

	<p style="text-align: center;">Geographical Indication Product Database - Step 1 -</p> <p style="text-align: center;">Prosciutto di Parma DOP</p> 	<p>SOURCE :</p> <p>Author: Filippo Arfini, Sabrina Cernicchiaro</p> <p>Institution : UNIPR</p> <p>Date : 01/08/2006</p>
---	--	---

DESCRIPTION :

1. NAME OF PRODUCT : **PDO Prosciutto di Parma (Parma Ham)**

2. COUNTRY AND REGION IN THE COUNTRY: ITALY, Emilia-Romagna, part of Province of Parma

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

Prosciutto di Parma is considered “Cured ham”. It is aged between 12 months (minimum) and 18 months (maximum). Prosciutto di Parma has different type of substitute: others aged salami (i.e. Culatello di Zibello, Coppa di Piacenza PDO, Etc.) and others aged PDO Ham (i.e. San Daniele, Toscano, Modena, Carpegna, etc). Prosciutto di Parma can be substitute also by others Ham that explicitly imitate the PDO Ham: a) Aged ham made in Parma; b) Aged ham made out of the area of Parma (mainly of EU).

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

4.1 The product

Le *specifiche caratteristiche merceologiche* del prosciutto di Parma sono:

a) Exterior aspect: roundest without foot, and external damage.; b) Weight between 8 and 10 kg.; c) colour of the slice: homogeneous between pink and red with white strips closet o the fat area; d) aroma and flavour: delicate and sweet with fragrant and characteristic aroma.

4.2 The Area

The Area of production is composed by two different type of regions: The region of origin of the pork meat (that are 11 Italian Region) and the region where the legs are processed and seasoned (the hills and mountains area of the province of Parma). The main feature of this last area is the peculiars pedo-climatic condition that are a) very cold in winter and mitigate in summer and b) constant wind coming from the Ligure sea that pass the Appenine and “dry” the ham.

The difference with substitute

4.2.1 Aged ham made in Parma: this ham is made using meat not originating in the PDO area defined in the Code of Practice (mainly from abroad), but seasoned into the PDO area (mainly by the same producers of the PDO Prosciutto di Parma). They are seasoned for less time and has less weight. Of course this ham doesn’t have any quality signs that imitate or recall PDO quality signs.

4.2.2 Aged ham made out of the area of Parma. This Ham explicitly recall and imitate PDO Prosciutto di Parma also using quality signs that explicitly imitate the original.

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

Link with whit the geographical area is very close in all the steps of the system. Even if the pork breeding is allowed out of the production area exist a very active control activity able to ensure that all the pork are born and grow up only inside the 11 Italian region. These regions have common agricultural characteristics common habit to manage pigs. Also, Code of practice has give limitation on the characteristics and composition of the pig race, aliments for feed the pigs, structure of the plants and animal welfare condition. Never than less 80% of

	<p style="text-align: center;">Geographical Indication Product Database - Step 1 -</p> <p style="text-align: center;">Prosciutto di Parma DOP</p> 	<p>SOURCE : Author: Filippo Arfini, Sabrina Cernicchiaro Institution : UNIPR Date : 01/08/2006</p>
---	--	---

the pigs came from four regions (Emilia Romagna, Piemonte, Lombardia and Veneto). Instead in the area of production of PDO Prosciutto di Parma (all Parma Ham producers must be located within the geographical boundaries of the Parma production area, 5 km south of the via Emilia, limited to the east by the river Enza and on the west by the river Stirone, and up to an altitude of 900m) has very high gastronomic reputation due to the very old tradition of rural areas to make home made salami. This tradition came from the link with the type of farm holders (mainly small and poor) that was habit to grown pigs for home consumption. Pigs were killed in winter and the meat was aged, preserved and eaten during all the year long. Environmental conditions (balance between cold and temperate and high humidity and dry) have allowed adopting a very peculiar process that preserves uncooked meat with a very low level of salt. Also, in this area, there are very high professional's skill, human capacity and concentration of infrastructure finalized to pork meat transformation in Ham production. Economists see this as "economic district" with a very high interaction by firms and entrepreneur.

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

The system / supply chain of the PDO Prosciutto di Parma is organized by the following steps and figure (years 2005): a) 5.386 pork breeders; b) 139 pork slaughterhouses; c) 171 PDO Prosciutto di Parma firms; d) 3.000 worker unit; e) 1 Consortia (Consorzio del prosciutto di Parma; f) 1 certification body (Istituto Parma Qualità); g) 1 common research Institute (Istituto per le Conserve). The entire system, at the moment, is characterized by a process of concentrations where small pig produces and small processor has great economic difficulties and probably will leave the sector. Meanwhile the ham production is increased and the size of the firm involved in the system is also increased.

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

The marked of PDO Prosciutto di Parma has quite interesting aspects due the high reputation of the product (year 2005): a) 9.839.000 PDO ham produced; b) 1.771.000 is number of PDO Ham exported; c) 885 million Euro is the turnover of the PDO ham at the production; d) 1.800.000 million euro is the turnover of the PDO ham at the consumption.

PDO Prosciutto di Parma is the Ham in Italy with the higher reputation, high attractiveness as demonstrate by the high size of the aged Ham market (39%). Meanwhile, in these few years, the high level of production has reduced the price premium respect the competitors and producers are trying to increase the exportation (that now is the 18% of the total production) and try new marketing channels as sell PDO Prosciutto di Parma already sliced.

8. APPLICANT / HOLDER (IF ANY) :

PDO Prosciutto di Parma before EU Regulation 2081/92 has been registered according to Italian National laws (n. 26 of 13 February 1990,). After the Regulation 2081/92 was register according Italian National law (n. 142 of 19 February 1992 and DM 253 15 February 1993). The Certification Body is Istituto Parma Qualità.

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

	<p style="text-align: center;">Geographical Indication Product Database - Step 1 -</p> <p style="text-align: center;">Prosciutto di Parma DOP</p> 	<p>SOURCE : Author: Filippo Arfini, Sabrina Cernicchiaro Institution : UNIPR Date : 01/08/2006</p>
---	--	---

PDO Prosciutto di Parma can be considered a clear example of “famous” PDO product able to represent the culture and the tradition of the area of origin, very well known in most of the world, with high reputation and with a lot of competitors and imitation. As most of the GI product represent an important economic levy useful for create strategy of economic and social growth at local and regional level.

The PDO Prosciutto di Parma case study, in the framework of SinerGI, has the objective to show as quality strategies linked to a strong governance activity made by the Consortia allow increasing the value of the product and the market share and, in turn allowing economic growth in the area.

CATEGORY :

☐ Origin Product

☐ GI product

☒ Recognized GI (PDO)