Stakeholders event of the 8th Round Transatlantic Trade and Investment Partnership (TTIP) Negotiations

Brussels, Wednesday 4th February 2015

"GI Italian deli meats in USA: The export economic & strategic potential and the importance of correct information to US consumers"

Istituto Salumi Italiani Tutelati

Consorzio di Organismi di Tutela

The Italian Meat Processing Industry in figures

- 30.500 employees approx.
- Turnover 2013: 8.328 milion euro for meats and deli meats processing sector
- Export turnover 2013: 1.303 milion euro (+5,3%). 1.182 milion euro are referred to deli meat products (+5,7%)
- 15,6% export share in total turnover
- 1.075 million Euro trade surplus (+6,7%)
- 37 GI deli meat products (PDO and PGI)

2013_Key economic figure

Istituto Salumi Italiani Tutelati

Italian deli meats Production: Q.ty and Value

2013-2012 - Produzione salumi
Quantità e valore

	Var.% 13/12	2013 (.000t)	2012 (.000t)	2011 (.000t)	Quota Produz. %	Var.% 13/12	2013 (mln €)	2012 (mln €)	2011 (mln €)
Prosciutto crudo	-1,9	291,3	297,0	308,3	24,7	-0,9	2.222,6	2.243,7	2.258,1
Prosciutto cotto	-0,9	283,8	286,3	287,9	24,1	0,2	1.943,4	1.939,7	1.934,4
Mortadella	-2,0	170,8	174,3	177,0	14,5	-1,1	675,3	682,9	681,8
Salame	-1,8	109,0	111,0	110,4	9,2	-1,0	925,7	935,2	915,0
Würstel	1,0	69,9	69,2	67,2	5,9	1,1	244,8	242,1	234,7
Pancetta	-3,0	52,2	53,8	52,9	4,4	-2,8	241,3	248,2	242,8
Coppa	-2,0	42,0	42,9	42,7	3,6	-0,2	321,0	321,8	307,9
Speck	-1,8	29,0	29,5	30,6	2,5	-1,0	293,9	296,8	304,8
Bresaola	-1,3	15,7	15,9	15,8	1,3	0,7	258,5	256,6	251,3
Altri prodotti	-1,0	115,8	117,0	119,0	9,8	-0,2	817,3	819,0	820,5
Totale	**-1,5**	**1.179,5**	**1.196,9**	**1.211,8**	**100,0**	**0,5**	**7.943,6**	**7.986,0**	**7.951,4**

Fonte: ASSICA su dati ISTAT e aziendali

PRODUCTION
IS
DECREASING

Crisis of consumption in the internal market

Italian deli meats Export: Q.ty and Value

2013-2012 - Esportazione salumi
Valori espressi in tonnellate e migliaia di euro

	Export 2013		Var.% 2013/2012	
	Quantità	Valore	Quantità	Valore
Prosciutti crudi	59.174	605.367	3,9	5,7
Mortadella, wurstel, cotechini e zamponi	31.567	111.915	-1,6	2,1
Salsicce e salami stagionati	24.945	246.591	4,6	7,2
Prosciutti cotti	14.996	91.378	20,1	8,2
Pancette	3.804	29.528	-12,1	-6,4
Bresaola	2.956	53.773	6,0	7,9
altri salumi	6.073	43.576	4,8	8,4
Totale salumi	**143.515**	**1.182.128**	**3,8**	**5,7**

Fonte: elaborazione ASSICA su dati ISTAT Nota: i dati relativi al 2013 sono soggetti a revisione da parte di ISTAT

EXPORT
IS
INCREASING

New opportunities in high potential market s

Focus_the Italian GI Deli Meat

PDO and PGI deli meat products represent the second sector (after Cheese) in terms of turnover (production and sales).
Considering the deli meat sector, in 2013 the GI Deli Meats represent approx 16% of total production 22% of the total sales turnover.
State of play:

_Sales turnover in internal market is decreasing

_Export (Q.ty and Value) is increasing

GI deli meats in italian market: Sales turnover

Tabella 3.10 – Il fatturato al consumo sul mercato nazionale dei prodotti a ba carne DOP e IGP *(milioni di euro)*. **Anni 2012-2013**

Anno / Denominazione	2012	2013	Peso % 2013	Var. % 13
Prosciutto di Parma DOP	1.556,5	1.515,4	47,5	-2,6
Prosciutto di San Daniele DOP	548,9	534,7	16,8	-2,6
Bresaola della Valtellina IGP	393,5	382,4	12,0	-2,8
Mortadella Bologna IGP	320,7	318,3	10,0	-0,7
Speck Alto Adige IGP	128,9	122,5	3,8	-5,0
Prosciutto Toscano DOP	60,8	64,9	2,0	6,8
Prosciutto di Norcia IGP	36,8	43,9	1,4	19,2
Salamini Italiani alla Cacciatora DOP	33,9	33,0	1,0	-2,6
Cotechino Modena IGP	17,6	17,6	0,6	0,0
Coppa Piacentina IGP	10,3	17,0	0,5	64,7
Altri prodotti	150	138	4,3	-8,3
Totale prodotti a base di carne DOP e IGP	3.257,9	3.187,1	100,0	-2,2

Fonte: Indagine Qualivita – Ismea 2014

IG deli meats Export: in quantitatity

Tabella 6.11 – Volumi esportati per i prodotti a base di carne DOP e IGP *(tonnellate)*. **Anni 2012-2013**

Prodotto	2012	2013	Peso % 2013	Var. % 13/12
Prosciutto di Parma DOP	15.473	15.780	48	2
Mortadella Bologna IGP	5.463	5.989	18,2	9,6
Speck Alto Adige IGP	3.753	4.058	12,4	8,1
Prosciutto di San Daniele DOP	3.590	3.583	10,9	-0,2
Bresaola della Valtellina IGP	1.752	1.732	5,3	-1,2
Coppa di Parma IGP	368	374	1,1	1,8
Salamini italiani alla cacciatora DOP	354	351	1,1	-0,9
Prosciutto Toscano DOP	293	318	1	8,6
Prosciutto di Norcia IGP	184	223	0,7	21,2
Salame Piacentino DOP	43	72	0,2	68
Altri prodotti a base di carne	359	373	0,01	3,9
Totale	31.632	32.853	100	3,9

Qualivita – Ismea 2014

GI DELI MEAT PRODUCTS

Big export opportunities in Extra UE Countries

IG deli meats Export: in value

· Valore della produzione esportata per i prodotti a base di carne DOP e IGP *(milioni di euro)*. **Anni 2012-2013**

rodotto	2012	2013	Peso % 2013	Var. % 13/12
Parma DOP	232	241	57,7	3,9
o di San Daniele DOP	57,40	57,30	13,7	-0,2
Mortadella Bologna IGP	33,43	36,65	8,8	9,6
Speck Alto Adige IGP	29,54	31,93	7,6	8,1
Bresaola della Valtellina IGP	23,90	23,63	5,7	-1,2
Prosciutto di Norcia IGP	5,41	6,56	1,6	21,2
Prosciutto Toscano DOP	4,69	5,09	1,2	8,6
Salamini italiani alla cacciatora DOP	4,96	4,99	1,2	0,6
Coppa di Parma IGP	3,42	3,69	0,9	7,9
Culatello di Zibello DOP	1,43	1,34	0,3	-6,3
Altri prodotti a base di carne	4,20	5,25	1,3	25,0
Totale	400,38	417,43	100,0	4,3

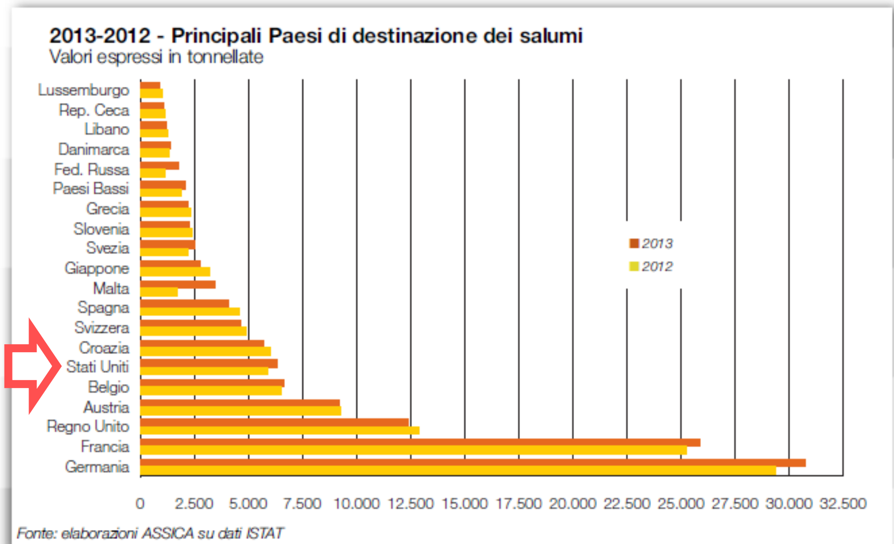
Fonte: Indagine Qualivita – Ismea 2014

USA_a very high potential market

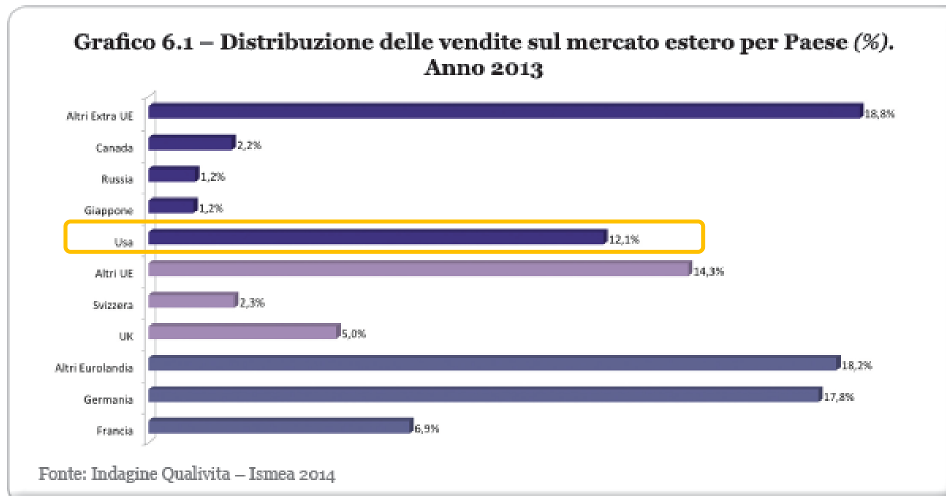
ISIT looks with **great optimism to the developing of the EU-US agreement**, especially considering the recent opening of the US market to short seasoned meats products, such as "salami, pancette, coppe and others"

USA is a high potential market for our sector, considering that in 2013 about 6,330 tons (+ 7.4%) have been exported in the United States meaning 73.5 million euro (+ 8%). In 2012 the exported deli meats have been 5,892t (+21.5% compared to 2011).

Deli meats Export : Countries



Italian GI Countries Distribution



But… ***THE POTENTIAL OF THE US MARKET IS MUCH HIGHER***

USA_a very high potential market

Especially for italian GI Del Meats sector, the US market is a key and strategic market for the future.

Here some considerations supporting the above.

- The **Italian market** has almost reached its **saturation**

- The Italian and the EU market are going through a period of strong and prolonged **economical contraction**. This means a **general state of crisis and decline in consumption**

<u>*To Increase the export in non-EU countries with an high economic potential seems to be the only "wayout" for the Italian deli meat sector.*</u>

Among these Countries, **USA** has a special place, thanks to:

- **High purchasing power**

- Increased **attention to food culture and quality**, especially for GI Italian products

US consumer_guarantee and protection

US consumers are increasingly interested in food quality. They are giving more attention to products with a **particular link to a specific territory.**

American people travel a lot. Either for business or vacation.

This mean that consumers have more opportunities to **meet and appreciate PDO and PGI** products.

It 's important to protect and guarantee the consumer in the US market.

For this purpose, it is necessary that the US Government and the related competent Authorities responsible for the protection of the market, work - in collaboration with foreign institutions - in order to:

- **Communicate the values**, culture and the unique characteristics of PDOs and PGIs
- **Facilitate the mutual recognition process of GIs**, in particular a “shortlist" of products having a real high potential in the US market
- A**void confusion between PDO/PGI products and generic products** in the US market
- **Contrast frauds or other irregularities**
- Contrast the well known problem of **“Italian Sounding”**
- Prevent and remedy situations in which a non GI product, emulating, evoking or recalling the distinctive characteristics of a GI protected product, can **mislead consumers**
- Promote and **protect the intellectual property** of products and trademarks

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