



# THE FRUITS AND VEGETABLES INDUSTRY SERIES

10 June 2025

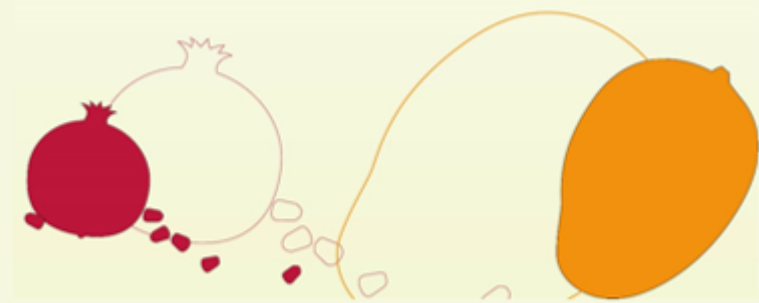


## Session n°10

**The rise of convenience: How ready-to-eat foods are reshaping the Fruits and Vegetables sector**



FRUIT AND VEGETABLES SCHEME



# ***OCDE-COLEAD - Session 10***

## ***June 19, 2025***

### ***Antonio Salvatore***





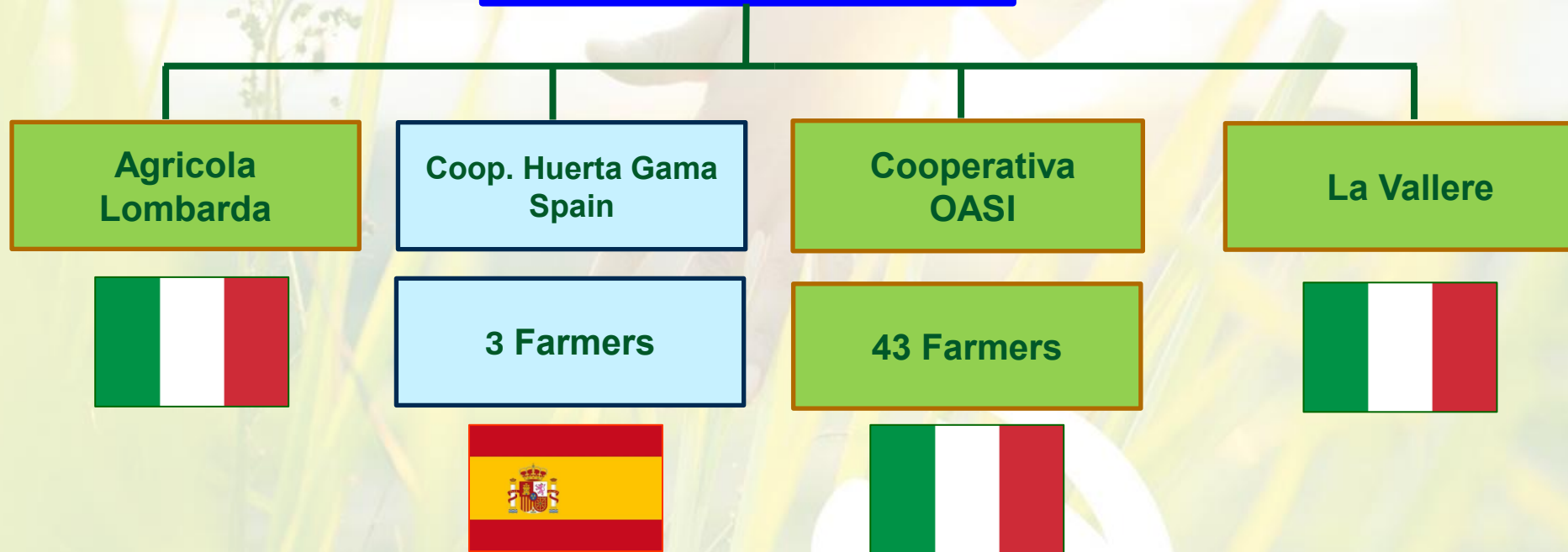
# Antonio Salvatore



INVOLVED IN «READY TO EAT SALAD MARKET» SINCE 1998.  
STARTING AS PLANT MANAGER IN 1998 I DEVELOP MY EXPERIENCE ACROSS AGRICULTURAL E PRODUCTION PROCESS.  
TODAY I'M PRESIDENT OF «OP OASI» ONE OF THE MOST IMPORTANT ORGANIZATION IN ITALIAN MARKET IN PRODUCTION OF «READY TO EAT SALADS».  
WE PRODUCE MORE THAN 28.000 TONS PER YEAR OF SALADS READY TO EAT.  
I'M ALSO V.PRESIDENT OF UNAPROA ( ITALIA ORGANIZATION OF F&V PRODUCERS) AND I'M THE COORDINATOR OF ITALIAN TABLE FOR RTE ( READY TO EAT SALDS)



# ABOUT OP OASI



# ABOUT OP OASI



**OP OASI IS AN Association of producers dedicated to the production of specific raw materials for the RTE market in Italy and throughout Europe**

**It was founded in 2005 with the specific aim of developing and aggregating agricultural excellence according to technical, quality, ethical and sustainability standards.**

**OP OASI has been a “Benefit Company” since 2022 and since 1 January 2024 it has been a “European” OP, all members are certified for the following standards**

Global GAP	Global certification of compliance with good agricultural practices
GRASP	Global GAP integration for aspects related to good social practices
LEAF	Certifies an environmentally sustainable production system
Rete del lavoro agricolo di qualità	compliance with labour standards, social legislation, income tax and value added tax



SISTEMA DI QUALITÀ NAZIONALE  
PRODUZIONE INTEGRATA





# Geographical areas for raw materials





# 50 Raw Materials 35.000 tons/year



465

ETTARI DI SERRE  
[DATO 2023]

625

ETTARI DI CAMPI APERTI  
[DATO 2023]

# Ready To Eat OP OASI Production Plants

## SAN PAOLO D'ARGON



**PEOPLE:** 190

**TONS:** 22k

Baby Leaf / Adult salads

CERT. IFS HL

CERT.SQMS

CERT. ISO 50001

CERT. ISO 14001

ORGANIC PRODUCTION

## BATTIPAGLIA



**PEOPLE:** 80

**TONS:** 10k

Baby Leaf / Adult salads

CERT. IFS HL

CERT. ISO 50001

CERT. ISO 14001

ORGANIC PRODUCTION





# Ready To Eat Products...what does it mean

FROM **FIELD**



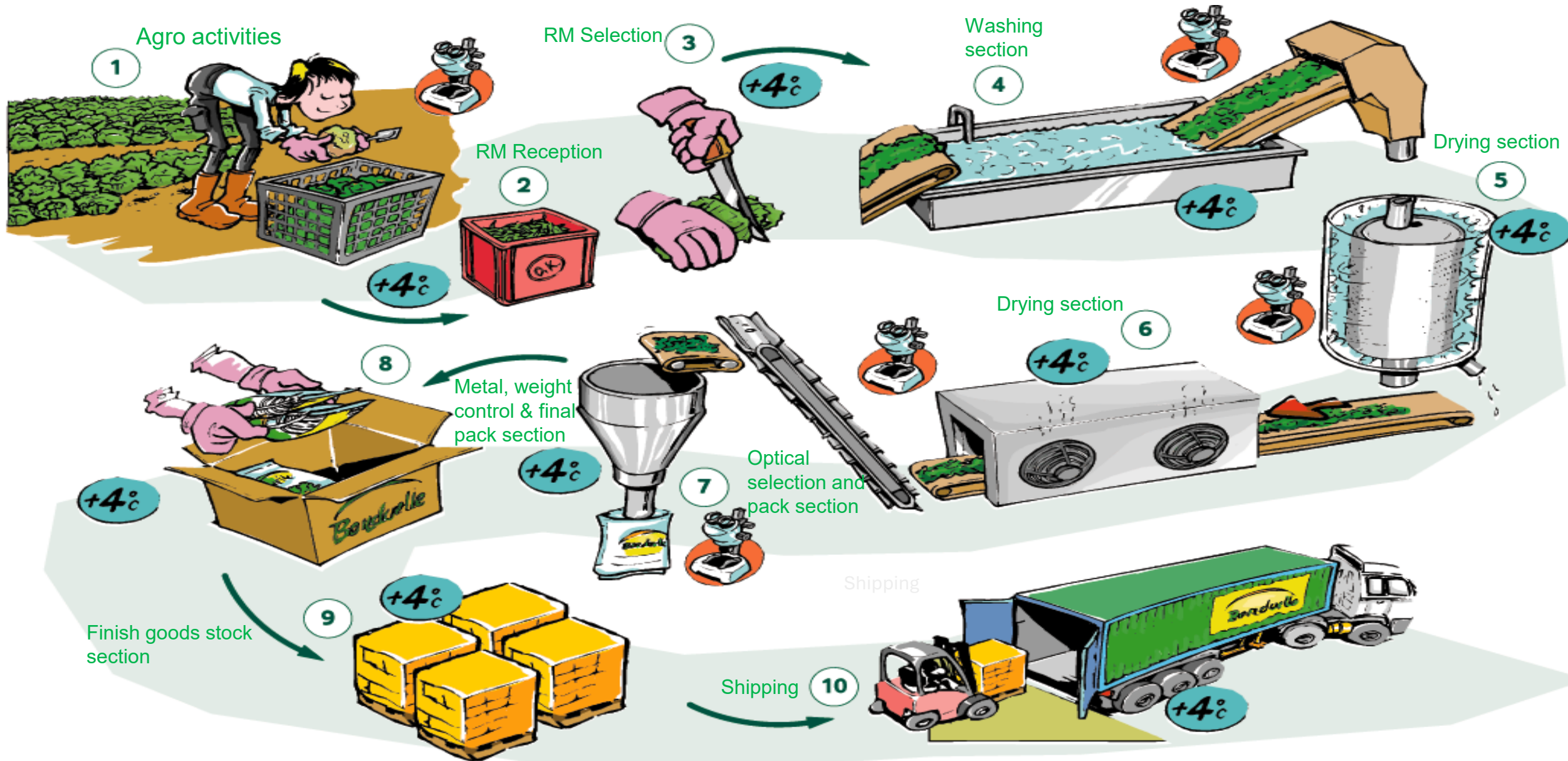
TO **SHELF**



**RTE Salads** : washed, cut and bagged vegetable products, ready for consumption packaged in a protected or modified atmosphere and stored at no more than 8°C



# READY TO EAT SALADS FLOW





# Italian Market Size 2024



## F&V PESO IMPOSTO (no preselezionato)

1,611 BLN +4% 100%



**FRUTTA  
IV GAMMA**  
57,5 MIO +6,1%  
4%



**IV GAMMA**  
1.022 MIO +1,5%  
63%



**V GAMMA**  
130 MIO +13%  
8%



**GASTRONOMIA  
FRESCA**  
335 MIO +10%  
21%



**SUCCHI FRESCI**  
65 MIO +2%  
4%

### INSALATA IN BUSTA

78%  
802 MLN  
+0,8%



### VERDURE DA CUOCERE

12%  
117 MLN  
+7%



### CIOTOLE

7%  
67 MLN  
-1,4%  
5.3%  
54 MLN  
+3,6%  
1.7%  
BASIC  
14 MLN  
-16,9%



### CRUDITE'

3%  
35 MLN  
+4,7%



### ZUPPE

52%  
176 MLN  
+6%



### BURGER

32%  
106 MLN  
+17%



### INS. GASTRONOMICHE

16%  
54 MLN  
+13%



# Pros and Cons of RTE Salads



## • PROS

- Greater palatability
- Time saving and ease of use
- Greater hygiene and quality guarantee
- Better product traceability
- Slower deterioration (vs. cut product)
- “Zero (domestic) waste”
- Reduced (domestic) water consumption
- Portioned (single, family, snack)
- (Almost) constant availability



## • CONS

- Higher price
- Refrigerated storage
- Disposal of packaging
- Higher perishability (vs. whole product)
- High environmental impact of the process (energy, water, disinfection, etc.)
- High waste at source
- Distrust of the final consumer



# The most important challenges



# ***And finally... Which Perspectives***

**The RTE Salads sector must now face important challenges that can be traced back mainly to four areas:**

- 1) Sustainable agri-food production:** producing more, better and with fewer resources.
- 2) Conscious consumption:** health, environmental and social responsibility at the heart of purchasing decisions.
- 3) Industry and circularity:** eco-design of processes that involves all connections of supply chains and commercial networks with the institutions that play the role of activator and accelerator.
- 4) Communication:** promoting an information system based on scientific evidence to combat information disorder.



THANK YOU  
FOR  
YOUR  
ATTENTION



## THE FRUITS AND VEGETABLES INDUSTRY SERIES

# Thank you



FRUIT AND VEGETABLES SCHEME



*The OECD-COLEAD Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported by the Fit For Market Plus programme, implemented by COLEAD within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.*