



For immediate release

Organicity at Summer Fancy Food Show at the Javits Center, New York
on 23-25 of June 2019. Taste nature and be EU Organic



ORGANICity

Organicity is a new opportunity to discover the beauty and the taste of organic products from the European Union.

Come visit us at our Booth at Summer Fancy Food Show **Level 3 Booths 130, 132, 134** to discover the beautiful story of the Organic Certification process.

Organicity is a project co-funded by the European Commission that aims at sharing the power of European regulation and the importance of organic farming and food production.

This process guarantees high quality, safety, and traceability of a wide range of food products.

So, the project puts together the **values of organic farming** with the **promotion of the European organic products**.

Organicity Network is composed of a network of producers whose production system is controlled and certified by authorized bodies.

Consumers, importers, distributors, and restaurateurs are the people we want to reach out to, especially in our target countries: USA, Thailand, Vietnam, Indonesia, and Singapore.

Organicity helps to understand the meaning of European organic labels, the difference between **natural and organic** certified products, **the nutritional aspects**, the way of cooking and of consuming and the main combinations between the different products.

The project also aims at **increasing the confidence of consumers**, importers, distributors, and restaurateurs in EU organic products.

Everybody likes pasta, olive oil, red fruits juices and jams, balsamic vinegar, cured meat and cheese, and many other typical European products. On the other side, it is not always clear the importance of the organic certification.



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION



THE EUROPEAN UNION SUPPORTS CAMPAIGNS
THAT PROMOTE HIGH QUALITY AGRICULTURAL
PRODUCTS





It is possible to **test the knowledge** about the organic regulation in just 5 minutes by filling an online survey <https://www.organicityeu.com/organic-food-survey/>

The growing request for organic food products is part of a big movement of consumers who are aware and ask for products with higher authenticity. Organicity promotes **cultural values while managing a B2B and B2C promotion.**

Visit www.organicityeu.com and follow @organicityproject on **Facebook, Instagram and Youtube.**

For more info, please contact:

Patrizia Riso

info@organicityeu.com

 live:patrizia.riso_3

www.organicityeu.com

   @organicityproject



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION



THE EUROPEAN UNION SUPPORTS CAMPAIGNS
THAT PROMOTE HIGH QUALITY AGRICULTURAL
PRODUCTS

