



The benefits of Geographical Indications For Parmigiano-Reggiano cheese

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The link with the area of origin: the necessary core of all its history



Parmigiano Reggiano: a noble and historic designation

- The strong and unique link with the “*terroir*”
 - the cows are fed predominantly with local fodder
 - the milk is produced and transformed exclusively in the area of origin, is collected twice a day
- The traditional process
 - solely raw milk, calf rennet and salt
 - absolute prohibition of additives and conservative elements
 - the skill and sensibility of the cheese maker (cheese master): a craftsman
 - Maturation process:
 - minimum 12 months; more time,
 - more nutrients, more flavour,
 - grainy texture, high digestibility,
 - high nutritional qualities



Parmigiano Reggiano: the specification

1. The product specification in Regulation (EC) n. 510/2006
 - Parmigiano Reggiano since 1996 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;
 - Article 4 Regulation (EC) 510/2006: the specification as fundamental element to have right to the protection;
 - Specification requirements (not exhaustive): description of the product, including the raw materials; definition of the delimited geographical area; description of the method of obtaining the product; justifying the link between the product and the geographical origin; justifying why packaging must take place in the area of origin to safeguard quality or ensure the origin or ensure control; requirements laid down by Community or national provisions; etc.



The Parmigiano-Reggiano chain

Cheese plants

(392 and 117.700 tons 3490 milk producers)

Production and ageing until 12 months



Maturing companies-wholesalers

Ageing between 12 - 24 months and more

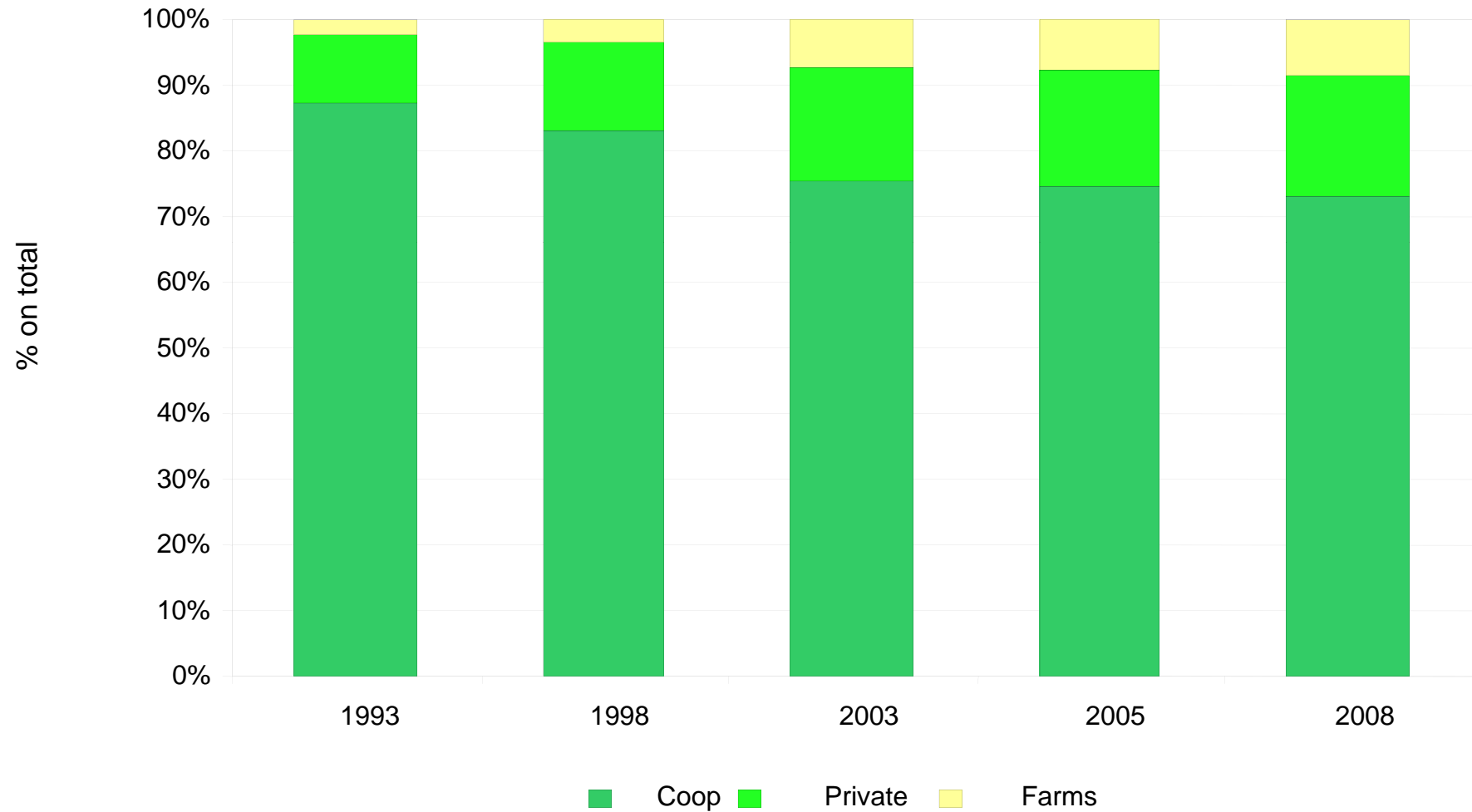
Whole cheese – Portions - Grated



Market

(70% national 30% export)

Evolution of cheese dairies by type of structure: the relevance of the cooperatives





The “Consorzio del Formaggio Parmigiano Reggiano” and the use of the PDO “Parmigiano Reggiano”

- In charge with the protection, safeguard and promotion of the PDO Parmigiano Reggiano, towards every one;
- Promotion tasks, possibility to apply for changes to specification;
- During the production, especially:
 - establishes the modalities/conditions for the use of the marks of origin and their correct use by the producers, in respect of the specification;
 - applies the PDO mark, after verification by the inspection structure, at the end of the minimum ageing period of 12 months.
- During the commercialisation:
 - is in charge with the protection of the Designation of Origin against any exploitation of its reputation, against imitation, misuse, etc. (article 13 Regulation 510/2006);
 - in Italy, its supervisory agents which have the qualification of policemen.



The guarantee of the origin ...



At the moulding

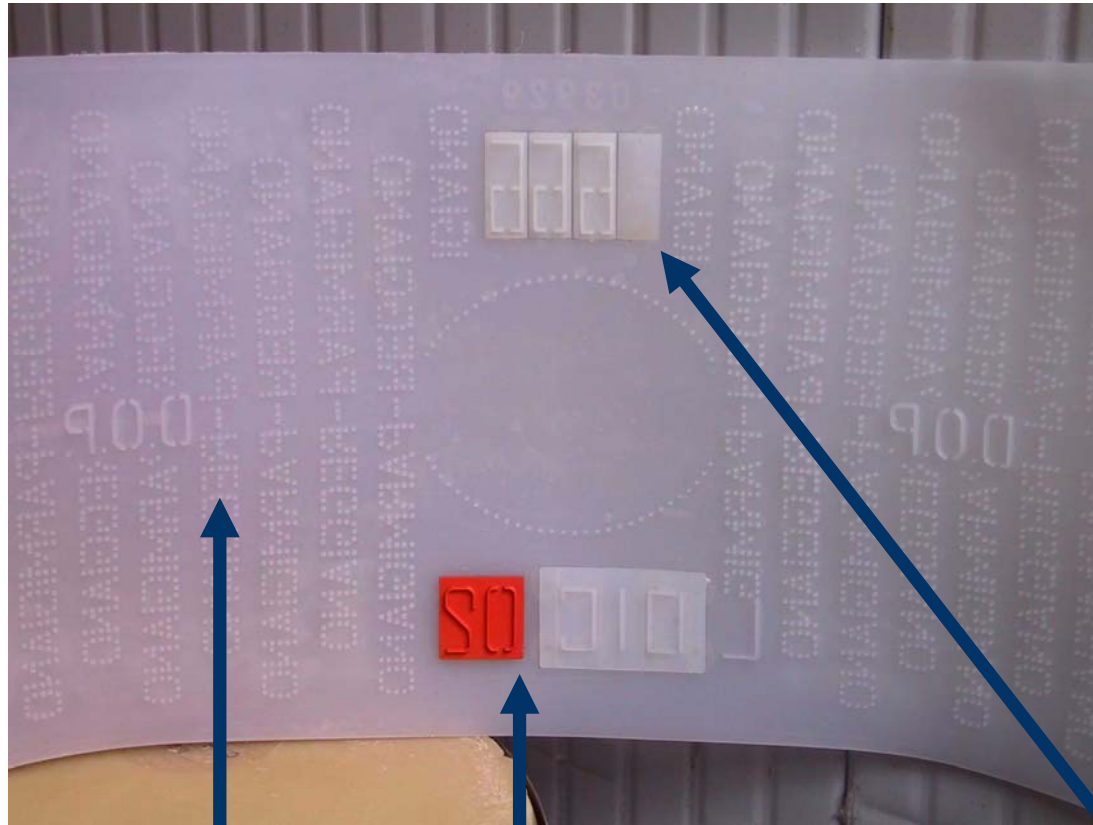


A casein plate to identify each cheese wheel





Guaranteed and signed



In the evening the wheel is imprinted with the pin dot mark
Parmigiano Reggiano:

Pin dots

Month and year

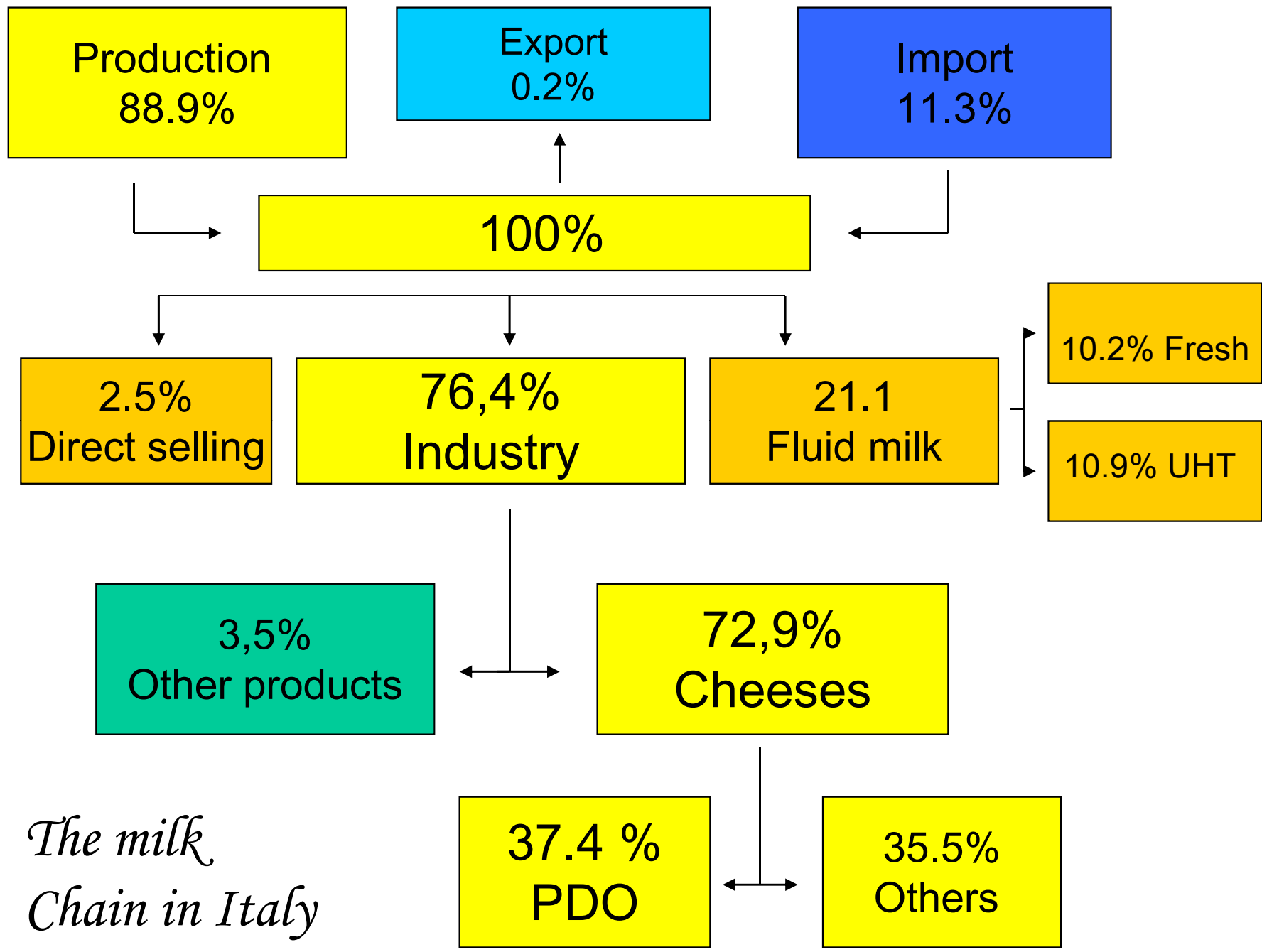
Cheese plant N.



The marking of selection

The oval marking stating the PDO

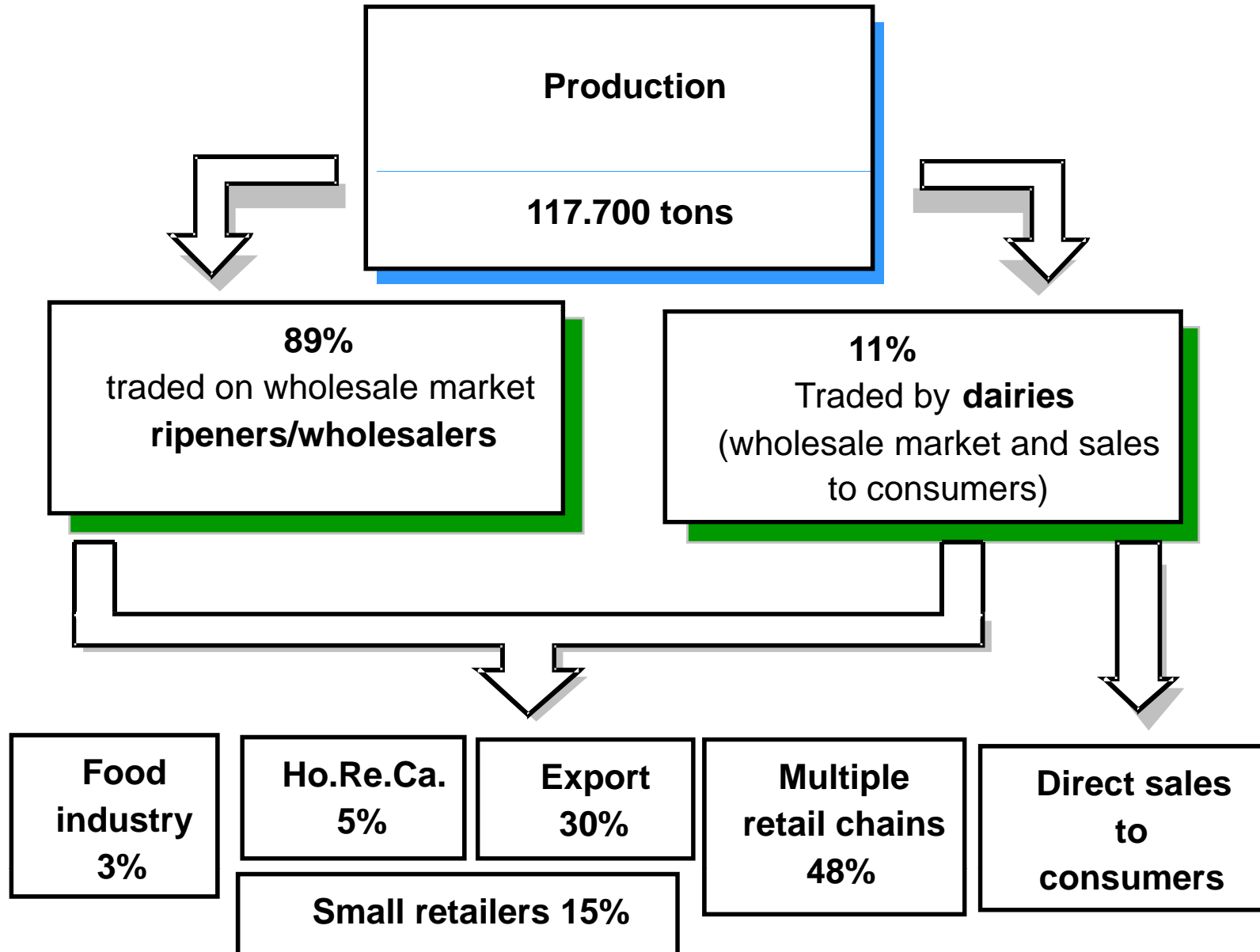




The milk Chain in Italy



Market Flows





Practical examples of Protection

THE MARKS



PARMIGIANO
REGGIANO



THE NAMES IN DOMAINS

parmigiano-reggiano.it

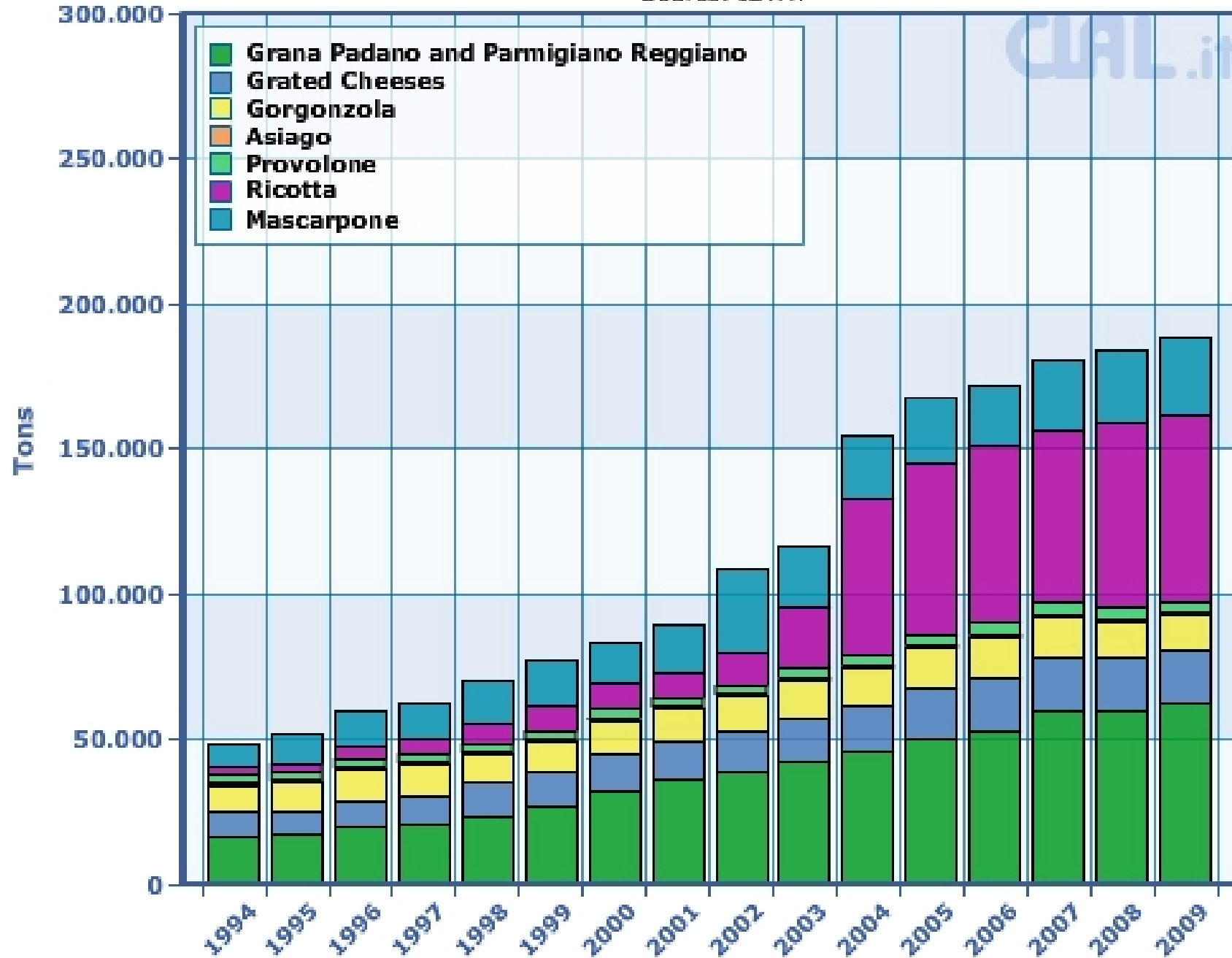
parmigiano.it parmesan.it parmigianoreggiano.eu

parmigiano-reggiano.cn

parmigiano-reggiano.asia

Italy - Historical overview of Cheese Exports

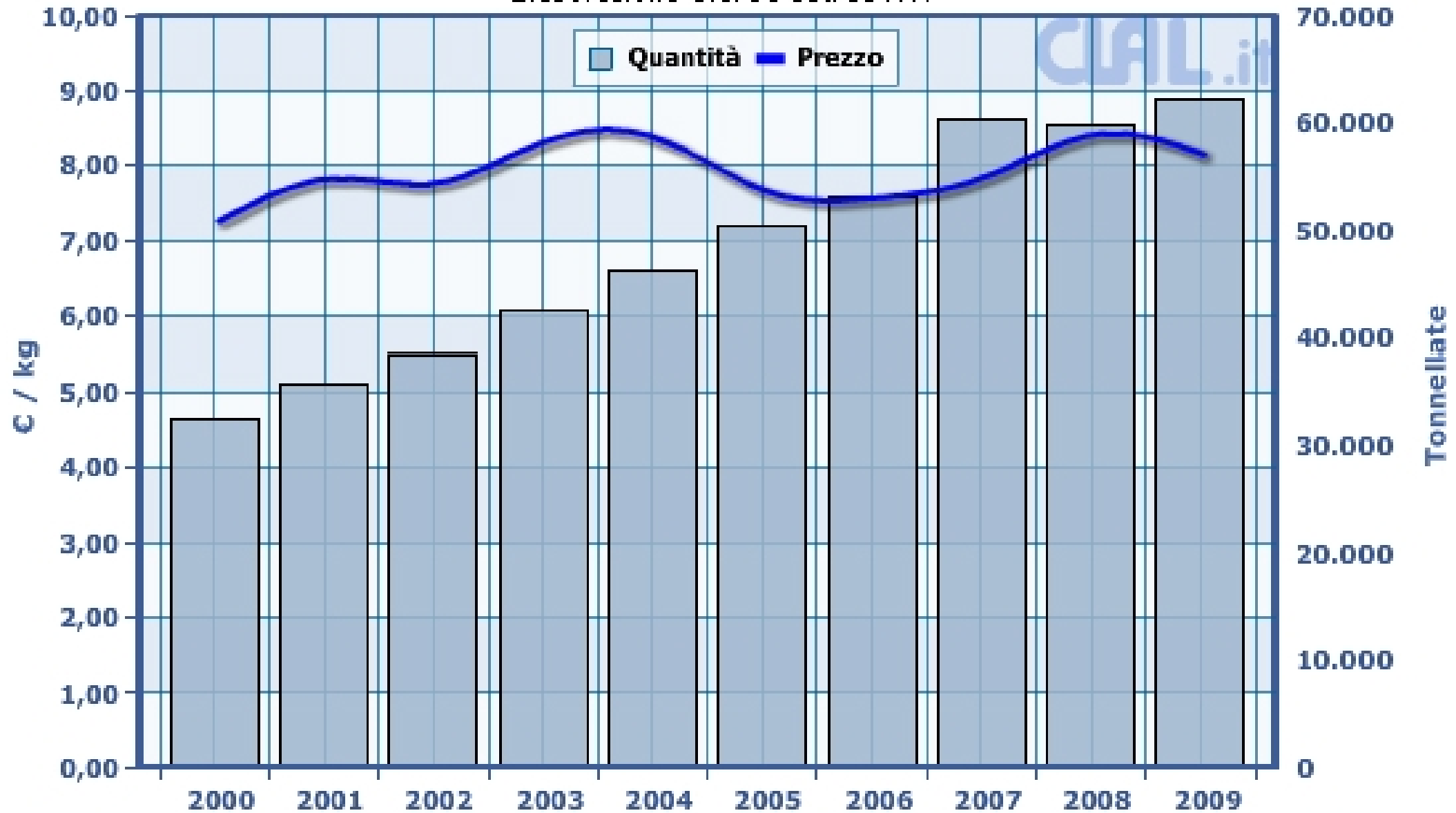
Source: ISTAT



Italia - Export Grana e Parmigiano Reggiano (COD. 04069061)

TOTALE GENERALE MONDO

Elaborazione Clal su dati ISTAT

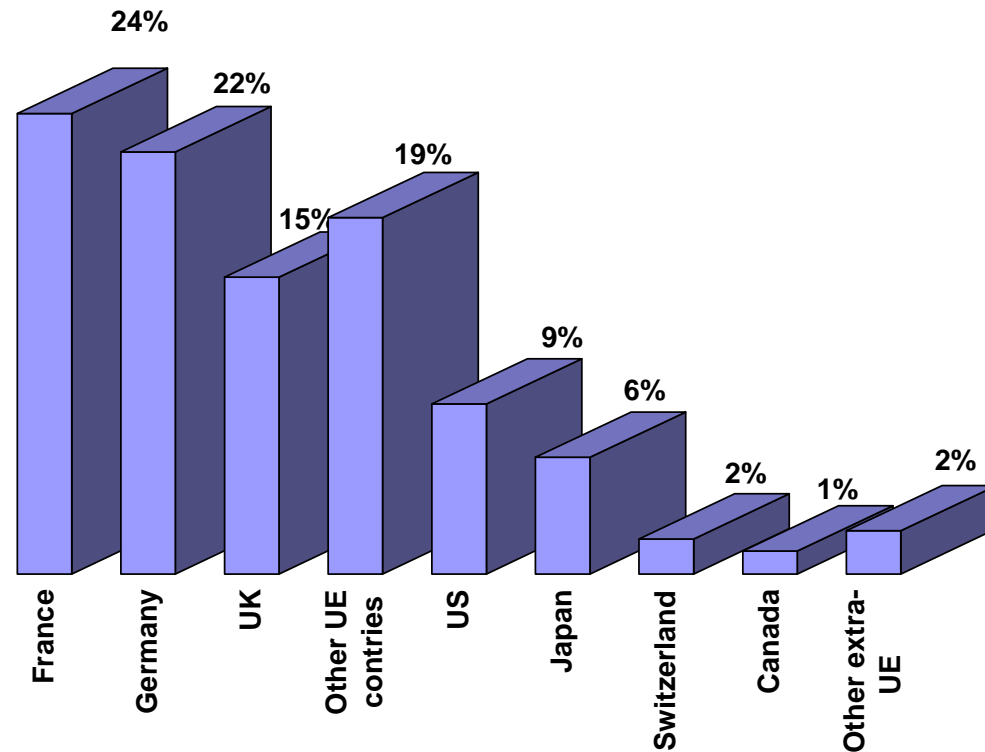




Exports

The exports of Parmigiano-Reggiano are around **30%** of the total production. France, Germany and the United Kingdom represent the main foreign markets. Among the extra-EU countries, the most important for exports of Parmigiano-Reggiano are the United States, Japan and Switzerland.

Export destinations (source: CRPA estimate)



EU agricultural product quality policy

Geographical indications and traditional specialities

Three EU schemes known as **PDO (protected designation of origin)**, **PGI (protected geographical indication)** and **TSG (traditional speciality guaranteed)** promote and protect names of quality agricultural products and foodstuffs.



- **PDO** - covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognised know-how



- **PGI** – covers agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing or preparation takes place in the area



- **TSG** - highlights traditional character, either in the composition or means of production



GI: Benefits and difficulties

Protection

Notoriety

Added value

Vigilance

Collective mark

Restrictions

Imitations

Costs

Control

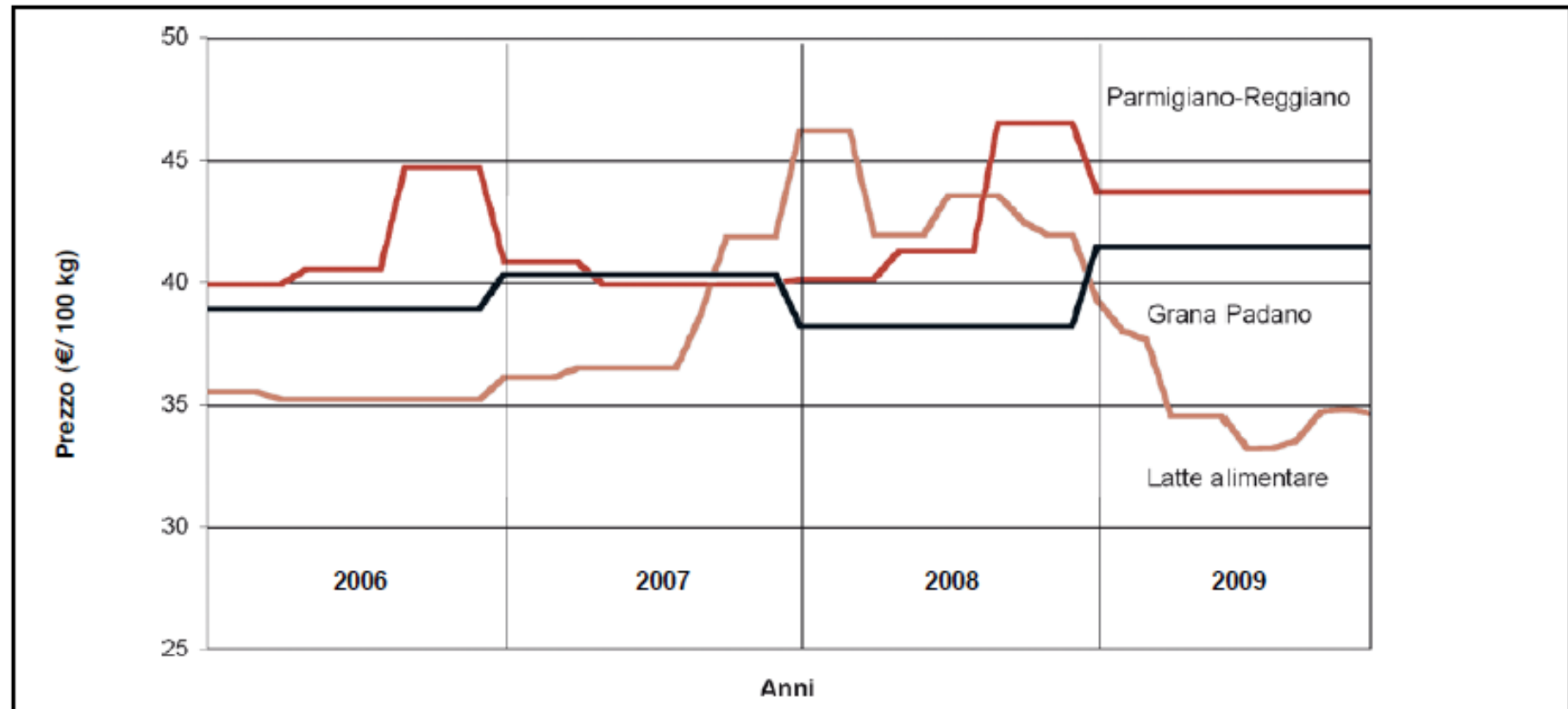
Private brand

Why being a GI?

- In order to safeguard the people working in the devoted areas
- Because the market awards products which have a link with the areas of production
- GI promote the improvement of the Economy in the Country, creating employment
- Benefits are not only in the agricultural sector
- It's the chance to safeguard the identity of a national heritage

Price of milk - comparison

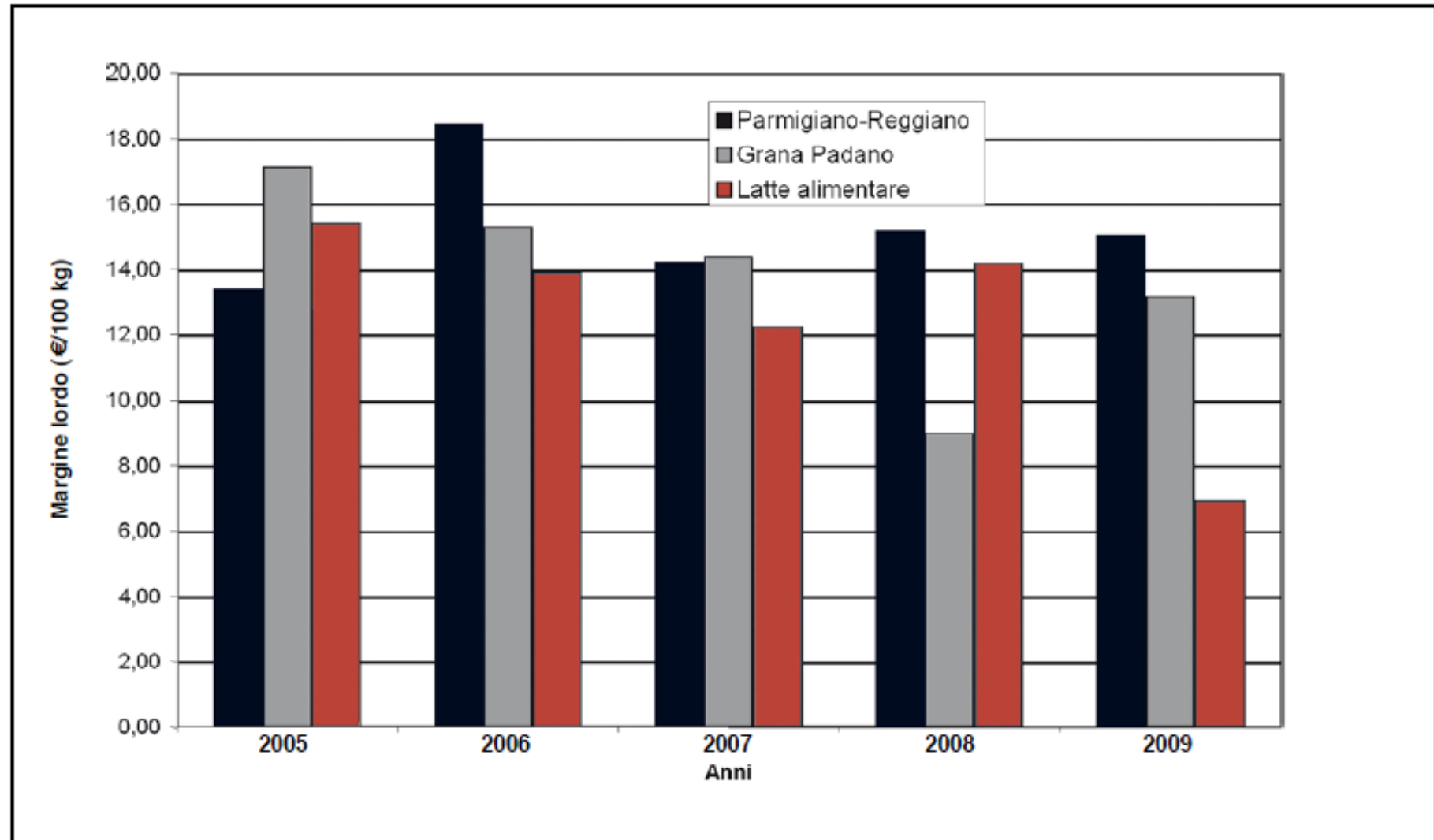
Andamento del prezzo del latte in base alla destinazione (2006-2009)



Fonte: elaborazioni CRPA.

Profit margin

Margine lordo in funzione della destinazione del latte (2005-2009)



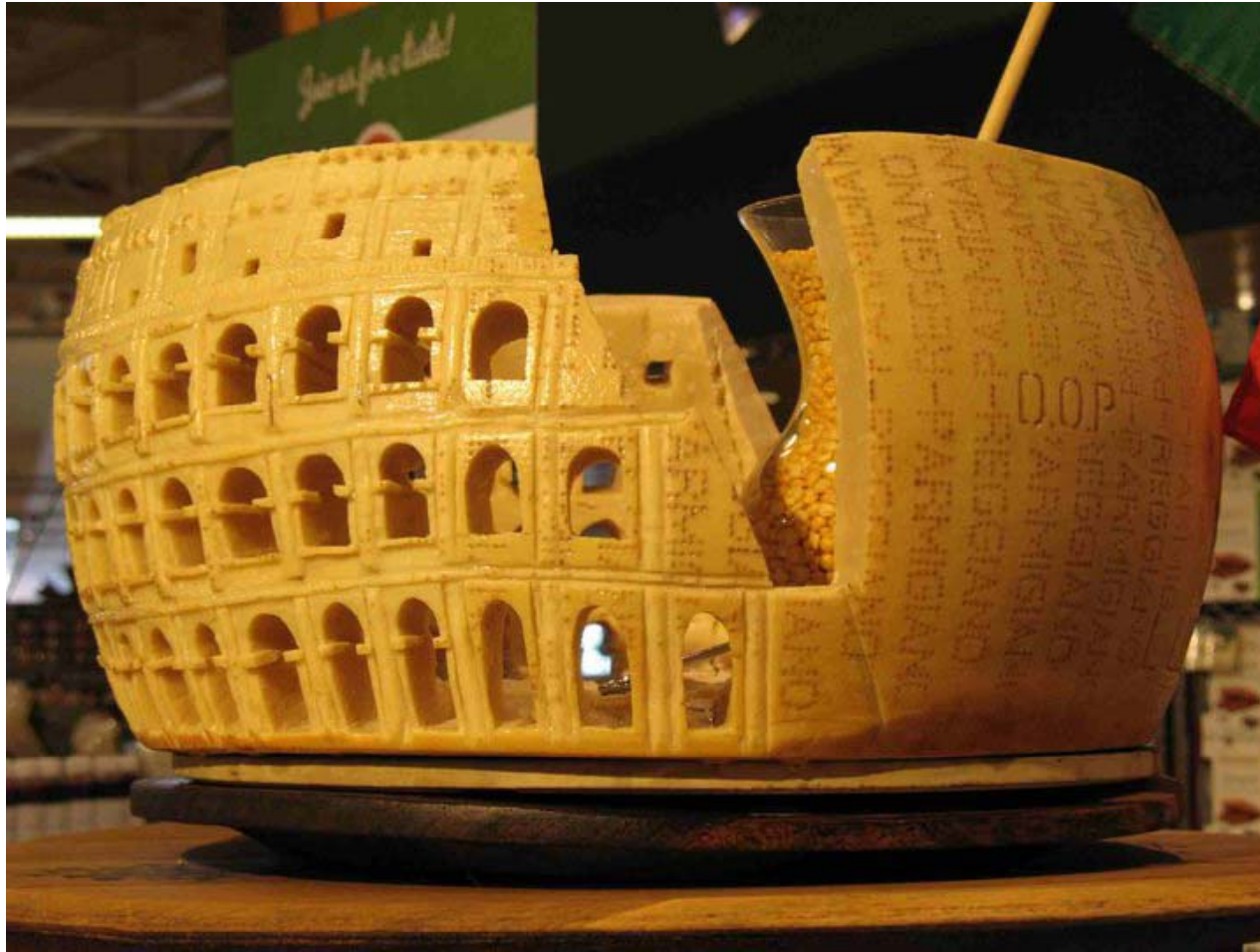
Fonte: elaborazioni CRPA.

Italian? from “Parma”?



“Prosciutto di Parma” ... made in Canada





THANK YOU FOR YOUR ATTENTION,
ARRIVEDERCI IN ITALIA!