For 800 years it has been made by hand using only 3 ingredients: Raw Cow’s Milk, Sea Salt Brine, Calf Rennet

It has been protected since 1934 (the oldest Italian Protection Consortium)
100% of the dairies producing Parmigiano Reggiano are members of the Consortium.

Voluntary not-for-profit body in charge of the protection, promotion and defence of the Protected Designation of Origin Parmigiano Reggiano.

Recognized by the Italian Ministry of Agricultural, Food and Forestry Policies:
Parmigiano Reggiano is produced exclusively in the provinces of: Parma, Reggio Emilia, Modena, Mantua (to the right of the Po River) and Bologna (to the left of the Reno River).
PARMIGIANO REGGIANO IN FIGURES

- 251,000 dairy cows
- 3,000 milk producers
- 340 dairies
- 3,500,000 wheels produced
- 12 months minimum maturation time (average maturation is 24 months)
- 550 litres of milk to make one wheel
- 40 kg average weight of a wheel
- 15% of Italian milk production
- 1,020,000 Euro value of production
- 2,028,000 Euro value of consumption
- 37% export volume/total production
<table>
<thead>
<tr>
<th>AREA OF ORIGIN</th>
<th>No</th>
<th>MOUNTAIN AREA</th>
<th>No</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bologna</td>
<td>9</td>
<td></td>
<td>5</td>
<td>56</td>
</tr>
<tr>
<td>Mantova</td>
<td>20</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Modena</td>
<td>62</td>
<td></td>
<td>35</td>
<td>56</td>
</tr>
<tr>
<td>Parma</td>
<td>151</td>
<td></td>
<td>32</td>
<td>21</td>
</tr>
<tr>
<td>Reggio E.</td>
<td>93</td>
<td></td>
<td>21</td>
<td>23</td>
</tr>
<tr>
<td>Total</td>
<td>335</td>
<td></td>
<td>93</td>
<td>28</td>
</tr>
<tr>
<td>AREA OF ORIGIN</td>
<td>WHEELS</td>
<td>MOUNTAIN AREA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>---------</td>
<td>---------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bologna</td>
<td>72,637</td>
<td>30.053</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mantova</td>
<td>362,487</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Modena</td>
<td>694,060</td>
<td>217,807</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parma</td>
<td>1,222,693</td>
<td>229,537</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reggio E.</td>
<td>1,118,169</td>
<td>255,344</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,470,046</strong></td>
<td><strong>732,741</strong></td>
<td><strong>21</strong></td>
<td></td>
</tr>
</tbody>
</table>
Parmigiano Reggiano is the most important PDO product made in the Mountain area:

- 1,072 farms (36% of the total number)
- 380,000 tonnes of Milk produced (21% of total milk production)
- 93 dairies (28% of the total number)
- 732,741 wheels (21% of total production)
• ART. 31 REG. (EU) No 1151/12:
The term ‘mountain product’ is established as an optional quality term.

• COMMISSION DELEGATED REGULATION (EU) No 665/2014:
Feedstuffs for farm animals shall be deemed to come essentially from mountain areas if the proportion of the annual animal diet that cannot be produced in mountain areas, expressed as a percentage of dry matter, does not exceed 40 %.

Processing operations for the production of milk and milk products in processing facilities may take place outside mountain areas, provided that the distance from the mountain area in question does not exceed 30 km:
ITALIAN MINISTERIAL DECREE (in force from September):

Processing operations for the production of milk and milk products in processing facilities may take place outside mountain areas, provided that the distance from the mountain area in question does not exceed 10 km:

The producers that want to use the term «mountain product» have to sign a specific form and to be registered in a database kept by the Italian Ministry of Agriculture.
MOUNTAIN PRODUCT QUALITY PROJECT

Consorzio
In consideration of the high number of dairies and of high interest in the use of the term “mountain product” in 2015 the Consorzio launched this voluntary project. The project objective is to define a product whose link with the local area is evident in every production stage giving consumers the opportunity to appreciate the characteristics of mountain Parmigiano Reggiano at its best.

This is why the Consorzio has implemented criteria that are stricter than those laid down by the EU Regulation.
HOW DOES IT WORK?

The dairy voluntary joins the project with the Consorzio

An independent body certifies that:

- 100% of the milk is produced by farms in the mountain area
- Over 60% of the dry matter of cows feed comes from the mountain area
- The cheese is made and matured (at least 12 months) in the mountain area (no exception, even for short distances out of the mountain area)
HOW DOES IT WORK?

The Consorzio makes

- Quality selection at 24 months (sound test using a hammer to assess the internal structure): only wheels without defects pass the test
- Sensory selection at 24 months for every month of production (with panel test): only the wheels with a positive judgment pass the test
If and when all these conditions are met, the wheels are fire-branded by the Consorzio as in the picture below.
## Until Now

<table>
<thead>
<tr>
<th></th>
<th>Mountain Area</th>
<th>Mountain Project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dairies</strong></td>
<td>93</td>
<td>37 subscriptions (40%)</td>
</tr>
<tr>
<td><strong>Wheels</strong></td>
<td>732,000</td>
<td>Potential 150,000</td>
</tr>
<tr>
<td><strong>Milk</strong></td>
<td>380,000 tonnes</td>
<td>80,000 tonnes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>55/60 million £ sales volume</td>
</tr>
</tbody>
</table>
The Market

The Consorzio is working on promotion activities:

TRADE FAIRS/EVENTS: incentive to participate provided to mountain dairies or, when the Consorzio attends these events, project advertising and cheese tasting

WEB: our website contains a dedicated section explaining the project and a section for online selling

LARGE RETAILERS: incentive and promotion in supermarkets (some important chains are selling Parmigiano Reggiano cheese within the project)
**WHAT ARE THE ADVANTAGES?**

- Enhanced support to the development of mountain areas and more profitability to dairies (mountain cheese is paid to the dairy 30/50 cents for kg more than the standard one)
- Additional guarantees to consumers on the origin and also on the quality

**DISADVANTAGES**

Concomitant presence on the market of the mountain product within this project and of the mountain product based on self-declaration: this can be misleading for consumers
Thank you!