



Brussels, 18 October 2017

Consorzio del Formaggio Parmigiano-Reggiano

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PARMIGIANO REGGIANO

PARMIGIANO REGGIANO: A LONG HISTORY

(First written evidence in 1254)

For 800 years it has been made
by hand using only 3
ingredients: Raw Cow's Milk,
Sea Salt Brine, Calf Rennet

It has been protected since
1934
(the oldest Italian Protection
Consortium)

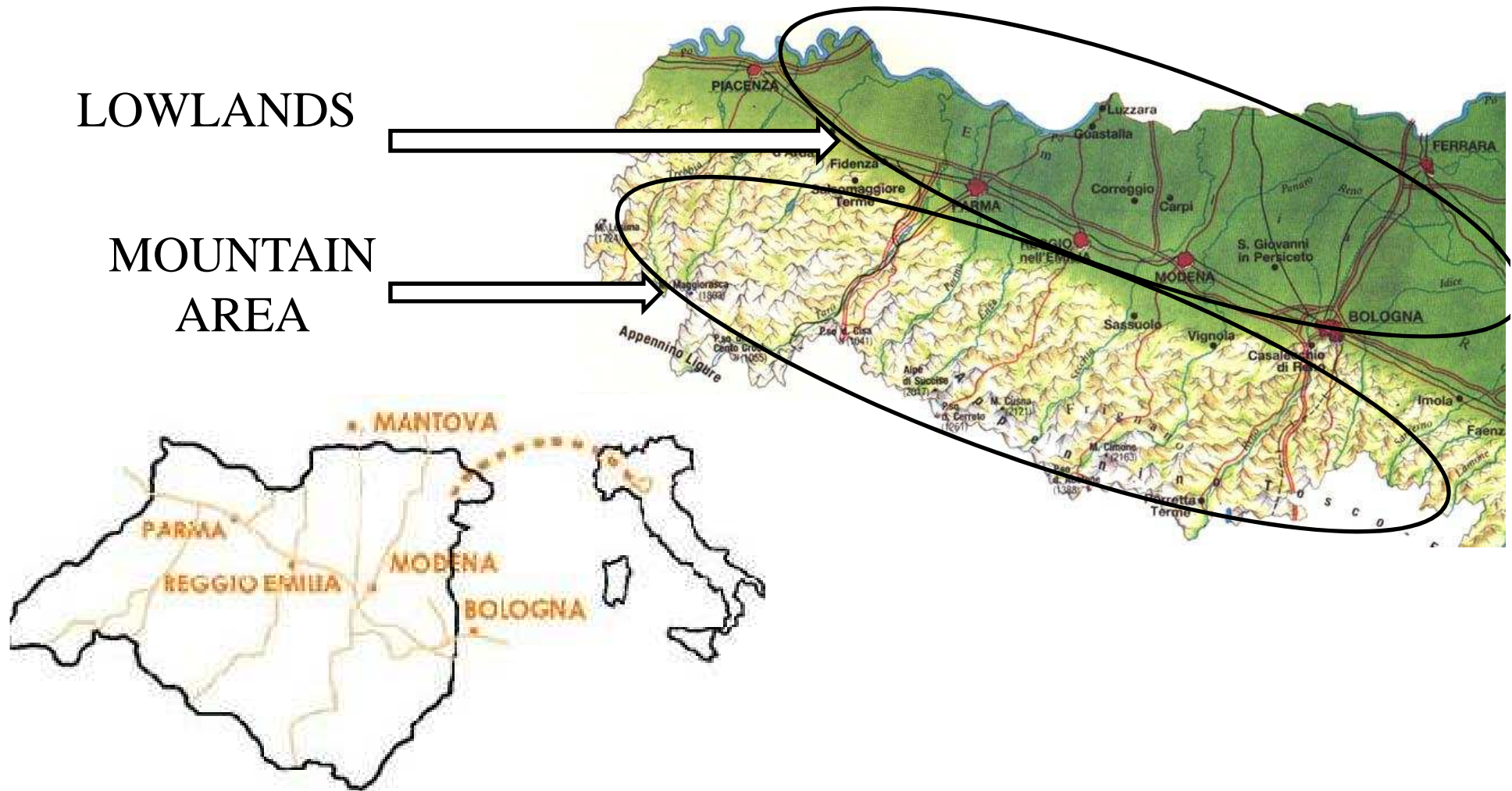


CONSORZIO TODAY



- 100% of the dairies producing Parmigiano Reggiano are members of the Consortium
- Voluntary not-for-profit body in charge of the **protection, promotion and defence** of the Protected Designation of Origin Parmigiano Reggiano
- Recognized by the Italian Ministry of Agricultural, Food and Forestry Policies:

PARMIGIANO REGGIANO: AREA OF ORIGIN



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

PARMIGIANO REGGIANO IN FIGURES

- 251,000 dairy cows
- 3,000 milk producers
- 340 dairies
- 3,500,000 wheels produced
- 12 months minimum maturation time (average maturation is 24 months)
- 550 litres of milk to make one wheel
- 40 kg average weight of a wheel
- 15% of Italian milk production
- 1,020,000 Euro value of production
- 2,028,000 Euro value of consumption
- 37% export volume/total production

PARMIGIANO REGGIANO

DAIRIES

AREA OF ORIGIN

MOUNTAIN AREA

	No	No	%
Bologna	9	5	56
Mantova	20	0	0
Modena	62	35	56
Parma	151	32	21
Reggio E.	93	21	23
Total	335	93	28

PARMIGIANO REGGIANO

PRODUCTION

AREA OF ORIGIN	MOUNTAIN AREA		
	WHEELS	WHEELS	%
Bologna	72,637	30,053	41
Mantova	362,487	0	0
Modena	694,060	217,807	32
Parma	1,222,693	229,537	19
Reggio E.	1,118,169	255,344	23
Total	3,470,046	732,741	21

PARMIGIANO REGGIANO

Parmigiano Reggiano is the most important PDO product made in the Mountain area:

- 1,072 farms (36% of the total number)
- 380,000 tonnes of Milk produced (21% of total milk production)
- 93 dairies (28% of the total number)
- 732,741 wheels (21% of total production)

REGULATIONS

- ART. 31 REG. (EU) No 1151/12:

The term 'mountain product' is established as an optional quality term.

- COMMISSION DELEGATED REGULATION (EU) No 665/2014:

Feedstuffs for farm animals shall be deemed to come essentially from mountain areas if the proportion of the annual animal diet that cannot be produced in mountain areas, expressed as a percentage of dry matter, does not exceed 40 %

Processing operations for the production of milk and milk products in processing facilities may take place outside mountain areas, provided that the distance from the mountain area in question does not exceed 30 km:

REGULATIONS

ITALIAN MINISTERIAL DECREE (in force from September):

Processing operations for the production of milk and milk products in processing facilities may take place outside mountain areas, provided that the distance from the mountain area in question does not exceed 10 km:

The producers that want to use the term «mountain product» have to sign a specific form and to be registered in a database kept by the Italian Ministry of Agriculture



**MOUNTAIN PRODUCT
QUALITY PROJECT**

Consorzio

MOUNTAIN PRODUCT QUALITY PROJECT

In consideration of the high number of dairies and of high interest
in the use of the term “mountain product”

in 2015 the Consorzio launched this voluntary project.

The project objective is to define a product whose link with the
local area is evident in every production stage giving consumers
the opportunity to appreciate the characteristics of mountain

Parmigiano Reggiano at its best .

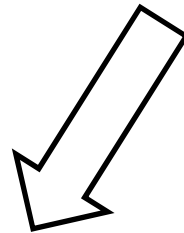
This is why the Consorzio **has implemented criteria that are
stricter** than those laid down by the EU Regulation.

MOUNTAIN PRODUCT QUALITY PROJECT

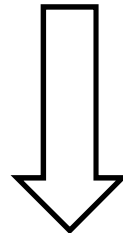
HOW DOES IT WORK?

The dairy voluntary joins the project with the Consorzio

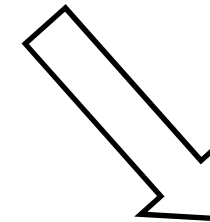
An independent body certifies that:



100% of the milk is produced by farms in the mountain area



Over 60% of the dry matter of cows feed comes from the mountain area

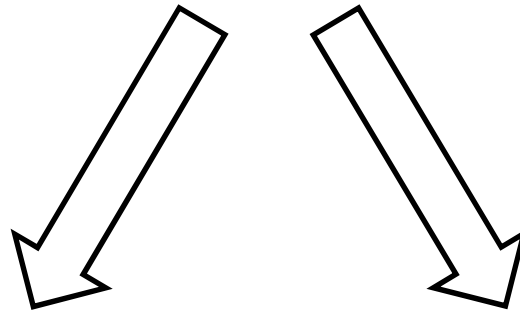


The cheese is made and matured (at least 12 months) in the mountain area (no exception, even for short distances out of the mountain area)

MOUNTAIN PRODUCT QUALITY PROJECT

HOW DOES IT WORK?

The Consorzio makes



Quality selection at 24 months (sound test using a hammer to asses the internal structure): only wheels without defects pass the test

Sensory selection at 24 months for every month of production (with panel test): only the wheels with a positive judgment pass the test

MOUNTAIN PRODUCT QUALITY PROJECT

If and when all these conditions are met, the wheels are fire-branded by the Consorzio as in the picture below



THE SAME LOGO IS
ON THE LABEL



MOUNTAIN PRODUCT QUALITY PROJECT

UNTIL NOW

	MOUNTAIN AREA	MOUNTAIN PROJECT
DAIRIES	93	37 subscriptions (40%)
WHEELS	732,000	Potential 150,000
MILK	380,000 tonnes	80,000 tonnes
		55/60 million £ sales volume

MOUNTAIN PRODUCT QUALITY PROJECT

The Market

The Consorzio is working on promotion activities:

TRADE FAIRS/EVENTS: incentive to participate provided to mountain dairies or, when the Consorzio attends these events, project advertising and cheese tasting

WEB: our website contains a dedicated section explaining the project and a section for online selling

LARGE RETAILERS: incentive and promotion in supermarkets (some important chains are selling Parmigiano Reggiano cheese within the project)

MOUNTAIN PRODUCT QUALITY PROJECT

WHAT ARE THE ADVANTAGES?

- Enhanced support to the development of mountain areas and more profitability to dairies
(mountain cheese is paid to the dairy 30/50 cents for kg more than the standard one)
- Additional guarantees to consumers on the origin and also on the quality

DISADVANTAGES

Concomitant presence on the market of the mountain product within this project and of the mountain product based on self-declaration: this can be misleading for consumers

Thank you!

