



# Sustainability Press Dossier

Prosciutto di San Daniele Consortium



## THE SUSTAINABLE ACTIONS OF PROSCIUTTO DI SAN DANIELE CONSORTIUM

Prosciutto di San Daniele Consortium is one of the most historically significant institutions on the Italian agrifood scene. Founded in 1961, the Prosciutto di San Daniele Consortium was the first consortium to safeguard a cold cut. Today it includes **all Prosciutto di San Daniele PDO producers** whose facilities are exclusively based in the municipality of San Daniele del Friuli (the term "eponymous" would be misleading here, as it would imply the city is called Prosciutto di San Daniele PDO), in the heart of Friuli-Venezia Giulia, in the province of Udine. Prosciutto di San Daniele has strong ties with the territory and its community. It is the culmination of three elements: selected Italian pork thighs, sea salt, and the unique microclimate of San Daniele.

In the last few years, increasing awareness of global changes currently under way has inspired

the Consortium to actively promote a "sustainability model" as a springboard for concrete actions to be implemented in partnership with stakeholders and the entire industry. The Model of Excellence and Sustainability divides the Consortium's commitment into three main fields and six significant topics for its pathway:

- ∞ **Environment:** energy and emissions, water and waste, circular economy, biodiversity;
- ∞ **People:** nutrition and food safety;
- ∞ **Product:** animal welfare and supply chain traceability.

The Consortium and producers of Prosciutto di San Daniele wish to be actively involved in the global movement for achieving the seventeen Sustainable Development Goals - SDGs of the UN's 2030 Agenda.





## ENVIRONMENT

The consortium and its members are especially focused on protecting the Tagliamento river, an essential element of the local climate and therefore crucial for the ageing of prosciutto.

Since 2010, the Consortium has also been working on salt waste recovery (solid salt and brine) generated in prosciutto production. Waste is transformed into useful products at authorised plants, such as road de-icer, or preservative for the tanning industry. In 2024 the treatment of salt waste is expected to begin in a new consortium plant close to the San Daniele district.

Energy and emissions are a crucial

topic in the fight against the climate crisis and the Consortium is focusing on research into solutions for enhancing energy efficiency and carbon footprint calculation. A project has been undertaken with the aim of quantifying and managing CO2 emissions in the entire San Daniele District. The project will form the basis for calculating the carbon footprint directly linked to the product.

## PEOPLE

The consortium's commitment to people includes consumers and the industry's workers, from caterers, large-scale retail channels, retailers, to all other operators of the sector, in Italy and beyond.

The main aim is to inform and train on nutritional, qualitative and sustainability aspects of Prosciutto di San Daniele, through events, courses and meetings. The Consortium is committed to promoting a product that respects traditional production methods, while also responding to the needs of a society that is increasingly attentive to the quality of food and healthy lifestyles.

## PRODUCT

Striving for excellence and quality remains an absolute priority for the Consortium. To this effect it is implementing initiatives in line with what has been established by the European Commission with regards to the Green Deal and the Farm to Fork strategy, the policy document with which the European Commission aims to spearhead important targets to enhance sustainability in the agrifood sector by 2030, such as reducing the loss of nutrients by at least 50% and reducing the sale of antimicrobials for animal husbandry and aquaculture by 50%.

The European regulatory framework on animal well-being has been extensively evolving in the last few years, not least due to a shift in consumer awareness on this topic. In the future the Consortium will commit to focusing on improving animal welfare, actively encouraging its members to adhere to the SQNBA, the Italian National Quality System for Animal Welfare, a voluntary system that defines animal health and welfare requirements superior to those of European and national legislation on the matter. Certification is underpinned by a national system, ClassyFarm, for animal husbandry process management, through the assessment of scientifically established parameters.

The Consortium, in partnership with IZSLER, the institute for National Health of Lombardy and Emilia Romagna, has already undertaken a significant

data collection and processing operation. Lastly, traceability and transparency are another important area of the Consortium's operations and with reference to the latter, the digitalised traceability system has been active since 2019 on each tray of pre-sliced Prosciutto di San Daniele (a univocal QR code). With reference to the former, the pilot phase of a new RFID - Radio Frequency Identification tag has just ended. Applied to each pork thigh, the tag identifies it with certainty, from slaughterhouse to prosciutto production facility (implementation for all producers is expected from the end of 2024).





## THE MODEL OF EXCELLENCE AND SUSTAINABILITY

The Consortium generates shared value in the sector, in synergy with the environment, people and the product. The model is characterised by two concentric levels, representing three areas of action with six respective key issues, focal points of the Consortium's continuous improvement pathway.

### THE ACTIONS OF TODAY

Interest for society is above all expressed by promoting a healthy lifestyle that increases physical well-being for the community and resonates with recent developments in mindful purchasing.

### COMMITMENTS FOR THE FUTURE

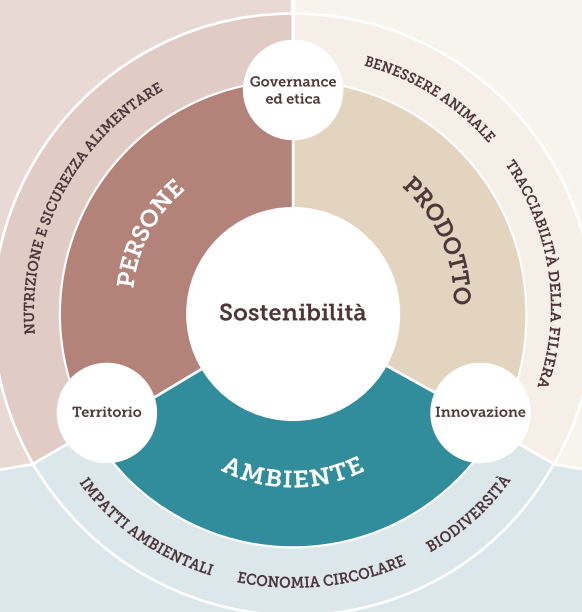
- Boost communication of sustainability
- Engage in dialogue with supply chain operators and consumers
- Enhance the value of and continue to train human resources
- Organise occasions for engaging in dialogue and for the exchange of new project ideas

### THE ACTIONS OF TODAY

Product quality and safety have always been fundamental concepts and are the result of best farming practices and a stringent traceability system.

### COMMITMENTS FOR THE FUTURE

- Following adhesion, continue to follow developments of the SQNBA system
- Consolidate the San Daniele portal with reference to traceability
- Complete the RFID system pilot test
- Extend the new traceability system to all slaughter facilities



### THE ACTIONS OF TODAY

Environmental responsibility translates into reduced consumption by optimising circularity and waste disposal processes, protecting the local area and natural resources.

### COMMITMENTS FOR THE FUTURE

- Increase salt and brine recovery and the construction of a local treatment plant
- 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

## THE CONSORTIUM'S CONTRIBUTION TOWARDS SUSTAINABLE DEVELOPMENT

Through its mission and activities, the Prosciutto di San Daniele Consortium is committed to spearheading the Sustainable Development Goals - (SDGs) defined by the 2030 Agenda of the United Nations.

### 1 ENVIRONMENT IMPACTS



The consortium works to reduce the industry's environmental impact, in terms of energy efficiency enhancement and the consumption of resources. The commitment is underpinned by two sub-topics:

- Energy and emissions;
- Water and waste management.

### 2 CIRCULAR ECONOMY



The Consortium promotes circular economy processes through operations for the recovery of spent brine and solid salt, for alternative uses (road antifreeze and the tanning industry).

### 3 BIODIVERSITY



The Consortium actively protects and promotes the land of San Daniele del Friuli, including the Tagliamento river, in order to preserve its intrinsic environmental value and the uniqueness of factors that enable the ageing of Prosciutto di San Daniele no where else but here.

### 4 NUTRITION AND FOOD SAFETY



The Consortium raises awareness of healthy nutrition principles, respecting traditional production methods and raising awareness of the product's nutritional values.

### 5 ANIMALWELFARE



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

### 6 SUPPLY CHAINTRACEABILITY



The Consortium is committed to ensuring supply chain traceability through internal protective measures (traceability systems and procedures), which guarantee the reliability of processes and product certification.





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