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The company has been working in Africa since the 1960s, making pasta sauces in Ivory Coast. With the arrival of the Italians, Africans have been able to freely sell their produce. Up until 2003, the tomato paste was simply exported to Italy, by the Italians. The new situation was complicated by the fact that the Aids epidemic wreaked havoc in Ivory Coast. The best tomato paste offered by the Italians could not compete against the cheap local product. When the Italians returned to their homes, the Ivorians took their place. With the opening of the Mediterranean port of Naples, in 2000, it became easier to export tomato paste to Europe. The Italian government quickly discovered that the market for tomato paste had shrunk considerably. After a few years of sharp sales growth, it started to fall off a cliff. The decline is visible. Competition is on the rise. Last year, 44 million tins left Italy, compared to the 41 million of 2005. That's one less. The imported tomato paste competes with the product from the port of Naples, for example, which often has a lower price. In 2001, the former minister of agriculture, Sandro Bondi, asked the Consorzio Pomi, the association representing tomato producers, to create a new product in the form of a paste. Without government backing, however, the initiative did not succeed. The new product was based on tomato sauce, with a light seasoning. The result was Gino, a stable, reliable product. The light seasoning might explain why even super-ripe tomatoes can be mixed with tomato paste. But since the Gino tomato paste is far from being cheap, it does not have the high demand that is associated with a mass-produced brand. The brand is therefore positioned as a premium product. As the Italians had discovered, it is not the contents that sell the product, it is the packaging.

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Hundreds of small-scale processors in Ghana are responsible for the majority of the black market, while there are some international operations. Italian exporters of tomato paste use the country as a springboard to access the African market, explains Giovanna Azanza, an expert on the tomato industry. But the impact of the new competition is evident. The total market share of Italian tomato pastes has dropped from 50% in 2010 to around 15-20% in 2014, according to the European Investment Bank, which has also just launched a series of pro-investment events for Italy. The most commonly used brand is Gino, currently the third in the global ranking of most popular tomato pastes. Antonio Scarpantoni and his father Giacomo, who produce Gino tomato pastes in the area around Alcamo, in the province of Trapani, feel their industry is the poorest in the country, by far. While they did not have much to do with the Italian crisis, the cuts in the Mediterranean diet and the spread of ready-to-eat Italian food, which is increasingly bought in supermarkets, have impacted the choice of their customer. Even those who are willing to pay a little more for the fresh produce, now import from China or Ghana, and have no longer found Gino at the supermarket. So the father and son have transformed their land into a nursery farm. Before, the Scarpantoni family exported, among other things, wine and vegetables; now they mainly produce tomatoes. Giacomo makes his paste from fresh tomatoes, Giacomo buys the seeds from other farmers and the work is carried out by his father. 5ec8ef588b

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