



Geographical Indication Product Database - Step 1-

Prosciutto di Parma (Parma ham)

SOURCE :

Author :

Mr. Stefano Fanti

Institution :

**Consorzio del
Prosciutto di Parma**

Date : 02/08/2006

DESCRIPTION :

1. NAME OF PRODUCT : Prosciutto di Parma (Parma ham)

2. COUNTRY AND REGION IN THE COUNTRY: Italy, Emilia-Romagna Region

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

Prosciutto crudo (dry cured ham)

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

HISTORY AND STAGES OF PRODUCTION

The production of genuine Parma Ham is the history of a special relationship between man and nature. Since Roman times, the unique conditions of the Parma region have made it possible to produce the highest quality hams which have been appreciated by gourmets for centuries.

Parma Ham is a jewel in the culinary tradition of Italy, reflected in the coveted Protected Denomination of Origin status. It is the Consortium of Parma Ham that protects its quality, purity and full compliance with tradition, so that consumers can be sure that they are buying genuine Parma Ham.

Parma Ham is produced and cured in the traditional production area near Parma and is identified by its famous logo, the ducal crown, which guarantees the quality of genuine Parma Ham. The hams are made from nine month old pigs with a minimum weight of 150 kilos, bred in eleven northern and central Italian regions.

Parma Ham production is based on traditional methods and carried out by experienced men who love the product. It follows 10 stages:

1. Cutting
2. Cooling
3. Trimming
4. Salting
5. Rest
6. Washing-Drying
7. Pre-curing
8. Greasing
9. Curing
10. Branding

BRIEFLY ON PARMA HAM'S TREACIBILITY SISTEM

The name "**Parma Ham**" is exclusively reserved for hams bearing the *ducal crown*, the indelible and unique brand given at the end of the ageing period. The final branding, however, is only the last step of a long identification process which leaves on the ham, at every step, the "signature" of each operator.



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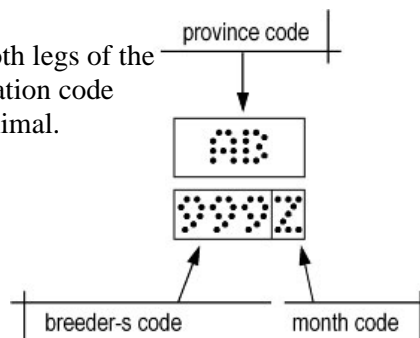
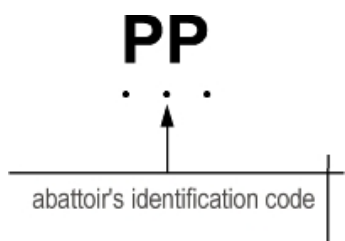
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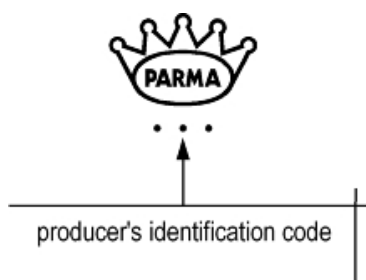
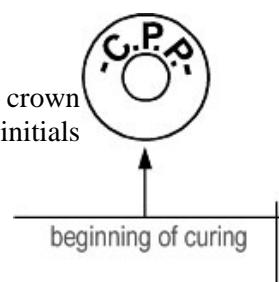
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It begins with the breeder who puts a special tattoo on both legs of the young pig within 30 days of birth, showing his identification code and a special code indicating the month of birth of the animal.



It continues with the slaughterhouse where every fresh trimmed leg is checked and branded with a mark permanently identifying it. The mark has the initials "PP" and the slaughterhouse identification.

Then there is the metal seal made up of a circular crown showing the C.P.P. (Consorzio Prosciutto di Parma) initials and the date of the beginning of curing.



Finally, the five-point ducal crown brand shows the identification code of the producer where the curing has been carried out. It is stamped under the strict control of the I.P.Q. inspectors and is the final guarantee of the quality of the ham.

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

A gentle landscape with softly rolling hills, fields and farmsteads. The air here is unique, dry and sweet-smelling with breezes from the Apennine mountains creating perfect environmental conditions for a natural "drying" of the hams.

The secret of Parma Ham begins with a careful and accurate selection of the raw materials: the pigs. The Large White, Landrace and Duroc breeds are used and the mean weight per batch must be 160Kg (+/- 10%). Neither boars nor sows can be used. The feeding of the swine and the breeding techniques are also regulated to ensure a heavy pig with a moderate daily growth in an excellent state of health. These measures have been adopted by the Consortium of Parma Ham to ensure a suitable quality standard for every single ham that bears its mark.

Pig-breeding farms, currently about 5,500 and the 180 slaughter houses, must be located in a well-defined area in the following regions: Emilia-Romagna, Veneto, Lombardy, Piedmont, Molise, Umbria, Tuscany, the Marches, Abruzzo



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and Latium. To be included in the area of protected production, breeders must be acknowledged and classified by the Istituto Parma Qualità and an indelible tattoo placed on each pork leg within 30 days of birth. The tattoo shows the breeder's code and the month of birth of the pig. This data is recorded by the Consortium.

The abattoirs must meet statutory health and hygiene regulations and be acknowledged by the I.P.Q. The I.P.Q. issue an identification code and a fire-brand showing this code. The abattoir must stamp the fire-brand in a clearly visible position on the pignone of each fresh leg after ensuring all regulations have been met and documented.

During the salting stage, a metal seal is added to the two previous marks; the seal shows the date on which processing began. This is recorded in a special register for each batch of legs. If any flaws are observed, the seal that may already have been placed is removed by the I.P.Q. officers who then draw up a special report.

Breeders, slaughter-houses and producers as well as all those who package, transport, sell, or distribute Parma Ham to consumers, must ensure all controls and legal obligations have been met. Inspections to check the suitability of the premises and of the installations may also occur.

Parma Ham producers must also meet certain requirements including health and safety and a properly equipped building. They 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.

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

2005 Statistics

■ Production:

171 Companies producing Parma Ham.

9,839,000 Parma Ham's produced in 2005.

■ The Production Chain

5,386 Pig breeding farms.

139 Slaughterhouses.

3,000 Workers involved in the production of Parma Ham.

■ Parma Ham – Market Value

885 million Euros

Total revenue from Parma Ham production.

1,800 million Euros

Revenue from consumer sales of Parma Ham.

■ Sales - Italy

1,300 million Euros

Revenue from consumer sales of Parma Ham.



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8,068,000

Parma Hams sold in 2005.

■ Sales - export

500 million Euros

Revenue from consumer sales of Parma Ham.

1,771,000

Parma Hams exported in 2005.

■ Pre-sliced Parma Ham

8.6 million packets (173,000 hams) Sold in Italy.

23.1 million packets (463,000 hams) Sold abroad.

+19.5% Italy; + 15.7% abroad

Annual growth from 2004.



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

Parma ham 2005

Production

9.839.000 pcs

Export

1.750.000 pcs

18%

Export 2000-2005

Hams Nr.

1.500.000 → 1.750.000

+ 250.000 pcs

+ 16,7 %

Production
Increase

+ 780.000 pcs



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Export pre-sliced 2000-2005

Pre-sliced – hams nr.

220.000 → 460.000

240.000 pcs

109 %



In the three slides is represented the trend of the Parma ham market, especially regarding the export.

In past five years (2000 - 2005) we have had an export increase of 250.000 pieces (+ 16,7%) for the entire hams, while the increase of pre-sliced ham was around 240.000 hams (+ 109%)

24% of our export is due to the pre-sliced product while the remaining 76% is the traditional product, mainly deboned Parma Ham.

In the past five years our markets have been developing in the following way:

Europe has slightly increased and we have two different situations:

- The main traditional markets, which are not growing at all and where the sales of deboned product are decreasing while the pre-sliced product is increasing very well. We are talking about France, Germany and Belgium.
- Other markets, such as UK, Holland and Scandinavia, which are growing a lot, mainly due to the pre-sliced product.

Outside Europe, we are growing a lot due to the developing of our three main markets: USA, Canada and Japan. Here the share of the pre-sliced product is still a minor one, but we think that the real potential for Parma Ham is right here.



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MARKETING ACTIVITIES:

- Opening new market and launching the product
- Information and Promotional Programs
- Advertising on TV (Italy) and magazines
- P.R. and Communication activities in the main markets
- International Fairs (N.Y.-Tokyo- etc.)
- Support to the producers

ADVANTAGE OF BELONGING TO THE GIs FROM A MARKETING POINT OF VIEW:

- System for promotion and guarantee
- Opportunity to differentiate oneself
- GIs represent for the agricultural products what Trademarks represent for industrial products
- GIs help producers and consumers to give a name (brand) to agricultural products and to identify them

We know that GIs represent a valid system to guarantee and protect our product.

But, from a marketing point of view, it is an important element to be used for the differentiation of the product, to distinguish the product.

GIs products are different and unique. GIs are more than a product, it is a region with its men, its tradition, culture and its conditions.

GIs products have an emotional factor that other products do not have and we have to use all this element when promoting the image of Parma Ham

From a marketing point of view, GIs represent for the agricultural products what Trademarks represent for industrial products: it provides a brand.

As the matter of the fact, many agricultural products, including meat and milk products, are unbranded product.

But we know we also have a lot of agricultural products that have their own peculiarities, have an added value essentially due to the conditions of their region of origin; it is the case of GIs products. These products need to be distinguished and differentiated.

In this case, there is no conflict between GIs and Trademarks, and simply the GIs system is an excellent solution for both producers and consumers because it helps to give a name to agricultural products and to identify them.

7. APPLICANT / HOLDER (IF ANY) :

CONSORZIO DEL PROSCIUTTO DI PARMA (CONSORTIUM OF PARMA HAM)

TASKS AND FUNCTIONS OF THE CONSORTIUM:

- ✓ MANAGEMENT AND SAFEGUARD OF THE PRODUCTION REGULATIONS were filed at the European Union for the Denomination of Protected Origin "Parma Ham". These Regulations set out the rules relating to the production of Parma Ham:



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- breeds used
- breeding techniques
- requirements of the hogs for the production of Parma Ham
- origin of the raw materials
- boundaries of the geographical area of production
- methods and duration of the ageing stage
- characteristics of the end product

All these elements are covered in Law no. 26 of 13/2/90, in Ministerial Decree no. 253 of 15/2/1993. The management of the Production Regulations involves preparing operational manuals used by the I.P.Q. and above is a fundamental part of the protection of this famous traditional product.

✓ MANAGEMENT OF THE ECONOMIC POLICY, includes formulation of strategies, trends and macro-economic policies for Parma Ham.

✓ MANAGEMENT OF PLANNING SCHEDULES FOR PROTECTED PRODUCTION, are also provided for and can be adopted by the Consortium after approval by the Ministry of Industry, Trade and Crafts. The aim is to improve the quality of the product by introducing a rational quantity approach, beneficial for the entire production sector. These schedules provide better protection for the consumer.

✓ DEFINITION OF QUALITY CONTROL SCHEDULES FOR THE END PRODUCT:

it is now possible to scientifically check that the hams branded with the ducal crown meet the quality requirements. In 1996 the Consortium established that laboratory analysis would be used to assess aged hams to ensure that the end product complied in the following values:

- amount of salt
- degree of humidity
- level of proteolysis

These quality controls were approved by the Ministry of Industry, Trade and Crafts.

✓ SUPERVISION, IN GENERAL TERMS, CONCERNING THE CORRECT OBSERVANCE OF PROVISIONS LAID DOWN BY LAW AND BY REGULATIONS at the breeding farms, slaughterhouses, producers and traders at all levels; full time inspectors act as Judiciary Police Agents. These inspectors may carry out any type of verification, inspection or control of whoever produces, packages, keeps or sells hams in any type of establishment including:

- breeding farms
- slaughterhouses and laboratories
- wholesale and retail sales outlets
- restaurants and stores

Any incorrect procedures recorded will be prosecuted with administrative, civil or penal measures.

✓ PROTECTION OF THE DENOMINATION "PARMA HAM" AND OF THE RELATIVE BRAND (DUCAL CROWN) WORLD-WIDE.:
The Consortium protects the use of the denomination "Parma Ham" and the relative brands, stamps and identification seals, and for the suppression of any illegal use of the same, or any act of unfair competition relating to the marketing of Parma Ham. To do this, the Consortium can take any suitable measure, including legal measures, in particular in countries where the product is widely marketed. The brand "Parma Ham" is



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currently registered in about twenty countries.

- ✓ ASSISTANCE TO ASSOCIATED COMPANIES: to improve production and marketing in Italy and abroad of Parma Ham is offered through advisory services and other support. This covers technical and production matters in co-operation with the Experimental Station for Food Processing Industries, assistance in trade and health sectors, support in the insurance sector, etc...
- ✓ PROMOTING AND ENHANCING THE PRODUCT. The Consortium of Parma Ham also provides marketing support. The aim is to enhance the image of Parma Ham and increase popularity in Italy and abroad. Greater attention will be paid to the product in the marketplace and the consumers. Standard marketing communications will be used as well as other strategies, such as developing trade relations with large distribution and traditional retail outlets and liaising with production companies to improve their presence in the marketplace.

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

We think it will be important to exchange informations regarding some aspects of the control system of the GI's products (traceability, laws, labelling, control procedures), with the scope to work together in order to unique the system of protection of GI at an international level.

CATEGORY :

✓ **Origin Product**

✓ **GI product**

✓ **Recognized GI**