

6 MAY 12.30 PM
CIBUS LINK ARENA external Position 6

HONEY UNDER THE LENS: PERCEPTIONS, TRUTHS AND NEW MARKET CHALLENGES

Honey is a “living,” natural, and delicate product that deserves careful and knowledgeable handling. The event aims to clarify a landscape often distorted by investigations, misconceptions, and real risks of fraud, while also exploring future prospects, new consumption trends, and shifting socio-demographic dynamics. After an overview of the market and Conapi-Mielizia’s role, expert Lucia Piana will delve into product quality and the main types of fraud. A discussion with leading Italian retailers will follow, offering insights and strategies to enhance honey’s value and meet evolving consumer needs.

The event is moderated by **Armando Garosci**, Director of Largo Consumo

Will speak:

Nicoletta Maffini, General Director of CONAPI-Mielizia

Lucia Piana, Biologist and expert in honey sensory analysis

Following:

Case histories of the main Players in Italian large-scale retail sector



Fill out the form to register for the event

