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# Concrete value

Tradition and innovation for  
a sustainable future

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## COMMITMENT TO SUSTAINABILITY

Since its establishment, actions past and present pursued by the **Prosciutto di San Daniele Consortium** have often been in line with what has since come to be known as sustainability: since its origin, the product has remained inextricably bound to the local territory, often inspiring producers to act spontaneously with a considerable degree of **responsibility towards the product and people**.

This commitment has strengthened over time and was formalised in 2019 in the **Model of Excellence and Sustainability**, a document with the key function of defining actions and expected results for the industry along the pathway towards sustainability. The opportunity to share this process with a broad range of stakeholders has been strongly boosted by European funding granted to the Consortium under EU Reg. 1144/2014, an instrument to support communication and the promotion of European agri-food products.

The definition of a sustainability model has enabled the Consortium to constantly monitor progress and achieve set objectives. In the last few years, the Consortium has promoted communication initiatives with the industry on sustainability topics of common interest, generating occasions for dialogue.

## SAN DANIELE PROSCIUTTO

San Daniele Prosciutto is obtained by **pigs born, farmed and slaughtered in Italy only**, in the Friuli-Venezia Giulia, Veneto, Lombardy, Piedmont, Emilia-Romagna, Umbria, Tuscany, Marche, Abruzzo and Lazio regions, in accordance with animal husbandry and nutrition rules defined in Production Specifications.

It is essential that animals are slaughtered in perfect sanitary conditions and never before turning nine months of age. After slaughter, the product **does not undergo any preservation processes**, except for refrigeration, salting and ageing, executed in accordance with procedures, temperatures and time frames that are specifically defined for the entire process. However, what makes San Daniele Prosciutto truly inimitable is a typical ingredient of San Daniele del Friuli, a land where the sea breeze encounters the breeze of the mountains, bringing to life a unique microclimate that bestows inimitable flavours and tenderness upon prosciutto.

The typical guitar shape of pork thighs and the Consortium's fire-branded mark bear witness to this story everywhere in the world. San Daniele Prosciutto production is regulated by its Production Specifications in every single phase, which must all take place at Consortium member facilities located in the **Municipality of San Daniele del Friuli**. All consortium members share the same production phases, during which different professionals operate to guarantee maximum product quality and safety, as well as compliance with Production Specifications and food safety regulations.

## L'APPROCHE DU CONSORTIUM

**The Prosciutto di San Daniele Consortium was established in 1961** by a group of citizens of San Daniele, bringing together prosciutto producers and traders, business people and key figures of the local community. The Consortium is a non-profit entity that operates to protect and promote the PDO mark of San Daniele Prosciutto ethically, stringently and transparently. The Consortium aims to manage and safeguard the product's quality and typicality, which reflect natural elements, local knowledge and a set of unique characteristics.

## SAN DANIELE PROSCIUTTO AND PLACE OF ORIGIN

The relationship of **San Daniele Prosciutto** with its territory of origin is far from one-sided. On the one hand prosciutto benefits from the environment in which it is produced, acquiring characteristics that make it unique. On the other hand however, the Consortium is committed to promoting the territory of San Daniele del Friuli, with its communication activities and by working as much as possible in synergy with the local and regional tourism, food and wine industry.

**The high-level food and wine offering** driven by prosciutto also enhances the cultural offering, with significant economic effects for local catering and hospitality businesses. San Daniele Prosciutto drives the development of local tourism, also in virtue of the Consortium's investments over time in promoting the production area's dual vocation as a food and wine destination.

## DEVELOPMENT OF THE SUSTAINABILITY MODEL

Since the Consortium's inception, its founders have always remained mindful of the product's unique bond with its territory of production. Safeguarding this territory was already a key mission back in the day since it meant preserving the Consortium's very existence. This commitment has since evolved and transformed to embrace a more global dimension in response to the **contemporary challenges facing** an increasingly complex industry.

After sixty years of action and projects, the Consortium concretely operates to minimise its environmental impact and promote respect for nature and the territory, with a traceable and transparent value chain, and with particular regard for workers and consumers. Looking to the future, the Consortium is committed to being a driver of change, **implementing innovative projects and working closely with the entire industry**. With the aim of defining its sustainability agenda, graphically represented by the model, the Consortium has validated a series of instruments that reinforces its commitment, enhancing its authoritativeness, transparency and robustness to support the evolution of its mission.



# THE SUSTAINABILITY AGENDA FOR CONCRETE VALUE

Sustainability is a key element of the Consortium's agenda and significantly contributes towards guiding its approach with increasing efficacy: **knowledge, know-how and mindfulness**. Now more than ever before, at a time when sustainable development is the greatest challenge facing our planet, the implementation of concrete actions firmly remains in place as the Consortium's strategy for generating tangible change through its operations. The Consortium faces the challenge of the **transition towards sustainability** by acting in three main areas, which outline its responsibilities towards the environment, society and the market: **Environment, People and Product**. In turn, each area of action represents the significant topics identified in the materiality analysis, which establish the Consortium's specific responsibility, translate it into measurable **impact and set objectives**: environmental impact, circular economy, biodiversity, nutrition and food safety, animal welfare and production chain traceability.

## VALUE FOR THE ENVIRONMENT

Environmental responsibility is set to grow, reducing consumptions, optimising circularity and waste disposal processes, and protecting the place of origin. Concretely, the Consortium will continue to pursue its **salt and brine recovery actions** by commissioning the new plant; it will also continue to research **energy efficiency** enhancement solutions to mitigate environmental impact, to preserve the **territory's biodiversity** and improve the **water purification** plant.

## VALUE FOR PEOPLE

Interest for society is above all expressed by **promoting a healthy lifestyle** that increases physical well-being and responds to its new sensitivity. The Consortium aims to boost communication and training activities in the territory, **enhance human resources**, and improve the professional skills of operators through training meetings, in order to **improve working conditions** and attract a new workforce.

## VALUE FOR THE PRODUCT

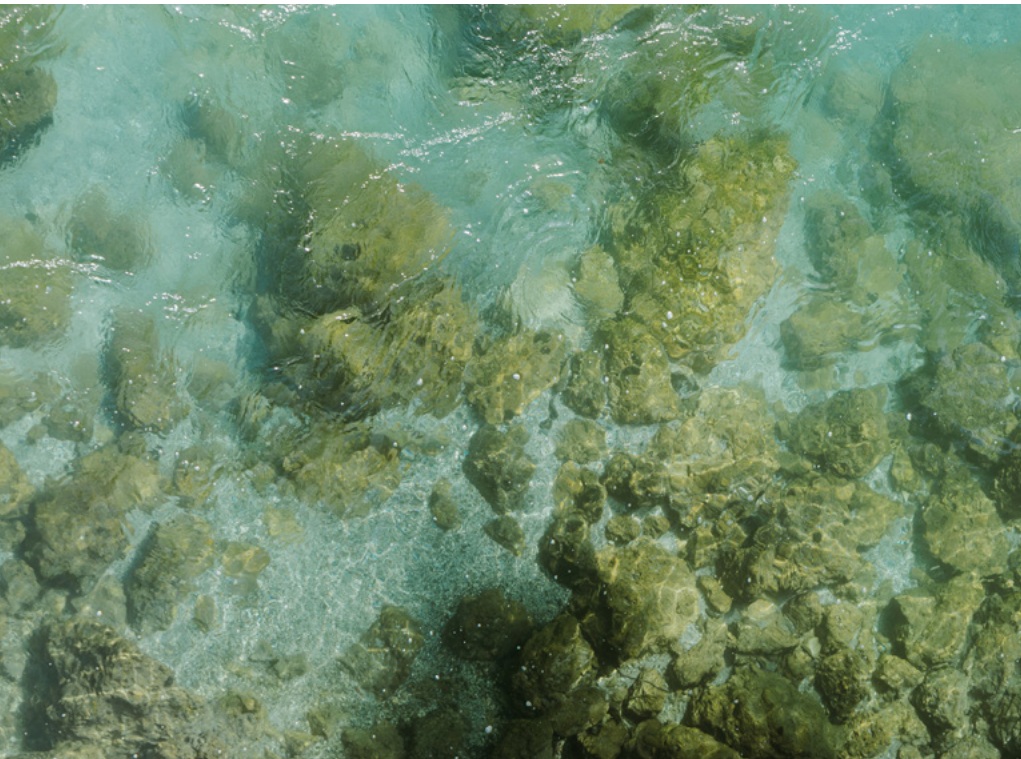
Product quality and safety have always been fundamental concepts and are the result of best farming practices and a **stringent traceability system**. This will be concretely implemented by joining the new **national quality system for animal welfare** - SQNBA, and proceeding with the new traceability system in the industry at slaughter facilities.

## TOWARDS CIRCULARITY AND RESPECT FOR THE ENVIRONMENT

A new plant has been designed, built, and scheduled for commissioning in 2025, tasked with the **recovery of salt** and brine from prosciutto production processes. The result arises from a lengthy and complex pathway, requiring a preliminary project study, the involvement of and dialogue with local stakeholders (including the Trasaghis Municipality, the Province of Udine and the Region of Friuli-Venezia Giulia), an environmental and landscape impact assessment, right up to the project's definitive approval.

Located in the industrial park of the **Trasaghis municipality**, a few kilometres north of San Daniele del Friuli, the treatment plant consists of two operative lines: one for the spent solid salt treatment process and the other for the brine treatment process. When salt is conferred to the plant, it will be **treated and washed from impurities**, before being reused as road antifreeze, or in the tanning industry.

Salt waste is currently managed at different treatment sites. Specifically, brine in Chioggia, Novara, Grosseto, Thiene and Faenza, whereas solid salt is conferred to a facility in Vicenza. The new plant will enable a significant optimisation of logistics flows. Vehicles shall travel a distance of around 24 km, from San Daniele del Friuli to the Trasaghis plant. In order to make the process **more energy sustainable** and optimise **consumptions**, the plant project includes the installation of an endothermic engine as part of a cogenerative system that will satisfy 97% of power and 49% of heat requirements.



Simultaneously the Consortium promotes awareness-raising and training of its members on energy topics, encouraging the adoption of **sustainable practices** and the **efficient use of resources**. For years, the Consortium has been providing its members with a collective energy utilities management service that also includes the monitoring of consumptions. As regards training, in 2022 a meeting was organised with a leading manufacturer of latest-generation refrigeration installations, active at most member companies, to tackle the topic of **energy saving**, examining **innovative practices**, automations for boosting plant efficiency, and risk-reduction strategies.

The Consortium is currently working to integrate a formal commitment for participating companies into the collective electrical power purchase contract for 2024-2025 so that at least 30% of purchased energy will come from renewable sources. With reference to waste water management at plants, in 2015 the **Consortium commissioned a waste water purification** plant to which 16 manufacturing companies and 2 service companies have since been connected. Connecting this plant to other prosciutto production facilities is unfortunately not possible due to the geographical position of the plant. Consortium member companies connected to the plant account for around 70% of the San Daniele Prosciutto district's production in total. Waste water is transported to the plant, where it is treated in compliance with specific regulations and legal requirements before being returned to the local sewage system. Centralised water treatment enables an optimised purification process and the achievement of important results. The Consortium continues to monitor with the aim of safeguarding the Tagliamento river and its biodiversity. It also cooperates with Communities and local bodies to protect the river from interventions that could compromise its natural flow, environmental balance and any impact on the territory.



## A COMMITMENT TO PEOPLE THAT ARISES IN THE DISTRICT AND REACHES OUT TO THE COMMUNITY

The Consortium has always been committed to promoting **healthy nutrition** and **food safety**, with particular focus on the requirements of an increasingly discerning public when it comes to food quality and **healthy lifestyles**. The Consortium has broadened its training offering in the last few years, granting opportunities to participate in different activities to promote knowledge and the quality of San Daniele PDO to an increasingly extensive target that includes consumers, manufacturers, distributors and people looking for a job.

The Consortium's commitment to **food safety and promoting healthy lifestyles** translates into communication campaigns and training activities directed at its own members and externally, too. All Consortium member companies are involved in this commitment as they share values and strive to **respect production tradition**, while evolving their approach, one of greater responsiveness and mindfulness to the renewed preferences and habits of consumers. Specifically, the Consortium's commitment includes training and **information activities for member companies** on topics like health, food safety, labelling and nutrition. It engages in direct dialogue with consumers to explore areas pertaining to the organoleptic, nutritional and sensory characteristics of San Daniele Prosciutto.

The Consortium is actively committed to supporting its members along a **pathways of growth and continuous improvement**. Numerous instruments and training initiatives are implemented to achieve this objective. This activity is especially important in a constantly evolving world, both in terms of regulations, new technologies and scientific research. The Consortium's guiding principle is to **effectively support its member companies**: initiatives are tailored to the specific requirements of the largest actors, with targeted objectives, but also to smaller ones too, who receive constant support and assistance. Training for consortium members adapts to different requirements, ranging from specific needs to broader topics such as product, export, hygiene-sanitary aspects and safety. Courses and sharing tools are diversified and aims to cover an extensive range of topics.





## PRODUCT VALUE, BETWEEN ANIMAL WELFARE AND TRACEABILITY

The **Prosciutto di San Daniele Consortium** has always worked to enhance, promote and protect the product. Since 2015 the Consortium has been intensifying its action for animal welfare, pending the new ministerial standards - **SQNBA ( the Italian National Quality System for Animal Welfare)**, for the pork farming sector. It has also significantly invested in evolving the **traceability system**, with a pilot phase completed in 2022 to guarantee safer management and reduce the risk of human error in tracking pork thighs from slaughterhouse to prosciutto production facilities. Despite not directly managing husbandry and slaughter, the Consortium has guided and continues to guide producers towards attention to animal welfare issues. Since 2015 it has been promoting practices in compliance with legislation in force (Italian Legislative Decree 122/2011) and works with IZSLER (Institute for National Health of Lombardy and Emilia Romagna) to develop a data monitoring system integrated in the Classyfarm Ministry of Health system. Significant steps have been taken in the field of traceability.

January 2022 marked the successful conclusion of the pilot phase of an innovative pork thigh identification and **traceability system** based on **RFID** (Radio Frequency Identification) technology. This new method enables the unequivocal identification of each pork thigh, tracking it from slaughter to prosciutto production facility and during all processing phases. As far as animal welfare is concerned, while responsibility for pig welfare falls on farmers and is controlled by the Health Ministry, the Prosciutto di San Daniele Consortium has always paid the utmost attention to the quality of raw material, while also considering animal welfare a key factor for obtaining the high quality of San Daniele Prosciutto. Not only does this stringent approach concern the Consortium, it necessarily involves all supply chain actors to ensure that the far-reaching commitment can **guide and inspire all operators**, starting from farmers. The Consortium does not oversee or intervene in animal husbandry and slaughter phases, however it can guide producers with indications/ internal directives ensuring the raw material is produced in compliance with animal welfare standards.

The Consortium first embraced its commitment back in 2015 with a project to **raise farmers' awareness** in order to promote the adoption of **good practices** to improve animal welfare and reduce the use of antimicrobials, thus encouraging more sustainable animal **husbandry practices**. On this occasion the Consortium contributed towards the development of a data collection and processing system for the formal entry of farming facilities in Classyfarm, the Ministry of Health computerised system for the monitoring of animal husbandry facilities and their characterisation. The Consortium aims to use the Italian National Quality System for Animal Welfare (SQNBA), established with decree 2 August 2022 by the Ministries of Agriculture and Health, as it continues to pursue its activities. In 2024 no significant advancements of the animal welfare project were possible insofar as the technical regulation for SQNBA certification of pork farms in the San Daniele production chain were yet to be adopted. In April 2024, the first SQNBA regulations on bovine and swine free-range farming were presented by the Ministries, and were adopted with Ministerial decree on 24 October 2024.



For further information on the Consortium's commitments, read the sustainability section of the website and download the full report "Concrete Value 2024".

[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)