



## Geographical Indication Product Database

- Step 1-

### **PDO Prosciutto Toscano From Tuscany**

**SOURCE :**

**Author : Elisabetta Manco**

**Institution : University of Florence**

**Date : 29/07/2006**

**1. NAME OF PRODUCT : PDO Prosciutto Toscano**

**2. COUNTRY AND REGION IN THE COUNTRY: ITALY – Tuscany**

**3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**

*PDO Prosciutto Toscano* is a kind of raw ham produced according to the traditional dry salting process used in Tuscany. The PDO product has to compete with other similar hams produced out of the PDO rules.

**4. DESCRIPTION OF THE PRODUCT AND ITS AREA (INCLUDING ITS SPECIFIC CHARACTERISTICS, CONDITIONS OF PRODUCTION, MAIN DIFFERENCES WITH THE SUBSTITUTES) :**

*PDO Prosciutto Toscano* is made only by pigs belonging to specific races (pure Large White and Landrace, or races deriving from these two), reared in a specific area (Tuscany and other Italian regions included in the area of rearing recognised for PDOs Prosciutto di Parma and S.Daniele), and whose characteristics are proved by the breeder's brand and the slaughterer's mark (animals at least 9 months old, weight between 144 and 176 kilos). The dry salting process can only be carried out in Tuscany (using exclusively fresh aromatic herbs, pepper, garlic and salt), and the seasoning has to be long at least 10 or 12 month depending on the weight. Hams have to be seasoned in rooms where temperature and humidity levels have been constantly checked. The product is characterised by a savory taste, an intense red colour, and a salt content higher than Parma and S.Daniele PDO hams.

**5. LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):**

The link with traditions relies on the process of seasoning, which involves specific know how in order to manage the process. Humidity and temperature of seasoning rooms can strongly affect the final product.

**6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :**

So far, the production system of *PDO Prosciutto Toscano* includes 25 producers who are variously involved in the production process: butchering, sectioning, and seasoning. They join PDO's production to other kind of products (salami, sausages, fresh meat, ect), often similar to the marked one (for example ham obtained by non Italian meat). All producers using the PDO have joined the Consortium, born to apply for EU PDO and which now operates to promote the product. Main marketing channels are: multiple retailers and small retailers through wholesalers; catering is growing more and more. The product have been mainly traded on the local and regional market, while the exporting activity has recently started to increase. The firms who decide to go overseas are the biggest ones, thus those with a range of production from 50,000 to 150,000 PDO hams per year.

**7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :**

*PDO Prosciutto Toscano* is one of the leaders of ham market, after the PDOs Prosciutto di Parma and S.Daniele. However, the PDO Prosciutto Toscano does not suffer the direct competition of other Italian raw hams, because the product is positioned as a specific raw ham, due to the typical process of seasoning and salting which gives to the product special features. The number of certified PDO hams is growing, although there might be limit due to the difficult supply of conformed raw material. It enjoys a price premium of about 20-22% above the price of raw ham seasoned according to the tradition but not labelled as PDO. Many synonyms or imitation of the PDO product on the market strongly mislead the consumer, either on local and foreign markets, where it possible to find raw hams processed with similar ingredients (salt, pepper, herbs), but made with unknown meat, and hence difficult to be recognised just from the external aspect.

**8. APPLICANT / HOLDER (IF ANY) :**

*PDO Prosciutto Toscano* has been registered according to Reg. 2081/92, following the simplify registration ex art. 17.

**RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?**

*PDO Prosciutto Toscano* represents an interesting case for evaluating the role GI protection scheme play in order to deal with unfair competition, and in order to develop modern new markets (marketing channels and foreign markets).

**CATEGORY :**

☐ Origin Product

☐ GI product

☒ Recognized GI



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