

NEWS

Italian supply chain to focus on new opportunities for the pear market

With difficulties such as the brown marmorated stink bug hitting the Italian pear market, the supply chain is to gather together to focus on new commercial opportunities for the industry.



The [FuturPera World Pear Forum](#) convention will be taking place on Friday 29 November and will focus on commercial prospects and new market opportunities to find new ways of promoting the product, despite the difficulties of this year and the low volume.

“This year the World Pear Forum will look at crucial technical and agricultural issues, such as the battle against brown spotting and the brown marmorated

By [Rachael Harper](#)
(New Food Magazine)

19 November 2019

[No comments yet](#)

SHARES

0



RELATED TOPICS

[Economy, Regulation & Legislation, Supply chain](#)

RELATED ORGANISATIONS

[FuturPera](#)

RELATED REGIONS

[Europe](#)

RELATED PEOPLE

[Stefano Calderoni](#)

stink bug,” said Stefano Calderoni, Chair ^X 1 of FuturPera. “Because eradicating these pests is fundamental for us to continue producing our top quality pears and guaranteeing good product quality for the market. But the new defence strategies must go hand in hand with marketing strategies and finding new market outlets.

“Even if there is a shortage of the product this year and it will be complicated to solve the problem of the brown marmorated stink bug, we mustn’t stop working on opening up the routes for our pears to travel around the world. Because I am certain that we will start producing top quality pears again and reaching the critical mass to satisfy Italian and foreign demand.”

View the agenda for Food Integrity 2020

Download the Food Integrity agenda! Taking place on 18-19 March 2020 in London, speaking organisations include Two Sisters Food Group, Food Standards Agency, European Commission, Co-op, innocent drinks, BART Ingredients and many more...

[VIEW THE AGENDA](#)

The convention will have Italian and international experts in attendance.

“We have sent to the forum all the most significant players in the [supply chain](#) and at FuturPera we will meet representatives of the European and Italian large-scale distribution chains as the price issue has now become crucial,” Calderoni continued. “Pear growers have had significant losses on the product and must attempt to restore productivity which they can only do if the supply chain attributes value to pears on the market.

“Therefore we will make an appeal to those who purchase and distribute fruit: to choose and promote Italian pear growing. This is how our supply chain, which has essential socio-economic value for the local area, can continue to produce and tackle future challenges”.

Most popular...

Milk pasteurization: could tuberculosis be slipping into our breakfast bowls?

Researchers develop tool to understand listeriosis risk in frozen foods

Two New York companies and owners plead guilty to seafood sales fraud

Recall roundup: salad kits, fruit mix, pot noodle and soya protein

New York fresh food vending machines to be inspected 'like restaurants'



Read the latest issue

All subscriptions include online membership, giving you access to the journal and exclusive content.

SUBSCRIBE TODAY

RELATED CONTENT



NEWS

Is cutting out beef imperative to reducing the UK's gas emissions?

By Rachael Harper (New Food Magazine)



NEWS

Food Drink Ireland launches 10 year strategy for industry

By Sam Mehmet (New Food)



NEWS

Environmental concerns has increased demand for meat-free produce

By New Food Magazine



NEWS

How ethical is the hazelnut industry in Turkey?

By Rachael Harper (New Food Magazine)

Leave a Reply

Your email address will not be published. Required fields are marked *

COMMENT

Empty comment box

NAME *

Input field for name

EMAIL *

Input field for email

WEBSITE

×

POST COMMENT

This site uses Akismet to reduce spam. [Learn how your comment data is processed.](#)

CONTENT	TOPICS	ADVERTISING & EDITORIAL	WRITE FOR US ADVERTISE WITH US
<ul style="list-style-type: none"> Industry Insights Articles Company Profiles Events Magazine News Webinars Whitepapers 	<ul style="list-style-type: none"> The Consumer Economic Outlook Food Safety Health & Nutrition Ingredients Processing Product Development QA/QC Regulation & Legislation Sustainability 	<ul style="list-style-type: none"> Advertising Opportunities Advertising Tech Specs Advisory Board Information for Authors Media Planner Permission to reuse our content 	<p>CONTACT</p>
		COMPANY INFORMATION	<p>REGISTER</p>
		<p>New Food is published by: Russell Publishing Ltd. Court Lodge Hogtrough Hill Brasted, Kent, TN16 1NU United Kingdom</p>	<p>T: +44 (0)1959 563311 F: +44 (0)1959 563123</p>
<ul style="list-style-type: none"> About Terms & Conditions Privacy Policy 			