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DOLPHINS
DEVELOPMENT OF ORIGIN LABELLED PRODUCTS

WP4

Link between OLP and Consumers and citizens

Theme 1 :
WTO negotiations

Policy implications on food standard in WTO negotiations

1. In my opinion the country of origin labelling is very different for a European consumer perspective and for an USA consumer (or later for a developing countries citizens perspective).

Some pre-ideas :

PDO products exogenous for USA citizens but endogenous or historical, etc. product for emigrants cultural identity or ... Italian food traditions and social status.

2. WTO negotiations : based on TRIPS agreement . What implications ?

Why not country of origin agreement in the framework of

Rules of origin on the WTO

From WTO web site :

« Determining where a product comes from is no longer easy when raw materials and parts criss-cross the globe to be used as inputs in scattered manufacturing plants. Rules of origin are important in implementing such

trade policy instruments as anti-dumping and countervailing duties, origin marking, and safeguard measures ».

Why not use geographical origin as safeguard measures and so on ?

The effect will be :

more information for consumer on quality and price of foods.

a reduction in asymmetric information

a protection for the consumer in foreign countries but also protection for European citizens.

3. The synergy between safety guarantee and PDO.

What not assure American consumers that PDO products are safe no GMO ?

Bibliography :

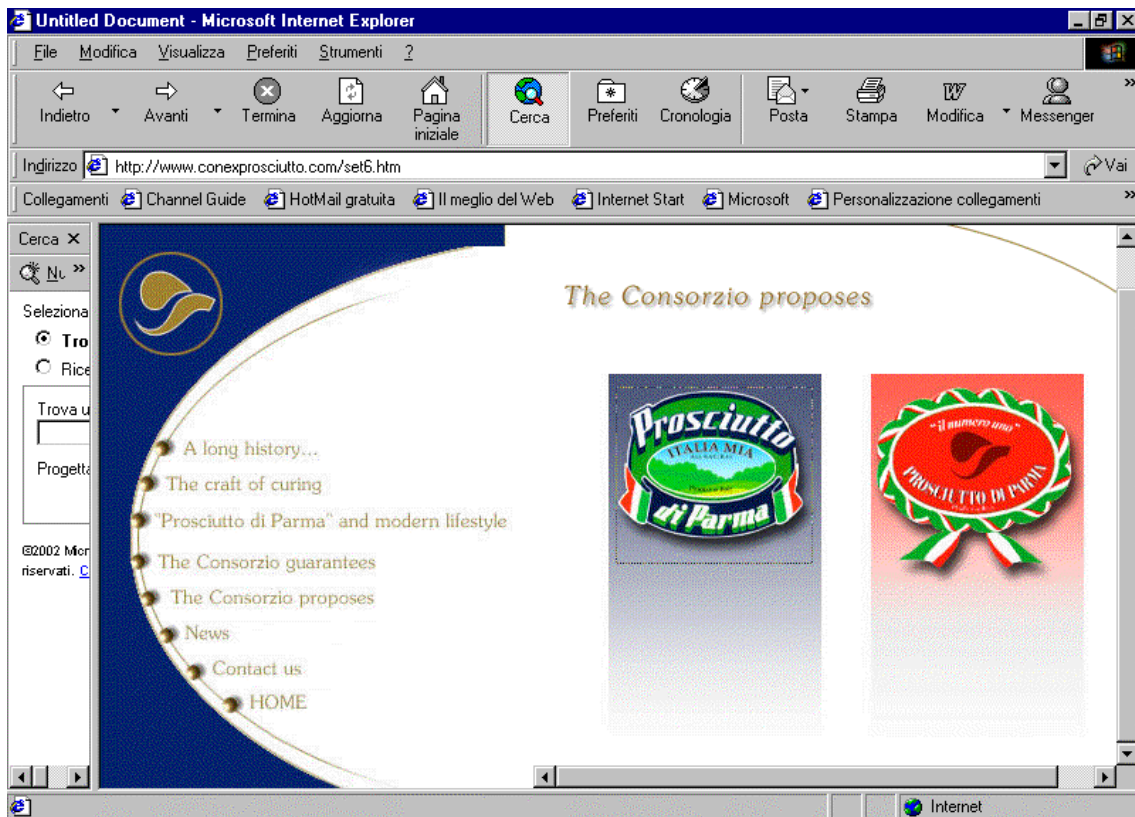
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Prosciutto di Parma



Untitled Document - Microsoft Internet Explorer

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The Consorzio per l'Esportazione del Prosciutto's history is the importer's and final consumer's warranty.

Raw materials supplies' management.
Very high standards of the manufacturing process and of the plants.
Very skilled employees.
And this means the result of a **VERY HIGH QUALITY PRODUCT.**

PRE-SALES SERVICE:

SALES SERVICE:
Product's homogeneity.
Large and non-stop availability.
Fast arrangement of shipments.
Export Office.

POST-SALES SERVICE:
Surveys and Market's analysis.
Studies about the Product's standing.
New markets' introduction.
High co-operation with importers in deciding the marketing programs.
Participation to the most important Food Exhibition in the world.
Promotional actions and personalized ads

Internet

Our Prosciutto di Parma is a highly nutritional food that has been subjected to no manipulations or alterations (all additives are absolutely excluded from its processing). It is more easily digestible because it has been partially "predigested", yet is highly palatable.

As a result Prosciutto di Parma is an all natural food ideally suited to everyone from children to teenagers to the elderly people, from athletes to those on low-calories diets. Of course, because of its natural contents and lightness it is an ideal solution for snacks and business lunches. It should be noted that the choice of eating Parma Ham is supported by the very low content of Cholesterol (70 mg. Per 100 gr.), and the richness in Unsaturated Free Fatty Acids (Oleic and Linoleic Acid), which are the base content of Olive Oil, very healthy.

You have to know that eating a real and only Prosciutto di Parma "ITALIA MIA" and "il numero uno" brand you feed your body with a natural fuel that helps your physical and mental fitness.

These are the reasons why we can say that the Prosciutto's unchanged working process has helped this tradition getting through the centuries, and arrive to the THIRD MILLENIUM with an all natural product, helping men to face modern lifestyle.

THE PROSCIUTTO IS GOING TO BE THE WINNING FUTURE'S PRODUCT OF THE TOMORROW'S MEN

Tasting one slice of our products you can try the TASTE OF THE TRADITION...and feel the Italian countryside's flavor.

Consorzio per l'Esportazione del Prosciutto di Parma. - Microsoft I...



Bone-in
(American market only)

- Cured for at least 400 days.
- Weight between 8,5 and 9,5 kg. (about 18 lbs. and 21 lbs.)
- Vacuum-packed.
- 1 piece per carton.

Operazione completata Internet

Consorzio per l'Esportazione del Prosciutto di Parma. - Microsoft I...



Boneless

- Cured for a minimum of 400 days.
- Weight between 6,5 and 7,5 kg. (about 13 lbs. and 17 lbs.)
- Vacuum - packed.
- 1 piece per carton.

Operazione completata Internet

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