



CONSUMPTION: THE EXPORT OF SALAMI AND COLD CUTS IS POSITIVE

The demand of our Community partners in Europe proved to be fundamental for this growth. The increases registered in the years 2015 and 2014 in the USA are extraordinary

The category reflects the new purchasing habits adopted by consumers who are increasingly oriented towards products with high service content, which allow buyers to save time. Meat-based processed products are actually at the forefront and match perfectly with the needs of our time, combining a wide range of offer with easy fruition.

The data of sales concerning this category confirm the propensity to consume. They grew by + 6.5% in value and + 9.7% in volume, with a total turnover of 558 million Euros (75 million kilograms) (Nielsen data). Modern distribution (Hypermarkets + Super

+ Self services) drives the sales of this category, affecting 86.3% of turnover, 76.1% of which is concentrated in Hypermarkets + Super. The supermarkets, where 30 million kilograms 'come', with 10.2% increase compared to the previous year, confirm to be the preferred channel for Italians.

According to Assica calculations based on Istat data, the consignments of products of Italian charcuterie showed + 7.6% in volume, for 80,061 tonnes, and + 5.2% in value, for 649.4 million Euros. This result strengthened during those six months, despite the slowdown in world trade. The

demand of our Community partners proved to be fundamental for this growth, while during the second half of the semester the demand from third Countries lost force, held back by the negative rebound in the USA after the extraordinary significant increases recorded in the years 2015 and 2014. During the semester, thanks to the results of the April-June period, imports of salami and cold cuts, too, showed a rebound and increased to 26,763 tonnes (+ 8.2%), for a value of 94.2 million Euros (+ 4.9%). Thanks to this import-export dynamic, the trade balance of this sector recorded an increase by + 5.2%, for 555.1 million Euros.