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Press Release 25

ANDREA BACCHETTI'S MUSIC DELIGHTS EUROFLORA VISITORS

A QUALITY MARK FOR MADE-IN-ITALY FLOWERS APPRECIATED BY 85% OF ITALIANS

SWG's survey on behalf of Coldiretti reveals that 20% of the Italians adore flowers: roses remain the undisputed queens

The newly appointed President of Ciopora, the worldwide hybridizers association, visited the Show today

The notes played this morning by **Andrea Bacchetti** enchanted Euroflora's visitors, who crowded the Liguria Region's stand on the upper floor of the new Blue Pavilion. The international plant and flower show held at Genoa Fair & Exhibition Centre (Fiera di Genova) will be open until Sunday 1 May. "I feel at ease playing among the flowers and I was happy with the pavilion's acoustics" said the pianist, whose performance was sponsored by Banca Carige. "Jean Nouvel's design solutions – added Fiera di Genova's Managing Director, Roberto Urbani – are proving to be really excellent even beyond purely exhibition purposes, which are obviously the pavilion's main intended use."

The idea of a quality mark created by Italian floriculturists attracts 85% of Italian consumers, who largely prefer domestic goods (characterised by freshness, long life, good value for money and respect for the environment) over imported products. At the same time, Italian agricultural products are very much appreciated abroad; in 2010 Italian exports increased by 11%, reaching an overall value of 656 million Euros and contributing to maintaining a positive trade balance by over € 500 million. These are the main data resulting from the **Coldiretti/SWG survey**, which was presented this morning at Euroflora during the national conference "**Una filiera florovivaistica tutta italiana**" (**An all-Italian floriculture production chain**), in the presence of the national President of **farmers and growers association Coldiretti, Sergio Marini**. Coldiretti explains that the public's preference for Italian products can be easily noticed in the consumers' main purchases in this sector, from flower bouquets to the creation of flower decorations for a wedding, all the way to buying potted plants for their home. The sale of flowers, plants, bulbs and seeds through farmers' markets undoubtedly holds a huge potential. Based on the latest census carried out in the agricultural sector, **Italy** can currently rely on approximately **20,500 floriculture companies** employing over **120,000 people** and operating over a **cultivated surface of more than 36,000 hectares** that grant a large variety of products. "We cannot afford to let plants and flowers become a commodity" stated Coldiretti's President, Sergio Marini, underlying that "Italy is well-known all over the world as





the country of flowers, landscapers, and great gardeners". These are the drivers that, according to Mr Marini, should be at the core of a brand representing true Made-in-Italy floriculture and farming products. "We were able to promote the value of a glass of wine that is consumed on the spot – concluded Mr Marini -. I do not see why we cannot do the same with plants and flowers that can last a lifetime and even longer".

The survey highlights that **only 7% of Italian consumers have never bought flowers, plants, bulbs or seeds over the last year**, while **20% of the Italians are madly in love with flowers and buy them at least twice a month**. Flower enthusiasts are mainly women between 35 and 44 years from the middle and upper economic groups; women also make up the majority of those who never buy floriculture products, but in this case the age brackets are between 18 and 34 years or over-65, in the lower economic class. The flower colours that the Italians appreciate the most are red (34%), blue/light blue (20%), yellow (19%), pink (15%), white (14%), orange and purple (12%), while flower bouquets should include various colours shades (46% of respondents) rather than only one (18%). Interestingly enough, 65% of Italian consumers love flowers even if they are not sweet-smelling. According to Coldiretti's processing of Ismea's data, the most widely purchased flowers in Italy are roses (42%) followed by chrysanthemums (which in Italy are associated with death and mainly used at funerals or on graves), confirming how feasts and special occasions are one of the main reasons for purchases. In this respect, it should be noted that the largest sales of flowers in Italy are recorded on All Souls' Day, an occasion on which even more flowers are sold than on Valentine's Day. In 2010 the Italians spent 2.2 billion Euros to buy flowers, plants, trees and shrubs, marking a 2% drop compared to the previous year. In 2011 some encouraging signs are being noted mainly in the flowers compartment. Indeed, the overall consumer expenditure for flowers and fronds in the first two months of 2011 has recorded a slight increase against 2010, while as regards plants, trees and shrubs no significant changes have occurred. Based on the data regarding the two most important holidays in Italy so far (Valentine's Day and Women's Day), the demand for the most widespread flowers seems to have significantly revived the market.

Two Italians out of three (67%) think they have a green thumb; 91% say they appreciate having flowers in their home, while 85% prefer receiving them or giving them as a gift. 63% of respondents declare they have time enough to care for their plants and an impressive 56% have purchased bulbs and seeds over the last year to devote themselves to gardening. The survey carried out by OECD in April 2011 on unpaid work showed that men devote on average 15 minutes per day to gardening and pet care: one minute more than women. Some people not only care for the plants and flowers they purchase, but have actually turned their love for gardening and growing vegetables into a real hobby: 37% of Italians, both men and women, devote part of their spare time to this pleasant activity, which is also largely appreciated by one out of four people aged between 25 and 34, although the number of enthusiasts increases with age and almost totals 50% of respondents over 65 years of age. Gardening is a wonderful opportunity not only for those who have available large outdoor areas but also for anyone with a small terrace or a balcony. Growing a vegetable garden or taking care of plants and flowers on one's terrace or small garden is good for our health and increases





life expectancy: especially among middle-aged people, gardening offers the perfect opportunity to perform some healthy physical activity. As highlighted by a study carried out over a 35-year period by the **University of Uppsala**, in Sweden (and now published on the **British Medical Journal**), people who take up gardening or a moderate physical activity can live one year longer than their sedentary counterparts, but those who engage in heavier physical exercise can extend their life by more than two years, although statistically significant benefits start only after ten years. Coldiretti/SWG's survey also revealed interesting data regarding the respondents' level of satisfaction with **public greenery** in their town or city. 57% expressed their satisfaction with the amount of urban greenery in their municipality; 50% gave a favourable opinion only as far as greenery maintenance was concerned, while only 49% seem to appreciate the actual beauty of green areas, proving that a lot remains to be done to improve our quality of life and the aesthetic features of our towns and cities.

Andrea Mansuino, newly-appointed President of **Ciopora** (the worldwide association of the breeders of new varieties of ornamental and fruit plants), visited Euroflora today. Mr Mansuino, who is also the President of Confagricoltura Liguria, is the first Italian to be appointed to such an important position in the history of the Association, which was established in 1961. Ciopora can boast over 300 members all over the world, representing the 'cream' of crossbreeding and research: approximately forty of them are Italian, mainly from the area around Imperia, Trentino Alto Adige, Lazio, the Latina district, and Sicily. "The protection of intellectual property for new vegetable varieties – said President Mansuino – lies at the basis of innovation and is therefore a crucial aspect for the entire farming industry at a worldwide level, especially as regards ornamental and fruit species and vegetables". He then added: "Today more than ever hybridizers, grafters, producers and traders heavily depend on product innovation, i.e. on a fair, efficient system safeguarding property rights on new vegetable varieties. Factors like the gradual shifting of production towards low-cost labour countries, the reduced impact of administrative and bureaucratic costs, and the improved economic situation increase the need for operators from countries having long-standing farming traditions and high know-how to have available effective tools protecting and promoting their work and the new species".

This morning Liguria's Regional Councillor for Tourism Angelo Berlangieri and the Director of the Agency "In Liguria", Enisio Franzosi, explained **Liguria's decision to take part in "Castelli aperti" (Open Castles)**, a successful initiative conceived by the Piedmont Region which this year will also involve the Lombardy region. Fifteen gardens and villas in Liguria will open up to the large public on 29 May. The detailed list can be found on the website www.turismoliguria.it. During the press conference **Flormed** was also introduced, a project promoted and financed by the European Union as part of the Med Programme to enhance Ligurian and Mediterranean flower production at an international level, in which the Liguria Region will be the Lead Partner. The project, for which more than 2 million Euros have been invested, will last 36 months and will involve public entities, research institutes, flower markets and districts, as well as farming cooperatives from France, Spain, and Greece. The Liguria Region will be represented by Sanremo's Regional Institute for Floriculture and Western Liguria's Flower District.





Tomorrow's events

Here is a schematic list of the events scheduled for tomorrow, Thursday 28 April.

Morning

- 9.00 – 1.30 pm Sala Liguria (Liguria Hall – Fieracongressi) – Conference *“Innovation and Tradition in floriculture for the safeguard of the quality of life”* organised by Giorgio Tesi Group
- 9.00 am – 1.00 pm Sala Riviera (Riviera Hall - Fieracongressi) – Assembly organised by the Liguria Region Council in cooperation with ARPAL
- 9.00 am – 1 pm Flower Theatre (Pav. C) – Workshop for children *“Travelling little seeds”*, organised by Genoa Province Council in cooperation with LABTER Tigullio
- 10.00 am Confagricoltura Stand – Debate *“Donna In..forma” (On form/informed women)* organised by Confagricoltura business women
- 10.30 am Pavilion S, Gallery – Performance for children *“A Mus-e Mandala at Euroflora”*, organised by the association Mus-e Genova Onlus
- 10.30 am – 12.30 pm Banca Carige Stand (Mezzanine Floor, Pav. B) – Round table *“Problems related to flower exports”* by the Italian Tax Law Experts Association
- 11.00 am Press Centre (Pav. C) – Presentation of the Liguria Stand *“Bianchieri creations: the pompom ranunculus”*
- 12.00 noon Press Centre – Bar (Pav. C) – Tasting session organised by the “rice women” - Piedmont's Floriculturists

Afternoon

- 1.00 – 3.00 pm Flower Theatre (Pav. C) – Workshop for children *“Kite constellation”*, organised by Genoa Province Council in cooperation with Associazione Free Vola
- 2.00 – 6.00 pm Sala Riviera (Riviera Hall - Fieracongressi) – Assembly organised by the Liguria Region Council in cooperation with ARPAL
- 2.30 pm Press Centre (Pav. C) – Meeting *“Un quartiere di ville e di giardini: a Sampierdarena con Galeazzo Alessi e Joseph Furttentbach” (A district of villas*





and gardens: a tour of Sampierdarena with Galeazzo Alessi and Joseph Furttentbach), organised by Andrea Leonarid and Fondazione Franzoni Onlus

- 2.30 – 3.30 pm Sala Azzurra (Light Blue Room) Fieracongressi – Genoa City Council's Training Campaign "*Nature does not produce waste*"
- 2.30 pm Stand Giorgio Tesi Group – Topiary Art demonstration, by Romiti & Giusti
- 2.30 pm Confagricoltura Stand – Savona Confagricoltura ordinary assembly
- 3.00 – 5.00 pm Sala Verde (Green Hall – Fieracongressi) – Sunflower Project
- 3.00 pm Flower Theatre (Pav. C) - *Topiary art*, by Romiti & Giusi
- 4.00 pm Confagricoltura Stand – Meetings for buyers and professional operators, with SunenergySOL
- 7.30 pm Confagricoltura Stand – Tasting session – cocktail with appetizers "*In vino Veritas*" organise by Hostaria Pacetti Genova and the Italian Sommeliers Association

Plus, like every day at Euroflora:

9.00 am – 1 pm Pavilion S, Gallery - Genoa Science Festival activities

Throughout the day Birdfeeding stand - Open workshop "*A bird as a friend and the garden of biodiversity*"

Flortec-Florcasa, the Green Market, and the shopping area

Flortec – Florcasa is the area set up on the ground floor of Pavilion C and entirely devoted to amateur gardening equipment and technologies, indoor and outdoor furniture and furnishings, high-quality objects, products and services for life in the open air, and design solutions to enhance the beauty of plants and flowers at home, on terraces and in gardens. All those wishing to take home a "piece" of Euroflora will just have to go to the ***Mercato Verde (Green Market)***, where they will be able to **purchase plants and flowers directly from the producers**. The market features an entirely new layout: a wonderful display of plants and flowers runs along the entire upper floor of pavilion C, reproducing the typical large European flower markets and offering a magnificent colourful





view visible even from the upper gallery, The **Shopping** area (in the gallery of Pavilion C), in turn, offers handicrafts, typical regional specialities and wellness products.

Opening hours and prices

Euroflora will be open to the public **until Sunday 1 May from 8.00 am to 11.00 pm**; ticket counters close at 10.00 pm.

Admissions: € 20.00, after 6.00 pm: € 16.00. Free entrance for children up to the age of 5; concessions (€ 10.00) for children aged between 6 and 14.

Information:

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