



## Geographical Indication Product Database - Step 1-

### Salame di Felino

**SOURCE :**

**Author: Filippo Arfini,**

**Sabrina Cernicchiaro**

**Institution : UNIPR**

**Date : 03/08/2006**

#### DESCRIPTION :

**1. NAME OF PRODUCT : Salame di Felino**

**2. COUNTRY AND REGION IN THE COUNTRY: Italia, Emilia Romagna, Province of Parma, (Municipality of Felino)**

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

The Salame di Felino is a Pork Meat salami, aged for a period comprised between two months and six months. Salame di Felino can be substitute by others salami (i.e. Salame di Varsi, Milano, etc.) and, as consequences of lack of institutional protection has many imitations of the product and usurpations of the name.

**4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :**

The Salame di Felino, is one of the traditional pork meat salami produced in the province of Parma and its origin is linked to the tradition by local farmers to do homemade salami during winter season. It is a salami produced using fresh thin pork meat mixed by 25-30% of hard pork fat. In addition are add some ingredients as salt, pepper, garlic and white wine.

Nowadays the production of Salame di Felino is all the year long and use pork meat coming from “the rest” of the production of PDO Prosciutto di Parma. This organisation generating an interesting economy of scope between slaughterhouses and processing ham firms located in the same area.

The difference from the substitutes are set in the origin of the raw materials (included ingredients), in the preparation of the recipe, in the period of seasoning. Most of substitute salami are sold as Salame di Felino even if they are not, but many others are sold as “tipo Felino (Felino style)”.

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

The Salame di Felino, is considered a very traditional product and, for the local consumers, has very high reputation. It is consider one of the peculiar food product of the Parma area. Its reputation is due both for the link with the rural habit to produce homemade salami but also for its intrinsic characteristics. Its flavour is due both for the quality of the ingredients (meat from heavy pigs) and for the way to age (cold temperature and humid atmosphere at the beginning and dry atmosphere later) that reproduce, still nowadays, the climatic condition of the area.

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

The system / supply chain of this salami is composed by 12 processing firm located around Felino specialized in the production of Salame di Felino and others salami of the region (i.e, Pancetta, Coppa, Culatello, Spallacotta, etc.). This firms acquire fresh pork meat from the same slaughterhouses that provide legs for the PDO Prosciutto di Parma. In total are interested 5.363 pork breeders and 600 employees. These 12 firms has own brand (mainly the name of the producer) associated at the name of Felino. At the moment, no collective brand are set.

	<p style="text-align: center;">Geographical Indication Product Database - Step 1-</p> <p style="text-align: center; color: red; font-weight: bold;">Salame di Felino</p>	<p><b>SOURCE :</b> <b>Author:</b> Filippo Arfini, Sabrina Cernicchiaro <b>Institution :</b> UNIPR <b>Date :</b> 03/08/2006</p>
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**7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :**

During 2005 was produced 6 million kg of salame di Felino. That's means 7,5 million of pieces for a related turnover of 50 million euro at the production and 100 million euro at the consumption level. Most of the production (95%) is sold in Italy. The volume production is quite stable even in these last years there is observed an increasing of demand for the Salame di Felino. It is sold at the price of 25-30 euro/kg mainly troughs the channel of the modern distribution (60%). This last aspect is considered negative because the strategy of the modern distribution has interest to sell this Salame at the same price of the others competitors.

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

“Associazione produttori per la tutela del Salame Felino” is the applicant that has initiated the institutional process for obtain the status of recognized GI (in particular PGI). At the moment there are firms that produce and use the name Salame di Felino. All of them are located in the periphery of Felino: Alinovi Tullio s.n.c., Boschi F.lli S.p.A., Cav. Umberto Boschi S.p.A., Salumificio BRB s.n.c., Salumificio Ducale s.n.c., Fereoli Gino & Figlio, Fereoli Mario & figlio, Gualerzi S.p.A., La Felinese S.p.A., Ronchesi s.n.c., Salumificio Salese s.n.c., Salumificio Gastaldi s.n.c.

Nowadays there is a strong interest for obtain the status of recognized GI (especially for the member of the Association). In this framework there is a strong debate between producers (mainly small with artisan technique) that want preserve the tradition and producers (mainly big with industrial technique) that are interested in a more wide and modern interpretation of the code of practice.

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

This case study shows clearly as Salame di Felino, without official sign of quality and institutional protection is highly appreciate by the consumers as demonstrate by the turnover of the sector. This result is based on the reputation of the product, on the collective strategy of the system respect quality of ingredients and of processing phase, but also by an effective trade strategy based upon a very close link with the retail system and costumers developed by personal relationship.

The interest for SinerGi it also due to the strong relationship between economic actors of the “pork system” linked to the PDO Prosciutto di Parma system inside the province of Parma and, so increase the economic well-being and the competitiveness of the region.

This aspect is crucial because allow to bring to the consumers the “sense” of genuine and quality that make the difference respect the competitors.

**CATEGORY :**

☐ Origin Product

☒ GI product

☐ Recognized GI