



Guadalajara,
5 de Noviembre,
2009



Davide Calderone

Consorzio del
Prosciutto di Parma

XV ANIVERSARIO DEL CONSEJO REGULADOR DEL TEQUILA A.C.

SEMINARIO INTERNACIONAL SOBRE LAS INDICACIONES GEOGRAFICAS

Mecanismos nacionales e internacionales de proteccion
a los productos vinculados al Origen

La Experiencia Italiana en la Proteccion a los Productos
Vinculados al Origen

“Il Prosciutto di Parma”



THE BRANCH

4.987

Pig farms

128

Slaughterhouses

164

Producers



THE MARKET 2008



9.771.000 Parma Hams produced in 2008

ITALY

7.742.000

79%

EXPORT

2.029.000

21%

Parma Ham is sold in 60 countries!



CONSORTIUM HISTORY



1963

23 Producers start up the Consortium of Parma Ham

1970

1st Parma Ham protection law is issued in **Italy**

1996

Parma Ham is recognised as a Protected Designation of Origin (P.D.O.) product, according to the European law





Prosciutto di Parma P.D.O.



Main Specifications



Origin and quality of the pigs
and the raw meat (legs)

Production Area

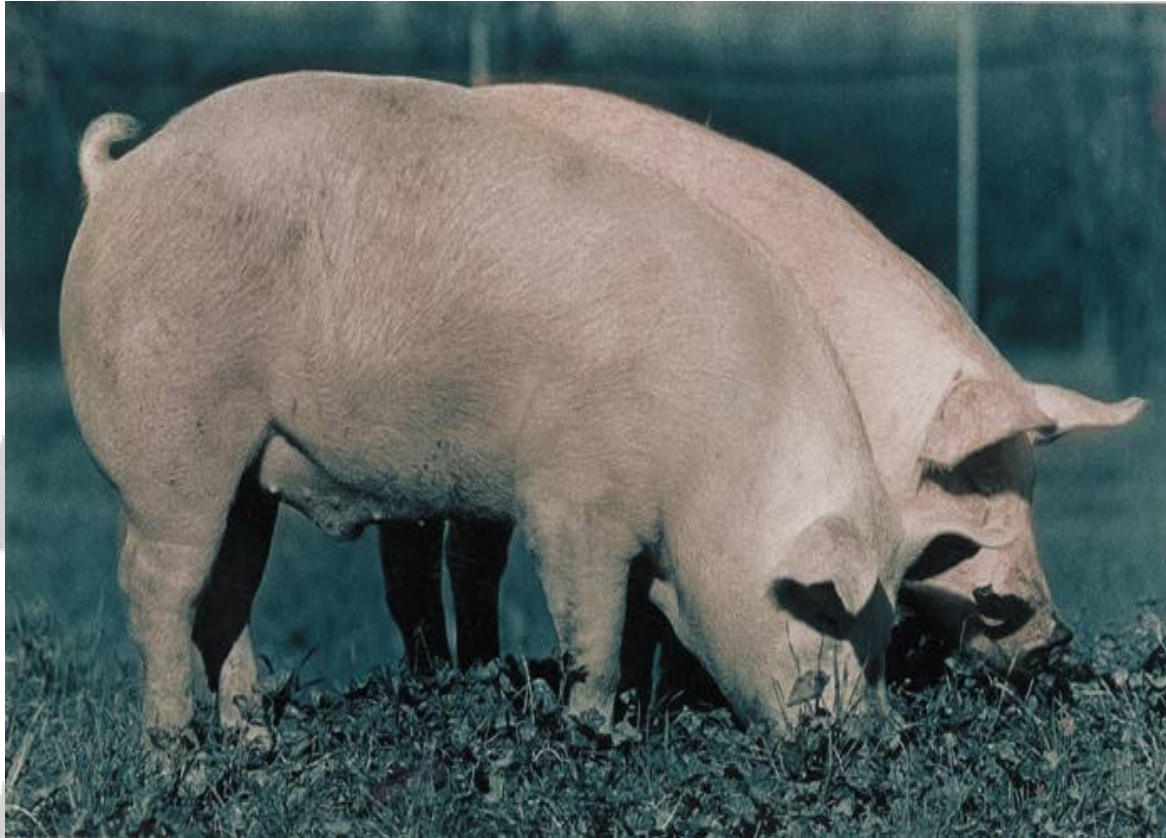
Traditional production method

Strict control and traceability rules

Quality of the final product



THE PIGS



**Regulated
feeding and
breeding
techniques**

**Minimum
weight of 160
kilos**

**Minimum age of
9 months**

**Largewhite -
Landrace -
Duroc**



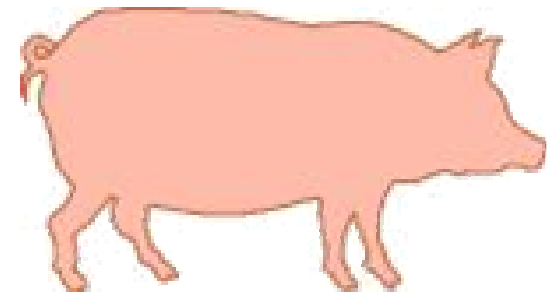
THE RAW MATERIAL



PIG FARMS AND SLAUGHTERHOUSES

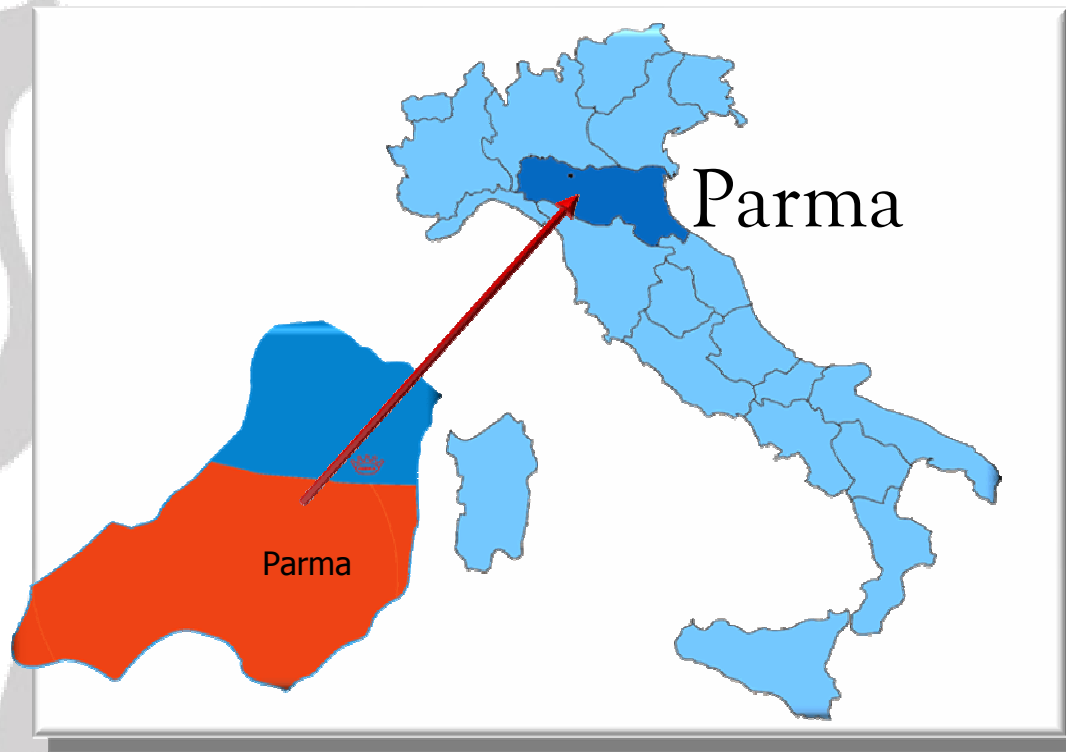
Exclusively
Italian pigs
can be used for the
production of
Parma ham.

Farms and
slaughterhouses
must be located in
10 northern and
central Italian
regions





THE PRODUCTION AREA



Prosciutto di Parma can be produced only around Parma; the unique conditions of the Parma region have made it possible to produce the highest quality hams!



THE TRADITION



2000 Years
Young!



SALTING





RESTING



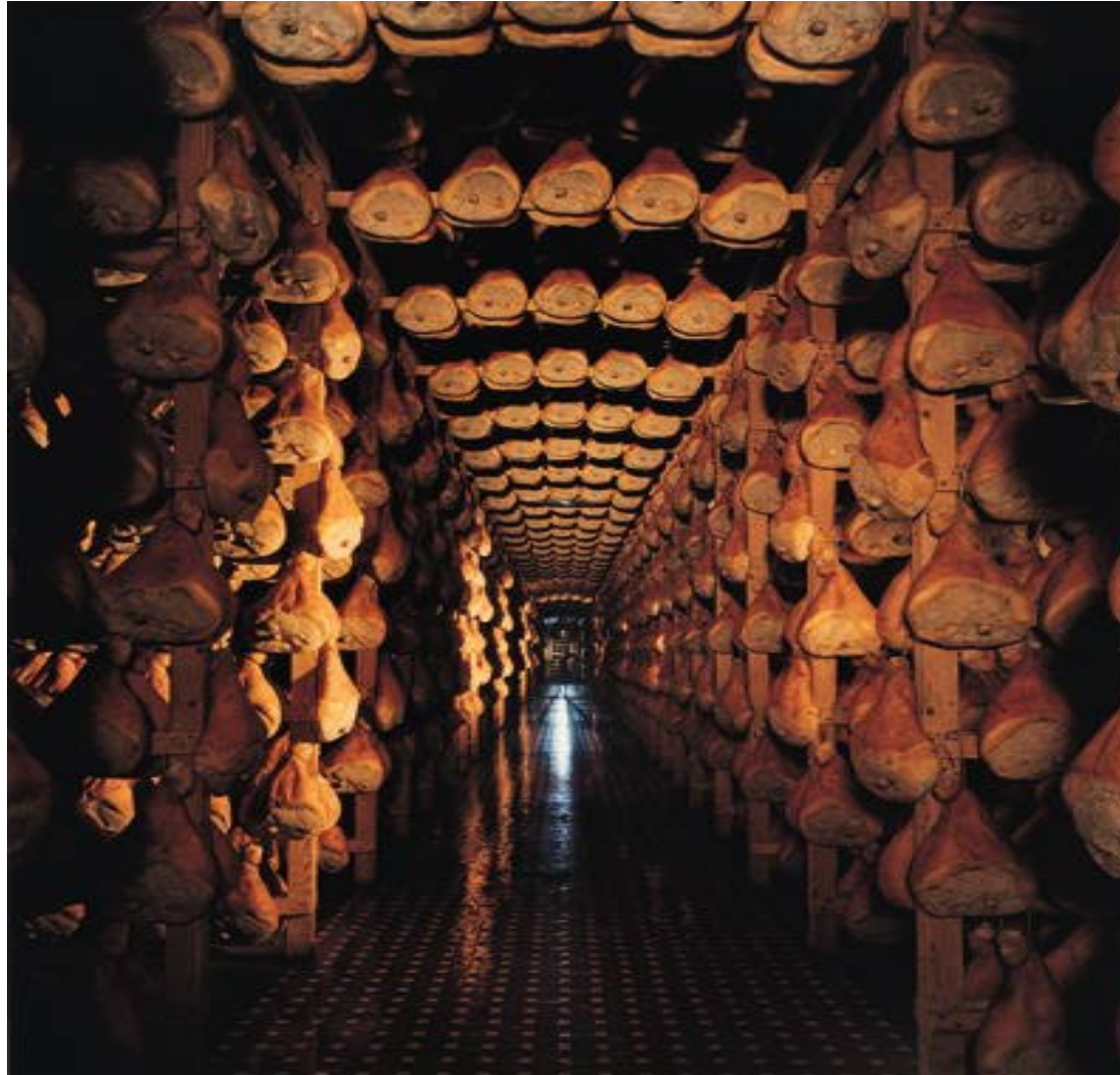


GREASING





CURING





SOUNDING

Qualified inspectors test the hams with a “horse bone” needle and issue a quality judgement.



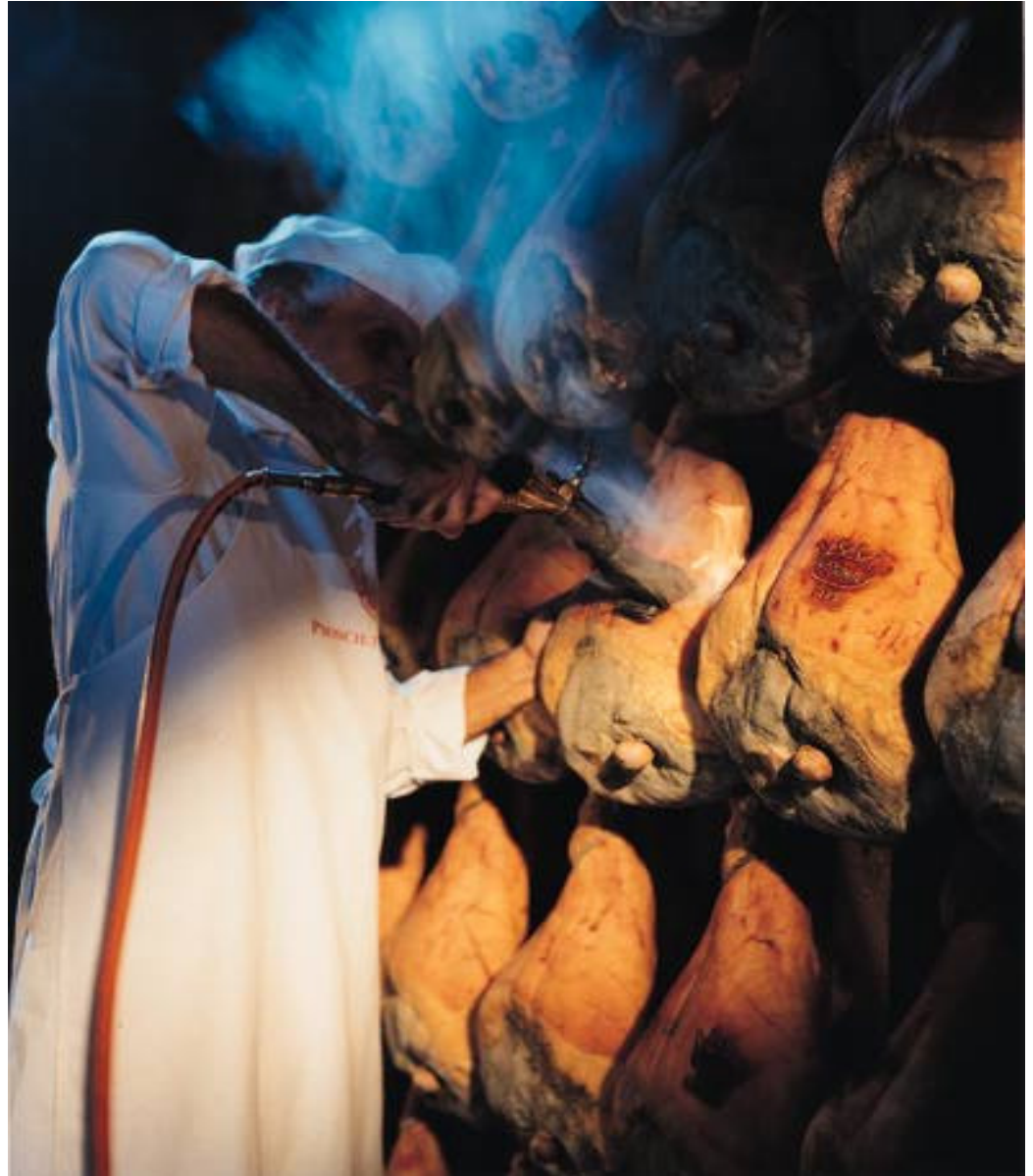


BRANDING

**The final
guarantee:**

**The
Crown**

**Only the
best hams
are branded
with the
Crown!**





Who's performing the controls?

A third party and independent inspection body (**Istituto Parma Qualità** – acting under the requirements of EN 45011) to guarantee the respect of production specifications with certification committees, for example, including also consumers' associations.

This type of impartial control is a special guarantee that only P.D.O. or P.G.I. designated products can boast. It is designed to favours fair producers who wish to avoid misleading the consumer or losing the value of high reputation products.



A NATURAL PRODUCT



4 Ingredients only

Pig

Salt

Air

Time

**NO
PRESERVATIVES**

**NO
COLOURING**

**NO
ADDITIVES**



Food safety



Traceability



Breeder's Tatoo



It begins with the breeder who puts a special tatoo on both legs of the piglet within 30 days from the birth.





Slaughterhouse Brand



It continues with the slaughterhouse where every fresh trimmed leg is checked and branded with a mark permanently identifying it.



Seal



Then there is the “metal seal” made up of a circular crown showing the C.P.P. initials and the date of the beginning of the production process.



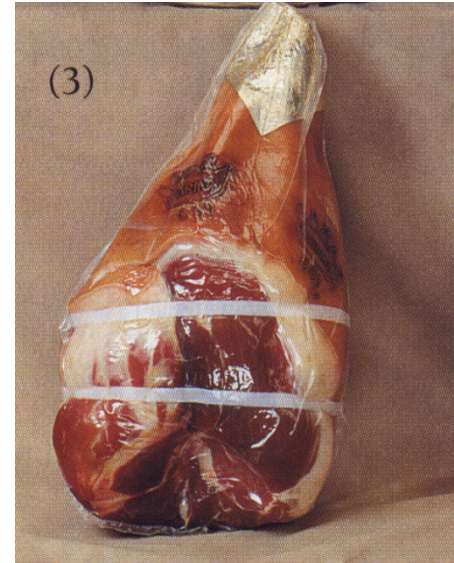
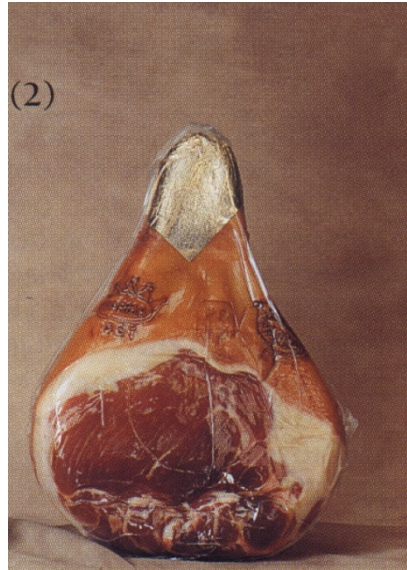
The Crown



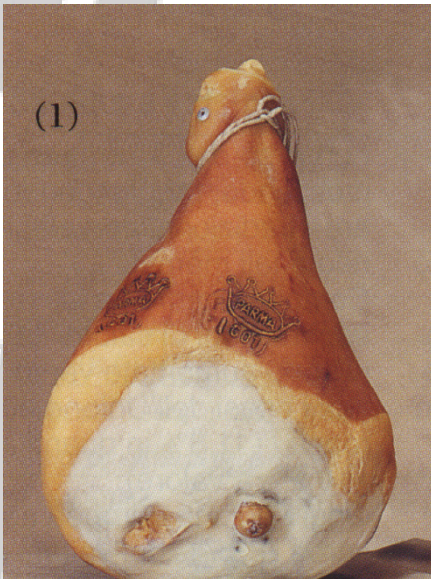
Finally, the ducal crown brand shows also the identification code of the producer (where the curing process has been carried out). It is applied under the strict control of the **I.P.Q.** inspectors and is the final guarantee of the quality of the ham!



Parma Ham in the market



DEBONED



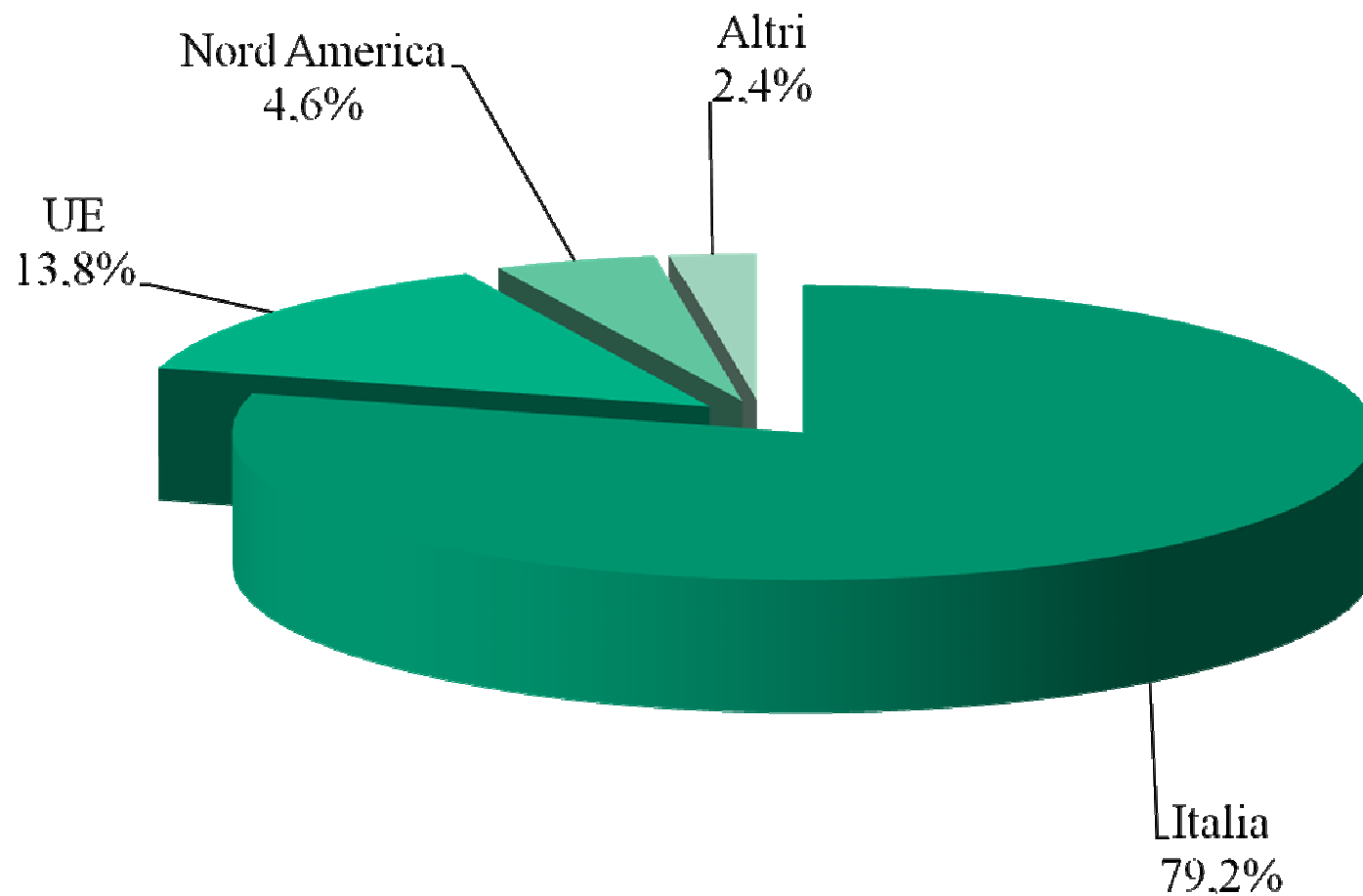
BONE IN



PRE-SLICED



MAIN MARKETS in 2008

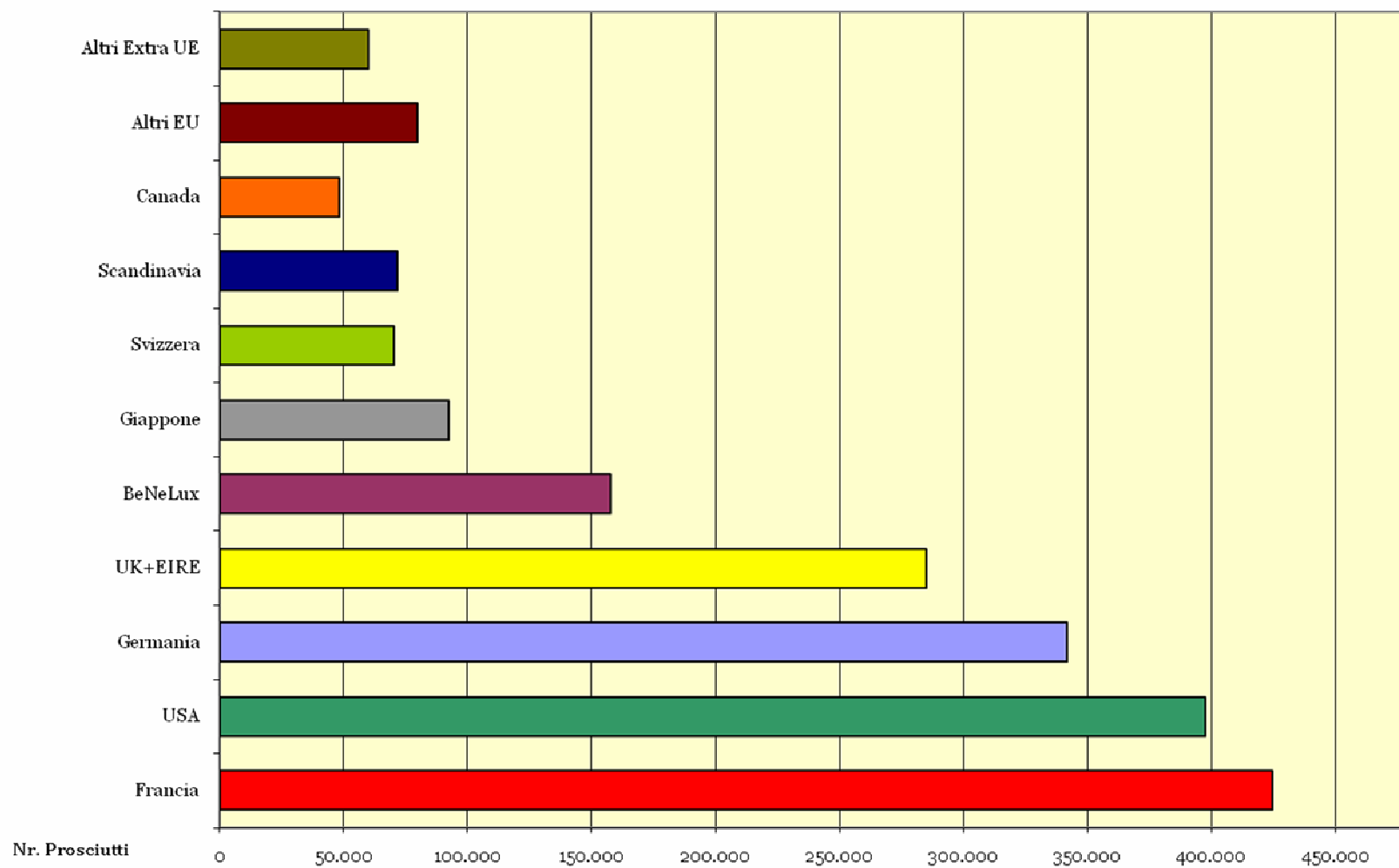




EXPORT 2008

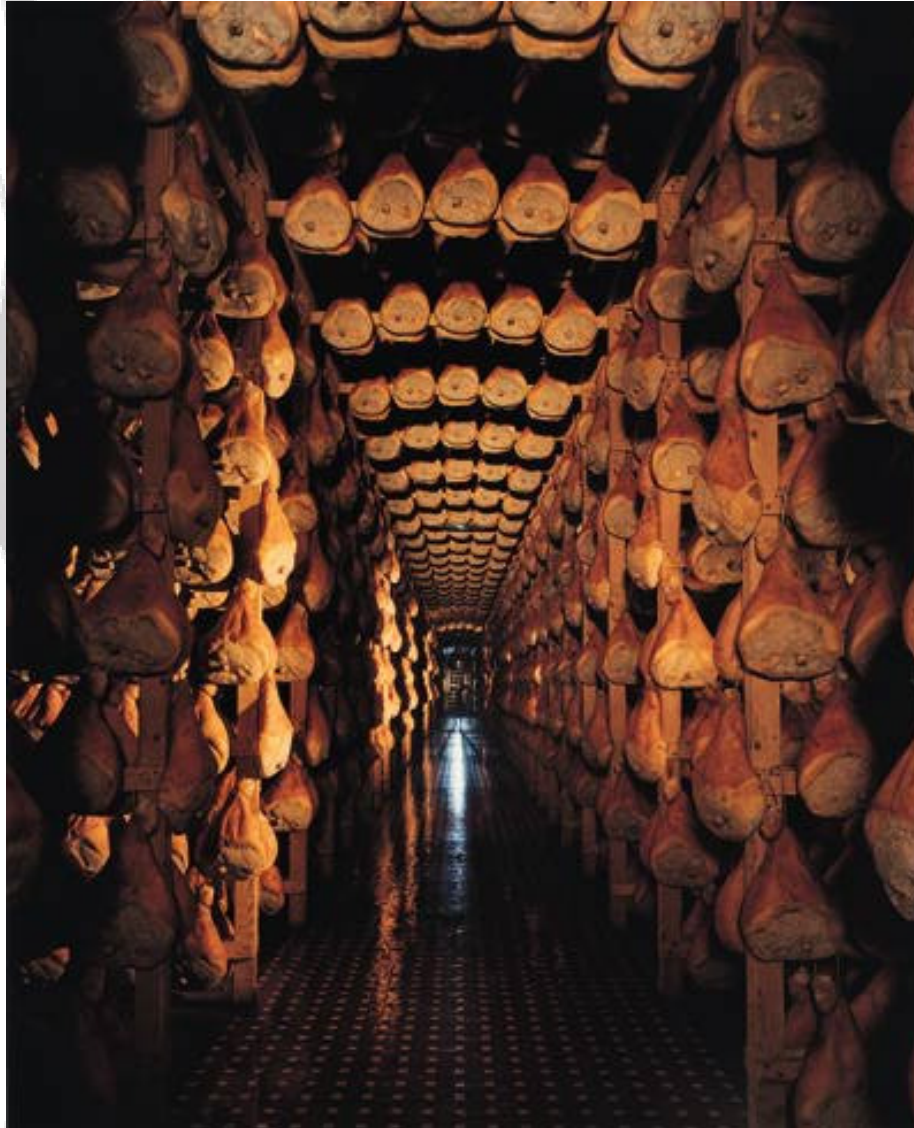


2008: MAIN EXPORT MARKETS





THE CONSORZIO' S MAIN ROLE



The Parma Ham Consortium is essential for the promotion and the protection of the product.

The Consortium carries out all those activities that small producers would not be able to do separately.



TECHNICAL/MARKETING ACTIVITIES



- **Opening new markets** and launching the product;
- **Information and Promotional Programs;**
- **Advertising** on TV (Italy) and magazines;
- **P.R. and Communication** activities;
- **International Fairs** (N.Y.-Tokyo- etc.);
- **Technical Support** to the producers.

LEGAL PROTECTION ACTIVITIES

- **Registration** of the name and the brand around the world;
- **Defense** against abuses of the name.



GI Protection in the EU



- Absolute protection of the name Parma Ham in the 27 EU Member States: protection against any practice liable to mislead consumers;
 - Registration of the Parma Ham GI prevents the name from:
 - becoming generic
 - being used in translation or with expressions as “like”, “style”, “type”, etc.;
 - *Ex officio* procedure: enforcement of the law by Member States of the EU (not so well managed up to now);
- => Limited legal costs of protection => more resources for the promotion of the product.



The challenge of protecting Parma Ham outside the EU



- Impossibility to register GI names in some countries;
- Collective or certification **trademark** registration refused: generic and descriptive name!
- In the past years there was limited interest in trademark registration if the commerce of the product was not allowed in the Country;
- Name **already** registered as trademark (USA, Canada, Mexico);
- Obligation to “buy” a registered trademark!




Limited Extent of Protection through Trademark Law



- Right on the name in one country only if used;
- Right for 10 years on a trademark;
- No guarantee against “genericity” ;
- Right on commercial use, except risk of confusion;
- No protection of the name if used in translation and with expressions like “style”, “type”, etc.
- Private enforcement.



The (heavy) Costs of Frauds



Financial Costs: 1 million € per year



Economic Costs: lost of market share



Damages to the reputation and public image



What to be done at the international level?

- The extension of Article 23 to all GI products and the establishment of a legally binding register for all GIs should be a priority.
- The promotion of the GI concept as a development tool should be pursued towards as many countries as possible including those that are currently opposing the sui generis protection of GIs



IF NOT?



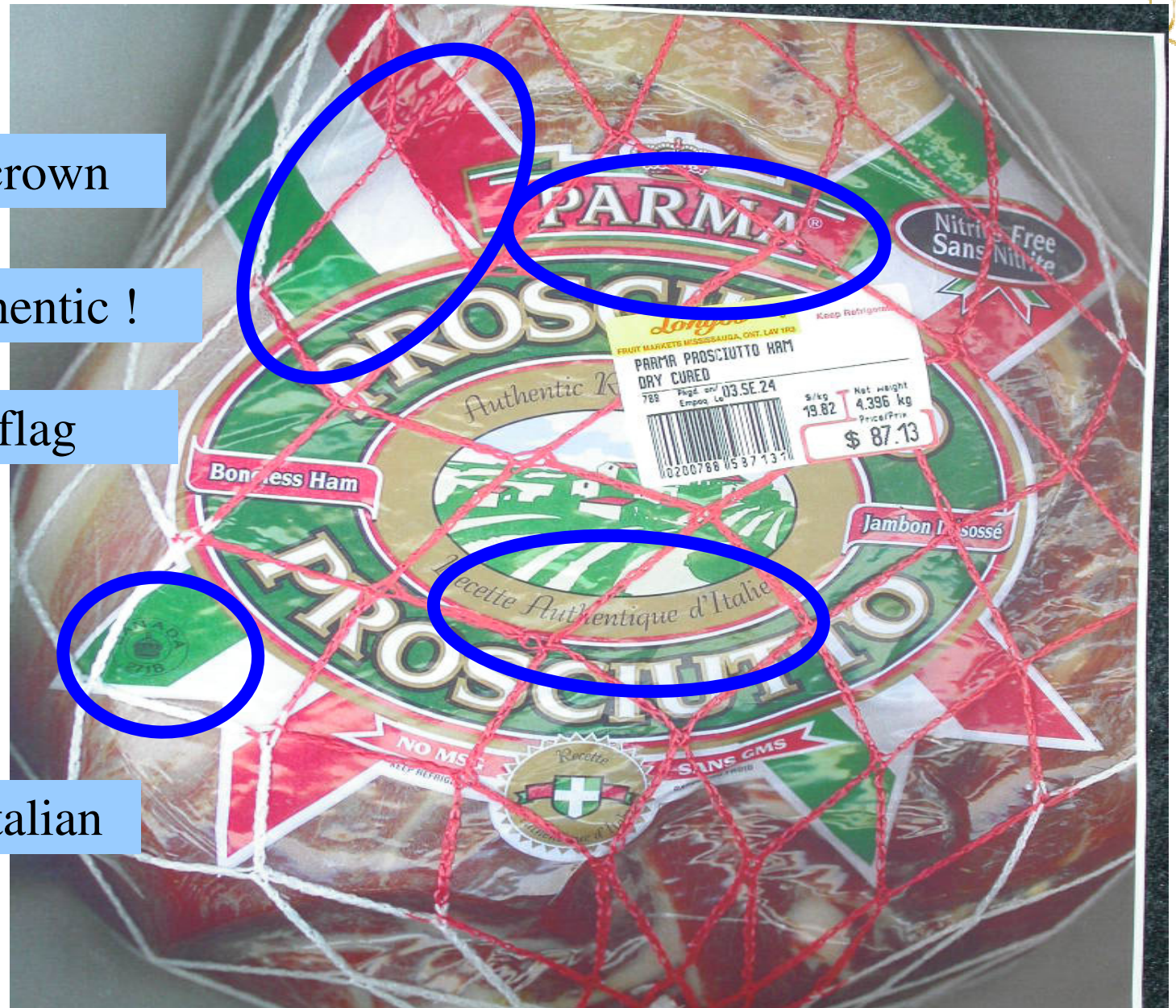
Prosciutto di Parma ?

Parma + crown

Italian authentic !

Italian flag

It must be Italian





Prosciutto di Parma ?



Made in Brazil



Made in Mexico



International Ham



Ingredientes: Perna de cerdo, sal yodada, sa de curador, azúcar, condimentos y enriquecido de sodio.

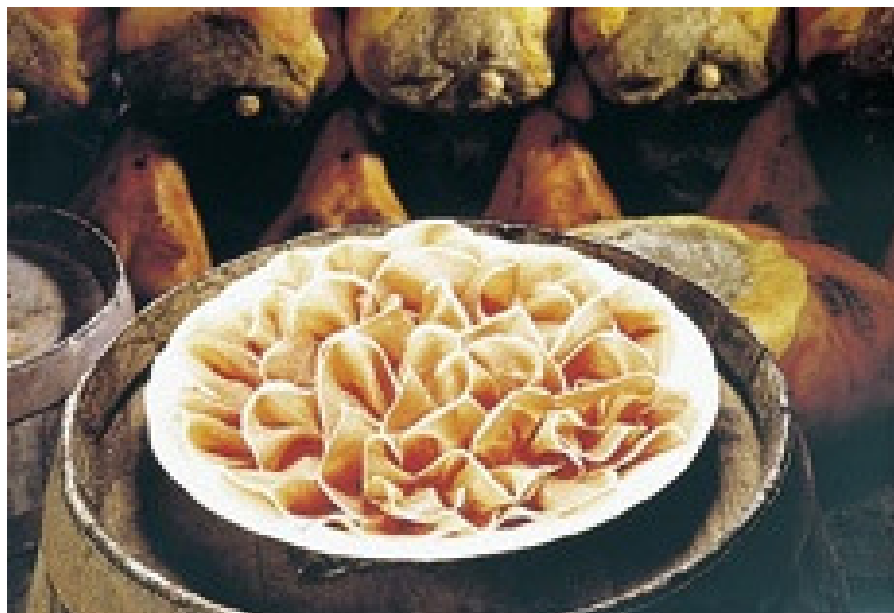
Hecho en México por: [REDACTED]
ce C.V., Ejido Nacional 453, Col. Garza
11520 México, D.F., bajo licencia de utilizar
de las marcas registradas, [REDACTED]

Producto empacado al alto vacío.

= Ita



Prosciutto di Parma



a different Ham!



Gracias por su atención

davide.calderone@prosciuttodiparma.com