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Coldiretti broadcasts online today's convention in Roma

At the PalaLottomatica, 10.000 people assist at the birth of the wholly Italian agricultural chain. Silvio Berlusconi and the Minister Luca Zaia will attend to the event.

Thursday 30th April, at the PalaLottomatica in Rome, Coldiretti presents the plan to bring the quality, safety and health of "the true Made in Italy on the tables at a fair price". The Prime Minister Silvio Berlusconi, Claudio Scajola, Minister of Economic Development and Luca Zaia, Minister of Agricultural Food and Forestry Policies will bring their contribution to the convention opened by the Major of Rome, Gianni Alemanno.

Thanks to Weebo technology, you can watch the forum live at <http://www.coldiretti.it/> from 9:30 a.m.

Several guests among Italian Government politicians and representatives of European Institutions will participate along with social, economic, trade-union national and international authorities.

Furthermore, 15.000 farmers and members of cooperatives leaded by Coldiretti, of the foundation Campagna Amica and Consorzi Agrari Italiani will attend to the meeting next to Sergio Marini, President of Coldiretti.

Food consumptions represent the second Italian expense item, preceded by house costs and weigh for the 19% upon Italians' income.

Thanks to the wholly Italian agricultural chain Coldiretti gives birth to its "expense plan" in order to guarantee 100% Italian Quality at a fair price. This project represents a real contribution of agriculture to the Country development.

Finally, the convention will constitute the chance to announce the awards won by the made in Italy Food and Agriculture as to quality and health and to reveal the hidden threats in order to help Italian citizen to defend themselves against speculations and deceits.

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