

## ORGANIC AS A SUCCESS FACTOR

SANA 2014 at its 26th edition: the main result is evident, a growing interest of buyers and final consumers in organic.

The final statistics and all market researches state that 59% of total consumers are organic oriented, with an increase of 54,5% from 2013 (+ 4,5%) and 53,2% in 2012 (+5,8%).

Only 41% of the consumers have not bought one organic product during the last 12 months whereas in the same period 37% of consumers declares a frequency of at least one a week, 22% a DAILY purchasing of organic products.

SANA is like that: a double opportunity to promote organic, showing to buyers and final consumers our products, but also a privileged observatory of the sector which is important to understand the market figures and trends, meantime a way to interpret the consumers' needs and requests.

SANA represents also – from edition to edition - an opportunity to meet foreign delegates invited by Federbio. To them we dedicate the first two days of the event in order to meet all of them, show and explain our items and our most recent “ products in the news”. At Sana 2014 we had more than 50 contacts with foreign operators, GDO chains, distributors, importers.

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