



**PARMIGIANO
REGGIANO**



PARMESAN, ITALIAN SOUNDING and TTIP
March 2016

THE TTIP NEGOTIATIONS WAY

- The GI's issue
- The misleading commercial practices issue



The EU (and Italian) point of view:

Protectionism vs fair and transparent rules?

**UNFAIR
COMPETITION?**

**CONSUMERS
DECEPTION?**

FAIR COMPETITION – DAMAGE EVALUATION

Parmigiano Reggiano export trend 2003-2014



EU (26)

+124%



US

+30%

It isn't possible to evaluate the exact share of damage, but it is clear that the better trend of EU exports is also due to the better «legal protection» of GI name assured in EU countries by EU GI'Regulations

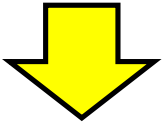
US CONSUMERS, PARMESAN and ITALIAN SOUNDING

The approach of US dairy industry is:

- For the US consumers Parmesan is a generic name, without any link with Parmigiano Reggiano and its geographical origin**
- The use of signs and other graphical elements evoking Italy on the Parmesan packaging, is not misleading because the US consumers are aware of the differences and read exactly the informations on the label**

THE SURVEY: METHODOLOGY



- **web (on-line questionnaire) sep-oct 2015**
- **7 questions**
- **No references to Parmigiano Reggiano or Italy**




- **1.236 interviews**
- **All US States involved**

THE SURVEY: METHODOLOGY

Company: «Aicod»

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Online Adv exemples

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THE SURVEY: METHODOLOGY

Cheese Questionnaire

Please Take a Moment to Answer this Questionnaire - you'll receive a wonderful recipe book ready to download!

1 About you 2 Step 1 3 Step 3 4 Step 4 5 Step 5 6 Step 6

Start Now!

The Questionnaire should only take a couple of minutes of your time
Thank You!

GENDER *

Male Female

Age *

18-24
 25-34
 35-44
 45-54
 55-64
 65 or Above

U.S. States *

Choose a state ▼

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THE SURVEY: TARGETS

- 1. For US consumers «Parmesan» is generic?**
- 2. The use of symbols/«italian sounding» elements on Parmesan packs is misleading for the consumer?**

WHEN A NAME IS GENERIC?

The relevant purchasing public perceive it as a name

- **identifying a type or category of the relevant goods or services**
- **without regard to the geographical origin of the goods or services or the methods and conditions for producing them**

IS PARMESAN A «GENERIC» NAME?

- **Parmesan is a cheese typical of a specific area or country?:**

YES
66%



Of wich
ITALY
90%

If Parmesan were generic, no references to the geographical origin would be indicated

CHEESE TYPE

Which kind of cheese is «Parmesan» cheese?

- **Hard cheese**



81%

- **Soft cheese**

6%

- **Mozzarella**

2%

- **I don't know**

11%

MILK TYPE

Of which milk is made «Parmesan» cheese?

- **Cow**



48%

- **Sheep**

8%

- **Goat**

9%

- **Other**

6%

- **I don't know**

29%

PARMESAN CHEESE and SOUNDING PACKS



A

Which is the Country of origin of the «Parmesan» cheese showed in the pic?

(first A then B)
Both products made in Usa



B

PARMESAN CHEESE AND DISTINTICVE SIGNS

A		B
38%	ITALY	67%
52%	US	22%
10%	Others	11%

Results show that the use of italian sounding signs and elements on pack, cause a misleading effect on the perception of geographical origin