



Co-funded by
the European Union

THE EUROPEAN UNION SUPPORTS CAMPAIGNS
WHOSE OBJECTIVE IS TO PROMOTE
HIGH QUALITY AGRICULTURAL PRODUCTS.



Concrete value

Tradition and innovation
for a sustainable future

The San Daniele PDO sector

The 31 member companies of the Prosciutto di San Daniele's Consortium produce around 2.7 million Prosciuttos with Protected Designation of Origin every year, exclusively in the town of San Daniele del Friuli. Prosciutto di San Daniele PDO can only be processed and cured in the area of origin, where the unique, one-of-a-kind microclimate is the third ingredient, together with Italian pork legs and sea salt.

Prosciutto di San Daniele reaches tables all over the world and is the symbol of a centuries-old tradition. The product is closely linked to the local area and the industry is committed to protecting and preserving the environment in order to maintain low-impact production and to preserve the high-quality characteristics of the product.

PROSCIUTTO DI SAN DANIELE

San Daniele PDO is made from pigs born, bred, and slaughtered exclusively in Italy, according to the strict rules provided for in the specification.

The document sets out the specific procedures for the entire process, from production to distribution, which lasts 400 days. At the end of the maturing process, having passed all the controls, the leg of ham takes on the Prosciutto di San Daniele PDO name with the branding by the third-party certification body.



THE CONSORTIUM'S COMMITMENT

Numerous studies show that today's world population consumes more resources than the planet is capable of generating and the fight against climate change is increasingly urgent. The Prosciutto di San Daniele's Consortium is taking concrete action to help protect the environment and to be part of the change.

For the agri-food sector the European Union has created the "Farm to Fork" strategy, from producer to consumer, which is based on four pillars, to which the Consortium also refers:

- to ensure the sustainable production of food;
- to promote a sustainable supply chain from start to finish, from processing to sale;
- from farm to table;
- to promote the consumption of sustainable food and the transition to healthy eating habits.



THE QR CODE ON EVERY TUB

Each tub of pre-sliced ham bears a QR Code that guarantees the certification and origin of the product, making it possible to trace every stage of its processing: origin of the raw material, place and duration of curing, place and date of slicing, ingredients, weight. Every year, around 10 thousand unique QR codes are looked up by consumers.



FOR THE PRODUCT

The quality and safety of the product have always been a cornerstone of the Consortium and are the result of the best farming practices and a rigorous traceability system.

Animal welfare, in fact, is not only at the heart of European policies for the development of the agri-food chain but also a subject of particular responsibility and commitment for the Sector, which thus meets the growing sensitivity and awareness of the consumer. The Consortium:

- manages the web portals for the collection of data and information on product tracking;
- is working to adhere to the new SQNBA, a national quality system for animal welfare, a standard promoted by the Ministry of Health and the MASAF Ministry of Agriculture, Food Sovereignty and Forestry. This is a set of animal health and welfare requirements that are superior to the corresponding European and national standards, which aim to ensure quality - food, economic sustainability, animal health and even more transparent information for the consumer.

OUR ACTIONS FOR SUSTAINABILITY

1

REDUCING ENVIRONMENTAL IMPACTS

The Consortium works to further minimise environmental impact in terms of energy efficiency, resource consumption (soil and water), emissions and waste.

2

DEVELOPING A CIRCULAR ECONOMY

The Consortium promotes the recovery of brine and spent solid salt, previously considered production waste, and now destined for alternative uses (road de-icing and tanning industry).

3

PROTECTING BIODIVERSITY

The Consortium protects the territory of San Daniele del Friuli, including the Tagliamento River, to safeguard its value for the community and future generations.

FOR THE ENVIRONMENT

In order to be more responsible towards the environment, the Consortium is committed to increasingly limiting the consumption of energy and resources, optimising the processes of circularity, waste disposal and protecting the place of origin. The Consortium:

- is committed to increasing the recovery of salt and brine;
- operates a purification plant to treat wastewater from ham factories;
- protects the biodiversity of the territory and the Tagliamento river, in dialogue with local communities.



4

PROMOTING HEALTHY NUTRITION AND FOOD SAFETY

The Consortium disseminates nutritional values in a transparent manner, aware that health and safety are key principles for social well-being.

5

TAKING CARE OF ANIMAL WELFARE

The Consortium promotes the ethics of animal welfare throughout the supply chain, involving stakeholders in awareness-raising and training activities to improve breeding and slaughtering practices.

6

ENSURING TRACEABILITY OF THE SUPPLY CHAIN

The Consortium is committed to reliable traceability of the supply chain with internal monitoring tools (controlled system and procedures) and easy access for consumers to verified information.

FOR PEOPLE

The Consortium's interest in society is expressed through the promotion of a healthy lifestyle capable of increasing the well-being of the community and responding to the new sensitivity of consumers. The Consortium:

- promotes transparent communication devoted to dialogue with consumers;
- promotes healthy education on food;
- enhances and trains the sector's human resources;
- works to improve product quality.





The Consortium's activities

Founded in 1961, the Consortium carries out promotion, protection, and supervision activities at the service of its members and consumers. In particular, the Consortium:

- draws up and maintains strict production specifications that regulate the entire production process, raw materials and use of the name to guarantee product quality and safety;
- promotes the brand and provides information to consumers;
- **protects and supervises product distribution**;
- assists consortium members by providing advice in various areas, including the management of environmental and energy services and staff training.

In addition to the usual activities, the Prosciutto di San Daniele Consortium's sustainability path has been added to over the years, guided by a Model outlining a concrete commitment to the environment, people and the product.

FUTURE HORIZONS

The Consortium continues its commitment to sustainability through concrete actions and projects that are developed in the medium to long term:

- creation of an 'energy community' with renewable sources;
- obtaining ISO 50001 certification to improve energy efficiency;
- calculation of the organisation's and product's carbon footprint;
- LCA (Life Cycle Assessment) analysis to know the exact impact of the product along the entire value chain.

For more information on the Consortium's commitments, please visit the sustainability section of the website and download the full "Concrete Value" report.

Contacts

Prosciutto di San Daniele Consortium

Via Ippolito Nievo 19

33038 San Daniele del Friuli (UD)

Phone. +39 0432 957515

info@prosciuttosandaniele.it

prosciuttosandaniele.it

<https://impegno.prosciuttosandaniele.it/en/>