

Biodynamics, a growing agriculture: meeting with buyers

The seminar is a unique opportunity to meet the most important organic and biodynamic buyers. Biodynamic agriculture is growing in Italy and rising demand for biodynamic Italian products far beyond supply. Biodynamic agriculture in Italy thus organizes the relationship with demand and strengthens the organization of producers to respond to this opportunity. The seminar will be attended by the most important international buyers to indicate strategies and deal with producers. Economic analysts and representatives of the biodynamic movement will present the main opportunities. Demeter Italia and the Association for Biodynamic Agriculture will support the introduction of the system of companies and their development.

**Sana Fair,
Friday, September 8, 2017, at 3 pm. Room Gallery 21-22 West.**

Moderator: *Alessandro Maresca* (Terra e Vita, Edagricole)

Introduce: *Enrico Amico*, Vice President Demeter Italia and *Carlo Triarico*, President of Biodynamic Agriculture Association

Greetings: *Dr. Giacomo Mocciaro* – (Ministry of Agriculture Food and Forests)

Section 1. New support for biodynamic companies

Enrico Amico, The new Iter and the opportunities for new companies to enter the biodynamic system

Marco Serventi, Inspector Demeter Italy, The new computerized Demeter control and traceability system

Section 2. Analysis and Development

Carlo Triarico, Consulting, research and training in service of the development of biodynamics

Filippo Briguglio, University of Bologna, Biodynamic Potentials in Italy

Section 3. Buyers meet Italian biodynamic producers

Petra Renner, Denree Group Purchasing Manager

Michael Vecchio, Purchasing Manager Imhof, Migros distributor for demeter products

Pasquale Coppola, chairman of Industrie Coppola spa

Renata Pascarelli, Quality Manager at Coop Italia

Interventions of biodynamic exhibiting companies

Conclusions by Alessandro Maresca