



Geographical Indication Product Database - Step 1-

Lardo di Colonnata PGI from Colonnata – Tuscany - Italy

SOURCE :

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1. NAME OF PRODUCT : Lardo di Colonnata PGI

2. COUNTRY AND REGION IN THE COUNTRY: ITALY – Colonnata village (Tuscany)

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

Lardo di Colonnata is seasoned lard of pork. Several imitations of this product exist: they differ from the original mainly for the seasoning method, for the quality of the fresh lard and other ingredients, and for the origin of fresh lard (coming from other countries, not from Italy).

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

Lardo di Colonnata is produced only in Colonnata, a very small mountain village nearby the Apuane Alps in Tuscany. It is seasoned for at least 6 months in a mix of salt, garlic, spices and rosemary, in marble containers (locally called "conche"): seasoning process is strongly influenced by the special kind of marble of the "conche" (coming only from specific quarries in Apuane Alps) where the lard is preserved, and by climate, humidity level and temperature in the village. The final product is tender, good - tasting and smoothly spiced.

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

Lardo di Colonnata is strongly linked to its territory, for it has been the main food of people of the village for a long time: Colonnata male inhabitants were mainly quarry workers, needing of easily preservable and strongly nutritive food. The quality of the product is linked to the specific climate of the village, and to the specific marble used for the seasoning piles of marble. Thanks to its famous "Lardo" and tourism related to this product and Apuane Alps, the economy of Colonnata has improved. Producers of Colonnata had and still have problems of misleading and frauds: these problems are the main reason for the PGI application (PGI was obtained in 2004).

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

As stated in the Code of practice, the fresh lard should come from breeders and slaughterers in Italian Northern and Central regions. The processing phase is strictly linked to the area of the village and is very artisanal. In the processing phase there are about 15 processors, many of them are not professional salami factories. The whole group of producers is associated to the "Associazione di Tutela del Lardo di Colonnata", which applied for the PGI. *Lardo di Colonnata* is sold in different commercial channels, such as direct sale, direct shipping to small retailers, restaurants and consumers, commercialisation through wholesalers and large retailers, e – commerce.

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

Lardo di Colonnata PGI has a stable and international market, for it is produced in very low quantities. *Lardo di Colonnata* enjoys a premium price of about 70% above the price of similar seasoned lard, made with industrial processes. Reputation of the name has been raised in 1996, when it was established that the production method is not hygienic and *Lardo* became the symbol of traditional products that risk to disappear because of standardization.

8. APPLICANT / HOLDER (IF ANY) :

PGI application was presented by "Associazione di Tutela del Lardo di Colonnata".

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

Lardo di Colonnata PGI shows how a product strongly linked to the territory of production and a "mediatic" event can raise the economy of a small village. The process of recognition shows the kind of conflicts that can occur in the definition of production area and of other aspects of the Code of practice.

CATEGORY :

☐ Origin Product

☐ GI product

☒ Recognized GI