



Consorzio del Formaggio Parmigiano-Reggiano



The Area of Origin



Parmigiano-Reggiano is produced exclusively in the provinces of: **Parma, Reggio Emilia, Modena, Mantua** (on the right of the Po river) and **Bologna** (on the left of the Reno river).

Handmade since 12th Century



Safeguarded since 1934
(the oldest Italian Consortium)



Foto: VAIANI
Brescia/Emilia

Parmigiano Reggiano in figures

- ❑ **12** months of minimum maturation
- ❑ **24** months of average maturation
- ❑ **13** litres of milk to make 1 kg of cheese
- ❑ **520** litres of milk to make one wheel
- ❑ **40** kg average weight of a wheel
- ❑ **3.272** farms delivering milk to dairies
- ❑ **15%** approximately of the national milk production
- ❑ **353** cheese dairies
- ❑ 80% of them are cooperatives (75% of the whole production)
- ❑ **3.302.653** wheels produced equal to 132,106 tonns
- ❑ **46,900 tonns (35% of the total)**
- ❑ **2,000** million Euro turnover

The Protected Designation of Origin

This means that Parmigiano-Reggiano is guaranteed for its **distinctive features** and its **link with the area of origin**, by a system of **EU rules** designed to **protect both consumers and producers**.



Since 1996 Parmigiano-Reggiano is a Protected Designation of Origin (PDO) in the whole European Union territory by virtue of the Council Regulation (EC) No 510/2006, of 20 March 2006 [which has replaced Council Regulation (EEC) No 2081/92], on the protection of geographical indications and designations of origin for agricultural products and foodstuff.

The EU projects

- Financed: 50% by EU, 20% by State Ministry, 20% by the proposing organization
- Aim: help consumers/traders/opinion leaders to be more knowledgeable about the concept of GI's, help single GI's to be more recognized by consumers/traders/opinion leaders
- Teamwork, multiple partnerships allow to reach budgets and objectives quite ambitious

Teamwork is the key

- The pool of companies must share the same interests in a specific market (country)
- It is important to find a specific common strategy
- It can be multiproduct and/or multicountry project
- Multiple partnerships allow to reach budgets and objectives quite ambitious

Our past experiences

- Japan: Gruyere Comté (FRA), Parma Ham (ITA)
- U.S.A.: Parma Ham (ITA)
- U.S.A: Gruyere Comté (FRA), Parma Ham (ITA)
- Japan: Port Wine (POR), Parma Ham (ITA)
- United Kingdom and Ireland: Port Wine (POR), Bourgogne Wine (FRA), Parma Ham (ITA)
- USA: Grana Padano cheese, Parma Ham, San Daniele Ham, Montasio cheese (all Italian)

«Legends from Europe»

- Country: USA
- Partners: Grana Padano cheese, Parma Ham, San Daniele Ham, Montasio cheese (all Italian)
- Budget:

BUDGET SPLIT				
Company	Company 30%	State 20%	UE 50%	YEARLY BUDGET
Cons. Parmigiano-Reggiano	115.600	77.067	192.667	385.333
Cons. Prosciutto Parma	115.600	77.067	192.667	385.333
Cons. Prosciutto San Daniele	115.600	77.067	192.667	385.333
Cons. Grana Padano	115.600	77.067	192.667	385.333
Cons. Montasio	36.733	24.489	61.222	122.443
TOTAL YEARLY BUDGET				1.663.776

«Legends from Europe» activities

- Trade seminars
- In-store activity (tastings, POS materials)
- Training to supermarket staff
- PR media campaign
- Press trips
- Media campaign
- Activities with chefs
- Trade exhibitions (Summer Fancy Food in New York, Winter Fancy Food in San Francisco)
- Social media (Activity (which doesn't expire...))

«Legends from Europe» objectives achieved

- Trade operators more aware of GI concept
- Consumers more aware of GI concept
- More knowledge about «real products» vs «fake» products
- Good market performances in terms of sales
- Media campaign efficient
- Created very good ties with chefs and cooking schools



Authentically European. Perfectly Understood.



When you incorporate our products – Grana Padano, Prosciutto di San Daniele, Montasio, Prosciutto di Parma and Parmigiano-Reggiano – into your menu, you show a passion for incomparably delicious, natural food that's never mass-produced or processed. Because each of these products carry the Protected Designation of Origin seal, the European Union's guarantee of quality and authenticity, you know they are from a specific geographical region in Italy and are created using traditional techniques that have set the standard of culinary excellence for generations. They're five complements to your cuisine that make perfect sense in any language.



CAMPAIGN FINANCED WITH AID FROM
THE EUROPEAN UNION AND ITALY

LEGENDS from **EUROPE**



Strong identity = various imitations



Not the real one





Not only promoting, also safeguarding



THEY CAN TRY TO COPY YOUR STYLE,
BUT THEY CAN'T COPY YOUR TASTE.



FOR PEOPLE WHO KNOW BETTER.



Other hams and cheeses may look like Prosciutto di Parma and Parmigiano Reggiano, but nothing else tastes like them. And as hard as some may try, there's just no way to duplicate what makes the taste of these 100% natural products so extraordinary: the unique conditions of the regions in Italy where they are produced, exacting standards and centuries-old techniques.



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per le Politiche
in Agricoltura

www.prosciuttodiparma.com www.parmigiano-reggiano.com

Campaign financed with the contribution of the European Union and AGEA



THEY CAN TRY TO STEAL YOUR IDENTITY,
BUT THEY CAN'T STEAL YOUR TASTE.



FOR PEOPLE WHO KNOW BETTER.



Other hams and cheeses may look like Prosciutto di Parma and Parmigiano Reggiano, but nothing else tastes like them. The extraordinary taste of 100% natural Prosciutto di Parma and Parmigiano Reggiano, is the result of the unique conditions of the regions in Italy where they are produced, exacting standards and centuries-old techniques.



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Thank you!

