



## THE AMERICAN OPPORTUNITY

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We must re-think the “American opportunity” and the communication values of our products without altering their quality standards.!



## THE EDITORIAL

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High quality, delicious food is an important part of the cultural and industrious image that Italy projects throughout the world. Based on simple, genuine ingredients, with high nutritional and culinary values, “eating the Italian way” represents, for me, the artistic interpretation – for its richness of tastes, colors, and smells – of the Mediterranean Diet.

In a Country like the United States, where there are significant dietary problems that impact negatively on people health even from a young age, the diversified offer of quality Italian food products should have no obstacles to a rapid diffusion and growth. And health issues like diabetes and hypertension have once again shown their gravity in the current crisis of the corona virus, as the presence of such comorbidities clearly increased the death toll.

Nevertheless, even after decades of trade interrelations, the Italian share of the Americans’ food consumption (as measured by the value of our food export, excluding wine) is just about 1%. So, where is the problem?

The problem is essentially an issue of strategic vision, in relation to the correct interpretation of the concept of an “export market”.

In my opinion, and remaining within food markets, an export market can be defined as a Country with its own food culture and traditions (some thousands year old), whose citizens are open and interested in adding, alongside their traditional foods, products coming from different cultures and traditions.

My typical example is Japan. This Country has a very long established, high quality and healthy food culture. After WWII, with the opening towards the western economies, the Japanese consumers have started to appreciate, among products from diversified origins, foods like pasta, pizza, olive oil and so many other Italian delicatessen – beginning above all by going to authentic Italian restaurants. The Japanese have not turned upside-down their food traditions, but some of them have introduced in their diet a frequent or infrequent fruition of authentically tasting, quality Italian products – with no attempt to “localize” them.

This is the export model behavior for most food markets around the world, but not for the United States. Here there is no secular, monolithic food culture – indeed, the food habits are the result of continuously evolving, co-existing and blending, of the many food traditions brought in by the successive waves of immigration from all over the world. This metabolization and transformation of different food cultures continues and will continue, and at a speed that is rarely appreciable through European lenses.

“Eating the Italian way” is one of the well-established food cuisines and eating occasions for the American consumers, with a share of food consumption way higher than the 1% as defined above. But it is an “Italian” which includes spaghetti meatballs and pizza pepperoni, which most of the time is an evolution or a significant re-interpretation of authentic Italian foods. The fact that for a “purist” like me this is not Italian food is totally irrelevant – what counts is the opinion of the American consumers, based on their taste preferences and on the info available. In the same way as in sushi restaurants the “California roll” (hardly true Japanese traditional food) is very popular, and the drinks served are predominantly sodas, beer, and wine (instead of the and sake).

*in the picture:*

*Marco de Ceglie, CEO America Filippo Berio and project coordinator*



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And most of the food ingredients are not imported from Italy since there is a vast local production – for example, the USA are the 3rd world producers of tomatoes after China and India and probably about 90% of the pasta consumed here is produced in the USA; many so called Italian restaurant chains have menus and quality standards that are not traditional Italian. And when the end result is below the traditional Italian quality as defined by the Italians, how many Americans will perceive it?

Here we could amplify the discussions – for example touching topics as the presence of the “Italian Sounding” food (sometime misleading, some other legit), or as the presence of quality Italian companies, like Barilla or Rana, that have decided to manufacture their products in the USA.

But the focal point is that the United States cannot be thought as an “export market” – they must be seen and approached from Italy as a “domestic” market, in the ample meaning of the term.

This is a significant shift in the commercial and entrepreneurial culture of a Country as well as of a single company.

A shift that requires the deep understanding of the consumers and of their rapid taste and habits evolution. That requires the rigorous distinction of product quality drivers between those strictly linked to a specific origin and those that are linked to an Italian know-how that can be re-located (San Pellegrino water must come from that spring, but Rana fresh pasta can be produced in the USA with high quality results). That requires in most cases the creation of a business unit in the USA with mainly American personnel. Etc., etc.

Some successful Italian companies have already done this strategic shift, but so many still must appreciate its strategic importance for the development of a true “American opportunity”. Filippo Berio olive oil landed in the USA at the end of the 19th century and has operated with an American subsidiaries for decades.

Finally, the mention to a potential cultural problem that must be correctly faced for a successful long-term strategy. The values of the young Americans, of the new generations of consumers, are evolving and, in part, influenced by the re-definition of historic events (rightly or wrongly). These changes must be studied in order to be successful in this market – here one emblematic example linked to the perception of “Italianity”: Cristoforo Colombo (for us a beacon of light in the Italian/European culture) was a “great explorer” or a “colonialist”? Most Italian American, including me, and many older Americans have no doubts about it, but it is the same for a young American, maybe of Latino origins, growing up nowadays in Colorado or in California?

Less philosophically and more pragmatic, what is “culturally” closer to these newer generations, olive oil or avocado oil? We must re-think the “American opportunity” and the communication values of our products without altering their quality standards.

A big job for a big development opportunity.

*in the picture:*

*Marco de Ceglie Ceo America Filippo Berio and project coordinator*





*In a time when our routines may have changed and we are more susceptible as a society*

to the effects of this crisis on our health and wellbeing, the Food and Agriculture Organization reminds us about the importance of fermented foods. The link between gut health to mental health is an evolving science showing once again that a staple since ancient times in food cultures all over the world is still relevant today: to strengthen the immune system and guarantee the proper functioning of the digestive system.

Thanks to bacteria and yeasts that breakdown hard to digest molecules like lactose, fiber, and oligosaccharides, fermented foods contain billions of microorganisms to slowly transform these substances that the body can struggle to tolerate. Italian fermented foods are common such as yogurt, beer and pickled vegetables. Other foods to consider are kefir, the Mediterranean cousin of yogurt and the northern European pickled cabbage sauerkraut.

Yogurt is rich in vitamins and minerals, especially calcium which together with Vitamin D help support strong bones and teeth, a consideration to reduce risk of osteoporosis as we age. Greek yogurt also boasts a higher protein content (12-15 gm of protein vs 3-8 gm of protein of regular yogurt). Adding toppings such as fresh fruit, oat flakes, walnuts or almonds, a little bit of extra-dark chocolate and a teaspoon of seeds (flax, hemp, sunflower, sesame) can provide a valuable source of pre-biotics (foods that promote the growth of beneficial probiotic bacteria) and also of vitamin E, vitamin C, beta carotene, antioxidants and good fats.

Kefir is a Caucasian origin based milk to which bacteria are added for fermentation to maintain a tart flavor and creamy liquid consistency. It is rich in protein and low in lactose making it easy to digest with nutritional characteristics similar to those of yogurt.

With sales increasing 34% in beer compared to last year according to Nielsen, this fermented drink contains rich sources of calcium and phosphorus. Its polyphenol content varies by how it made between amounts of barley, hops and yeast. The polyphenols confer antioxidants properties to this fizzy drink. It makes a traditional accompaniment to sauerkraut or fermented cabbage. Thanks to the good content of prebiotics (fibers) and probiotics (the bacteria) as well as digestive enzymes, sauerkraut stimulates the proper functioning of the stomach and intestines.

## References

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Accessed 4/28/20.

*in the picture:*

**Lucrezia Scarampi, Nutritionist**







**CHEF ANDREA ZANIN**  
NEW YORK

## OPEN SANDWICH BAGUETTE WITH BURRATA PARMA PROSCIUTTO BASIL PESTO AND ROAST SUNFLOWER SEEDS

### INGREDIENTS :

- Fresh baguette bread
- Burrata 4 oz
- Parma Prosciutto. 2 oz
- Basil pesto Berio QB
- Lettuce 1oz
- Onions 2 oz
- Cherry tomato 2oz
- Sunflower seeds. 0.5oz
- Organic Evo Berio. QB
- Balsamic Modena Vinegar QB
- Salt pepper. QB

### Procedure:

cut the baguette in three quarter and cut in half , grill the half baguette with extravergin olive oil berio on the side prepare a pan to fried the parma prosciutto and the onions ,fried both one at the time and reserve at war place . take out the burrata and smashed in a small bull add same extra vergin olive oil ,sal and pepper . was and clean the cherry tomato add same salt and pepper ,and few dropps of aceto balsamic di modena plated the roasted baguette add and spread the burrata ,add same piece of parma prosciutto fried ,chop lettuce ,basil pesto ,fried onions ,sunflower seeds and finish with extra vergin olive oil berio ,and a touch of pepper





## 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 machines 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, falvors 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.

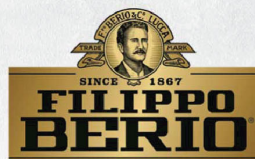







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## North American Olive Oil Association Files Standard of Identity Petition with the U.S. Food and Drug Administration

NEPTUNE, NJ – May 26, 2020 – The North American Olive Oil Association (NAOOA), whose members represent the majority of olive oil sold in the United States, today filed a standard of identity petition (“Industry Petition”) with the U.S. Food and Drug Administration (FDA). Such a standard would eliminate confusion among consumers and promote fair dealing in the industry.

“Olive oil is recognized as the healthiest cooking oil by a wide majority of Americans, but less than half of households use it,” said NAOOA Executive Director Joseph R. Profaci. “According to consumer research we recently conducted, confusion over olive oil labels and terminology are leading causes. We’ve filed our Industry Petition to help address these concerns.”

As part of its petition-development process, the NAOOA asked 1,500 U.S. consumers about their perceptions of olive oil, and the findings demonstrate significant confusion. For example, 60 percent of those surveyed were not sure of the meanings of “virgin” and “refined” cooking oil, despite there being significant differences in the two. (Virgin oil is extracted mechanically without the use of heat or solvents.) Only one-third of consumers believe the term “extra” when applied to “virgin olive oil” is anything more than marketing. (It is a specific grade of olive oil that has to meet strict parameters.) Nearly one in three people do not believe or are not sure that olive oil comes from olives. (It does!)

Additionally, despite peer-reviewed research conducted by scientists from the U.S. Food and Drug Administration (FDA) showing a low prevalence of adulterated olive oil in our country’s retail stores, many Americans are concerned that their olive oil might not be the real deal.

“Paving the way for more consumption of heart-healthy olive oil in America would be to our mutual benefit. The scientific consulting firm Exponent found that just a 20 percent increase in adherence to a Mediterranean-style diet, of which olive oil is the cornerstone, would save our country \$20 billion in healthcare costs,” said Profaci. “The way we remove longstanding barriers to people consuming this wholesome, delicious food is through a standard of identity.”

The NAOOA has been advocating for a standard of identity since the organization was founded, first filing a petition with FDA in 1990 and again in 2012. It initiated a process to develop the latest petition two years ago and sought a range of voices from regulators and scientific experts to consumers and industry players (domestic, international, large and small alike).

With the benefit of consumer research, the Industry Petition takes concrete steps to bring clarity to olive oil labels and restricts the use of potentially misleading terms like “pure” and “extra light.” It also focuses on assuring olive oil authenticity by using the latest scientifically backed standards and methodologies.

[naooa.wildapricot.org](http://naooa.wildapricot.org)

## 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](mailto:thegreenfitpr@gmail.com)

The rate of obesity in adolescents increased by 33% from 2000 to 2016 and by approximately 30% in adults.

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!

The Green Fit is a Learning Format created by GP Communications North America Inc. and produced by Filippo Berio

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