



2023 EDITION

# Concrete value

Tradition and innovation for  
a sustainable future

Funded by the European Union. Opinions expressed belong solely to the author or authors and do not necessarily reflect the opinions of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the issuing administration can be held responsible for them.



# The San Daniele PDO industry

Each year **the 31 member companies of the Prosciutto di San Daniele Consortium** produce around 2.7 million Denomination of Protected Origin prosciuttos, exclusively in the city of **San Daniele del Friuli**. Prosciutto di San Daniele PDO can only be prepared and aged in its territory of origin, where the unique and inimitable climate constitutes the third ingredient, along with Italian pork thighs and sea salt.

Prosciutto di San Daniele is served at tables worldwide and is the symbol of a centuries-old tradition. The product is closely bound to the territory, with the industry committed to protecting and conserving the environment, in order to maintain low-impact production and preserve high qualitative characteristics of the product

## PROSCIUTTO DI SAN DANIELE

San Daniele PDO is obtained from livestock born, raised and slaughtered exclusively in Italy, in accordance with stringent rules set forth in production specifications.

The document establishes specific procedures for the entire process, spanning 400 days from production to distribution. Once aged and after passing all checks, the Prosciutto di San Daniele Denomination of Protected Origin is conferred on all pork thighs, with the application of the fire branded mark by the third party certification body.



## THE CONSORTIUM'S COMMITMENT

Since its foundation in 1961, the Consortium has been inspired by a sustainability-centred vision, in virtue of its close relationship with the local community and local area, characterised by a microclimate that is crucial for the ageing of San Daniele prosciutto.

In more recent years, a growing awareness of global changes has driven the Consortium to become an active promoter of the commitment to sustainability, in line with the **European "Farm to Fork" strategy** and the **UN Sustainable Development Goals 2030**. This approach has translated into a Model of Excellence and Sustainability, which reflects the evolution of the Consortium's initiatives towards greater environmental and social responsibility.

To this effect the Consortium has resolved to adopt a strategic long-term pathway for the entire industry, working on three key areas and relative significant topics:

- **environment:** energy, circular economy, water and biodiversity;
- **product:** animal welfare and production chain traceability;
- **people:** nutrition and food safety.



## OUR SUSTAINABLE ACTIONS

# 1

### **REDUCE ENVIRONMENTAL IMPACT**

The Consortium is working to further minimise environmental impact by addressing energy efficiency enhancement, the consumption of resources (land and water), emissions and waste.

# 2

### **DEVELOP A CIRCULAR ECONOMY**

The Consortium promotes spent brine and solid salt recovery processes, previously considered by-products of production and now conferred for alternative uses (road antifreeze and the tanning industry).

# 3

### **SAFEGUARD BIODIVERSITY**

The Consortium protects the land of San Daniele del Friuli, including the Tagliamento river, safeguarding its value for the community and future generations.

## FOR THE ENVIRONMENT

With an eye to further enhancing environmental responsibility, the Consortium is committed to increasingly reducing the consumption of energy and resources, optimising circularity and waste disposal processes and safeguarding the place of origin. The Consortium:

- is committed to increasing salt and brine recovery, including through the construction of a new plant in the San Daniele district;
- operates a purification plant for the treatment of waste water from prosciutto production facilities;
- protects biodiversity in the local area and the Tagliamento river;
- has undertaken a project to calculate the carbon footprint in order to quantify and manage CO<sub>2</sub> emissions in the entire San Daniele district.



# 4

## **PROMOTE HEALTHY NUTRITION AND FOOD SAFETY**

The Consortium transparently discloses nutritional values, aware that health and safety are fundamental principles of social well-being.

# 5

## **FOCUS ON ANIMAL WELFARE**

The Consortium promotes animal welfare ethics along the entire production chain, involving all players in awareness-raising and training activities to improve farming and slaughter practices.

# 6

## **ENSURE PRODUCTION CHAIN SUSTAINABILITY**

The Consortium is committed to clear production chain sustainability, with internal protective measures (controlled system and procedures) and easy access to verified information for consumers.

## **FOR PEOPLE**

The Consortium's interest in society is expressed through the promotion of a healthy lifestyle that increases society's well-being and responds to a new consumer awareness. The Consortium:

- promotes transparent communication and engages in dialogue with consumers;
- promotes healthy nutritional education;
- enhances and trains human resources in the industry;
- works to improve product quality.



## THE QR CODE ON EACH TRAY

Each tray of pre-sliced prosciutto has a QR Code that guarantees the product's certification and provenance, ensuring the traceability of each phase of its preparation: origin of raw material, place and duration of ageing, place and date of slicing, ingredients, weight. Each year around 10 thousand unique QR codes are searched by consumers.



## FOR THE PRODUCT

Product quality and safety have always been fundamental concepts for the Consortium and arise from best farming practices coupled with a stringent traceability system. Not only is animal welfare a key topic of European agrifood production chain development policies, it is also a focal point of particular responsibility and commitment in the Industry, which is responding to a rise in consumer awareness and mindfulness. The Consortium:

- manages web portals for the collection of data and information on product tracing;
- is working towards joining the new SQNBA, Italian National Quality System for Animal Welfare, a standard promoted by the Italian Ministry of Health and MASAF, the Italian Ministry of Agriculture, Food Sovereignty and Forests. This set of animal health and welfare requirements is even more exacting than equivalent European and national regulations, in order to ensure food quality, economic sustainability, animal health, and even more transparent information for consumers;
- has concluded the pilot phase for a new traceability system with RFID - Radio Frequency Identification tag, applied to all pork thighs, unequivocally identifying each one from slaughterhouse to prosciutto production facility (implementation for all producers is expected by late 2024).



# The Consortium's activities

Founded in 1961, the Consortium promotes, safeguards and protects its members and consumers. In particular, the Consortium:

- prepares and upholds **stringent production standards** that regulate the entire production process, ingredients and denomination use, guaranteeing the product's quality and safety;
- promotes the mark and provides **consumers with information**;
- **protects and safeguards product distribution**;
- provides its members with consultancy services in different fields, including the management of environmental, energy services and staff training.

In addition to its usual activities, over the years the Prosciutto di San Daniele Consortium has also developed the sustainability pathway, grounded in a **Model establishing a concrete commitment** to the environment, people and the product.

## FUTURE HORIZON

The Consortium continues its commitment to sustainability through concrete medium-long term actions and projects. Currently the Consortium is working to:

- continue to inform consumers and production chain players on the product's sustainability characteristics.
- enhance the value of and continue to train human resources;
- apply the traceability system with RFID - Radio Frequency Identification tag to all slaughterhouses and prosciutto production facilities;
- increase salt and brine recovery and the construction of a treatment plant in San Daniele;
- continue to safeguard local biodiversity;
- identify energy efficiency enhancement solutions for consortium members;
- calculate the carbon footprint of the industry and product;
- evaluate the feasibility of an energy community with renewable sources.



For further information on the Consortium's commitments, read the sustainability section of the website and download the full report "Concrete Value 2023".

[impegno.prosciuttosandaniele.it/en](https://impegno.prosciuttosandaniele.it/en)

## Contacts

### Prosciutto di San Daniele Consortium

Via Ippolito Nievo 19  
33038 San Daniele del Friuli (UD)  
Ph. +39 0432 957515  
[relazioni.esterne@prosciuttosandaniele.it](mailto:relazioni.esterne@prosciuttosandaniele.it)  
[prosciuttosandaniele.it](https://prosciuttosandaniele.it)



CAMPAGN FINANCED  
WITH AID FROM  
THE EUROPEAN UNION

