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**Tomato campaign 2025, the Northern Area Framework Agreement reached in record time.**

**Great satisfaction from the IO**

*Parma, January 28, 2025* - This morning, delegations from the agricultural and industrial sides met in Parma at the Experimental Station for the Food Preserving Industry (SSICA) and reached the Northern Area Framework Agreement for the 2025 tomato production and processing campaign in record time.

The **IO’s President Giuseppe Romanini** expresses “great satisfaction on behalf of the Interbranch Organization of Industrial Tomato of Northern Italy (IO) for the reaching of the Framework Agreement in quick and above all useful times for the organization, planning and management of the 2025 campaign. The timeliness of the agreement will put the supply chain in the best conditions to respond effectively to the difficult situation occurred in the previous campaign. This is an important achievement, even more so after the failure of the 2024 agreement. In this context, it is appreciable that the parties have decided to work jointly and responsibly for the defense and enhancement of the sector, interpreting the spirit of loyal cooperation that is at the basis of the very existence of the IO: transparency, data sharing, planning translate into concrete elements of competitiveness”.

The agreement includes the filing of the individual contracts to the Interbranch Organization of Industrial Tomato of Northern Italy by February 28th and will allow an adequate planning of production in the field for the 2025 tomato processing campaign.

Concerning the economic value, the delegations of the industrial and agricultural sides reached an agreement around 145 euro/tonne, taking into account also the changes to the evaluation tables.

The Interbranch Organization of Industrial Tomato of Northern Italy represents the totality of tomato production and processing in all regions of Northern Italy for a total area of more than 40,000 hectares and more than 3 million tonnes of tomatoes grown and processed.

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