



STATISTICHE

UNDERSTANDING VENETO IN FIGURES AND DIAGRAMS

FLASH

In the collective imagination, food evokes images and connections that go beyond the simple act of eating: food is history when it helps us to understand the evolution of human life, culture when it forms regional food-related customs,

identity when it characterises people and societies, innovation when taking positive steps towards improving agricultural yield and production, and also sustainability when it comes to safeguarding the environment and people's health.

The food we choose to put on our tables represents all of these factors but also subjective elements, which all have a big impact on the eating habits of Italian families. In Italy, an average family, with a monthly expenditure of Euro 2,500, spends Euro 441.5 on food, Euro 44.09 on beverages and an additional Euro 109.47 on eating out.

As far as eating habits go, bread, pasta and plant-based products are consumed daily by more than three-quarters of the total population. Veneto's figures are slightly lower than the national average, with 78.5% for bread and pasta, and 83.5% for plant-based products.

Among Italians, it appears that those in the Veneto region are the most "greedy" eaters, seeing as the amount of cheese, snacks and sweets they consume is higher than the national average, represented by 27.3%, 29.8% and 57.4% of interviewees, respectively.

Although those in Veneto eat less meat than their compatriots, they clearly prefer white meat. About 80.5% of those interviewed consume white meat more than once a week.

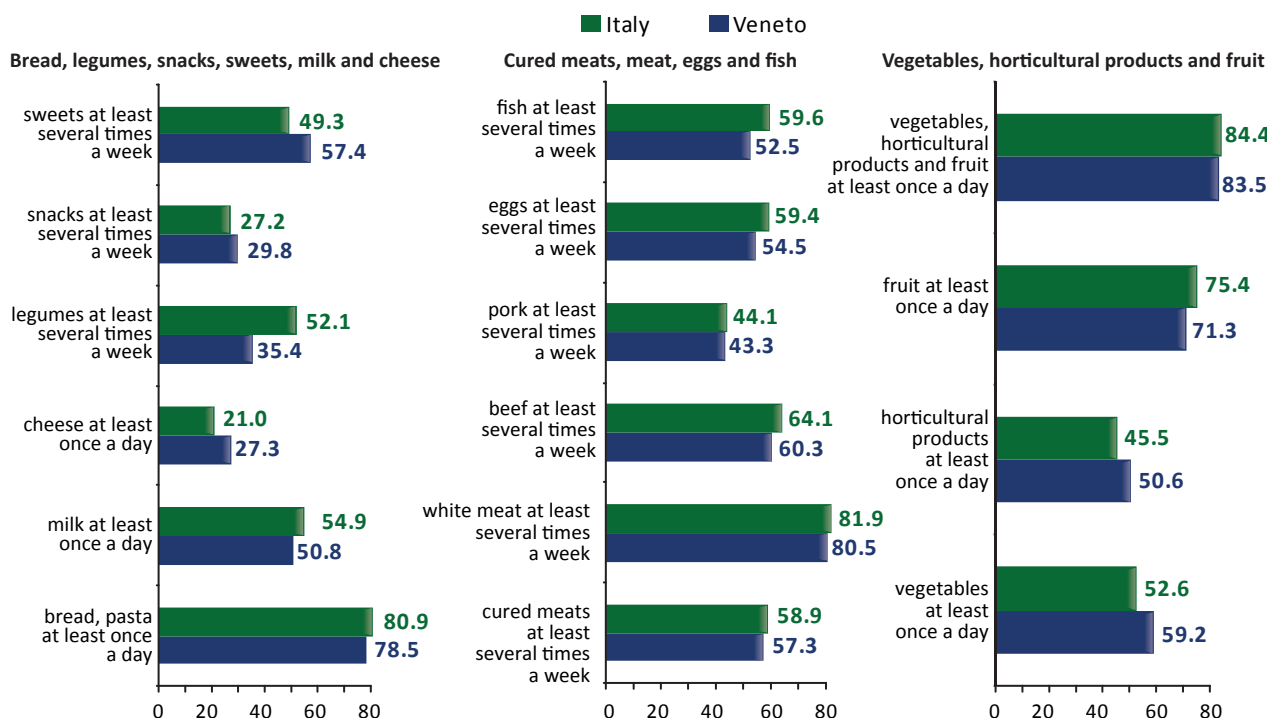
Finally, when compared to other Italian regions, we stand out for the consumption of horticultural products and vegetables, though not fruit. Among the Veneto population, 59.2% eat horticultural products and 50.6% eat vegetables at least once a day, exceeding the national average in both cases.

In terms of fruit, although reaching a figure of 83.5%, Veneto remains behind the Italian national average, which is 84.4%.

VENETO AND QUALITY FOOD

VENETIANS: GREEN BUT GLUTONOUS

% of people (out of total people interviewed) per consumption of certain foods. Veneto and Italy - Year 2015



Source: Veneto Region Statistical Office processing of ISTAT data

WEB
Flash

AVAILABLE HERE:

- Tourism: 2016 final data
- Foreign trade: 2015 final data and 2016 2nd quarter provisional data
- 2016 Statistical Report - il Veneto si racconta, il Veneto si confronta

<http://www.regione.veneto.it/web/statistica>

Food quality has become so important that, for quite some time, we have felt the need to regulate production methods according to precise EU regulations. In the EU, by the end of 2016, the amount of PDO (Protected Designation of Origins) and PGI (Protected Geographical Indication) quality logos, added to including both the food and wine sectors, reached 2,936 units. Italy certainly has an important role, with 291 food products and 523 wine certifications, this makes making Italy the world leader in terms of quality products. Naturally, Veneto also plays its part: thanks to our 36 food certifications, we are second place, only to Emilia Romagna, and our 52 wine certifications earned us the third place, following Piemonte and Tuscany. Over 80,000

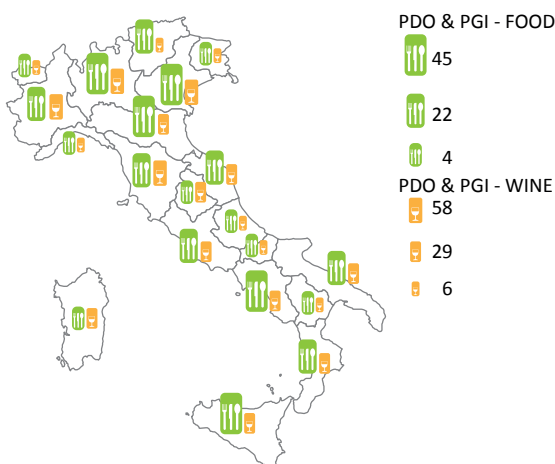
QUALITY TRADEMARK PRODUCTS

Italian producers and processors pride themselves in representing food quality on the international scene. Despite Veneto only having 1.5% of the national Utilised Agricultural Area, it is ranked sixth for the number of operators (5.6%) and fourth for farms.

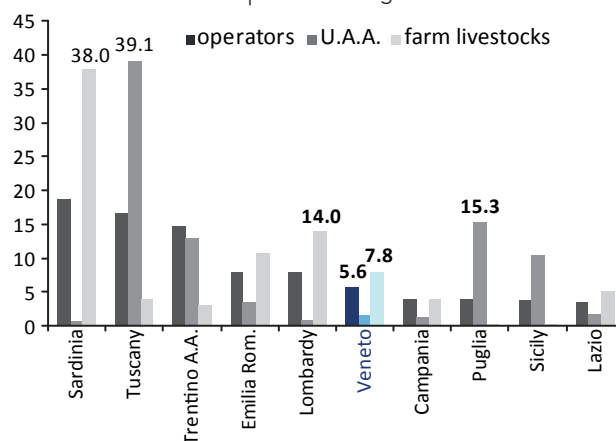
At a national level, more than a half of the total production value, i.e. 6.3 billions euros, is represented by the dairy industry. Even

at a regional level, the level of turnover produced by certificates is concentrated to just a few provinces, and the three most productive provinces, Parma, Modena and Reggio Emilia, account for just 18.3%, 10% and 8.8% respectively, of the national production value. The first ranking Venetian Veneto province is Treviso, in fourth place with 528.3 million euros. followed by Verona in fifth place with 463.2 million euros. Within the first twenty positions places, we also find the province of Vicenza with 245.4 million euros. The Veneto products that have the highest consumer value are, for cheese the Asiago (178 million euros), for vegetables, the Radicchio Rosso di Treviso (Treviso Red Radicchio) (3.8 million euros), for oils, the Veneto Valpolicella, Euganei e Berici and del Grappa (1.1 million euros) and the Prosciutto Veneto Berico-Euganeo for meat products (15.7 million euros).

VENETO IN THE TOP 10 FOR PGI PRODUCING REGIONS

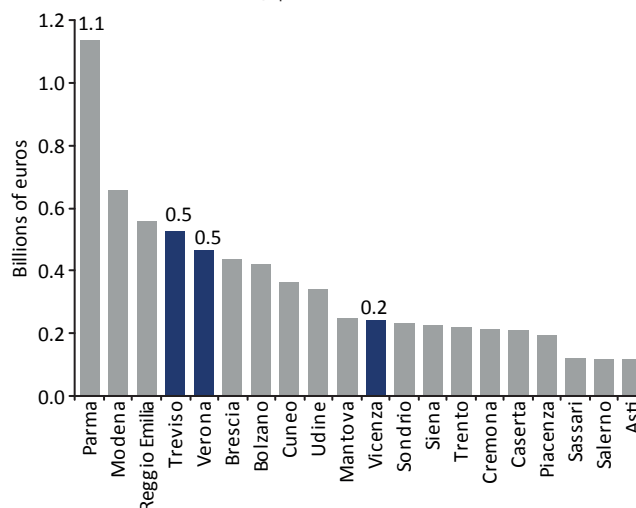
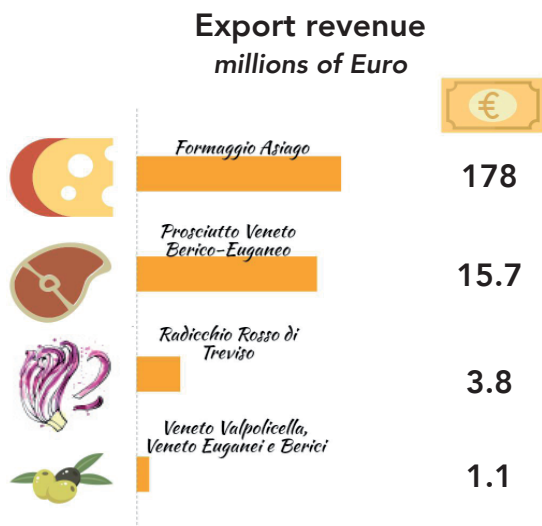


% distribution of operators, U.A.A. and farms producing PDO & PGI in top 10 Italian regions. Year 2015



THREE VENETO PROVINCES IN TOP 20

Turnover of PDO & PGI production of food sector by province. Year 2015



While Piedmont and Tuscany take the lead with the number of certifications (58 each), Veneto with its 52, in addition to reaching third place in this ranking, is the most productive region in Italy for high-quality wine: just think, during the 2016 grape harvest there were over 10 million hectolitres of product, almost all of which (91%) has PDO or PGI status.

While considering PDO wines, the production leader is indisputably DOP Prosecco, with 2.6 million hectolitres of certified product in 2015, equating to 19.3% of the national total and about 3.5 million full barrels. Furthermore, the DOP Prosecco Conegliano-Valdobbiadene's 629 thousand

hectolitres, certified in 2015, will increase the "Prosecco system" representation to almost a quarter of the national DOP certified product. Among the top ten wine classifications, Soave, with 423 thousand hectolitres, finds itself between Asti and Chianti Classico. In 2015, Prosecco exceeded 460 million euros in production turnover (+75.1% as compared to the previous year), naturally, this success was also felt by Conegliano-Valdobbiadene Prosecco, which increased by +16.2%. There are two best-selling

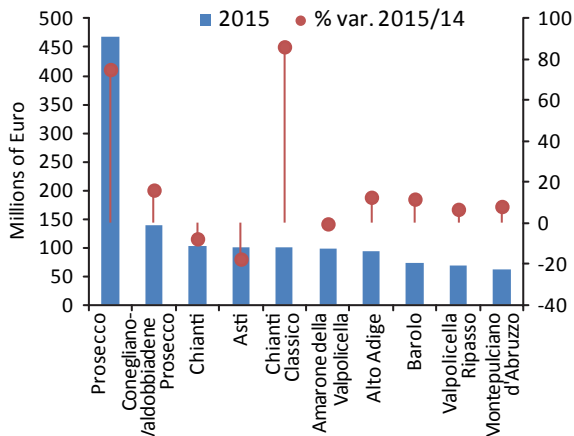
QUALITY MARK WINES

Veneto wines within the top ten DOPs: Amarone della Valpolicella, stable compared to last year, and Valpolicella Ripasso, with an increase of +6.8%.

PGI sector production is clearly much more concentrated than that of PDOs, both in production regions and certifications. Veneto, Emilia Romagna and Sicily produce 60% of overall national hectolitres and 47% of the production belongs to the first three certifications: 1.65 million hectolitres from Venetian regions, 1.26 million from Sicilian regions and 1.14 from Veneto. Two of the top 3 PGIs are produced in our region. Naturally, the economic value of production reflects concentration tendencies, with the top three PGIs accounting for more than 55% of the total: The Venetian regions are also the unbeaten leader with 167 million euros, + 11.3% as compared to 2014, followed by Veneto with 93 million euros (-0.7%) and Sicilian regions with 91 million (-3.8%).

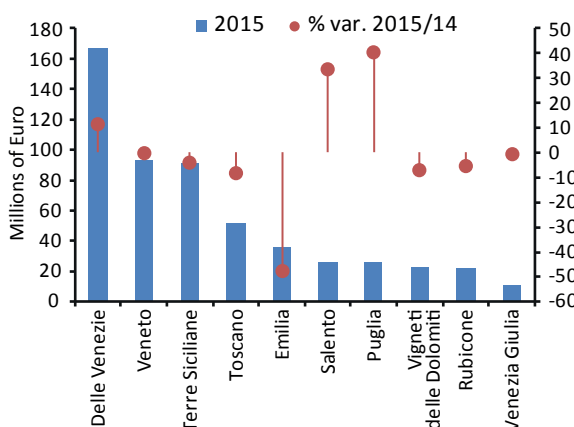
THE PROSECCO SYSTEM DEFEATS ALL COMPETITION

Production value (millions of euros) for the top ten Italian DOPs and % change as compared to the previous year. Year 2015



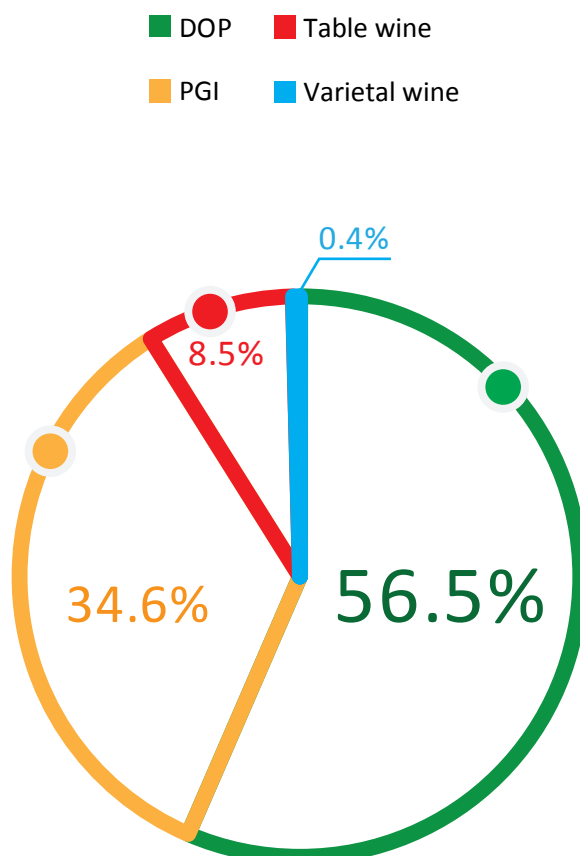
TOP TWO ITALIAN PGIs ARE FROM VENETO

Production value (millions of euros) for the top ten Italian PGIs and % change as compared to previous year. Year 2015



91% OF WINE PRODUCED IN VENETO HAS A QUALITY TRADEMARK

Distribution % of wine production by type. Veneto - 2016 Grape Harvest



With 3.1 billions of Euro in 2015, an increase of 16.9 percent as compared to the previous year, the value of certified food products exported beyond national borders accounted for more than 10% of total Italian agri-food exports.

Cheese takes the lead with more than half of the total and Grana Padana is the best-seller with 581 millions of Euro for production: our region also plays a part in this success seeing as the production specification includes all of our provinces with the exclusion of just Belluno.

QUALITY EXPORTED INTERNATIONALLY

Balsamic vinegars win second place with 752 millions of Euro, balsamic vinegar from Modena is the highest scoring product for absolute export value. In third position are the meat products (498 millions of Euro).

In Veneto, PGI foods produced exclusively within the region borders, have their own best-seller, Asagio cheese, which in 2015 amounted to almost 12 millions of Euro and an increase of

3.7% as compared to 2014.

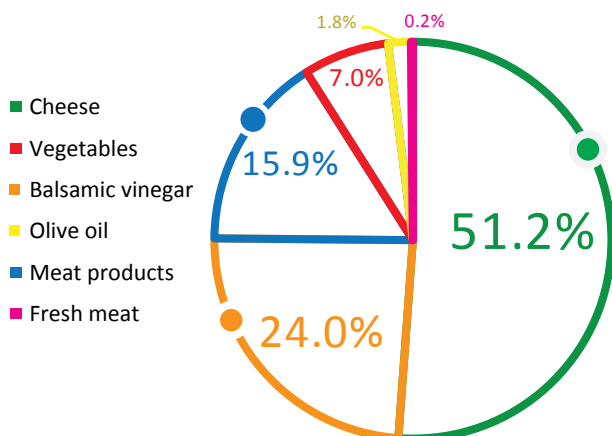
In 2015, as far as the wine sector is concerned, certified product exports represented almost the total of Italian wine exports, reaching 83.2%, with 4.7 billions of Euro.

Historically, Veneto is the number one region for wine production but also in the role of exporter region: our region's strong focus on quality is reflected in the amount of wine with PDO or PGI trademarks being exported and which, in 2015, against a total of 1.85 millions of Euro, was an equivalent 91.3%.

Our region has been exporting continuously record-breaking quantities for many years: 2016 saw an increase of 9 percentage points over the previous year, meaning that for the first time 2 billions of Euros value was exceeded.

BEST-SELLING CHEESE ABROAD

Exports of PGIs: distribution by type
Italy - Year 2015

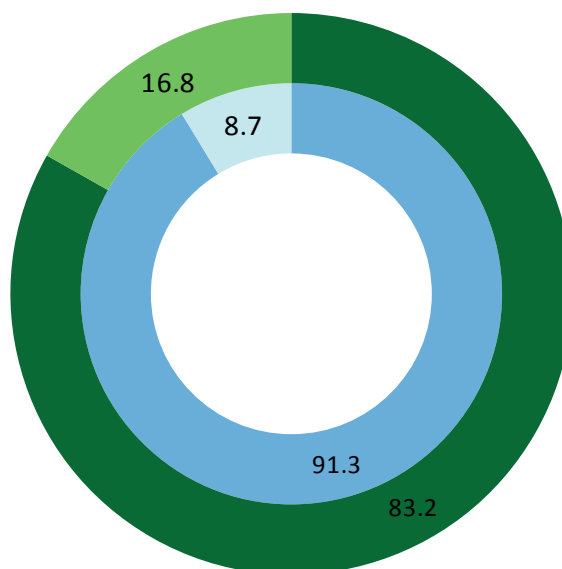


BORDERLESS WINE QUALITY

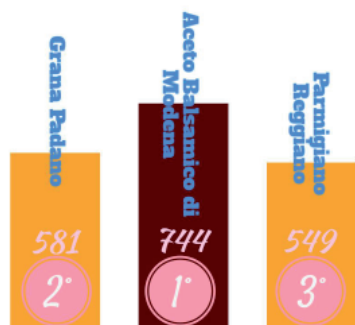
Distribution % of exported wine by type.
Veneto and Italy - Year 2016

■ PDO or IGP ■ other

Veneto 2 millions of Euro
Italy 5.6 millions of Euro



Consumption turnover millions of Euro



Source: Veneto Region Statistical Office processing of ISTAT and ISMEA data



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