

The Place, Importance and Variety of Pasta in Africa



Sara Baer-Sinnott,

President, Oldways

Member, Scientific Advisory Board

International Pasta Organization

Presentation Topics

- Introduction: IPO and Oldways
- Pasta Production & Consumption figures
- Growth of pasta market
- Pasta as a staple for Africa
 - Why it makes sense
 - How can it be achieved, while still respecting culinary traditions?

Takeaway Messages

- Africa is a growth market for pasta
- Pasta is a healthy grain – due to the way it is manufactured, its low glycemic index, and the food that goes with it
- Pasta is like a canvas. It is adaptable to all culinary traditions and dishes and tastes good
- It is convenient, easily transported, stored and cooked
- It is an environmental choice



The International Pasta Organization is a non-profit association dedicated to promote pasta consumption and awareness around the world.

The purpose of the IPO is to support the growth of world pasta market by explaining the concept and nutritional value of pasta. Our main goal is to increase consumption of pasta, so we:

- gather and disseminate quality information to consumers and
- develop ideas for communication and promotional activities that can boost the sector.



Pasta & Healthy Pasta Meals

- A basic staple food used around the world
- Traditionally made from hard durum wheat semolina
- Is a slowly digested carbohydrate food
- Traditionally mixed with other healthy foods
- Component of traditional healthy meals

International Pasta Organisation

IPO brings together associations and representatives of pasta organizations from pasta producing countries.

Invitation to pasta companies in Africa to join with IPO.

Francesca Ronca from IPO is here and hopes to talk with you.

Pastaforall.info

Internationalpasta.org

f.ronca@internationalpasta.org

IPO Membership

ACTIVE MEMBERS

ARGENTINA

U.I.F.R.A. - Unión de Industriales Fideeros de la República Argentina

BRAZIL

Associação Brasileira das Industrias de Massa Alimenticias - ABIMA

COLOMBIA

Productos Alimenticios Doria, S.A.
Cámara Fedemol - Asociación Nacional de Empresarios de Colombia – ANDI

COSTA RICA

Roma Price, S.A.

FRANCE

Syndcat des Industriels Fabricants de Pâtes Alimentaires de France – SIFPAF

GUATEMALA

Industria Nacional Alimenticia, S.A.

ITALY

Associazione delle Industrie del Dolce e della Pasta Italiane – AIDEPI

IRAN

Zarmacaron Industrial Group Co.

MEXICO

Asociación Mexicana de Industriales de Galletas y Pastas A.C. – AMEXIGAPA

PORTUGAL

Cerealis – Productos Alimentares, S.A.

SPAIN

Asociacion Espanola de Fabricantes de Pastas Alimenticias – AEFPA

TUNISIA

Société Pates Warda

TURKEY

Association of Turkish Pasta Manufacturers –TMSD

URUGUAY

La Nueva Cerro S.A.

U.S.A.

Philadelphia Macaroni Company

VENEZUELA

Asociacion Venezolana de Pastas Alimenticias – AVEPASTAS

SUPPORTING MEMBERS

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Etabl. Joseph Soubry NV/SA

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EUROPEAN UNION

Union de Fabricants de Pâtes Alimentaires de l'UE – UNAFPA

Union des Associations des Semouliers des Pays de l'Ue – Semouliers

ITALY

Ipack-Ima SpA

Italmopa – Associazione Industriali Mugnai d'Italia

MEXICO

Productos Alimenticios La Moderna S.A de C.V.

U.S.A.

National Pasta Association – NPA

US Wheat Associates

International Pasta Organisation

IPO organizes congresses and exhibitions with scientists and technical experts.

In support of its activities, IPO has also set up a Scientific Advisory Committee, consisting of internationally recognized experts in the field of pasta production, medicine and food science.


Currently, as many as 25 experts from 17 different countries participate in this Committee.


IPO Scientific Advisory Committee

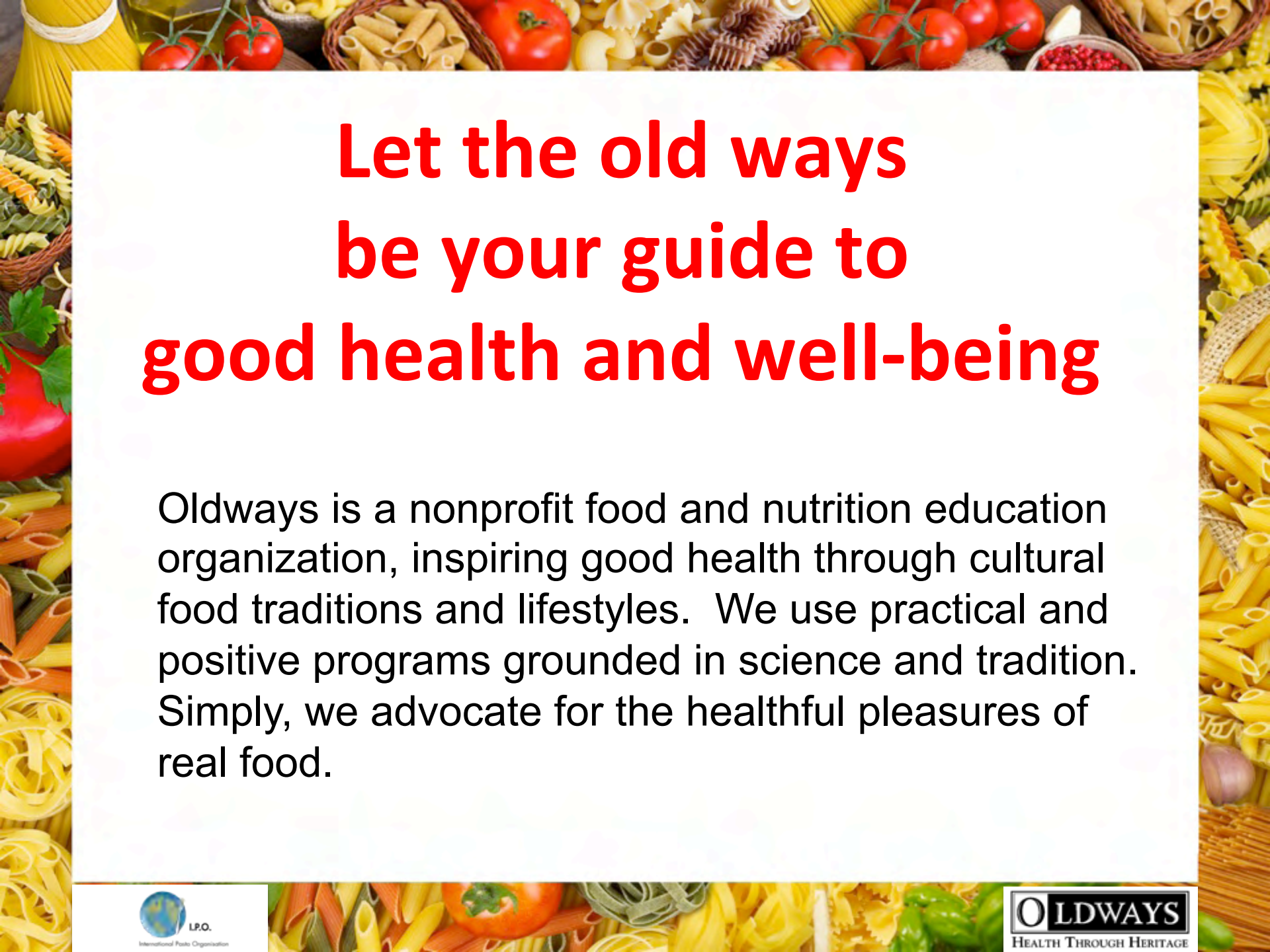
- **Supports IPO's work of spreading knowledge about the nutritional value and benefits of pasta in a healthy and balanced diet.**
 - **Backs up IPO in carrying out communication activities on fundamental issues, such as the role of carbohydrates, and in particular pasta, in a correct diet and in the prevention of certain diseases.**
 - **Ensures correct and authoritative information on the nutritional validity of the pasta product (in the framework of requests by the media, publications, researches, conferences, seminars, etc.).**
-
- Sara Baer-Sinnott, President, Oldways
(Boston, USA)
- Nuno Borges, PhD, University of Porto and University of Minho (Porto, Portugal)
- Hector Bourges, MD, PhD, National Institute for Nutrition (Mexico City, Mexico)
- Sergio Britos, University of Buenos Aires, (Buenos Aires, Argentina)
- Jennie Brand-Miller, PhD, University of Sydney (Sydney, Australia)
- Rosamaria Da Re, PhD, Maua Technology Institute (Sao Paulo, Brazil)
- John Foreyt, PhD, Baylor College of Medicine (Houston, USA)
- Marta Garaulet Aza, PhD, DrPH, University of Murcia (Murcia, Spain)
- Giovanni Ghirlanda, MD, Università Cattolica del Sacro Cuore (Rome, Italy)
- Attilio Giacosa, MD, Policlinico di Monza (Milan, Italy)
- Oscar Herran, MSc, Industrial University of Santander
- Helmut Heseke, PhD, University Paderborn (Paderborn, Germany)
- Cyril Kendall, PhD, University of Toronto (Toronto, Canada)
- Denis Lairon, PhD, INSERM-INRA-Université de la Méditerranée (Marseille, France)
- Giancarlo Logroscino, MD, University of Bari (Bari, Italy)
- Vanderli Marchiori, Clinical Nutritionist (Sao Paulo, Brazil)
- Kathy McManus, MS, RD, Brigham and Women's Hospital, a teaching affiliate of Harvard Medical School (Boston, USA)
- Pietro Antonio Migliaccio, MD, Società Italiana di Scienza dell'Alimentazione (Rome, Italy)
- Gulden Pekcan, PhD, Hacettepe University (Ankara, Turkey)
- Gabriele Riccardi, MD, University of Napoli Federico II (Naples, Italy)
- Jaime Rozowski, PhD, Catholic University of Chile (Santiago, Chile)
- Maria Teresa Strumendo Migliaccio, MD, Società Italiana di Scienza dell'Alimentazione (Rome, Italy)
- Emilce Ulate, MSc, University of Costa Rica (San Jose, Costa Rica)
- Nidia Solbeyh Vargas, Nutritionist and Dietitian (Caracas, Venezuela)
- Fatih Yildiz, PhD, Middle East Technical University (Ankara, Turkey)

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for All*

*For Taste, For Health,
For Convenience*


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 CHANGING THE WAY PEOPLE EAT



Let the old ways be your guide to good health and well-being

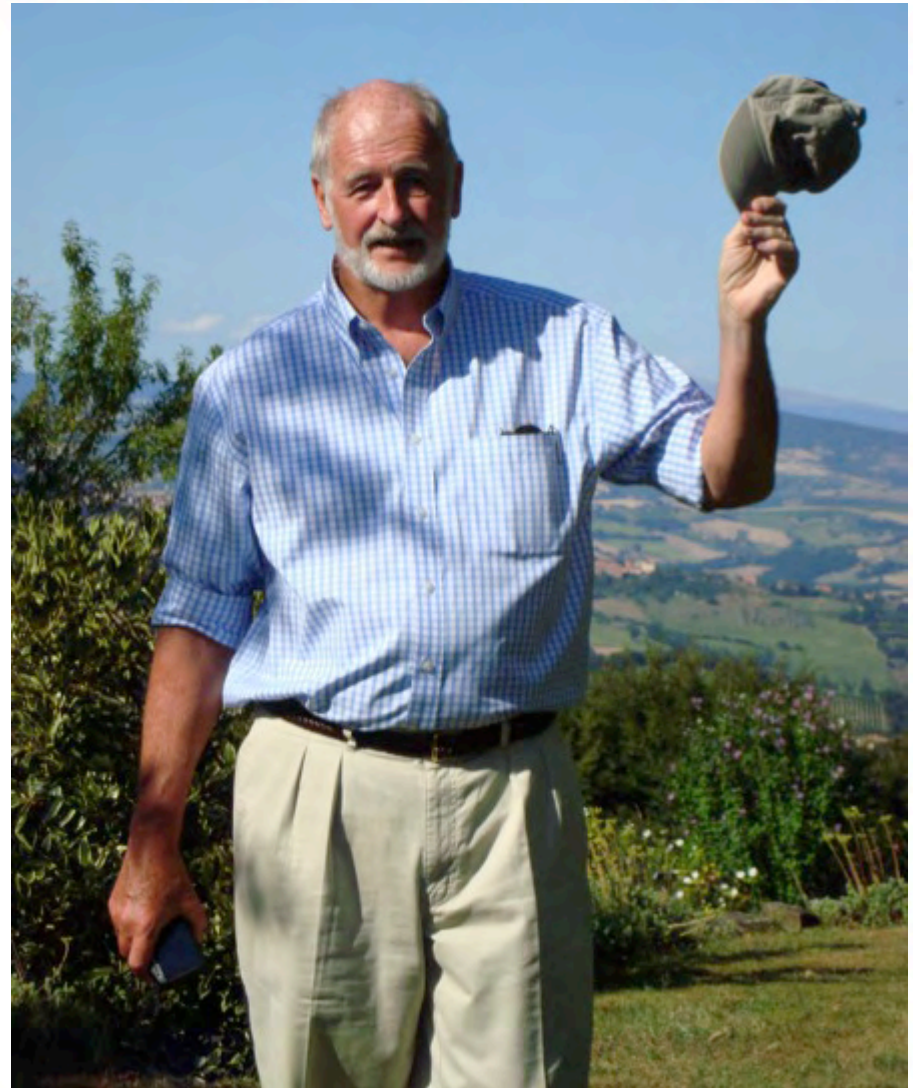
Oldways is a nonprofit food and nutrition education organization, inspiring good health through cultural food traditions and lifestyles. We use practical and positive programs grounded in science and tradition. Simply, we advocate for the healthful pleasures of real food.

Founding of Oldways

Dun Gifford started Oldways in 1990 to preserve and promote traditional foods – their agriculture, their sustainability, their preparations, connections to history and culture and their healthfulness.

Politics – Bobby & Ted Kennedy
AIWF + Julia Child
Trips to China and Northern Italy

His mission was to bring nutrition science together with food because we eat food, not nutrition.





A food and nutrition nonprofit inspiring **good health through cultural food traditions and lifestyles.**

- Developed the Mediterranean Diet Pyramid with the Harvard School of Public Health in 1993
- Other cultural models for healthy eating: Latin America, Asia, African Heritage, Vegetarian & Vegan
- Whole Grains Council and Whole Grain Stamp (10,000 products in 41 countries)
- Healthy Pasta Meal Scientific Consensus Statement
- Supermarket programs
- Traditional Cheeses
- Culinary Travel



HEALTHY PASTA MEALS
An Oldways Scientific Consensus Conference

**Nutrition Science, Pasta Meals,
and the Healthy Mediterranean Diet**


including
**A Celebration of Healthy, Delicious Meals with
"Pasta and Its Partners"**

Oldways
Rome, 2004

Oldways Preservation Trust
February 16-18, 2004 - Cavalieri Hilton - Rome, Italy

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OLDWAYS
CHANGING THE WAY PEOPLE EAT

Health Through Heritage

The Power of Traditional Diets

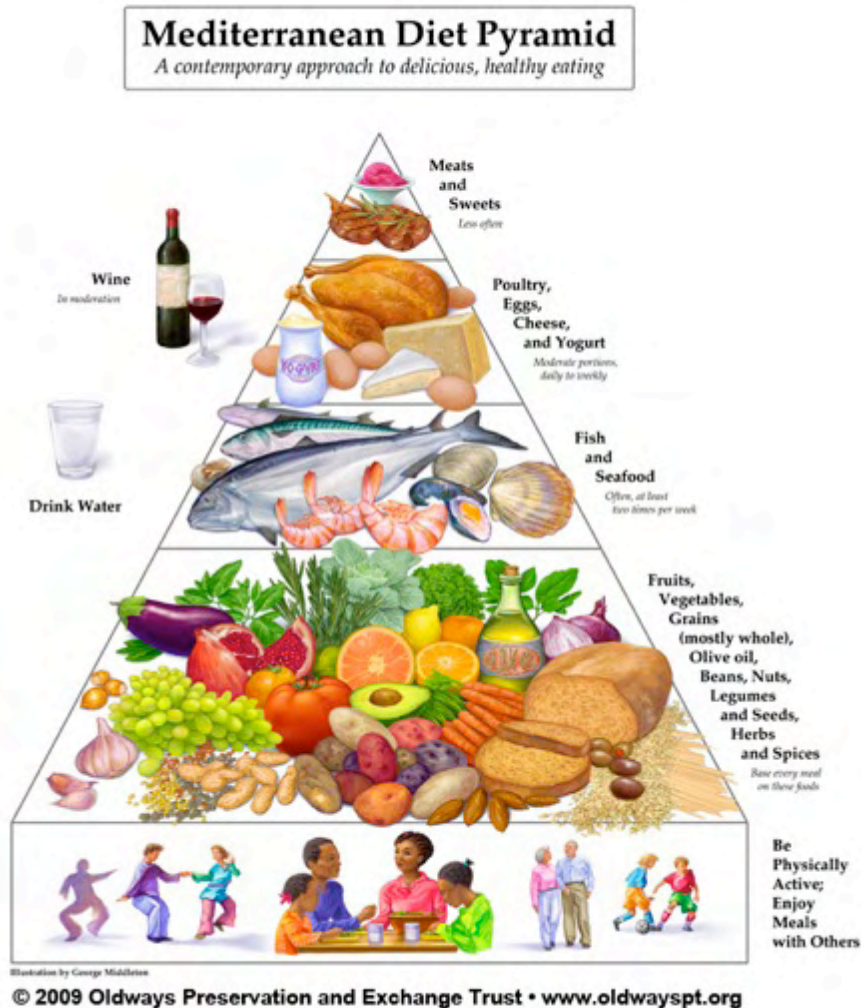
Mediterranean

Asian

Latin American

African Heritage

Vegetarian



African Heritage & Health Program

Diabetes is not part of heritage. Neither is heart disease.

What is in heritage is a healthy heart, a strong body, extraordinary energy, vibrant & delicious foods, and a long, healthy life.

Heritage is the guide.

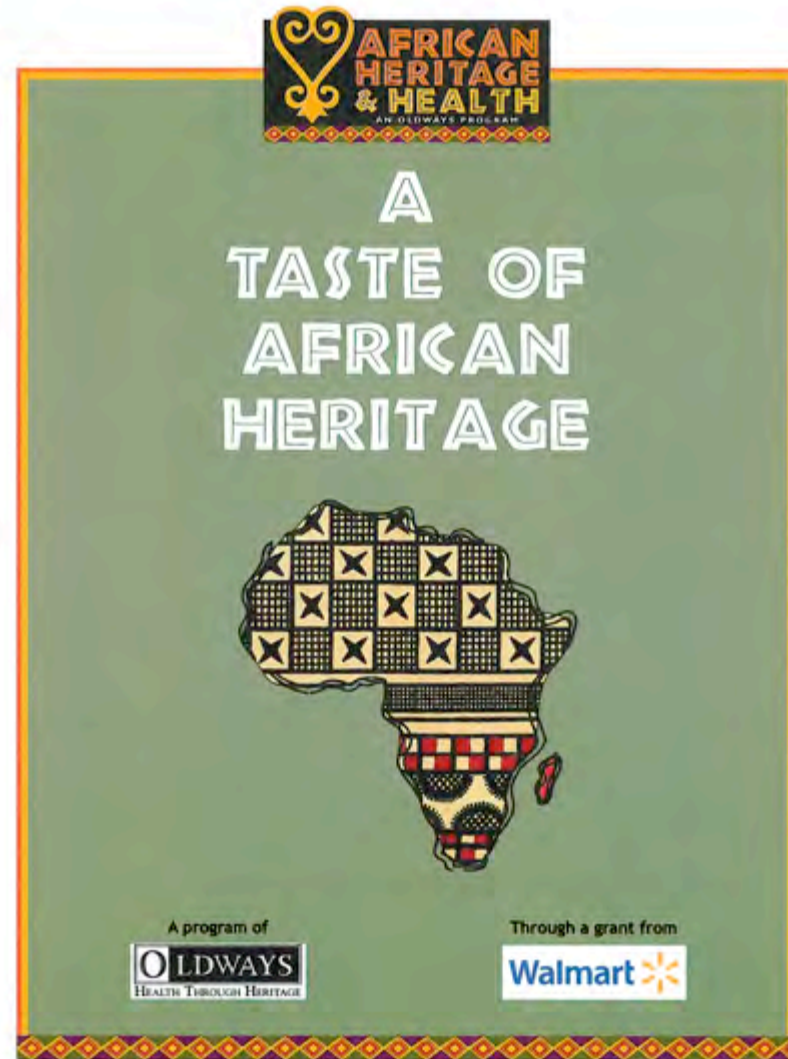
OLDWAYS
HEALTH THROUGH HERITAGE
AFRICAN HERITAGE DIET PYRAMID
Claiming Your Health by Claiming Your History



Illustration by George Middleton

© 2011 Oldways Preservation and Exchange Trust www.oldwayspt.org

- A six lesson curriculum, to discover the major foods of the pyramid, and to learn how to easily prepare them.
- An introduction to the vibrant history, culture and nutrition of African heritage foods.
- An experiential guide to easily adapting African heritage eating patterns to modern life.
- A plant-based curriculum that teaches about the foods and preparation of them – recommended most by the African Heritage Diet Pyramid.



Pasta: A Unique Grain Food Webinar



Pasta: A Unique Grain Food

Dietary Carbohydrates

Also available with **Spanish subtitles.**

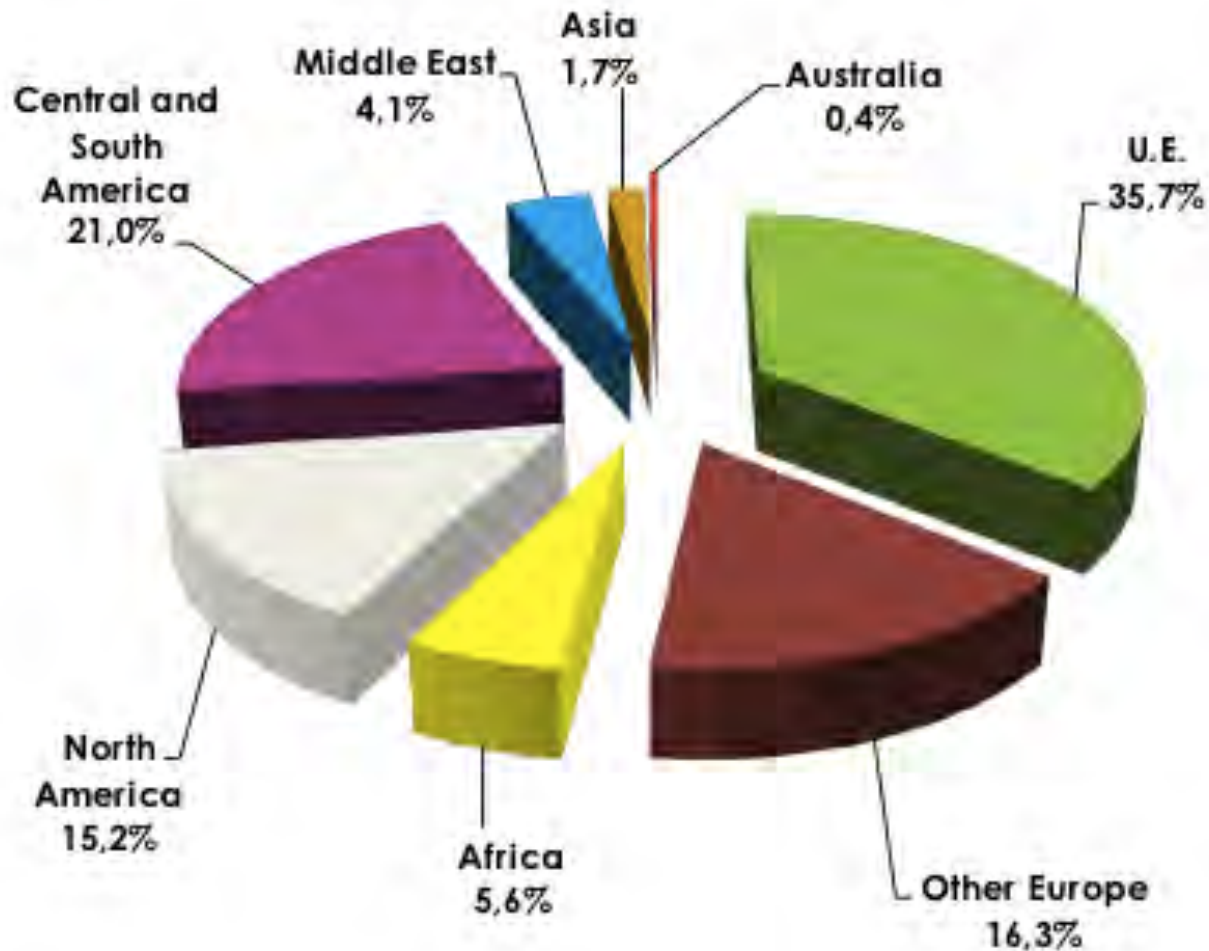
World Pasta Production

Country	Tonnes	Country	Tonnes
Italy	3,408,499	Czech Republic	70,000
United States *	2,000,000	Hungary	66,000
Brazil	1,204,900	Rep. Dominicana	65,000
Turkey	1,202,440	Ecuador	56,000
Russia	1,083,000	Austria	54,778
Iran	560,000	Romania	52,600
Egypt	400,000	Australia	50,000
Argentina	353,895	Guatemala	44,266
Mexico	337,000	Switzerland	43,140
Germany	334,179	Bolivia	43,000
Venezuela	329,540	United Kingdom	35,000
Tunisia	303,100	Costa Rica	23,490
Peru	278,890	Netherlands	23,335
Spain	260,288	Slovak Republic	22,000
France	241,573	Sweden	20,200
Canada	170,000	Jordan	20,000
Greece	170,000	Croatia	13,000
Poland	160,000	El Salvador	13,000
Japan	144,500	Syria	9,005
Chile	128,480	Slovenia	6,261
Colombia	118,647	Lituania	5,976
India	100,000	Panama	4,364
South Africa	91,000	Latvia	1,845
Belgium	77,500	Estonia	1,400
Portugal	77,500		

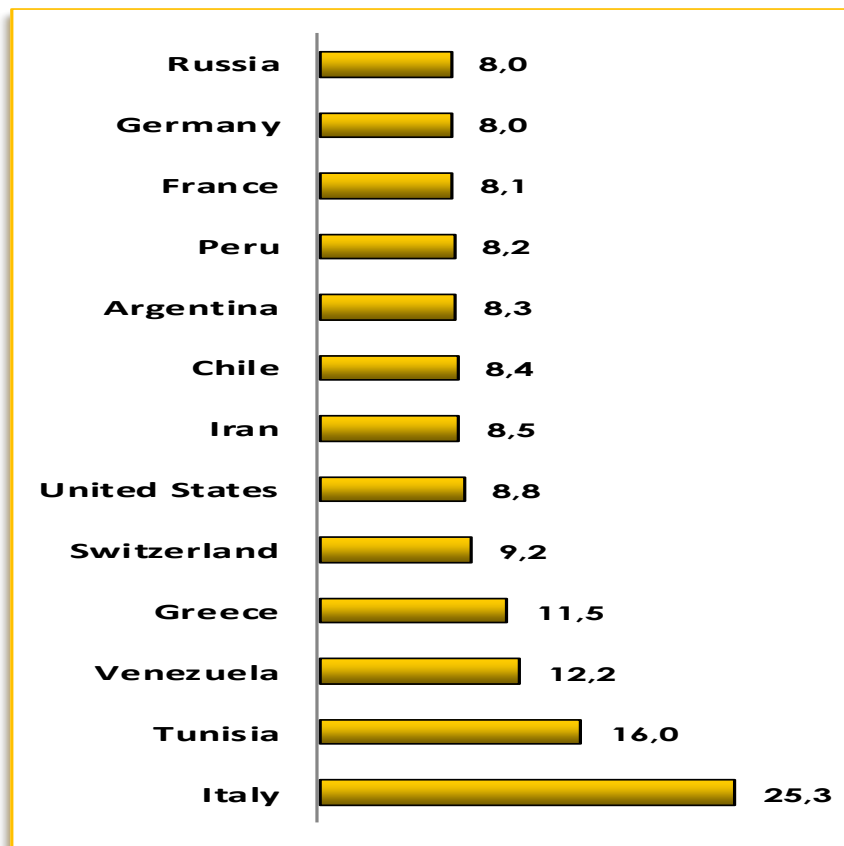
Source: Survey carried out by IPO – 2014 *Figures include dry pasta production for retail, foodservices and industrial use (dry pasta used as an input into value-added products, such as soups, prepared frozen foods, boxed pasta dinners, etc.).

Worldwide Pasta Production 2013

14.3 million tons



World Pasta Consumption (kg per person)



Source: Survey carried out by IPO – 2014

World Pasta Consumption (kg per person)

Countries	kg per capita	Countries	kg per capita
Italy	25.3	Poland	5.2
Tunisia	16.0	Slovak Republic	5.0
Venezuela	12.2	Slovenia	4.9
Greece	11.5	Bolivia	4.8
Switzerland	9.2	Netherlands	4.4
United States	8.8	Lituania	4.4
Iran	8.5	Latvia	4.1
Chile	8.4	Dominican Rep.	4.0
Argentina	8.3	Australia	4.0
Peru	8.2	Israel	4.0
France	8.1	Ecuador	3.9
Germany	8.0	Panama	3.8
Russia	8.0	Costa Rica	3.8
Uruguay	7.5	Finland	3.2
Croatia	7.5	Guatemala	3.0
Sweden	7.0	Colombia	2.7
Turkey	6.8	Romania	2.7
Portugal	6.7	United Kingdom	2.5
Canada	6.5	Mexico	2.3
Hungary	6.4	Denmark	2.0
Iran	6.2	Libya	2.0
Brazil	6.0	South Africa	1.9
Czech Republic	6.0	Japan	1.7
Austria	5.6	Egypt	1.2
Belgium – Lux.	5.4	Ireland	1.0
Estonia	5.3	El Salvador	1.0
Spain	5.3		

Source:
IPO Survey
2014

World Pasta Consumption (tonnes)

Countries	Tonnes	Countries	Tonnes
United States	2,700,000	Greece	127,000
Italy	1,507,145	South Africa	91,000
Brazil	1,204,900	Netherland	89,071
Russia	1,151,359	Switzerland	73,130
Germany	654,371	Portugal	70,000
Turkey	516,107	Romania	68,531
France	512,465	Sweden	67,637
Venezuela	366,625	Austria	67,171
Iran	360,000	Hungary	63,986
Argentina	343,657	Czech Republic	60,000
Mexico	279,876	Ecuador	54,800
Spain	251,616	Slovakia	50,052
Peru	244,600	Guatemala	44,627
Colombia	230,984	Croatia	32,086
Poland	202,940	Belgium	23,167
Tunisia	172,800	Costa Rica	17,990
Chile	146,968	Slovenia	9,817
United Kingdom	135,000	China	9,531

Source:
IPO Survey
2014

Reporting Countries Export Statistics (Partner Country: World)

UDG: Pasta: 3 voci, 190211, 190219, 190220

Calendar Year: 2011 - 2013

Reporting Country	Unit	2011		2012		2013	
		EUR	Quantity	EUR	Quantity	EUR	Quantity
Reporting Total	T	3821517547	3556498	4166972428	3719856	4381598634	4083544
Italy	T	1813483250	1770201	1938542970	1803883	2013667750	1901354
Turkey	T	172705572	339575	241061116	436346	348707866	643206
Belgium	T	202667820	126422	216228730	136122	198162390	128507
China	T	161469145	102126	183193551	108620	176859886	105932
United States	T	139390204	127912	167573887	133061	164563588	138208
Thailand	T	110553947	71972	131031455	72220	136403267	75638
France	T	109641240	62515	129875010	73613	118477420	69899
Canada	T	115700974	50061	124713462	51764	118444744	55013
Germany	T	102759470	62431	110513500	59559	108277020	58366
Austria	T	98285040	45127	97866430	45179	99704530	46679
Netherlands	T	39302450	19158	45743260	22048	79391550	34601
Spain	T	53212130	45974	62761710	52933	65032750	54177
Mexico	T	45429067	69213	54785597	75135	57532631	68407
Iran	T	20126631	32875	26909231	37560	56328112	85467
Egypt	T	63269379	72128	36869892	64148	47835175	72372
Cote d'Ivoire	T	22195247	49850	26208713	54510	27183996	49853
Brazil	T	8393685	7443	10300564	10564	15227665	19305
Mauritius	T	6533281	5097	8767952	6356	9034886	7150
Russia	T	4013410	4390	5166908	5818	5231143	4490
Slovenia	T	5265500	4982	6759050	6725	5203780	4970
Kazakhstan	T	2109630	3793	4326054	7358	4770666	8049
South Africa	T	3804490	3623	3540261	3452	3478903	3533
Senegal	T	613566	1070	1295885	2736	1767865	3399
Ghana	T	6031887	14882	2391848	5246	1744131	2866
Morocco	T	625052	352	602927	564	742203	721
Algeria	T	27487	37	536585	923	404224	751
Kenya	T	31638	34	89981	80	56917	50

Reporting Countries Import Statistics (Partner Country: World)

UDG: Pasta: 3 voci, 190211, 190219, 190220

Calendar Year: 2011 - 2013

Reporting Country	Unit	2011		2012		2013	
		EUR	Quantity	EUR	Quantity	EUR	Quantity
Reporting Total	T	3379759596	3250837	3695707119	3083588	3740579332	3178465
United States	T	422259137	337852	490558501	360355	486342562	358851
Germany	T	444392250	434398	462915380	424975	479412340	424992
France	T	377968340	342989	399974830	341796	396594000	344448
Japan	T	235791656	179545	260830790	185451	234886427	174060
United Kingdom	T	202714560	182480	213659300	176788	219489300	170562
Canada	T	136423307	116475	162531312	119770	162408302	120442
Netherlands	T	102585320	83748	124704220	92702	132513500	100131
Belgium	T	117212280	70109	124137340	78829	117878840	75736
Hong Kong	T	82222594	82184	91211661	78128	98524993	84437
Russia	T	48965839	49578	57811109	57083	73176481	72851
Sweden	T	65832810	53412	67813500	53373	72574630	54209
Poland	T	49828190	48001	52228940	51725	57035000	62151
Italy	T	49960560	33984	51693740	34030	55899890	35959
Singapore	T	22704275	18907	27755285	20107	28266699	21228
Ukraine	T	18524653	21462	23948843	25919	28226217	32227
Brazil	T	22142703	21585	27426035	24234	27919058	27046
South Africa	T	12234623	15683	11530307	14369	12307281	15148
Morocco	T	8206738	9878	8209919	7103	9589149	8327
China	T	4660637	4673	7581952	6758	8443248	7283
India	T	6724346	5990	6760588	6984	5428878	5866
Ghana	T	6396184	13365	8468523	13981	5259413	10801
Turkey	T	4101400	2352	4189894	2398	4864477	2840
Costa Rica	T	2877416	2358	3551126	2891	4772791	4068
Kenya	T	3177605	7652	3910581	10521	4703565	10763
Algeria	T	4087204	6688	4984752	5646	4366113	5043
Egypt	T	4474316	5665	4305633	5328	3510450	3835
Senegal	T	2295115	4588	3571101	5929	3457281	5114
Mauritius	T	1691398	1243	1992230	1460	1987028	1409
Cote d'Ivoire	T	758666	611	630271	468	790179	691

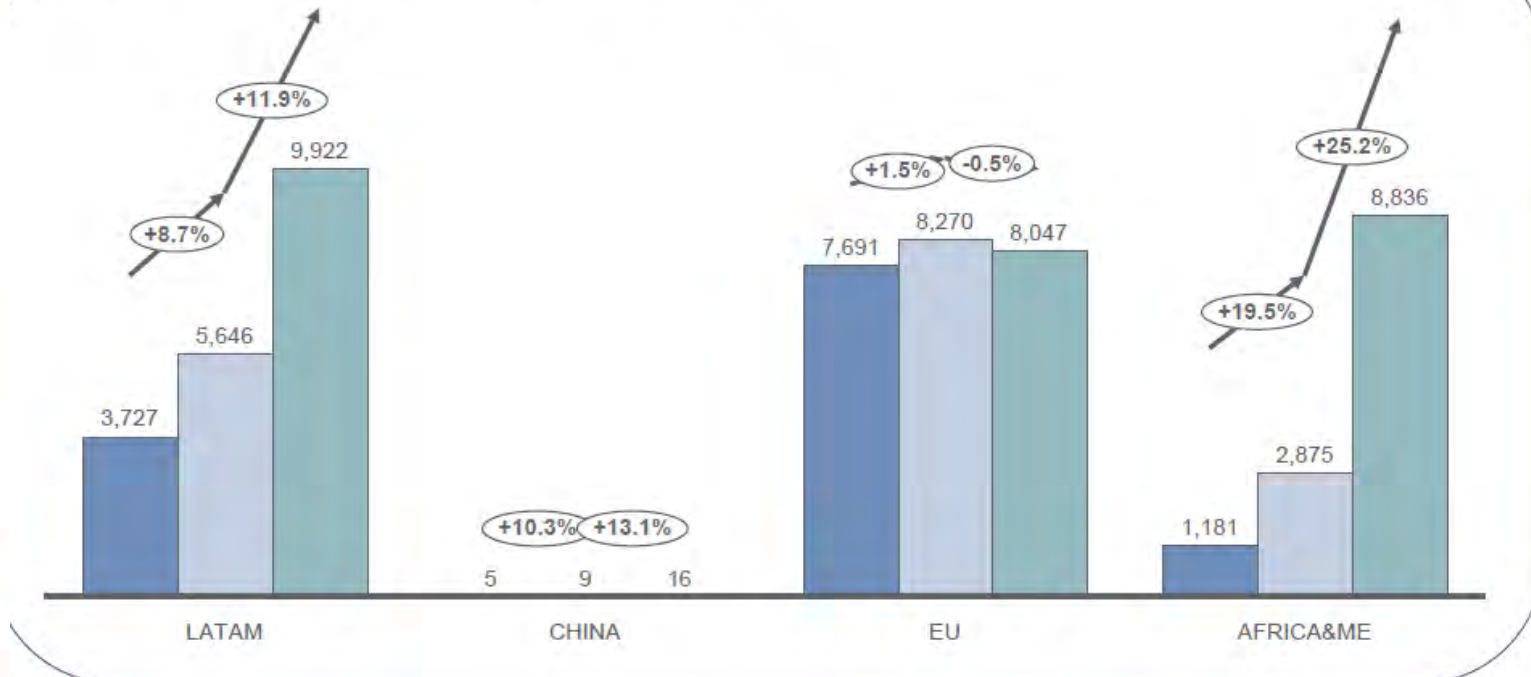
Strictly Confidential

2008
2013
2018

Dried Pasta

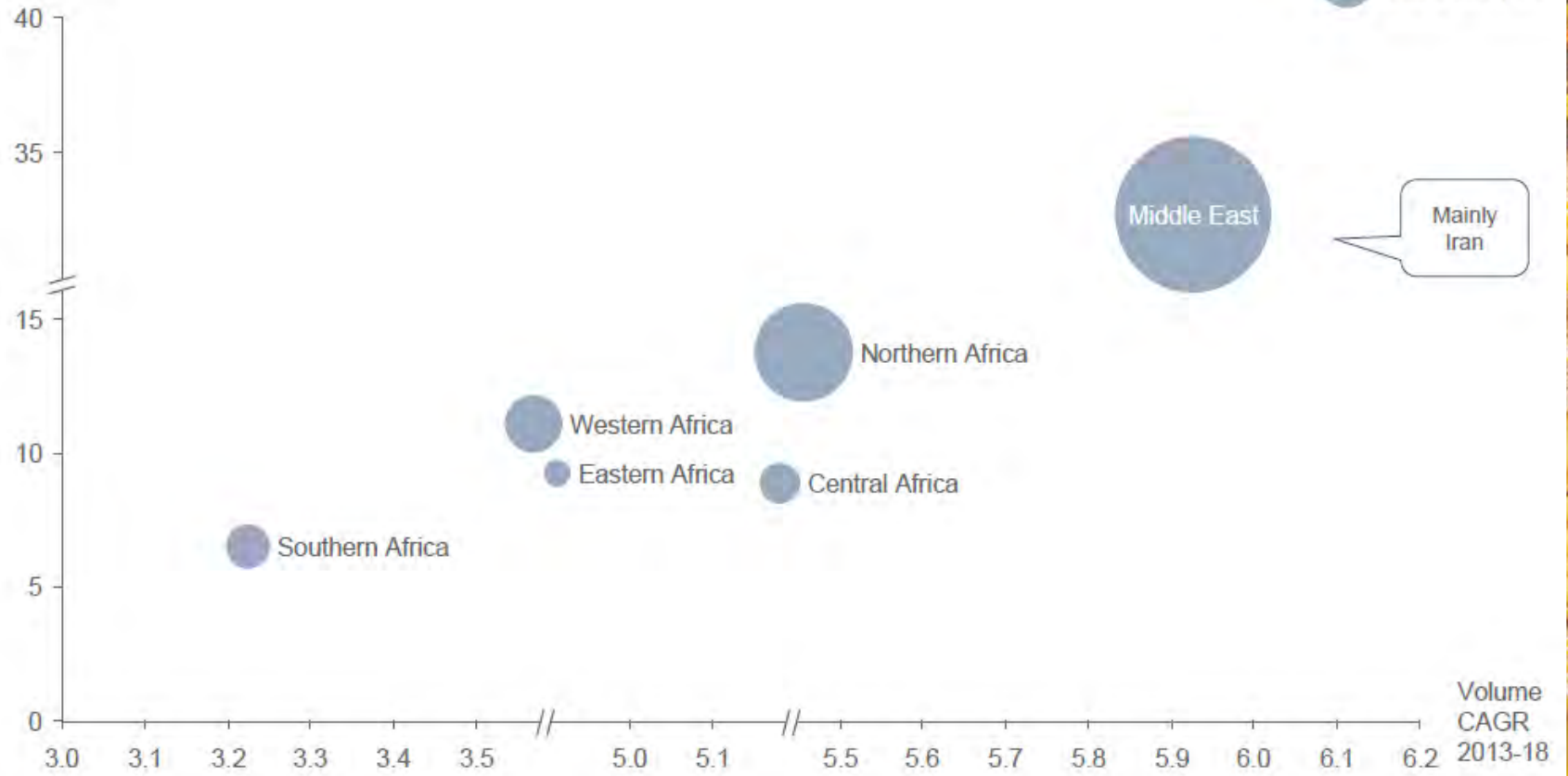
In the Dried Pasta Market the Africa & Middle East Region will register an important increase

DRIED PASTA – MARKET SIZE \$ Mn (Retail Value in RSP)



Most Promising Cluster Dried Pasta

Value CAGR
2013-18



Source: Euromonitor

Pasta as a staple for Africa

Why does it make sense?

- Health
- Convenience
- Sustainability
- Cost
- Easy storage/low waste
- Tastes good


How can it be achieved, while still respecting culinary traditions?


- Pasta is versatile and easily adaptable to national, regional and seasonal cuisines and ingredients.

Health

*Pasta
for All*

*For Taste. For Health.
For Convenience.*

 I.P.O.
International Pasta Organisation

 OLDWAYS
CHANGING THE WAY PEOPLE EAT

Healthy Pasta Meal

Scientific Consensus Statement

1. Scientific research increasingly supports the importance of total diet, rather than individual foods and nutrients.
2. Pasta is a key component of many of the world's traditional healthy eating patterns, such as the scientifically proven Mediterranean Diet. Traditional dietary patterns confer greater health benefits than current Western dietary patterns.

Healthy Pasta Meal Scientific Consensus Statement

3. Many clinical trials confirm that excess calories, and not carbohydrates are responsible for obesity. Diets successful in promoting weight loss can emphasize a range of healthy carbohydrates, protein and fat. These three macronutrients, in balance, are essential for designing a healthy, individualized diet anyone can follow for their whole life. Moreover, very low-carb diets may not be safe, especially in the long term.

Healthy Pasta Meal

Scientific Consensus Statement

4. At a time when obesity and diabetes are rising around the world, pasta meals and other low-glycemic foods may help control blood sugar and weight especially in overweight people. Glycemic index is one of many factors that impact the healthfulness of foods.
5. Pasta is an affordable healthy choice available in almost all societies. Promoting the affordability and accessibility of pasta meals can help overcome the misperception that healthy foods are too expensive.

Healthy Pasta Meal

Scientific Consensus Statement

6. Healthy pasta meals are a delicious way to eat more vegetables, legumes and other healthy foods often under-consumed.
7. Pasta meals are enjoyed in cultural traditions worldwide, as they are versatile and easily adaptable to national/regional seasonal ingredients.
8. Doctors, nutritionists and other health professionals should recommend varied and balanced pasta meals for good health.

Convenience

- Cooks quickly and easily
- Partners with almost every food
- Shelf stable

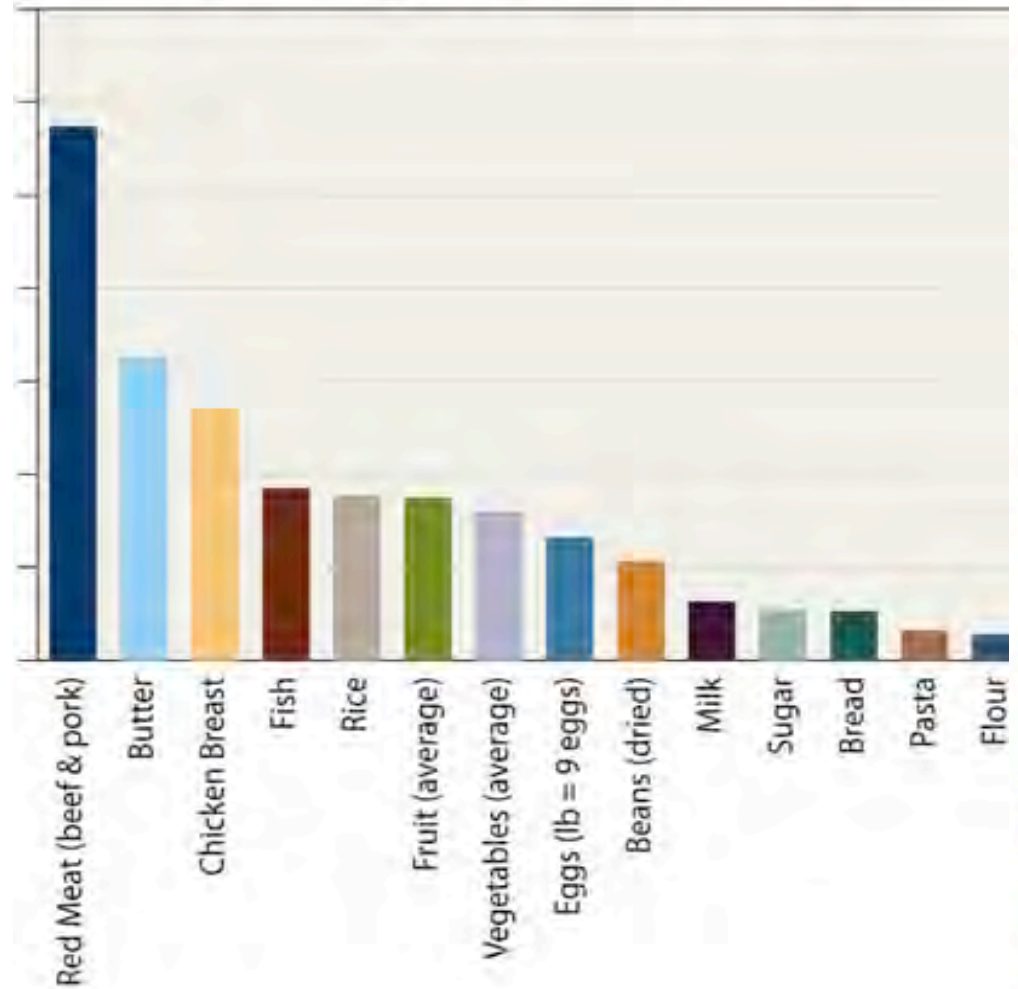


Pasta an Environmental Choice

Food accounts for a sizable portion of our emissions. Of course, we all must eat. But, if you want to make cuts here, your best option is to reduce your consumption of meat, especially beef. That's because a pound of beef is responsible for some **EIGHTEEN TIMES** the emissions of a pound of pasta. An average family of four that decides to cut their meat intake in half could avoid roughly three tons of emissions annually.

From the Union of Concerned Scientists

Comparisons of Global Warming Emissions by Food Type (by Pound or Pint)



Cost and Storage

COST

While the cost of pasta is higher than wheat, it is a lower cost food that can be used with other staples.

STORAGE

Shelf life of pasta is 1-2 years.

It is also easily transported.



A vibrant collage of various pasta shapes, including penne, fusilli, farfalle, and spaghetti, along with fresh tomatoes, a red chili pepper, and other ingredients, arranged in a circular pattern around the central text.

GOOD TASTE

**PASTA: A CANVAS FOR NATIONAL,
REGIONAL AND LOCAL FOOD
TRADITIONS THROUGHOUT AFRICA**

ETHIOPIA

A spaghetti dish that Ethiopians made their own with the berbere spice blend commonly used in Ethiopian and Eritrean cooking.



ETHIOPIA

Another dish from Ethiopia –
Trout Spaghetti

This recipe is uniquely Ethiopian due to its use of *berbere* which is cooked with other aromatics and olive oil to create a light but spicy and complex sauce. The dish incorporates barely “ceviched” slices of trout and adds a bright note in this dish.



NORTH AFRICA

Red Penne is a perfect example of using pasta as the canvas for the great tastes and spices of North Africa –

Harissa, potatoes,
pasta



KENYA

Lunch of **chicken carbonara sauce with pasta**, squash soup, rolls and a beetroot pineapple salad.

At dinner we see some traditional Kenyan food as Ugali (cornmeal cooked to a doughy consistency) and sukuma wiki (sauteed kale) are always served. Along with those two staples there is always meat (chicken, beef ,fish and/or lamb), pasta, rice or potatoes.



EGYPT

Kosheri is an Egyptian version of the *Kichri* (*kitchree*, *khitcherie*) of India, which is always a combination of rice and lentils, and in Egypt includes pasta.



SOMALIA

Galaamuddo is somewhat reminiscent of the Italian pasta known as Pici, but there are differences. The Bravanese ([Brava, Somalia](#)) mix broth into the dough which imparts a flavour to the noodles. The noodles are then cooked in broth providing a second layer of flavour. The noodles are also much shorter than Pici and are rolled in the palms of the hands.



SOMALIA

Baasto Toonno

Chunks of fresh tomatoes, olives, tuna, garlic, fresh basil, extra virgin olive oil, and parmesan cheese

From a Somali food blog –
xawaash



SOUTH AFRICA

Pasta with brinjal, tomato and mozzarella is an easy vegetarian pasta dish. Chicken can be added for the meat eaters.



WEST AFRICA

Greens with Peanuts

This simpler form of the recipe, made with cassava leaves, is called "Feuilles de Manioc aux Arachides" all over French-speaking Central Africa.

Pasta can be the canvas, added to this dish for authentic local and regional tastes.



ZAMBIA

Greens with Peanut Sauce

Another version of greens with peanut sauce. Pasta is an alternative for the side dish.



WEST AFRICA

Benachin

Benachin is a “one pot” dish related to Jollof Rice and Ceebu Jen. They are all rice and....dishes. Rice and whatever else is available that strikes the cook’s fancy.

This same principle can be applied to pasta and....dishes. Pasta is the canvas!



CONTACT INFO

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Thank you

