



## THE CONSORTIUM

# Parma Ham: when tradition meets modernity

Prosciutto di Parma scores two important results in a year full of challenges: the celebration of the 60th anniversary since the foundation of the Consortium and the introduction of the new Production Specifications.

2023, in the wake of the previous one, is a year full of challenges for Prosciutto di Parma. The reference context has many aspects in common with the one that had clearly loomed large in 2022: shortages and record costs for raw materials continue to weigh heavily on the production capacity of companies, which also have to deal with the pressure of financial burdens. On top of this there is the threat posed by African Swine Fever, which is creating a situation of great alarm. Turning to sales figures, it is the inflationary dynamics that are penalizing, as they shift consumer preferences, which see their purchasing power decisively reduced, towards generic products with a lower cost.

### The Consortium turns 60

In such a complex framework, the results communicated by the Parma Ham Consortium in 2023 are even more significant. The first dates back to April, when the body for the protection of Prosciutto di Parma PDO officially celebrated the 60th anniversary of its foundation: "On 18 April 1963, 23 producers of Prosciutto di Parma had their greatest intuition: they realized that, by joining forces, they would be able to protect and enhance this absolute excellence that they had in common," comments Alessandro Utini, president of the Consortium. "60 years later, the commitment made by the founders is extremely topical and still traces the path of the 134 companies that make up the Consortium today. The anniversary we are celebrating this year is not a milestone, but rather a stage in a journey that will soon involve the new generations. To them we have the responsibility of delivering a healthy sector and a product that is increasingly in line with the needs of the consumer, the environment and, in general, of a world that is constantly changing."

### The new Production Specifications

And it is precisely to this last aspect of the president's words that the news recently released by the Consortium relates: after an amendment process that lasted over four years, as of last 4 September, the application of the provisions contained in the new Production Specifications became mandatory, with the entry into force of the new Control Plan.

The changes to the Production Specifications respond to the need, expressed by all the members in the production chain, to update the document to make it consistent with a context that has definitely changed since it was first drafted 30 years

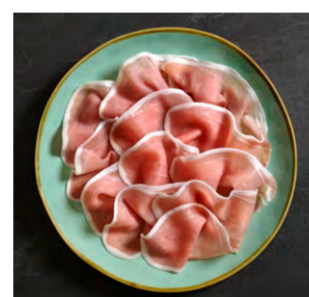
ago. The objectives are clear and well-defined: to further strengthen the quality of the product, its distinctiveness from competitors and meet the needs of an increasingly attentive consumer, without ever neglecting the challenges of sustainability and ecological transition.

The changes contained in the new specifications concern all production aspects, from the characteristics of the raw material to the finished product. They start with genetics: the list of permitted genetic types has been reformulated and an explanatory table has been inserted concerning possible combinations of reproductive crosses, emphasizing the use of Italian heavy pigs. The



Alessandro Utini

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### Prosciutto di Parma: la tradizione sposa l'innovazione

Il 2023 per il Prosciutto di Parma rappresenta un anno ricco di sfide. Un anno in cui la specialità Dop ha messo a segno due importanti risultati: il 60esimo anniversario dalla fondazione del Consorzio e l'introduzione del nuovo disciplinare di produzione.



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