked (among many other questions) to indicate which was, in their opinion, the healthiest oil that they were using at home. The second largest group of respondents – 20% of the total panel – responded: coconut oil! A perfect "shadow on a wall".

Right, unbiased communication is at the core of The Green Fit project. It is time we give more voice to correct food information.

in the picture:

Marco de Ceglie Ceo America Filippo Berio and project coordinator

The Green Fit
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created by
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Filippo Berio

THE MOTHER OF ALL NEGOTIATION

Marco de Ceglie

Last October, USDR introduced tariffs on some food products imported from Europe following the WTO sentence on illicit European subsidies to Airbus. After 2 months, in December, USDR already initiated the process for a possible revision of such tariffs, which could lead to some product categories and/or origins added or cancelled from the initial list and to % tariff increases. Timing and end goal of the revision are not specified. For the people (like me) managing an involved (or potentially) involved product this is a huge problem, because it alters the competitive landscape and makes it impossible to formulate business plans. We have no alternative, we must "chase the rabbit" related to our specific category or origin, being worried, working hard and presenting our rational case, individually and as part of category associations. But we have limited scope. The "mother of all negotiation" has to be between the USA and Europe on a wide-ranging Trade Agreement which includes agricultural products. As I indicated on January 19 when interviewed at The Winter Fancy Food Show (before the Davos talks), that is the only table that can generate the necessary future perspective for the business operators on both sides of the Atlantic.





HAPPY NEW YEAR!

With the start of the New Year, good intentions can quickly give way to old ways. Italian food culture has stood the test of time, however, showing us that not all habits are bad in the kitchen. Eating in season to flavor the taste of fresh local vegetables, sharing meals with family and friends around the table and including wholesome grains for their nutritious (rich in essential B-vitamins, the minerals iron, copper, zinc, magnesium and in fiber) content are some examples. These are all important considerations given that Italy's obesity rate is 19.9% versus the U.S. with 36%. As Registered Dietitian Duker Freuman Tamara writes, "the prevalence of type 2 diabetes among Italian adults is less than half that of American adults – 4.8% versus 10.8%, according to the International Diabetes Foundation's 2017 data. Unsurprisingly, life expectancy in Italy is at least two years longer than it is in the U.S."

The Green Fit is a perfect endeavor to shed light on flavors of the season—try the wintery Tuscan Vegetable Soup Ribollita with kale as a modern take to a classic dish.

Ribollita (Tuscan Vegetable Soup)

Yield: 8 servings

- 1 bunch Tuscan kale, cut into 2-inch ribbons
- 1 head savoy cabbage, cut into 2-inch ribbons
- 1 bunch Swiss chard, cut into 2-inch ribbons
- 2 russet potatoes, peeled and diced
- 3 large carrots, peeled and diced
- 2 cups canned whole peeled tomatoes
- 2 zucchini, diced
- 1 rib celery, diced
- 2 leeks (white parts only), sliced
- 2 cloves garlic, sliced
- 2 cups cooked cannellini beans, half pureed
- 3 tablespoons extra virgin olive oil, plus more for finishing
- ½ teaspoon crushed red pepper flakes
- 1 bay leaf
- Leaves of 1 sprig thyme
- Fine sea salt, to taste
- 1 to 2 cups (2-inch) cubes stale bread

in the picture:
Lucrezia Scarampi, Nutritionist

THE GREEN FIT IS A PERFECT ENDEAVOR TO SHED LIGHT ON FLAVORS OF THE SEASON

Place the olive oil, leeks, and garlic in a large pot over low heat. Cook, stirring frequently, until the leeks and garlic are soft but not browned, about 5 minutes. Add the carrots and celery, and cook, stirring frequently, until the vegetables have softened but not browned, about 8 minutes. Add the potatoes and zucchini and cook, stirring, until softened, about 8 more minutes. At this stage, add the kale, cabbage, and chard, and cook – always stirring! – until the greens are very soft, about 8 minutes. Stir in the red pepper flakes.

Add the tomatoes and their juice, squeezing the tomatoes between your fingers to break them up. Add 2 quarts of water, the bay leaf, the thyme, and all of the beans. Season to taste with salt.

Bring to a boil, and then reduce the heat to a simmer. Cook until the vegetables are very tender, about 30 minutes. Remove and discard the bay leaf.

Add the bread cubes to the soup, and simmer until the bread is breaking apart and the soup is very thick, about 10 minutes. Let the soup rest off the heat for several minutes, and then ladle into warmed bowls. Drizzle a generous amount of extra virgin olive oil over each portion before serving.

Buon appetito!





CHEF ANDREA ZANIN
NEW YORK

BUFFALO CAPRESE SALAD

Ingredients:

Red Tomato on the vine
Green tomato ,Buffalo
Salt Maldon
Ground pepper,
Evo Berio
Balsamic vinegar Berio glacé
Fresh Basil
Crostini's bread



Procedure:

take the buffalo mozzarella outside of the fridge at least 2 our before eat ,this will guarantee the flavor of the product.

Slice the red tomato, slice the green tomato, display both in to the plate, dressing with Evo Berio, Maldon salt pepper, put in the center the Buffalo Mozzarella and decorate with fresh leaf of basil and bread crostini.

LA PASTA DEL MAESTRO

The Taste of Tradition

The idea of la Pasta del Maestro was born combining the typical agriculture and the ancient Apulian traditions, from the desire to make one of the most appreciated product in the entire world using only Gluten Free ours, 100% Made in Italy. The meeting between Maria Teresa Sassano with Carlo Fusco, the Master of Pasta, has allowed to give life to a gluten free artisan product: La Pasta del Maestro. A bronze-drawn pasta dried at low temperature, with an inimitable flavor.

Carlo Fusco the Master of Pasta

He started his career when he was only 12 years old, working in one of the first pasta factories, using automated machineries for pasta production. In 1956 he moved to France, where he started to teach the art of making traditional pasta. In 1970 he returned to Italy where he collaborated with various pasta factories until the meeting with Sassano family, with which he started a new project:

"to teach to new generations how to make traditional gluten-free pasta, bronze drawn and dried at low Temperatures".

Our Pasta

We only use certied-flours, naturally gluten-free, with the highest quality, also from organic crops with the aim of producing a artisan product with an excellent taste. We personally and carefully select and collect all the raw materials, certifying all the stages of the production of our pasta, in order to get a 100% made in Italy product.

We produce our pasta close to the sea ... and is on the sea that we welcome our customers. We carry out the whole production cycle in Manfredonia, the heart of Gargano, in Puglia. From grinding to dough, from the drawing to the drying up until the creation and realization of all our recipes, which you can taste with us by the sea in our summer home, an amazing structure overlooking the gulf.

Bronze Drawn - As usual, the wire bronze drawing gives pasta a lot of qualitative benefits. The bronze allows our pasta to acquire a larger surface porosity.

Slow Drying - Long drying times, from 24 to 36 hours, allow not to affect organileptic qualities and nutriyional properties of raw materials: mineral, vitamins, flavors and aromas.

All the fours we use are naturally gluten free, and without any additives. Our working process allows us to avoid thickeners and emulsifiers.

Meal after meal, day after day, our body maintains balance and health based on what we assume in our diet, its nutritional value and its genuineness. la Pasta del Maestro was born from a particular care of our eating behaviors, which allowed us to create the perfect mix, the real winning recipe: a complete, natural tasty and digestible range of products.







Display



Crafted in Italy.
Enjoyed worldwide.



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BRAINSTORMING

the section dedicated to your ideas, requests and proposals.

Write to create our newsletter together.

We are waiting for your emails to thegreenfitpr@gmail.com

THE GREEN FIT EVENTS 2020

- MARCH - NEW YORK
- MAY - MIAMI
- JUNE - NEW YORK
- OCTOBER - CHICAGO
- NOVEMBER - BOSTON

Italian food and beverage export towards the USA amounted to almost 4 billion dollars, increasing by 5.9% compared to 2018

According to a report from the Centers for Disease Control, 39.8% of adults and 20.6% of adolescents in the United States are obese!

Italy remains the leader in cheese, olive oil, pasta, mineral water, vinegar, and the USA confirms itself yet again as the first export market outside of the European Union.

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