

Mission

Through the Board of Members and monthly Market Committee meetings, along with working groups on organic apple production in Italy and in Europe, Assomela keeps the members updated on the activities of the Association following the mission:

- To represent the interests of the members at national and European level, creating common positions on shared interests;
- To maintain institutional relations at national and international levels monitoring the development of legislations that could have impact on the sector;
- To coordinate and implement promotion programmes co-financed by the European Union;
- To promote and sustain the opening of new markets and follow export-related issues;
- To coordinate projects in the research, innovation and technical assistance sectors for a sustainable environmental performance;
- To collect and organize production, sales and consumption statistics in close collaboration with the member cooperatives and external organisations;
- To represent the Italian apples system inside WAPA, the World apples and pears association;
- To create strong relations with other actors along the supply chain, from retailers to logistics;
- To organize participation of the members in trade fairs, conferences and events relevant for the national and international fruit sector.



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About us

Assomela is the Italian Association of apple producers, representing approximately **75%** of Italy's apple production, which corresponds to **30.000** hectares, **15.000** farmers, a turnover of **1.2** billion euro and **15%** of the European crop.

Assomela's members export almost **800.000** tons per year, for a value of **750** million euro, to more than **80** different countries.

Producers



www.vog.it



www.melinda.it



www.latrentina.it



www.vip.coop



www.rivoira.it



www.melavi.it



www.melavalentina.it



www.lagnascogroup.it



www.melapiu.com



www.friulfruct.com



www.from.bz.it



www.apot.it



www.vog-products.it

Promotion

Assomela manages since more than 15 years EU funding projects under Reg. 1144/2014.

Currently the “Know apple” project, targeting Italy and Spain, aims to form aware consumers through the in-formation given to the people working inside the supermarkets directly by the producers.

The objective is to have consumers perfectly knowing what they buy, where an apple comes from, its quality, differences among varieties and ways of production.

All this can be done directly inside the supermarkets, where trained and informed employees can easily help consumers doing an informed choice.



Sustainability

Assomela works for promoting a sustainable transition towards reaching the climate goals of the European Green Deal.

For Assomela, the concept of sustainability encompasses objectives of food security, environmental quality, social welfare and a cooperation ensuring the necessary economic sustainability of the producers.

Assomela obtained its Environmental Product Declaration (EPD) in 2012 and coordinates scientific studies on the carbon footprint of Italian apples in collaboration with universities and research institutes.

Assomela participates in European sustainability initiatives aiming at strengthening relationships and collaborations between the different actors along the food supply chain, and by promoting effective and transparent communication activities.



Partners

All our activities at national and international level are conducted with the collaboration and support of our partners, in Italy and abroad

