

LIFE The Tough Get Going



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Sustainability policies of the Grana Padano Protection Consortium

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Desenzano del Garda



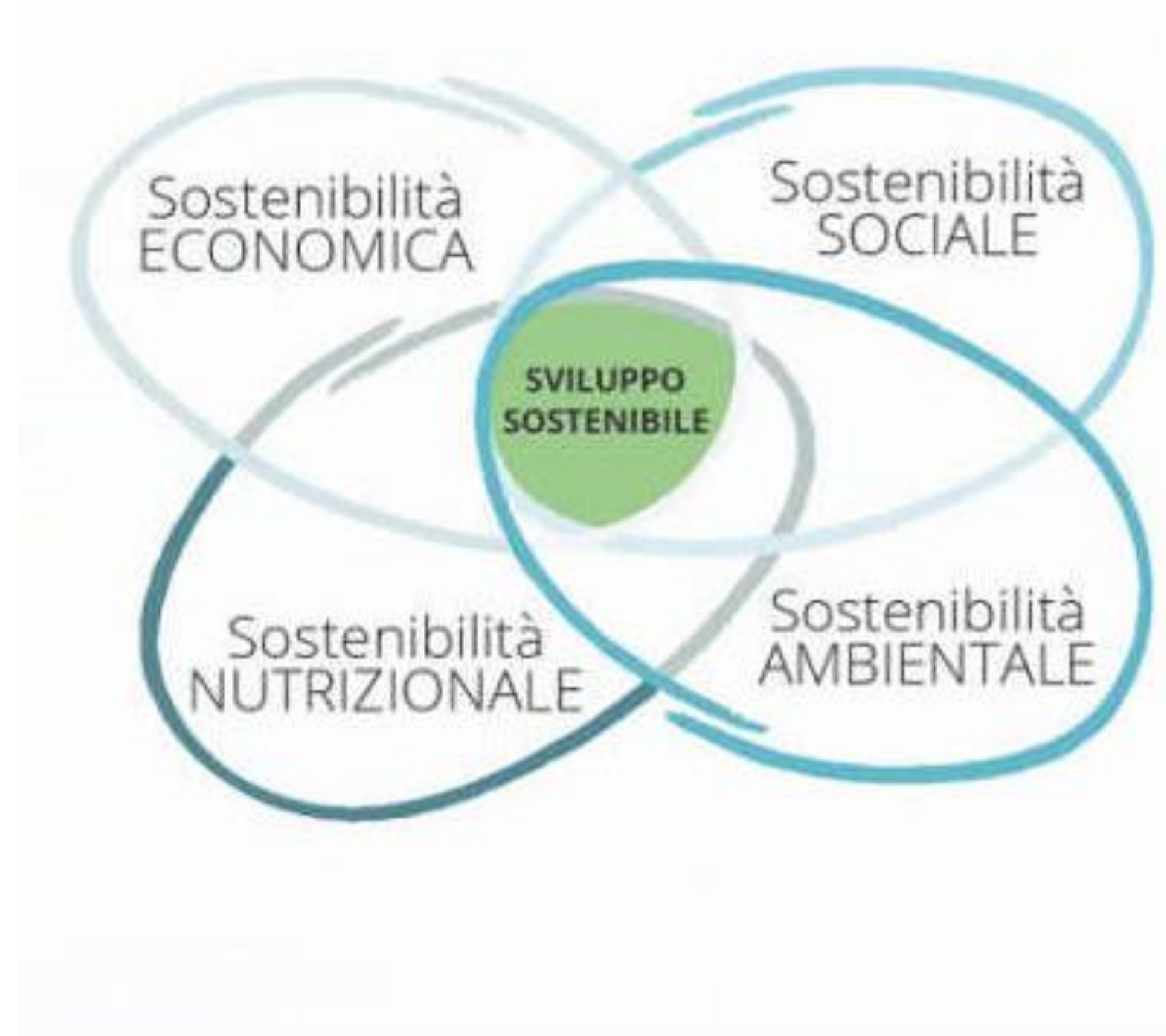
What is sustainable development

*«"Meeting the needs of the present generation without compromising the ability of future generations to meet their own needs".
Our Common Future' report, 1987*

SUSTAINABILITY, a key word in the 1990s: politicians, managers and planners adopted it at various levels of planning, management and scheduling, where the goal of sustainable development became a daily commitment of consumers and producers.
Efsa report, 1997



A sustainable system is the result of of a combination of factors



Consorzio Tutela Grana Padano

1954: Creation of the Grana Padano Protection Consortium

Art. 4 of the Consortium's Statute states that the Consortium :

- Is a **no-profit organisation**.
- Charged with **protecting, promoting and enhancing** the product, **providing consumer information** and generally taking care of the interests regarding its PDO status. Helps supervise and safeguard P.D.O. status from abuse, unfair competition, imitation, improper use of designation and any other behaviour forbidden by law during all stages of production, transformation and trade.
- **Promotes** scientific and market research keyed to improving means and methods of production and marketing of Grana Padano cheese.
- Created and registered the **“Grana Padano”** trademark in Italy and numerous other countries.



Grana Padano PDO in numbers

The production area, 5 regions:
Piedmont, Lombardy, Veneto, Emilia Romagna and Trentino.



2020 Production:

Production dairies

Affineurs

Packagers

5.255.451 wheels

(+ 1,76 % vs 2019)

n. 128

n. 149

n. 196

Milk producing farms

Workers in the production chain

n. 4.000

n. 40.000

Milk used for Grana Padano

2.785.524,378 Tons
(=22% Italian milk
production)

Production breakdown :

- 62,60% Cooperative
- 37,40% Industry

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PRODUCTION SPECIFICATION RULES & CONTROL PLAN of CSQA, the independent Certification Body

*They contain the elements that justify the relationship between quality,
product characteristics and the link with the geographical origin.*



The Grana Padano Protection Consortium is committed to SUSTAINABILITY.

It has been dealing with this issue for some time through *educational and information activities* on the characteristics of Grana Padano PDO and through *studies with targeted approaches and methods* to assess and reduce the environmental impact of the entire production chain.



Animal Welfare

The “Grana Padano PDO system” has always paid great attention to the quality of production and the way it operates on a daily basis:

- Feeding in compliance with the Production Specifications and Control Plan.
- In 2019, introduction of the use of the milking robot in the Production Specifications.
- In 2019, the introduction of the annual animal welfare assessment activity started, at all milk producers registered with the Grana Padano PDO, according to the Classyfarm system.



The Grana Padano Protection Consortium's commitment to environmental sustainability

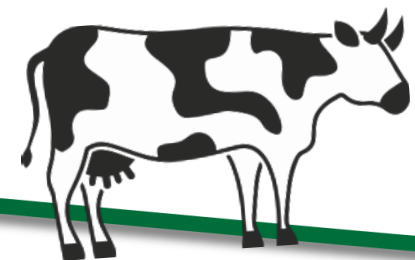
In 2007 «***Lifecycle of 1kg Grana Padano PDO***»

In 2014 « ***LCA of Grana Padano DOP*** »

In 2017-2022 **LIFE TTGG «The Tough Get Going»**

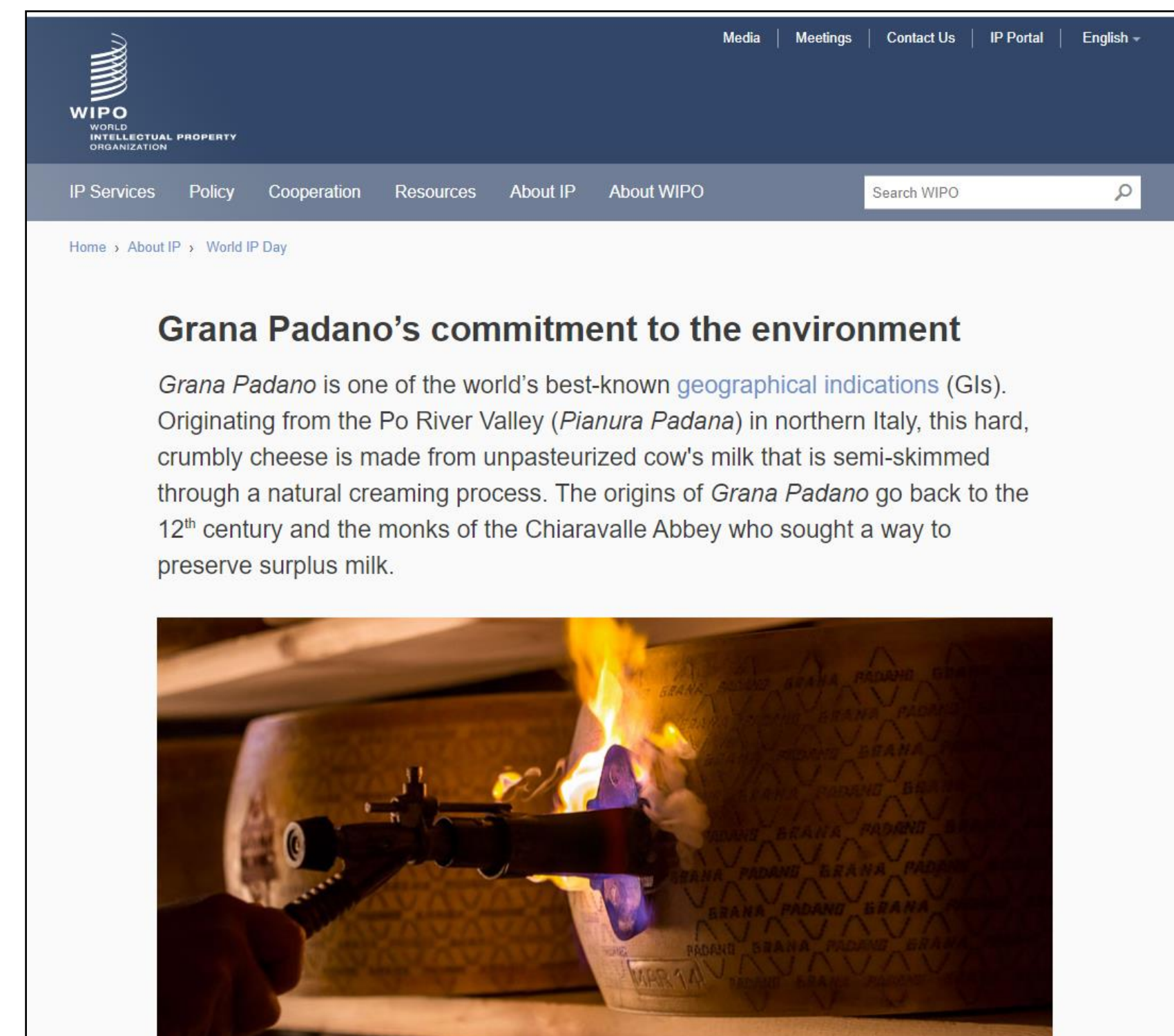
In 2020 «***Made Green in Italy***»

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WIPO AWARD FOR GRANA PADANO PDO'S COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY: 28/04/2020

For the World Intellectual Property Organisation-**WIPO** “the Grana Padano case is a perfect example of how, through the special thread that binds all the actors in its production chain, a geographical indication can have a significant impact on the environment of the area, region or country from which it comes, when it embraces sustainability policies”.



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