TUTTO**FOOD RETURNS IN MAY 2023 UNDER THE BANNER OF SUSTAINABILITY**

* *To date, more than 1,000 brands from at least 35 countries are registered, with strong representations from historic markets and numerous new entry countries*
* *An event under the banner of sharing, education and reflection with the quality content of events including Retail Plaza by TUTTO****FOOD****, Better Future Award, Taste Arena, Evolution Plaza.*
* *At TUTTO****FOOD*** *2023, the TUTTO****GOOD*** *initiative returns, in collaboration with Banco Alimentare and other entities including Pane Quotidiano, which in past editions has made it possible to recover tons of food that is still usable*

*Milan, 12 January 2023* – Adopting good supply chain practices to make the fight against food waste more effective. This was the objective of the conference organized today in Milan at **Mudec** – **Museo delle Culture by** **Fiera Milano** and TUTTO**FOOD**, with the participation of **Banco Alimentare**, the **Municipality of Milan** and **FAO**.

Agribusiness production accounts for nearly 10% of greenhouse gas emissions, FAO points out, so food waste contributes to climate change. Today 14% of production is already lost at the collection and distribution stage and 17% in consumption, while food waste generates 49 million tons of methane. It is on these numbers that FAO is calling for all actors in the supply chain to make an impact to achieve the zero hunger and zero waste goals.

And these are just some of the numbers that emerged today, explored in depth by Maurizio Martina, FAO Deputy Director; Maximo Torero, FAO Chief Economist; Anna Scavuzzo, Deputy Mayor of Milan; Enrico Bartolini, Chef\*\*\* and Ambassador of Taste; Marco Lucchini, Banco Alimentare Secretary General; and Luca Palermo, Fiera Milano CEO.

**Hub for sharing, training and reflection**

From this key of sustainability [TUTTO**FOOD** 2023](https://www.tuttofood.it/) also restarts - **at fieramilano from May 8 to 11, 2023 –** with the first edition in pre-pandemic conditions that already hints at numbers of great relevance, such as **the more than 1,000 brands present to date, representing at least 35 countries:** not only an international platform for meeting supply and demand, but also a moment of training, sharing and reflection thanks to quality content, expressed in a [rich schedule of events](https://www.tuttofood.it/eventi/eventi-in-manifestazione.html) and authoritative partnerships.

Of particular note among the events is the return of the [Retail Plaza by TUTTO**FOOD**](https://www.tuttofood.it/eventi/eventi-in-manifestazione/retail-plaza.html), a unique format in which major Italian and global retail brands interact with companies and other stakeholders in a close dialog that is difficult to achieve in other contexts. Also confirmed for this year, is the collaboration with the Retail Institute, while keynote speakers include, among others, Giuseppe Stigliano, Global CEO of Spring Studios and IULM professor; Cristina Lazzati, director of Gdoweek and MarkUp; Cris Nulli, Founder of Appetite for Disruption; and Massimo Visconti, Value Chain Innovation Strategist. Among the topics that will also be discussed from a sustainability perspective are innovation in supply chains, the opportunities of digital transformation – such as the metaverse – or the "green" approach in Retail.

Also returning will be the [**Better Future Award**](https://www.tuttofood.it/better-future-award/better-future-award11.html)**,** the award sponsored by TUTTO**FOOD** in collaboration with the publications Gdoweek and MarkUp that recognizes sustainable innovation in agribusiness, including ethical socio-environmental initiatives. For example, [in 2021 the Award went](https://www.tuttofood.it/better-future-award/better-future-award1.html), among others, to a project for the sustainable cultivation of teff in Ethiopia, the local traditional cereal; an initiative to support cocoa farmers in Uganda; and an urban gardens project, which reduces waste by promoting proximity to the consumer.

Produced in collaboration with **Ambassadors of Taste**, [the Taste Arena](https://www.tuttofood.it/eventi/eventi-in-manifestazione/arena-taste--calendario-.html) will be a place to meet the great protagonists of our cuisine, but also the beginning of an international journey that mixes the flavors of the world with Italian authenticity in search of a more conscious, responsible and sustainable food style. Guides for this exploration will be VIP chefs Gianfranco Pascucci, owner of Pascucci al Porticciolo (Fiumicino, Italy); Giancarlo Perbellini, owner of Casa Perbellini (Verona, Italy); Marco Sacco, owner of Il Piccolo Lago (Verbania, Italy); and Andrea Scarpati, owner of Sapori Restaurant (Leicester, UK).

In turn**, Evolution Plaza** will be the stage where the latest innovations in digital technologies regarding e-commerce, food delivery, apps, supporting technologies and blockchain will be shared. Experts on technology, new applications, and the latest solutions in agribusiness will discuss these topics. The Start Up Area, on the other hand, will be a showcase where the youngest and most dynamic companies will present innovative products, creating and narrating developments in their ever-evolving range. Presentation of new, or significantly improved, product implementations is also planned.

**Finally, the Enoteca by the Italian Wine Union**

An event area dedicated to good wine in which it will be possible to participate in tastings, conferences and seminars in order to learn about, recognize and appreciate the vine and viticulture to the fullest with a new approach marked by networking, as part of the TUTTO**WINE** sector.

**An international lineup under the banner of quality**

Also on the subject of exhibition layout, particularly large representations will come from, in order, Spain, the Netherlands, Belgium, Germany, Greece, Ireland, Denmark, Turkey and the USA. Numerous countries will also bring their first-time exhibitors, such as, Ecuador, Faroe Islands, New Zealand, Romania, Sri Lanka, Sweden, Switzerland, Taiwan, and Hungary. Among professional visitors, high-profile buyers from around the world, such as large international retail chains, are expected.

This year's event is aiming for pre-Covid numbers and, in particular, with four months to go before the ribbon-cutting ceremony, the TUTTO**GROCERY**, TUTTO**SEAFOOD** and TUTTO**FROZEN** sectors are already with waiting lists with the participation of all the big names in the industry. Top player and strong foreign presence also in the TUTTO**MEAT** and TUTTO**DAIRY** sectors.

Flanking the big names is **also an important presence of Italian PDO and PGI consortiums and foreign collectives**, which will enable an even more incisive collaborative supply chain approach. Italian consortia include, among others: **Balsamic Vinegar of Modena, Finocchiona, Gorgonzola Cheese, Montasio Cheese, Mozzarella di Bufala Campana, Parmigiano Reggiano, Pecorino Romano, Pasta di Gragnano, Pecorino Toscano, Prosciutto Toscano**.

Also in the exhibition layout, new this year will be the **GreenTrail**: a transversal pathway identified by a specific visual identity and dedicated signage, which will help people discover green, plant-based, km zero, as well as healthy, rich-in and free-from products through all areas of the event and at the stands of all exhibitors, with a view to encouraging the fight against waste by facilitating healthier, sustainable and responsible food choices. The most active countries in the event in these segments include Estonia, France, Germany, Ireland and the Netherlands.

In the next edition-scheduled to be held at fieramilano from May 8 to 11, 2023- TUTTO**FOOD** will reintroduce the TUTTO**GOOD** initiative in collaboration with Banco Alimentare and other Third Sector entities, including Pane Quotidiano, which over the years has made it possible to recover tons of usable food at the end of the event days.

TUTTO**FOOD** 2023 is taking place at fieramilano from May 8th-11th, 2023.

For the latest information visit [www.tuttofood.it](http://www.tuttofood.it), @TuttoFoodMilano.