



## 100% Italian tomatoes: popular in the aisles, but growers are attentive



**Confederazione italiana agricoltori**

### Incentive premiums of 15% for early and late crops?

The “100% Italian” tomato label is performing well on supermarket shelves, but does not satisfy growers: “We are rewriting the programming rules with industrial partners.” This is the watchword of Emilia-Romagna’s processing tomato producers linked to the Confagricoltura and the CIA (Confederation of Italian Farmers), who cultivate more than half of the 25,427 hectares of land dedicated to this crop in the region, the rest being provided by cooperatives, individual growers and other agricultural structures. 70% of the harvest in northern Italy comes from Emilia Romagna, amounting to just under 1.9 million tonnes of the total 2.7 million tonnes.

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