



# Italy

Target market report for the  
export of GB seed potatoes

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# 1. GENERAL INFORMATION ON ITALY

## 1.1 Geographical features



Area: 301,278sq km. Mainland Italy is a long and mostly mountainous peninsula, extending South East from the Alps to the Adriatic and separating the Tyrrhenian and Adriatic Seas. Italy includes the large islands of Sicily to the South West and Sardinia to the west. There are two independent states within peninsular Italy: the Vatican City in Rome, and the Republic of San Marino.

The Alps form the northern boundary with France, Switzerland, Austria and Slovenia. The Apennines are the backbone of the peninsula, running from the Maritime Alps in the north-west and forming a broad irregular mountain system with generally narrow coastal plains on both sides. Within the curve formed between the Alps and the Apennines lies a fertile plain consisting mainly of the River Po basin. The majority of the rivers south of the Po basin are short and unsuitable for navigation, the most important being the Arno and the Tiber.

Italy is subject to earthquakes, which are generally minor, and usually in the centre or the south of the country. There are three active volcanoes: Etna in Sicily, Vesuvius near Naples and Stromboli on a small island off the coast of Sicily.

## 1.2 Population

The population in Italy was 58.7 million at the end of 2005. Italy is one of the most urbanised European countries after the UK, Germany and Belgium with heavy concentrations within and outside the main cities in the Po Valley, Veneto, Campania and Valdarno plains. There are still some parts of Italy that are under-populated. The drift of people from rural areas to the industrial centres and towns continues.

## 1.3 Principal commercial centres and towns

Italy: Major Centres of Population City Population (Mn)

Rome	2.5 m
Milan	1.3 m
Naples	1.0m
Turin	0.9m
Palermo	0.7m
Genoa	0.6m

Most of the industrial regions are in the north, Lombardy (of which Milan is the principal city) having 20% of the Italian population and over 40% of its working population in manufacturing industry, and being responsible for 30% of Italy's exports. Both Piedmont in the north-west and Veneto in the north-east have similar working populations.

## 1.4 Climate

Climatic conditions vary considerably, due partly to the distance between Italy's northern and southern extremities and partly to the mountain ranges where peaks rise to 4,800m. The Riviera coast in the north-west is famed for its mild winters, but the Po Valley has a continental climate with cold winters and hot summers. Temperatures range from about -10 C in the north during the winter to 40 C in the south during the summer. Rainfall is moderate in the north and centre. Dense fog is characteristic of the Po Valley during autumn and winter.

## 2. MARKET INFORMATION ON POTATOES

- After tomatoes, potatoes in Italy comprise the most important crop with 2.3 million tons.
- The land usage for potato cultivation has decreased from 90,000 hectares in 1990 to 70,000 hectares in 2005.
- Potatoes are cultivated in all the regions even if there are some Italian regions where the cultivation is much more important. In just three regions – Campania, Emilia Romagna and Sicilia – is concentrated nearly half of the national cultivated land.

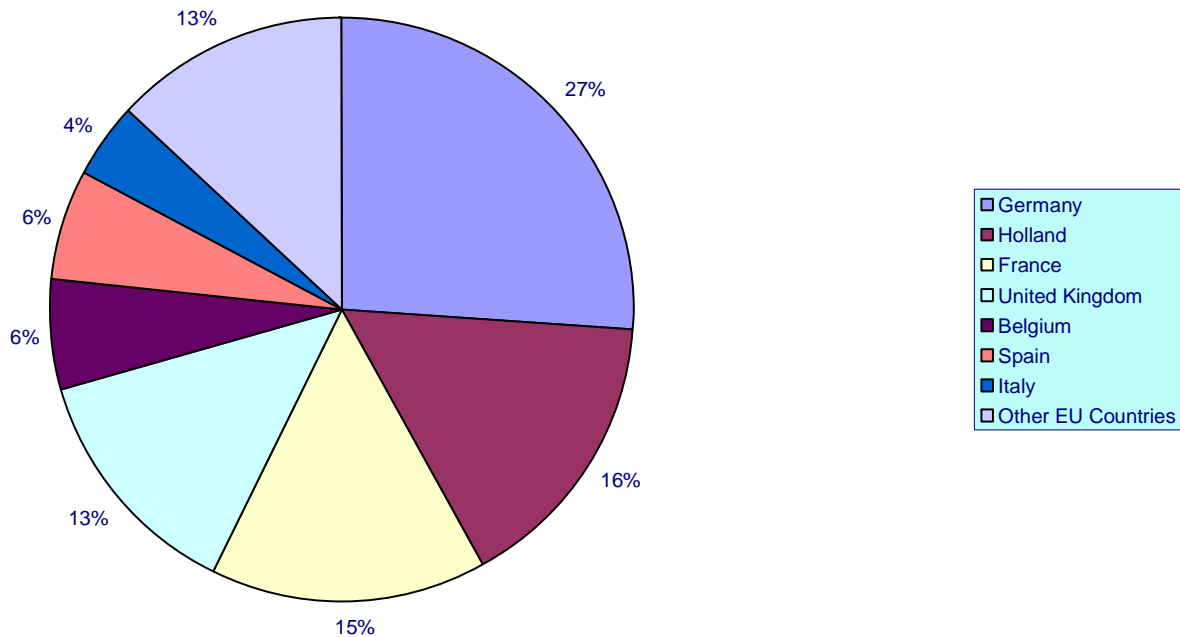
<b>2005 Italian Production : Classification by region</b>			
1	<b>CAMPANIA</b>	346,348	<b>19,8%</b>
2	<b>EMILIA ROMAGNA</b>	242,258	<b>13,8%</b>
3	<b>SICILIA</b>	204,419	<b>11,7%</b>
4	<b>ABRUZZO</b>	165,459	<b>9,4%</b>
5	<b>CALABRIA</b>	161,286	<b>9,2%</b>
6	<b>VENETO</b>	133,979	<b>7,6%</b>
7	<b>PUGLIA</b>	101,606	<b>5,8%</b>
8	<b>LAZIO</b>	76,483	<b>4,4%</b>
9	<b>PIEMONTE</b>	52,267	<b>3,0%</b>
10	<b>SARDEGNA</b>	50,773	<b>2,9%</b>
11	<b>TOSCANA</b>	49,966	<b>2,8%</b>
12	<b>LOMBARDIA</b>	48,265	<b>2,8%</b>
13	<b>MARCHE</b>	42,359	<b>2,4%</b>
14	<b>TRENTINO A.A</b>	21,436	<b>1,2%</b>
15	<b>FRIULI V.G.</b>	18,825	<b>1,1%</b>
16	<b>MOLISE</b>	16,340	<b>0,9%</b>
17	<b>LIGURIA</b>	12,574	<b>0,7%</b>
18	<b>UMBRIA</b>	8,640	<b>0,5%</b>
19	<b>VALLE D'AOSTA</b>	240	<b>0,0%</b>
	<b>TOTAL Tons</b>	<b>1,753,525</b>	<b>100%</b>

## 2.1 Italian Production of Potatoes

- In Europe the total production of potatoes is around 43 million tons per year. Germany is the leader in this production followed by Holland. Italy is at the seventh place with 1,809 million tons.

European Country	Production	Percentage
Germany	11,335	27.00%
Holland	6,887	16.00%
France	6,673	15.00%
United Kingdom	5,833	13.00%
Belgium	2,700	6.00%
Spain	2,582	5.90%
Italy	1,809	4.00%
Other EU Countries	5,722	13.10%
Total EU	43,541	100%

European Potato Production



## 2.2 Potato Varieties

A difference between the Italian and the British market which has emerged during the course of this research, is that the Italian end users do not recognise potatoes from their varieties but according to the colour of the skin:

- Red skin
- Yellow skin (further divided into white and yellow flesh)

The major species have been shown in bold.

Varieties	Variety Rights	Maturity	Colour of skin	Flesh colour	Use
<b>Adora</b>	<b>1988</b>	<b>First Early</b>	<b>Yellow</b>	<b>Light-yellow, buff</b>	<b>Table</b>
Agria	1985	Second Early	Yellow	Yellow	Table. Processing. French fries
Aida	1989	Medium late, maincrop	White	Light-yellow, buff	Table
Ajiba		Second Early	Light-yellow, buff	Light-yellow-white	
Alba	1993				
Allerfruheste Gelbe	1992	Second Early	White	Ochre	Table
<b>Almera</b>					
Alpha	1925	Late	Light-yellow, buff	Light-yellow, buff	Table
Amadeus	1993				
Amorosa					
Angela					
<b>Annabelle</b>					
Aphrodite	1990	First Early	Yellow	Light-yellow, buff	
Aranka		Second Early	White	Light-yellow, buff	
<b>Arinda</b>	<b>1993</b>	<b>Second Early</b>	<b>Yellow</b>	<b>Light-yellow, buff</b>	<b>Table</b>
Arselle					
Asterix	1991	Medium late, maincrop	Red	Light-yellow, buff	Table
Balder	1985	First Early	Yellow	Yellow	
Baraka	1971	Late	Light-yellow, buff	Light-yellow, buff	Table. Processing. French fries
Bartina	1984	Medium late, maincrop	Red	Yellow	Table
Bea	1954	Early	Yellow	Light-yellow, buff	Table
Bedalin					
Berber	1984	First Early	Yellow	Light-yellow, buff	Table

Bintje	1910	Second Early	Yellow	Light-yellow, buff	Table. Processing. French fries. Crisps
Bright	1988	Second Early	Yellow	Light-yellow-white	Table
Caesar					
<b>Cantate</b>		<b>Second Early</b>	<b>White</b>	<b>Yellow</b>	
Carlita	1991	First Early	Yellow	Light-yellow, buff	Table
CasaNova		Second Early	Yellow	Yellow	Table
Cegro					
Celeste		Second Early	Yellow	White	Table
Centurion					
<b>Cicero</b>	<b>1996</b>	<b>Second Early</b>	<b>Light-yellow, buff</b>	<b>Light-yellow, buff</b>	<b>Table</b>
Cleopatra	1976	First Early	Red	Light-yellow, buff	Table
Colmo	1972	Early	Light-yellow, buff	Light-yellow, buff	Table
Columbus		Second Early	Yellow	Light-yellow, buff	
Concurrent	1984	Early	Yellow	Light-yellow, buff	Table
Cosmos	1994	Medium late, maincrop	Yellow	Light-yellow, buff	Table
Da Vinci					
Dali	1994	Second Early	Yellow	Yellow	Table
<b>Desiree</b>	<b>1962</b>	<b>Medium late, maincrop</b>	<b>Red</b>	<b>Light-yellow, buff</b>	<b>Table</b>
Desital	1989				
Ditta	1987	Second Early	Deep-yellow	Light-yellow, buff	Table
Divina	1994	Second Early	White with pink eyes	Light-yellow, buff	Table
Docent					
Donald	1996	Early	Yellow	Light-yellow, buff	Table. Processing. French fries
Draga (NL)	1944	Medium late, maincrop	Yellow	Light-yellow, buff	Processing
Early	1993	Early			
Edzina	1974	Early	Light-yellow, buff	Light-yellow, buff	Table
El Paso	2004	Late	Yellow	Light-yellow, buff	Table
Elvira	1980	Second Early	White	Yellow	Table
Emeraude	1996	Second Early	Yellow	Yellow	Table
Emilia	1998	Second Early	Yellow	Yellow	Table



Empire	1989				Table. Processing. French fries
Erntestolz	1975	Second Early	Yellow	Light-yellow, buff	Table
Escort	1982	Second Early	Light-yellow, buff	Light-yellow, buff	Table
Etoile du Nord	1990				
Fabula	1996	Second Early	Light-yellow-white	Light-yellow, buff	Table
Fambo	1986	Early	Yellow	Light-yellow, buff	Table. Processing. Crisps
Favorita	1973	Early	Yellow	Light-yellow, buff	Table
Felsina	1990	Second Early	Yellow	Light-yellow, buff	Table. Processing. French fries
Filea	1993	Second Early	Yellow	Yellow	Table
Finka					
Fox	1981	Early	Yellow	Light-yellow, buff	
Frisia	1985	Early	Light-yellow, buff	Light-yellow-white	Table
Gina	1987	First Early	Light-ochre	Yellow	Table. Processing. French fries. Crisps
Globe					
Goldstar	1969	Second Early	Yellow	Light-yellow-white	Table
<b>Hermes</b>	<b>1972</b>	<b>Second Early</b>	<b>Yellow</b>	<b>Yellow</b>	<b>Table. Processing. Dried products. Starch. Crisps</b>
<b>Imola</b>	<b>1996</b>				
Imperia	1915	Second Early	Yellow	Light-yellow-white	
<b>Innovator</b>					
Jaerla		Early	Light-yellow, buff	Light-yellow-white	Table
<b>Kennebec</b>	<b>1948</b>	<b>Second Early</b>	<b>Light-yellow, buff</b>	<b>White</b>	<b>Table. Processing. French fries. Crisps</b>
<b>Kudora</b>					
<b>Lady Rosetta</b>					
Latona	1994	Early	Yellow	Light-yellow, buff	Table. Processing
Laura					
<b>Liseta</b>	<b>1987</b>	<b>Early</b>	<b>Light-yellow, buff</b>	<b>Light-yellow-white</b>	<b>Table</b>
Lutetia	1985	Early	Yellow	Yellow	Table

Majestic	1911	Medium late, maincrop	White	White	Table
Manna	1974	Early	Light-yellow, buff	Light-yellow, buff	Table
<b>Marabel</b>	<b>1993</b>	<b>Early</b>	<b>Yellow</b>	<b>Yellow</b>	<b>Table</b>
Marco Polo		Second Early	Yellow	White	Table
Marfona	1977	Second Early	Yellow	Light-yellow, buff	Table
Marijke	1967	Medium late, maincrop	Yellow	Light-yellow, buff	Table
Maritiema		Second Early	Yellow	Light-yellow, buff	Table. Processing
Matador	2004	Second Early	Yellow	Light-yellow, buff	Table
Merit	1993				
Minerva	1984	First Early	Light-yellow, buff	Light-yellow, buff	Table
Mirakel	1992	Second Early	Yellow	Light-yellow, buff	Table
Monalisa	1979	Early	Light-yellow, buff	Light-yellow, buff	Table
<b>Mondial</b>	<b>1987</b>	<b>Medium late, maincrop</b>	<b>Yellow</b>	<b>Light-yellow, buff</b>	<b>Table</b>
Morene	1980	Medium late, maincrop	Light-yellow, buff	Light-yellow- white	Table. Processing. French fries. Crisps
<b>Nicola</b>	<b>1973</b>	<b>Second Early</b>	<b>Yellow</b>	<b>Yellow</b>	<b>Table</b>
Nikita	1999	Early	Yellow	Yellow	Table. Processing
Novita	1991	Second Early	Yellow	Yellow	Table
Obelix	1988	Second Early	Yellow	Light-yellow, buff	Table
Oceania	1998	Medium late, maincrop	Yellow	Yellow	
Origo	1987	Early	Yellow	Yellow	Table
Ottena		Second Early	Yellow	Light-yellow, buff	
Ovatio	1993	Medium late, maincrop	Yellow	Light-yellow, buff	Table
Picasso	1992	Medium late, maincrop	Yellow	Light-yellow, buff	Table
Platina	1994	Second Early	Light-yellow- white	Light-yellow, buff	Table
Presto					
Prima	1969	First Early	Yellow	Light-yellow, buff	Table
<b>Primura</b>	<b>1963</b>	<b>First Early</b>	<b>Yellow</b>	<b>Light-yellow, buff</b>	<b>Table</b>

Prolog	1993	Second Early	Yellow	White	
Radar					
Raja	1994	Second Early	Red	Yellow	
Red Duke of York	1942	First Early	Yellow	Yellow	Table
Remarka	1991	Medium late, maincrop	Light-yellow, buff	Light-yellow, buff	Table
Riviera					
Robinta	1992		Light-red, pink	White	
Roda					
Rodeo					
Romina	1989	Early	Yellow	Yellow	Table. Processing. French fries. Crisps
Romula	2002	Second Early	Yellow	Light-yellow, buff	Table. Processing. Dried products. Crisps
Royal Blue		Second Early	Ochre	White	Table
Santana	1992	Second Early	Yellow	Light-yellow-white	Table. Processing. French fries
Saskia	1947	First Early	Light-ochre	Light-yellow, buff	Table
Secura	1985	Second Early	Yellow	Yellow	Table
Sensation					
Serenade					
Sibylla	1996				
Sieglinde	1935	Early	Yellow	Yellow	Table
Sigma	1977	Second Early	Light-ochre	Yellow	Table
<b>Sinora</b>					
<b>Sirco</b>					
Sirtema	1951	First Early	Light-yellow, buff	Light-yellow, buff	Table
<b>Spunta</b>	<b>1969</b>	<b>Second Early</b>	<b>Light-yellow, buff</b>	<b>Light-yellow, buff</b>	<b>Table</b>
Symfonia	1994	Medium late, maincrop	Red	Light-yellow, buff	Table
Tango					
<b>Teodora</b>	<b>1996</b>				
Tigra	1998	Second Early	Light-yellow, buff	Light-yellow, buff	Table
<b>Timate</b>	<b>1984</b>	<b>Second Early</b>	<b>Yellow</b>	<b>Light-yellow, buff</b>	<b>Table. Processing. French fries</b>
<b>Tonda di Berlino</b>					
Ukama	1976	First Early	Yellow	Light-yellow, buff	Table

Van Gogh	1987	Medium late, maincrop	Yellow	Yellow	Table, Processing, French fries, crisps
Velox	1994	First Early	Yellow	Light-yellow, buff	Table, Processing, French fries
Victoria (NL)	1999	Second Early	Yellow	Yellow	Table, Processing, French fries
<b>Virgo</b>	<b>2004</b>	<b>Second Early</b>	<b>Yellow</b>	<b>White</b>	<b>Table</b>
Vital	1995	Medium late, maincrop	Yellow	Yellow	Table
<b>Vivaldi</b>	<b>1998</b>	<b>Medium late, maincrop</b>	<b>Yellow</b>	<b>Yellow</b>	<b>Table</b>
Windsor	1996	Second Early	Light-yellow, buff	Light-yellow, buff	Table
Yesmina	1985	Medium late, maincrop	Yellow	Yellow	Table
Yvonne	1990	Early		Light-yellow, buff	Table

## 2.3 Consumption

- In Italy the consumption of potatoes in 2005 was of 40Kg per head, 90% of which fresh products and 10% frozen.
- 85% of the Italian consumption is of yellow flesh potatoes and middle calibre 35/65mm while in the UK some other calibres are consumed (smaller or bigger).

## 2.4 Legislation

- As far as legislation is concerned also Italy follows the European "Rucip", (Rules & Practices of the Inter-European Trade in Potatoes).  
The first European rules were established as early as 1956. Through the efforts of the European Union for the Wholesale Trade in Potatoes - now Europatat - professional practices were defined and a simple and efficient procedure for expert assessments and arbitration, known ever since by the acronym Rucip, was set up.

The three professional organisations:

- **EUROPATAT**  
8, rue de Spa, B-1000 BRUSSELS
- **INTERCOOP EUROPE**  
Postfach, 480 CH-8302 KLOTEN
- **UEITP**  
8, rue de Spa, B-1000 BRUSSELS

who make up the Rucip European Committee recommend all their members to use the current Rules and Practices and the Rules governing expert assessments and arbitration for their national and European transactions. The code name of these rules and practices - under which they have been tried and tested - remains RUCIP. National RUCIP secretariats are located in France, Belgium, the Netherlands, Denmark, Ireland, Spain, Italy, Luxembourg, Germany, Austria and the Czech Republic. A useful Website at this regard is: [www.europatat.org](http://www.europatat.org)

- **ENSE** is the Italian government body that certifies all seeds including seed potatoes (see details at point 8 "Other Useful Contacts").  
Quality classifications are different in Italy and in the UK.  
In Italy quality seed have two classification according to the percentage of viruses found:
  - E or Basis (Elite). Very expensive seed as it contains only up to 1% of viruses. Used to generate seed potatoes
  - A or Certified maximum 3% of viruses. Used to generate potatoes for consumption

These classifications are followed also by Holland. The difference between the British and Italian grading systems can cause confusion. Buyers usually prefer to use the same supplier for trust reasons and a consolidated variety already experimented.

### 3. Market information on Seed Potatoes

#### 3.1 Italian Production

- The production of seed potatoes in Italy is very limited.  
From the research it emerges that Italy does not produce seed potatoes due to a strong virus that ruined the whole production some years ago and weakened the quality of the seed.  
The few seed potatoes produced in Italy are of low quality, however recently consortia and associations have been doing some trials to spread the cultivation and improve the quality of the seed. For example there are small production areas in Trentino Alto Adige, near Bolzano (Hermes quality) and in Calabria.
- Critical Factors of the cultivation in Italy are:
  - a huge number of small farmers
  - wide range of varieties
  - limited market segmentation

### 3.2 Italy: Import of Seed Potatoes

YEAR	2003	2004	2005
Value in €	26,047,505	30,704,760	21,960,880
Quantity in kg.	91,327,651	94,664,018	82,110,130

The need for seed potatoes in Italy is mainly covered through import.

The largest source of supply is Holland that covers over 85-90% of the market. Dutch producers are the world leaders and include some key players such as HZPC and AGRICO.

The cost of 100 kg of potato seed (28/35 mm calibre) from Holland is around €100,00. This price is not particularly competitive but the quality of the product is very high. Moreover the majority of varieties offered are suitable for the soils of different Italian regions.

Seed potatoes with different origins such as "Germicopa" from France are of inferior quality.

Another good source of supply is Scotland, which is considered by Italian operators to be a producer of high quality seed potatoes.

One of the reasons why Holland is the Italian major supplier is of geographical and logistical origin: the proximity of the two countries allows quick and cheaper transport; on the contrary for products coming from Scotland, logistic issues and problems linked to transport have been raised. Seed potatoes coming from Scotland require long transportation times at controlled temperature, as seed potatoes are imported from end of October until the beginning of April. Thus the cost of transport bears too heavily upon the final cost. Moreover a number of varieties of seed potatoes from GB are not suitable for Italian soil.

There are also the new EU countries that are now trying to sell their seed potatoes to Italy but Italy is a very conservative market and somewhat wary of new suppliers.

### 3.3 Variety of Seed Potatoes

Seed potatoes are classified according to variety, production zone and calibre: large, medium or small. The smaller the calibre, the more expensive the potato. Usually the medium calibre (28/35 mm) is used in Italy as this allows farmers to seed potatoes direct without cutting them. The calibres used in the UK are normally much smaller or bigger.

- Some varieties of seed potatoes are "free" and this means that anyone could import them, some others are introduced on the Italian market through a single importer who owns the exclusivity on the market. Romagnoli is one of the few, if not the only one, that holds exclusivity for some species of seed potatoes.
- Seed potatoes are imported into Italy by importers that distribute them to Associations and consortia.

- Only 4/5 big importers that cover the whole of Italy.
  - Citterio
  - Romagnoli
  - Pizzoli
  - Provisiero

The first three cover the North and Centre down to Naples. Naples and the South is covered by the fourth.
- There is then a number of small distributors with regional coverage.
- Many distributors such as Marmocchi Angiolino ([www.marmocchi.com](http://www.marmocchi.com)) or Orsini Ercole ([www.orsiniercole.it](http://www.orsiniercole.it)) even if they distribute seed potatoes covering many regions, do not import direct and buy the imported seed potatoes from the importers, for example Romagnoli.
- Importers that cover Italy tend not to cover the South for logistic and cost reasons. Italy is a very long country and it becomes expensive to import seed potatoes from the North and transport them to the South. Moreover seed potatoes are very delicate and need particular attention during transport not to suffer from temperature shock (freezing in winter). We have also been told that the South of Italy hardly has the necessary means for this transport.
- Potato farmers and consortia are gathered in associations. All associations are grouped into two main unions: Unapa and Italpatate (listed at point 6).

## 4 LEADING NATIONAL UNIONS OF POTATO FARMERS

### 4.1 UNAPA

#### 1. UNAPA

*Unione Nazionale tra Associazioni di Produttori di Patate*

Via Ticino 14

00198 Roma RM

Tel. 0039 06 8841568

Fax 0039 06 8841581

[www.unapa.it](http://www.unapa.it)

[unapa@tiscali.it](mailto:unapa@tiscali.it)

**Contact: Dr. Bosca Fausto**

*National Union of Associations of Potato producers.*

*Established in 1987 is formed by 9 associations covering the main cultivation area in the following regions:*

- Lombardy
- Veneto
- Piedmont
- Friuli Venezia Giulia
- Emilia Romagna
- Abruzzo
- Lazio
- Campagna
- Puglia
- Calabria

## UNAPA MEMBERS:

- 2. AL.PRO.PAT**  
**Associazione Lombarda Produttori di Patate**  
Via Boncompagni 96/2  
20139 Milano MI  
Tel. 0039 02 56814439  
Fax 0039 02 56815388  
[Alpropat@alpropat.it](mailto:Alpropat@alpropat.it)  
[www.alpropat.it](http://www.alpropat.it)  
**Contact: Mrs Sigala, Secretary**

*Association of Potato Producers in Lombardy  
Founded in 1989.  
516 associates and 4 co-operatives belong to this association. Produce 9,800 tons per year.  
They do not produce seed potatoes but import them from Scotland through two importers:  
- Quality Seeds  
- Manarini  
Their members can buy from the association or from one consortium suggested by Alpropat.*
- 3. AMPP**  
**Associazione Marsicana Produttori Patate**  
Localita' Abazia  
67059 S. Benedetto dei Marsi AQ  
Tel. 0039 0863 898673  
Fax 0039 0863 867683  
[Op@covalpabruzzo.it](mailto:Op@covalpabruzzo.it)  
**Contact: Giovanni Perrone**

*Association of Potato producers of Abruzzo.  
Established in 1985 is an association of 350 manufacturers and 13 co-operatives.*
- 4. APPA**  
**Associazione Produttori Patate Veneto**  
Via Locatelli 1  
37100 Verona VR  
Tel. 0039 045 8006940  
Fax 0039 045 8005487  
[Appa@libero.it](mailto:Appa@libero.it)  
**Contact: Tiziano Gandellini, Vice President**

*Association Potato Producers of Veneto.  
Established in 1985 comprises 1415 farmers and 23 co-operatives.*
- 5. APPAL**  
**Associazione Produttori Patate Lazio**  
Via Matteotti 73  
01100 Viterbo  
Tel. 0039 0761 324256  
Fax 0039 0761 324256  
[Appal@net4free.it](mailto:Appal@net4free.it)  
**Contact: Augusto Verrucci, Vice-president**

*Association Potato producers of Lazio  
Established in 1989 has 1500 members gathered into two Co-operatives.  
Average production is 25,000 tons of which 24,000 for the fresh market and 1,000 for the industry.*



6. **ASPROPAT PIEMONTE**  
**Associazioni Producttori Patate Piemonte**  
Via Berri 4  
15053 Castelnuovo Scrivia AL  
Tel. 0039 0131 825161  
Fax. 0039 0131 823151  
Aspropat@idp.it  
**Contact: Andrea Piccaluga**
- Association Potato producers of Piedmont  
Established in 1985 they cover Piedmont and Lombard region.  
They control a business of 5,000 ton of potatoes for industry.*
7. **ASSONAPA**  
**Associaizone Napoletana Pataticoltori**  
Via Napoli 6  
80034 Marigliano NA  
Tel. 0039 081 8856156  
Fax. 0039 081 8410142  
Assonapa@agrinapoli.org  
**Contact: Antonio Vacchiano, Vice-President**
- Associations of Potato Producers of Naples.  
Established in 1992.  
They have 500 members and 3 co-operatives.  
Average production is 20,000 tons.*
8. **ASSOPA**  
**Associazione Interprovinciale tra Producttori di Patate**  
Via Bassa dei Sassi 1/2  
40138 Bologna BO  
Tel. 0039 051 535967  
Fax 0039 051 534701  
Assopa@iol.it  
**Contact: Romano Bertuzzi, Vice-President**
- Associations among Provinces of Potato Producers.  
Established in 1979.  
They have 1,520 members and 12 co-operatives.*
9. **APP- BARI**  
**Associazione Produttori di Patate provincia di Bari**  
Via Signorile 44  
70100 Bari BA  
Tel. 0039 080 5543670  
Fax 0039 080 5543671
- Associations of Potato Producers in the province of Bari.  
393 members*
10. **APP- LA SILA**  
**Associazione Produttori di Patate "La Sila"**  
C.da Percaccainte snc  
87052 Celico CS  
Tel./Fax 0039 0984 992879
- Associations of Potato Producers in Calabria.  
Established in 1984  
Average production is 20,500 tons of which **2,000 seed potatoes.***

## 4.2 ITALPATATE

### 11. ITALPATATE

*Unione Italiana Associazione Producttori Patate*

Via Fabio Massimo 72

00192 Roma RM

Tel. 0039 06 3211757

Fax 0039 06 3612892

[www.italpatate.it](http://www.italpatate.it)

[segreteria@italpatate.it](mailto:segreteria@italpatate.it)

*Italian Union of Potato producers.*

*This Union comprises 10 associations to which 3,512 farmers belong and which operate in the following regions;*

- Campania
- Calabria
- Lazio
- Abruzzo
- Sicilia
- Molise
- Sardegna
- Emilia Romagna

## ITALPATATE MEMBERS

### 12. AAPP

**Associazione Agro Produttori d Patate**

Via L. da Vinci

Scafati SA

Tel. 0039 081 8503214

Fax 0039 081 8506324

[Appat@libero.it](mailto:Appat@libero.it)

*Associations of Potato Producers.*

*Established in 1987.*

*Comprises 48 independent producers and 278 belonging to co-operatives.*

*Production in 2000 was of 13,700 tons.*

### 13. APAM

**Associazione Pataticoltori Molisani**

C.da Bosco F.Ile Biferno Km 69

86035 Larino CB

Tel./Fax 0039 0874 820110

[Agrisviluppo2000@tiscali.it](mailto:Agrisviluppo2000@tiscali.it)

*Associations of Potato Producers of Molise.*

*Established in 1995 comprises 356 members and 5 co-operatives.*

*4,000 tons production.*

### 14. APPE

**Associazione Produttori di Patate**

**Emiliano Romagnoli**

Via Cadriano, 36

40127 Bologna BO

Tel. 0039 051 6389977

Fax 0039 051 6380945

[Appebo@tin.it](mailto:Appebo@tin.it)

[www.appe.it](http://www.appe.it)

*Associations of Potato Producers of Emilia Romagna.*

*Established in 1979.*

*613 farmers and 10 co-operatives.*

*76,300 tons of production.*

- 15. ARPAS**  
**Associazione Produttori di Patate della Sardegna**  
 Via L.A. Marmora, 126  
 08100 Nuoro NU  
 Tel. 0039 078435963  
 Fax 0039 0784 254113
- Associations of Potato Producers of Sardinia.  
 Established in 1998.*
- 16. A.P.P. CENTRITALIA**  
 Via Orologio Vecchio, 50  
 01100 Viterbo VT  
 Tel./Fax 0039 0763 727119
- Associations of Potato Producers of Centre Italy.  
 Established 1988.  
 414 members and 2 co-operatives.*
- 17. FUCENTINA**  
**Associazione Produttori di Patate Fuentina**  
 Via Fosso di Villa  
 67059 Trasacco AQ  
 Tel. 0039 0863 936511  
 Fax 0039 0863 931157
- Associations of Potato Producers of Fucino area.  
 776 members.  
 20,000 tons annual production*
- 18. REGINA**  
**Associazione Produttori di Patate**  
 Via Cancelli, 364  
 81024 Maddaloni CS  
 Tel. 0039 0823 200281  
 Fax 0039 0823 200277
- Associations of Potato Producers  
 300 members  
 20,000 tons annual production 70%  
 of which for industrial use*
- 19. SILANPATATE**  
**Associazione Produttori di Patate della Sila**  
 Via Tocci, 4  
 87100 Cosenza CS  
 Tel. 0039 0984 75842  
 Fax 0039 984 72320
- Associations of Potato Producers of Sila (Calabria).  
 Established in 1980.  
 330 members and 7 co-operatives.*
- 20. APC**  
**Associazione Produttori di Patate Campani**  
 Via Vico Carradori, 6  
 80030 Cimitile NA  
 Tel. 0039 081 8231040  
 Fax 0039 081 5126125
- Associations of Potato Producers of Campania.  
 Established in 1998.  
 350 farmers  
 15,000 tons of production*

**21. COSORZIO PATATA TIPICA DI SIRACUSA**

Via Sofocle, 4  
96100 Siracusa SR  
Tel. 0039 0931 462154  
Fax 0039 0931 61062

*Potato Consortium of Siracusa*

**5. SEED POTATO IMPORTERS**

<p><b>22.</b></p>	<p><b>QUALITY SEEDS Srl</b> Via Roma 24 40061 Minerbio BO Tel. 0039 051 878522 Fax 0039 051 6610404 <a href="mailto:Info@qualityseeds.com">Info@qualityseeds.com</a> <a href="http://www.qualityseeds.com">www.qualityseeds.com</a> <b>Contact: Mr Collina</b></p>	<p><i>Established in 1997 to supply demand by Consortia, Co-operatives, National Unions and Associations to have a modern and dynamic structure that import seed potato, certify the quality and develop Italian seed potato production.</i> <i>They select the best potatoes to be cultivated and propose them to their customers.</i></p>
<p><b>23.</b></p>	<p><b>MENARINI &amp; C. Srl</b> Via San Dopnato 79/2 40057 Granarolo dell'Emilia BO Tel. 0039 051 6056883 Fax 0039 051 6056640 <a href="http://www.menariniimportexport.it">www.menariniimportexport.it</a> <b>Contact: Mr Cantelmi</b></p>	<p><i>Import from Holland, Germany and Scotland. They have a sole distribution agreement with a German company.</i> <i>Import in percentage:</i> <i>48% Holland</i> <i>37% Germany</i> <i>15% Scotland</i></p>
<p><b>24.</b></p>	<p><b>G.M. SOTTOTETTI MICHELE SAS</b> Via Garibaldi 2 15053 Castelnuovo Scriveria AL Tel. 0039 0131 854510 Fax 0039 0131 854515 <a href="mailto:Info@gmsottotetti.it">Info@gmsottotetti.it</a> <b>Contact: Mr Michele Sottetti</b></p>	<p><i>Importers of seed potatoes from different countries, mainly from Holland but also from France, Scotland, Denmark and Belgium.</i> <i>They distribute seed potatoes to associations and consortia. Cover the North of Italy.</i> <b>Available to evaluate new suppliers as they think there is still room for new players.</b></p>

25.	<p><b>ROMAGNOLI F.LLI SpA</b>  Via E. Zago 3  40128 Bologna BO  Tel. 0039 051 4215811  Fax 0039 051 4215808  <u>Potato@tin.it</u>  No website at the moment  <b>Contact: Ms Grazia Romagnoli</b>  <b>Mr Giulio Romagnoli, Owner</b></p>	<p><i>Specialising in potatoes for three generations, this is one of the first importers and the most important one in Italy. Cover the whole of Italy. They have been in the market for over 50 years.</i></p> <p><i>Importers of seed potatoes mainly from continental Europe: Holland, Belgium, Denmark and some from Great Britain.</i></p> <p><i>According to them the Italian market only see 3/4 key big players. It is not a large market and they all know each other.</i></p> <p><i>They prefer to import from Holland for their variety seed potatoes and logistic problems related to transport. Already know a lot of British operators as they took part in a mission to visit the UK.</i></p> <p><i>She says there is room for new farmers but due to the transport problems mentioned in the market summary she thinks it <b>will be difficult to take into consideration other suppliers from the UK.</b></i></p>
26.	<p><b>GP GALLO PASQUALE</b>  Via Tassoni 171/F  42100 Reggio Emilia RE  Tel. 0039 0522 321877  Fax 039 0522 323117  <u>Pasquale.gallo@iol.ti</u></p>	<p><i>Distributors on a national basis of:</i></p> <ul style="list-style-type: none"> <li>- <i>Semagri Holland BV.</i></li> <li>- <i>LELYSTAD NL</i></li> </ul> <p><i>Importers from Holland, distributors for the whole of Italy.</i></p>

27.	<p><b>DOMENICO CITTERIO &amp; C.SAS</b>  Via dell'Industria 1/B  37036 S. Martino Buon Albergo VR  Tel. 0039 045 8780144  Fax 0039 045 8780311  <a href="mailto:Info@citteriopatate.it">Info@citteriopatate.it</a>  <a href="http://www.citteriopatate.it">www.citteriopatate.it</a></p>	<p><i>Importers/distributors.  Well-known company active in the seed potato market for several generations.  Import seed potatoes of best quality from North Europe in Winter and export new potatoes in Summer.  Placed near the Milano-Venezia motorway they have large warehouses. They operate a quality control themselves on potatoes and seed potatoes.</i></p>
28.	<p><b>PIZZOLI SPA</b>  Via Zenzalino Nord 1  Budrio BO  Tel. 0039 051 6924511  Fax 0039 051 6920293  <a href="mailto:a.cantelmi@pizzoli.it">a.cantelmi@pizzoli.it</a>  <b>Contact: Anna Cantelmi, Responsible seed potatoes</b></p>	<p><i>One of the greatest importers of potatoes.  Established in 1926.  Import from Holland Germany and France.  Import Hermes quality from Scotland.  It is a very good quality but the issue with Scotland is distance.</i></p>
29.	<p><b>PROVVISIERO Srl</b>  Via Roma 44  80030 Cimitile NA  Tel. 0039 081 8231577  Fax 0039 081 5122560  <a href="mailto:Provvisiero@tin.it">Provvisiero@tin.it</a></p>	<p><i>Importers and Exporters.  Import from France, Germany, the Netherlands.  Export to Denmark, France, Germany.  Cover the South of Italy.</i></p>

## 6. OTHER USEFUL CONTACTS

<p><b>30.</b></p>	<p><b>ANEIOA</b> Via sabotino 46 00195 Roma RM Tel. 0039 06 37515147 <a href="http://www.aneioa.it">www.aneioa.it</a> <a href="mailto:aneioarm@tin.it">aneioarm@tin.it</a></p>	<p><i>National Association of importers and Exporters of fruit and Vegetable</i></p>
<p><b>31.</b></p>	<p><b>ENSE</b> <b>Ente Nazionale delle Sementi Elette</b> Via Ugo Bassi 8 20159 Milano MI Tel. 0039 02 6901201 Fax 0039 02 69012049 <a href="http://www.ense.it">www.ense.it</a></p>	<p><i>National Body certifying seed</i></p>
<p><b>32.</b></p>	<p><b>INEA</b> <b>Istituto Nazionale Economia Agraria</b> Via Barberini 36 00187 Roma RM Tel. 0039 06 478561 Fax 0039 06 4817283 <a href="http://www.inea.it">www.inea.it</a> <a href="mailto:Inea@inea.it">Inea@inea.it</a></p>	<p><i>National Institute For Agricultural Economy Provides information on statistics on agriculture</i></p>
<p><b>33.</b></p>	<p><b>CEPA</b> <b>Centro Documentazione della Patata</b> Via Tosarelli 155 Villanova di Castenaso BO Tel. 0039 051 6053391 Fax 0039 051 6062998 <a href="mailto:info@ce-pa.it">info@ce-pa.it</a></p>	<p><i>Centre of documentation on potatoes.</i></p>
<p><b>34.</b></p>	<p><b>ISMEA</b> <b>Istituto Studi sul Mercato Agricolo</b> Via C. Cleso 6 00161 Roma RM Tel. 0039 06 855681 <a href="http://www.ismea.it">www.ismea.it</a></p>	<p><i>Institute of study on Agriculture market</i></p>

## 7. Italy - Trade Publications

### 7.1 Trade publications on Potatoes

- **Gazzettino della Patata** *Issues:* 5 issues a Year  
*Circulation:* 7,000  
*Publisher:*  
**CEPA**  
Centro per la documentazione della  
patata  
Via Tosarelli 155  
40050 Villanova di Castenaso  
Bologna BO  
Tel. 0039-051-532390  
Fax 0039-051-532320  
[Info@ce-pa.it](mailto:Info@ce-pa.it)  
[www.ce-pa.it](http://www.ce-pa.it)  
**Dr. Roberto Piazza, Director**  
**Dr.ssa Maura Guerrini, Director**



## 7.2 Trade publications on Agriculture

- **Colture Protette**  
*Issues:* Monthly  
*Circulation:* 7,000  
*Publisher:* **EDAGRICOLE**  
Via Emilia Levante 31/2  
40139 Bologna BO  
Tel. 0039-051-62267  
Fax 0039-051-541009  
[Cp@gce.it](mailto:Cp@gce.it)  
[www.edagricole.it](http://www.edagricole.it)
  
- **Terra e Vita**  
*Issues:* Weekly  
*Circulation:* 33,000  
  
*Publisher:* **EDAGRICOLE**  
Via Emilia Levante 31/2  
40139 Bologna BO  
Tel. 0039-051-62267  
Fax 0039-051-541009  
[Tv@gce.it](mailto:Tv@gce.it)  
[www.edagricole.it](http://www.edagricole.it)
  
- **L'Informatore agrario**  
*Issues:* Weekly  
*Circulation:* 29,840  
*Publisher:* **EDIZIONI L'INFORMATORE AGRARIO**  
Via Bencivenga Biondani 16  
37133 Verona VE  
Tel. 0039-045-597855  
Fax 0039-045-597510  
[www.informatoreagrario.it](http://www.informatoreagrario.it)

### 7.3 Trade publications on General Consumer Goods

- **GDO Week**
  - Issues:* Weekly
  - Circulation:* 23,900
  - Publisher:* **Editoriale GPP**  
Via Patecchio 2  
20141 Milano MI  
Tel. 0039-02-396461  
Fax 0039-02-39844800  
[mbox@retail.agepe.it](mailto:mbox@retail.agepe.it)
  
- **Largo Consumo**
  - Issues:* Monthly (11 issues per year)
  - Circulation:* 8,000
  - Publisher:* **EDITORIALE LARGO CONSUMO Srl**  
Via Bodoni 2  
20155 Milano MI  
Tel. 0039-02-3271646  
Fax 0039-02-3271840  
[www.largoconsumo.info](http://www.largoconsumo.info)  
[elc@largoconsumo.it](mailto:elc@largoconsumo.it)
  
- **Mark Up**
  - Issues:* Monthly (11 issues per year)
  - Circulation:* 29,500
  - Publisher:* **EDIZITORIALE QUASAR**  
Via Patecchio 2  
20122 Milano MI  
Tel. 0039-02-57316011  
Fax 0039-02-57316091  
[www.mark-up.it](http://www.mark-up.it)
  
- **Food**
  - Issues:* Monthly (11 issues per year)
  - Circulation:* 45,000
  - Publisher:* **FOOD SRL**  
Via Bordoni 8  
20124 Milano MI  
Tel. 0039-02-6774101  
Fax 0039-02-6690268  
[Redazione@foodmagazine.it](mailto:Redazione@foodmagazine.it)  
[www.foodmagazine.it](http://www.foodmagazine.it)

## 8. ITALY – TRADE EXHIBITIONS

The sole trade exhibition specialised in seeds is Mac Fruit.

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<i>Name</i>	<b>MACFRUT</b> <b><i>International Exhibition of equipment, technology and services for the production, processing, marketing and transport for fruit and vegetables.</i></b>
<i>Venue</i>	Cesena
<i>Frequency of Event</i>	Annual
<i>Next Event</i>	To be notified (probably May 2007)
<i>Organisers</i>	<b>Agricesena</b> Via Dismano 3845 Pievesestina di Cesena FO Tel 0039-0547-317435 Fax 0039-0547-318431

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