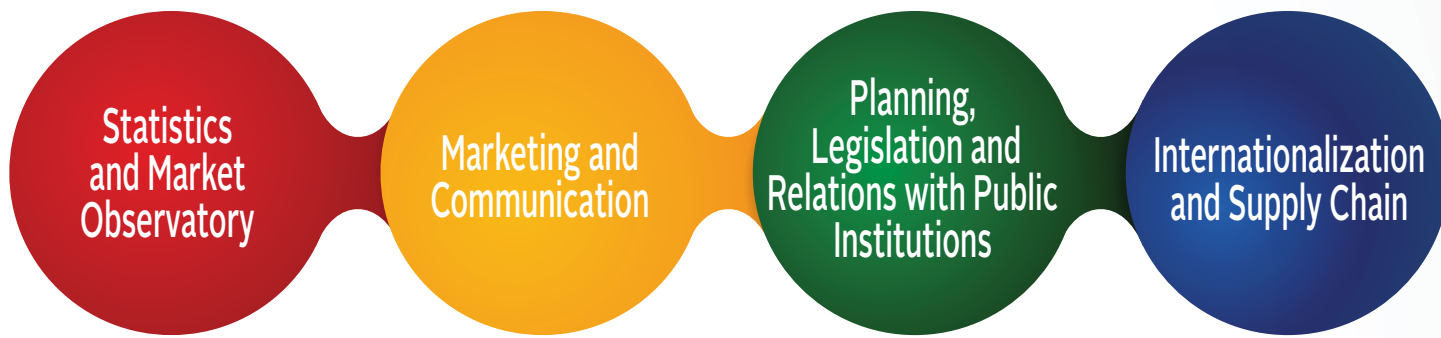


CSO Italy is a group that has been created to develop synergies between operators in the Italian fruit and vegetable supply chain, with the aim of increasing the competitiveness of the entire sector.

Our members have an overall turnover of more than €2 billion.



#### THE 4 AREAS OF INTERVENTION



### csoservizi.com

All figures relating to fruit and vegetables in un a click



#### DATA BANK

- Over 120,000 contacts annually
- An average of 8,400 visits and about 3,100 logins every month
- Around 14,000 document downloads



#### NEWS AREA

- Over 50 press releases published in a year
- Overall readership of more than 1 million persons
- Media, TV, radio and social network campaigns reaching over 800 million consumers around the world



#### CSOITALY ON SOCIAL MEDIA

Follow us on:



[www.facebook.com/CSOservizi](http://www.facebook.com/CSOservizi)



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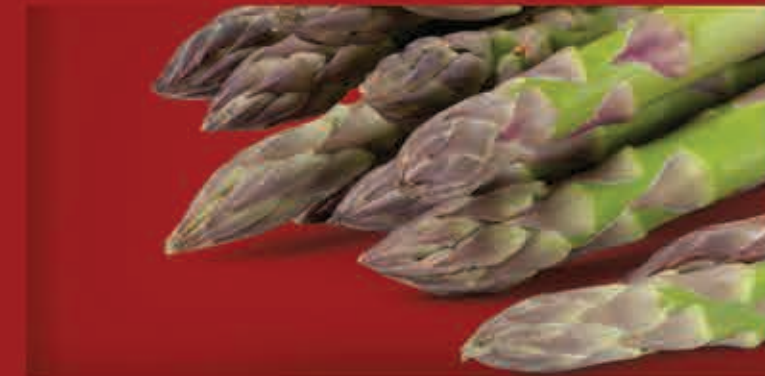


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SERVING  
THE ITALIAN  
FRUIT AND VEGETABLE  
SECTOR



#### ABOUT US

CSO Italy is a unique reality in Italy that represents the leading companies in the fruit and vegetable sector.

Our members are located all over the country and include not only producers, but also represent the technological supply chain with companies specializing in the packaging sector, processing equipment, machinery and logistics.

# Statistics and Market Observatory

## STATISTICS AND MARKET OBSERVATORY

The Statistics and Market Observatory department has the task of monitoring productions and market trends, and carrying out sector studies to provide operators with indispensable information for the careful management and planning of supply and the implementation of sales strategies on domestic and foreign markets.

- Land use registries for CSO Italy members and updates on areas planted with fruit trees and strawberries: short-term supply forecasts.
- Production forecasts and final harvest figures: kiwifruit, apples, pears, apricots, peaches, nectarines.
- Monitoring of stocks: apples, pears, kiwifruit.
- Weekly monitoring of harvests: strawberries, peaches, nectarines, asparagus.
- Weekly foreign market trends: pears, kiwifruit, plums, peaches, nectarines.
- Imports and exports.
- Retail fruit and vegetables purchases in Italy.
- Comparisons of production and conditioning costs.
- International relations: EUROPECH, PROGNOFRUIT, EURO ASPER, AREFLH, IKO – International Kiwifruit Organization, FRESHFEL

# Marketing and Communication

## MARKETING AND COMMUNICATION

The Marketing and Communication department develops communication and promotion activities in Italy and abroad, supporting the consumption of fruit and vegetables. CSO Italy is the only organization in Italy that can boast so many years of experience in the promotion of quality fruit and vegetable produce thanks to the implementation of initiatives targeting Italian and foreign consumers.

- Press office and communication activities
- Promotion of typical products with PGI status
- Our communication and promotion activities:
- Communication and promotion campaigns to foster the consumption of fruit and vegetables in Italy and Europe
- Trade fairs and events: "Turn-key" organization of Italian and international events and collective participation in trade fairs worldwide.

# Planning, Legislation and Relations with Public Institutions

## PLANNING, LEGISLATION AND RELATIONS WITH PUBLIC INSTITUTIONS

Managing and providing information and external reports to facilitate internationalization. The focus of the Legislative Observatory consists in updating, in real time, all developments in international regulations that have direct effects on member activities. It also plays an active role in the area of active substances and permitted maximum residue levels in phytosanitary products. On an international level, it is actively committed to opening up new markets, by working for the removal of sanitary and phytosanitary barriers (SPS) that effectively prevent the export of Italian products to the markets of some other countries.

- Monitoring of Italian, European and international regulations on fruit and vegetables.
- Updates on production techniques with low-environmental impact, integrated pest management systems and organic production.
- Identification of opportunities for development, activities and international projects (Business Development)
- Phytosanitary area.
- Information on international and European standards on the marketing of fruit and vegetable products.
- Opening of new markets: support activities for member companies for the removal of sanitary and phytosanitary barriers (SPS).
- Food safety and traceability measures.
- CSO ITALY IS A NATIONAL WORK GROUP **GLOBALG.A.P.** The Global Partnership for Good Agricultural Practice

# Internationalization and Supply Chain

## INTERNATIONALIZATION AND SUPPLY CHAIN

The activities of internationalization and the development of new markets are key elements to promote the competitiveness of member companies. CSO Italy is now a unique benchmark in the world for entering into contact with leading Italian companies in the sectors of production, services, technology, logistics, packing and packaging.

Production ▶ Technology ▶ Packaging ▶ Logistics ▶ Services

Our main internationalization initiatives:

- Organization and presence at trade fairs and other events throughout the world.
- Organization of top-level conferences and B2B meetings in target countries.
- Organization of trade missions abroad.
- International promotion of the collective ITALY brand.
- Mapping of the world fruit and vegetable sector.

We are present at:

Our Statistics and Market Observatory services include:

