

DEVELOPING STRATEGIES FOR ADDING VALUE AND PROMOTION OF GIS





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The Italian culinary tradition is recognized throughout the world for both the organoleptic and nutritional characteristics, not surprisingly, all over the world our products are widely imitated and counterfeited even with the brand "made in Italy".



DEVELOPING STRATEGIES FOR ADDING VALUE AND PROMOTION OF GIs



This is a phenomenon which causes substantial damage to our production system and our Government authorities, in particular the Ministry of agricultural food and forestry policies, are strongly committed to fight it.

Obstacles must be overcome are truly many, and just think of the authentic battle carried out by our representatives at the Codex Alimentarius Commission to defend the brand of Parmigiano Reggiano from attacks by countries seeking to impose the "Parmesan".



DEVELOPING STRATEGIES FOR ADDING VALUE AND PROMOTION OF GIs



Consumers must know that there is a world of production Italian heavily involved in defense of their health, but also of the work of the many workers in this sector.

Unfortunately this challenge has costs that don't always get rewarded too because not everyone knows about the meaning of various denominations and the sacrifice that involves being able to bearing it.



DEVELOPING STRATEGIES FOR ADDING VALUE AND PROMOTION OF GIs



The best chance we have to protect our products is to demonstrate and defend their high standard. But this is not enough if there is no adequate international recognition.

Fortunately the European Union, thanks to the decisive thrust of Italian representatives, established product categories PDO, PGI and TSG that allow to characterize many of our finest food and then defend them even on international markets where globalization prevails and leaves little room to "Excellence".



DEVELOPING STRATEGIES FOR ADDING VALUE AND PROMOTION OF GIs



PDO



PGI



European policy for PDOs and PGIS



Reasons:

- Globalization and the need to respond to consumer needs in terms of quality;
- Creating new markets in accordance with the rules of fair competition;
- Rural development related to a concept of multifunctional agriculture;
- European workforce protection;



European policy for PDOs and PGIS



Strategies:

- Birth the European common market (abolition between Member States of customs duties and quantitative restrictions on the import and export of goods, as well as of all other measures having equivalent effect);
- Mutual recognition of food products
- Enacting Regulation UE 1151/2012



European policy for PDOs and PGIS



Regulation (UE) 1151/2012:

Contains the rules relating to the definition and protection of protected designations of origin (PDO) and protected geographical indications (PGI) for agricultural products and foodstuffs.

PDO: "the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff: originating in that region, specific place or country, and the quality or characteristics of which are due essentially naturally or exclusively due to a particular geographical environment with its inherent natural and human factors, and the production, **processing and preparation of which take place in the defined geographical area.** "



European policy for PDOs and PGIS



PGI: "the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff: as originating in that region, specific place or country, and which possesses a specific quality, reputation or Another feature can be attributed to geographical origin and **the production and/or processing and/or preparation of which take in the geographical area determined».**"



European policy for PDOs and PGIS



Community logos can be considered "signs of change" in how they express and guarantee consumers a distinctive quality that they are looking for.

The Community logo, then you add to that of the undertaking or any Consortium (or other form of organisation of producers), and ensures compliance with the rules giving consumers unfamiliar with the production company or the The Consortium, valuable information to guide them in during purchase.



MOZZARELLA DI BUFALA CAMPANA





European policy for PDOs and PGIS



Italy, world leader in the number of Food and Wine products with PDO, PGI, 814 for 13.8 billion euros, reaches the production value in 2015, an increase of + 2.6% year-on-year and a weight of 10% of turnover total national food industry.

Geographical indications continue to be a key factor in the growth of the made in Italy in the world, with an export value of 7.8 billion euros, equal to 21% of agri-food exports and a positive trend that skims the double-digit with a + 9.6%.

The PDO PGI in Italy guarantees quality and safety through a network that, in 2016, it counts 247 protection consortia recognized by the Mipaaf and over sold 162 thousand annual interventions-in Italy, abroad and on the web



MOZZARELLA DI BUFALA CAMPANA DOP



THE PRODUCT



The **Mozzarella di Bufala Campana PDO** is a freshly made pasta cheese that is typical of fresh buffalo milk produced in the area of origin, a particularly tasty, digestible and rich in protein and mineral salts.

Known mainly in its typical spheroidal shape up to 800 gr., It can be produced in various sizes, such as marmalades, cherries, ovules, nodules, braids up to 3 kg or even in the smoked variant.





P.D.O. AREA





HISTORY



The term **Mozzarella** comes from "**mozzare**", which consists of manual cutting of yarn made with index and thumb.

The origins of this cheese are directly linked to the introduction of buffaloes in Italy: according to one of the most credited hypotheses, the Normans, around the year 1000, would develop the buffalo breeding in southern Italy, starting from Sicily, where these animals would have been originally introduced by the Arabs.

Used at the beginning as working animals, for their rustic constitution, buffaloes became precious for the quality of their milk.





AN EXTRAORDINARY ANIMAL



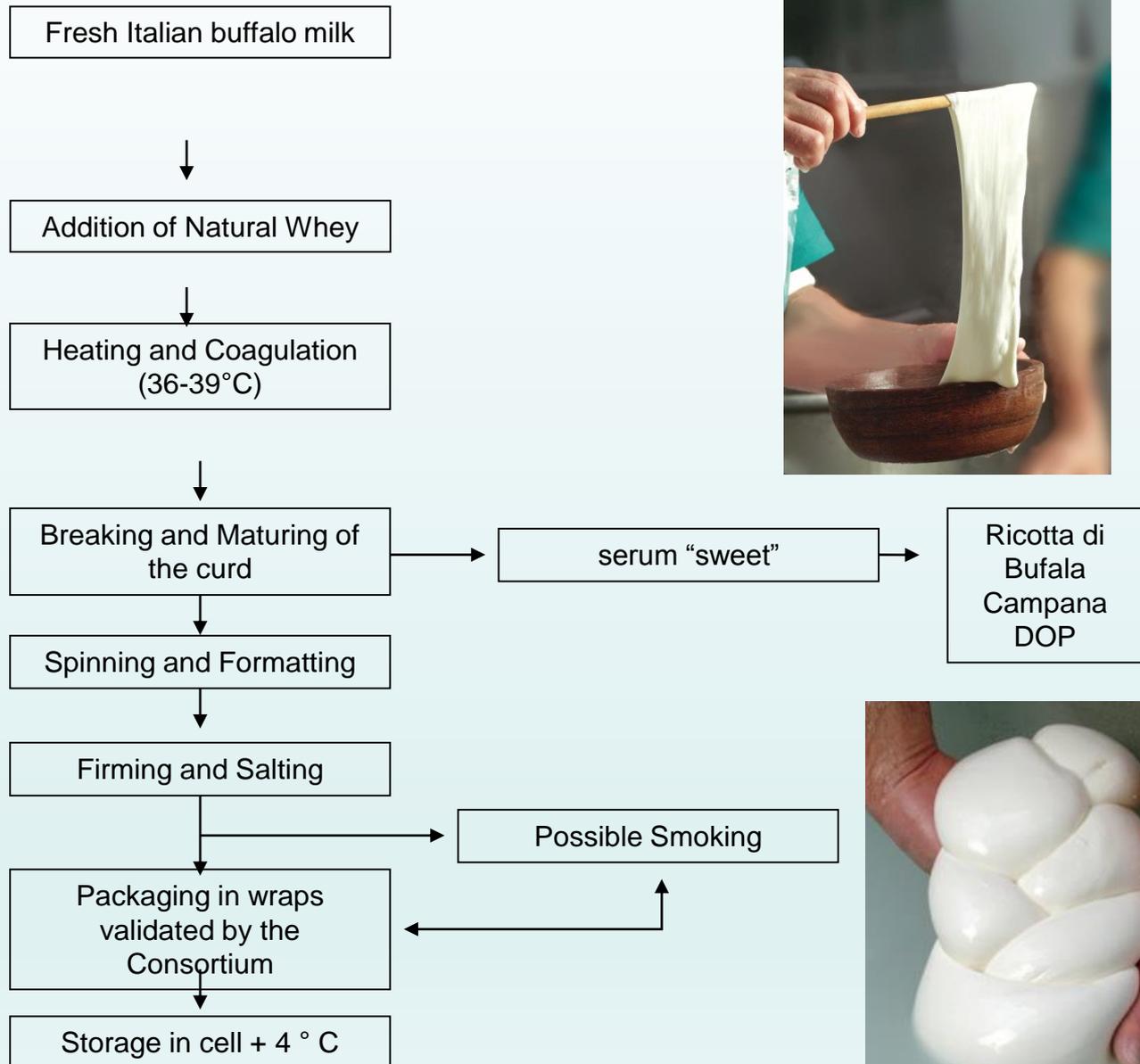
Since its appearance in Italy, buffalo has not been affected by other races, a rare example of genetic purity that has rightly attributed the specific denomination of "**Italian Bufala Mediterranea**". It weighs on average 5 quintals, usually gives birth to one child and has a gestation period of 270 days.

Fresh, insilated, mineral and vitamin supplements provide the basis for its nutrition.

Our buffalo is a long, strong and patient animal, which in the lactation period produces an average of 10 lt / day. But its milk has an exceptional value, so its price is about 4 times that of cow's milk.



STEPS OF PROCESSING





CHEMICAL COMPOSITION MEDIA PERCENTAGE OF MILK

Chemical composition	Buffalo milk	Cow milk
Dry substance	18.5	12.5
Lean residue	10.3	9.0
Casein	3.6	2.8
Fat	8.2	3.5
Protein	4.8	2.6
Lactose	5.0	4.5
Calcium	0.199	0.117
Phosphorus	0.124	0.088
Ca / P ratio	1.61	1.31
Ashes	0.8	0.75
Acidity (SH)	10.12	10.57
Density (15 °)	1.031	1.029
Specific weight	1.033	1.031



NUTRITIONAL ASPECTS



The **Mozzarella di Bufala Campana** is an easily digestible cheese with a low content of lactose and cholesterol. It is a great source of high-value protein, with moderate intake of fat and high amounts of Calcium, Phosphorus and water-soluble vitamins such as B1, B2, B6 and Niacin. Finally, it is a good source of Vitamin E and Zinc, substances that contribute to counteract the negative action of free radicals.

Low sodium intake makes it preferable in all pathological conditions that involve the restriction of this mineral (hypertension), cow's milk mozzarella and other cheeses rich in this mineral.

With less than 250 Kcal per 100g of consumed product, the **Mozzarella di Bufala Campana** is absolutely one of the lowest-calorie cheeses.

Nutrition Label - Average values per 100g of product

Energy value	1022,2KJ = 242,4 Kcal
<i>Protein</i>	16,2 g
<i>Carbohydrates</i>	0,4 g
<i>Fat</i>	20 g
<i>Phosporus</i>	320 mg (45%RDA)*
<i>Calcium</i>	245 mg (35% RDA)*

* RDA =
Recommended
Daily Ratio



THE CONSORTIUM OF PROTECTION



The **Consortium of Mozzarella di Bufala Campana**, founded in 1981, has more than 300 companies and is the only body recognized by the Ministry of Agriculture and Forestry to carry out the functions of safeguarding, supervising, valorising and promoting this cheese.

In order to ensure that the product on the market complies with the production specification, the Consortium of Conservation carries out constant vigilance in both dairies and commercial establishments in addition to the controls of the institutional bodies.

The **Consortium of Mozzarella di Bufala Campana** also carries out technical assistance activities to its associates, realizes initiatives to inform the consumer about the characteristics of the product and promotes valorisation actions in Italy and abroad.





HEADQUARTERS



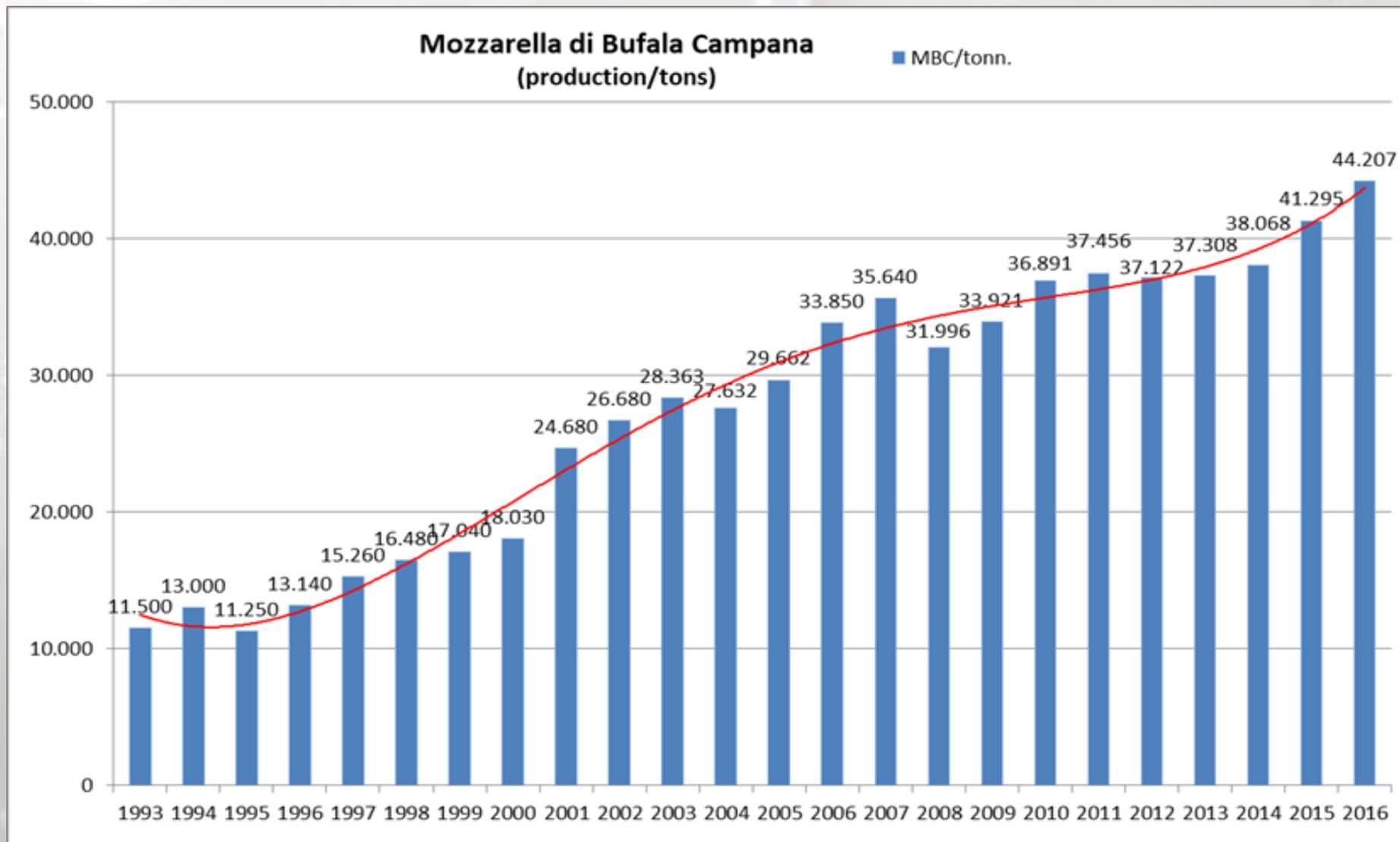


HEADQUARTERS





PRODUCTION





NUMBER OF PDO



- The third PDO in Italy in the cheese sector;
- The most important PDO of the whole Center-South Italy
- 102 PDO certified dairies
- 1,400 certified sheep breeders
- 350,000 buffaloes of Italian Mediterranean breed
- 15,000 total employees





Packaging and Conservation



The packaging must include:

The name Mozzarella di Bufala Campana

The brand of Mozzarella di Bufala Campana

The European Trademark of PDO

If not consumed immediately, the Mozzarella Bufala Campana can be stored in a cool environment, always immersed in its liquid control.

If stored in the fridge, it is advisable to remove it in advance, because it is essential to consume it at room temperature.



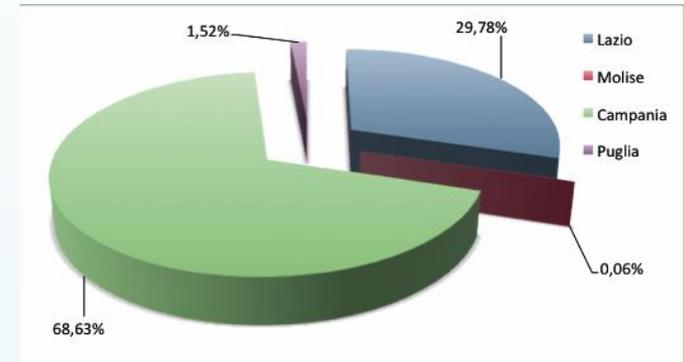


CERTIFICATION ACTIVITIES YEAR 2016 *

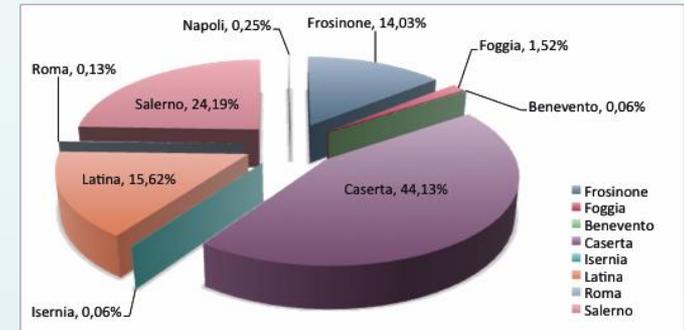
856 EXPECTED VISITS

<i>Operator</i>	<i>Number</i>	<i>Frequency</i>
BREEDING	609	35%
DAIRY	213	200%
COLLECTORS	34	200%

Breeding Distribution by Region



Distribution of Breeding for Provinces



*Font DQA Certificazioni

2.080 ANALISYS

For the determination of milk and mozzarella of all the parameters laid down in the specification and its control plan :

Milk

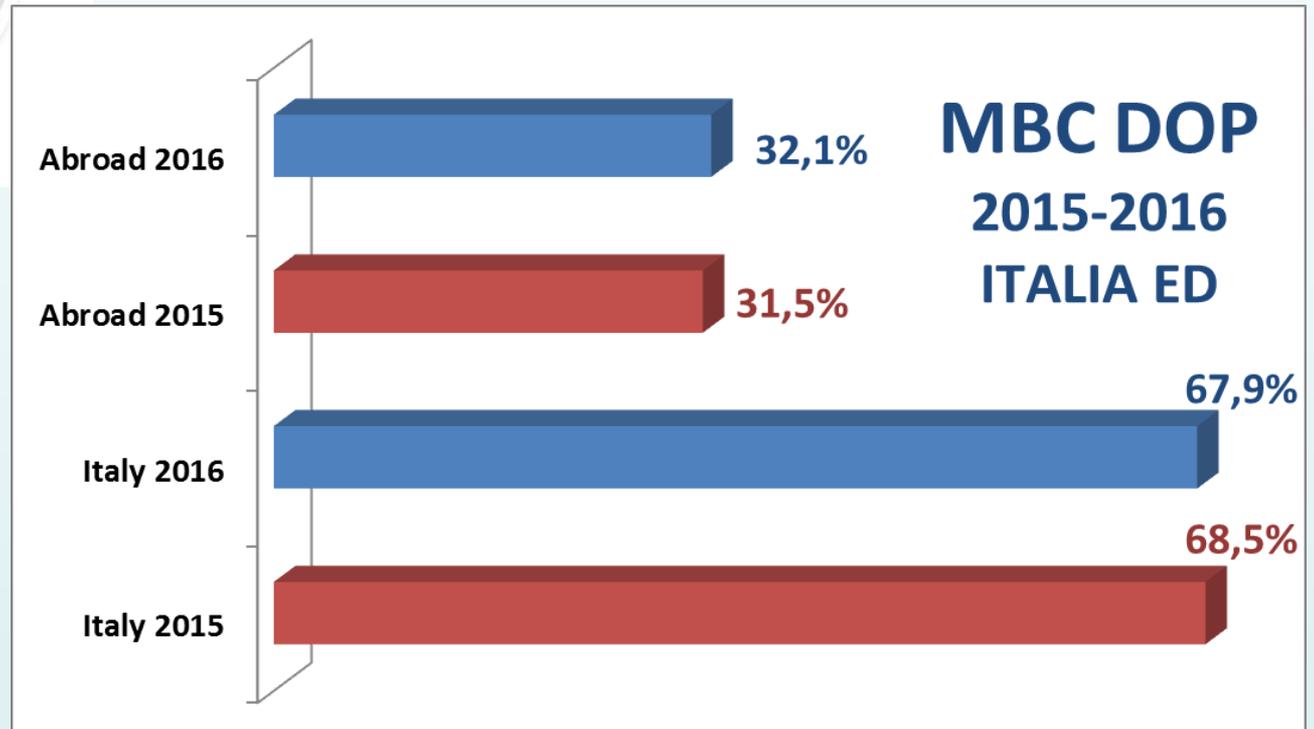
Presence different milk
Humidity
Fat
Protein

Mozzarella

Presence different milk
Humidity
Fat on the dry %

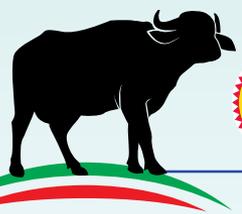


THE MARKET



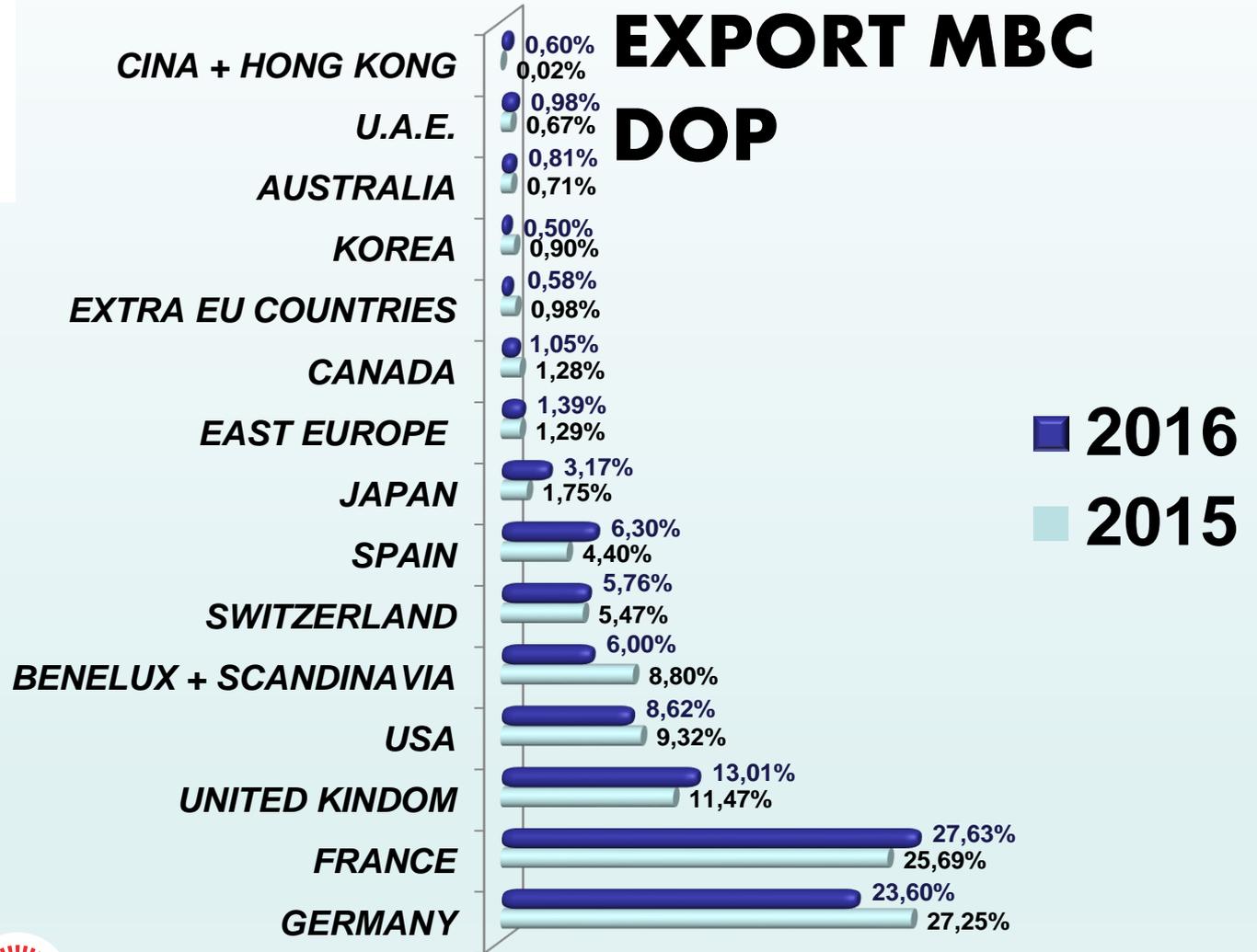


DISTRIBUTIVE CHANNELS





EXPORT MBC DOP



Produzioni di Mozzarella di Bufala Campana DOP (Tons)

Mese	2015		2016		2017		± % Tons di prodotto su mese prec. **	± % Tons di prodotto su 2016	± % Tons di prodotto su 2015
	Volumi prodotto	Totale Latte*	Volumi prodotto	Totale Latte*	Volumi prodotto	Totale Latte*			
Gennaio	2.583	16.695	2.813	17.998	2.831	20.165	-9,3%	+0,7%	+9,6%
Febbraio	2.504	17.857	2.860	19.738	2.891	20.835	+13,1%	+1,1%	+15,5%
Marzo	3.246	20.940	3.475	22.324	3.773	23.011	+17,9%	+8,6%	+16,3%
Aprile	3.509	20.992	3.662	21.683	4.032	24.692	+10,4%	+10,1%	+14,9%
Maggio	3.946	20.865	4.118	19.654	4.564	24.785	+9,5%	+10,8%	+15,7%
Giugno	4.222	19.099	4.386	20.881	4.927	21.569	+11,6%	+12,3%	+16,7%
Luglio	4.689	22.107	4.742	21.256	4.970	22.699	-2,4%	+4,8%	+6,0%
Agosto	4.236	23.161	4.692	22.746	5.051	24.031	+1,6%	+7,7%	+19,2%
Settembre	3.541	22.122	3.963	22.142	3.975	23.703	-18,7%	+0,3%	+12,3%
Ottobre	3.156	21.270	3.345	23.624					
Novembre	2.880	18.573	3.030	20.805					
Dicembre	2.786	10.312	3.121	20.489					
Totale	41.295	233.992	44.207	253.339	37.016	205.489			

Variazione

%

+7,0% +8,3% +6,6%¹ +9,1%¹

Ultimo aggiornamento: 13-11-2017

1) variazione sul medesimo periodo dell'anno precedente

* Latte ritirato da allevamenti, idoneo alla trasformazione in Mozzarella di Bufala Campana DOP.

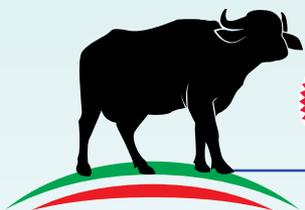
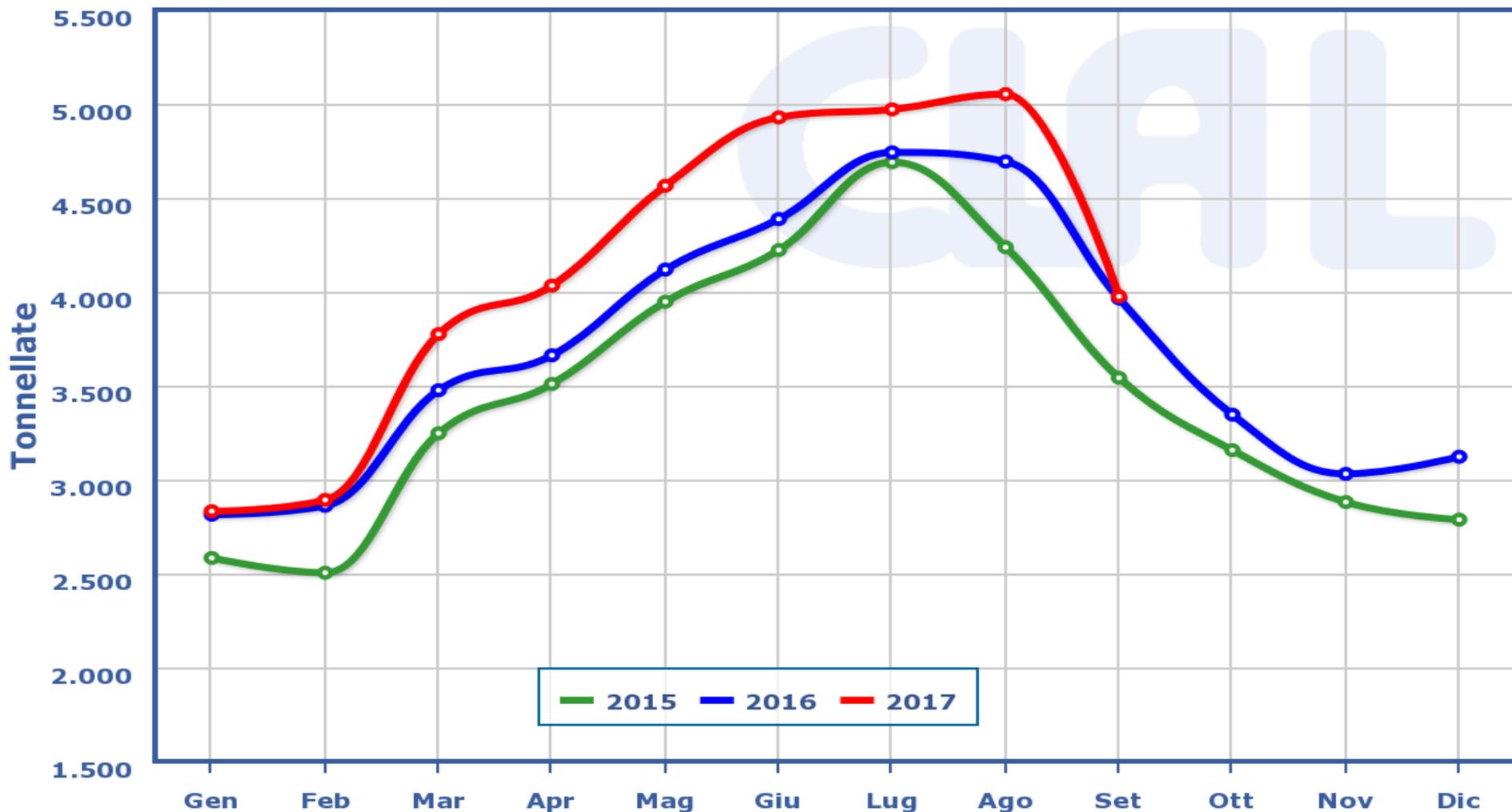
** Rettificata per mesi di 30 giorni (Es. Il calcolo della variazione della produzione di giugno rispetto a quella di maggio si ottiene confrontando [produzioni Giugno] rispetto a [produzioni Maggio/31*30])

Fonte: Consorzio di Tutela della Mozzarella di Bufala Campana



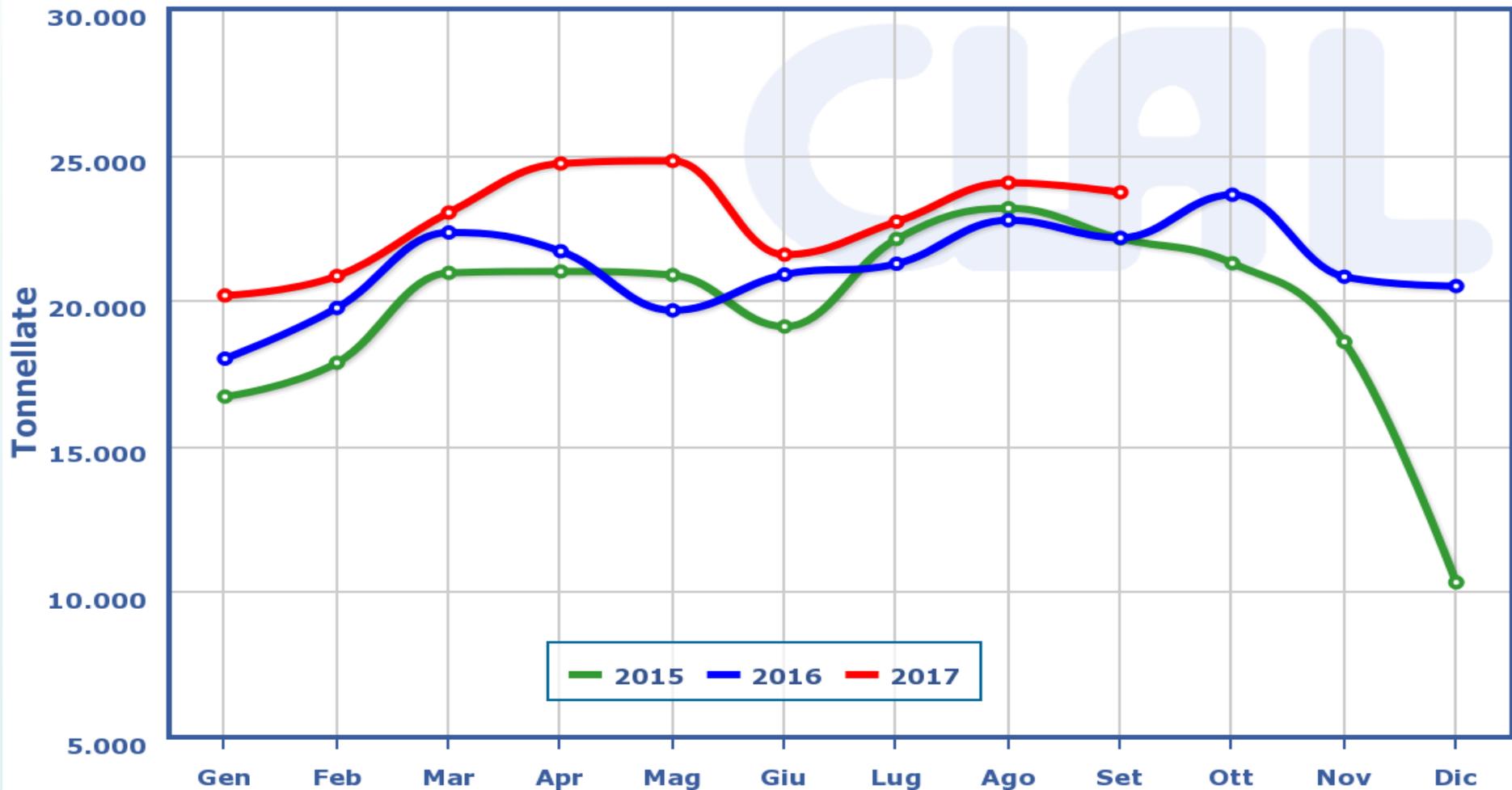
Italia - Produzioni mensili Mozzarella di Bufala Campana D.O.P.

Fonte: Consorzio di Tutela



Italia - Produzioni mensili di latte idoneo alla trasformazione in Mozzarella di Bufala Campana

Fonte: Consorzio di Tutela





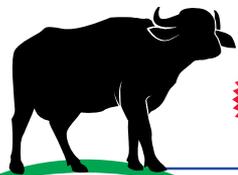
WORKERS

MEN: 68%

WOMEN: 32%

MIDDLE AGE

<32 anni: 32%
32-50 anni: 53%
>50 anni: 15%





FUTURE PERSPECTIVES

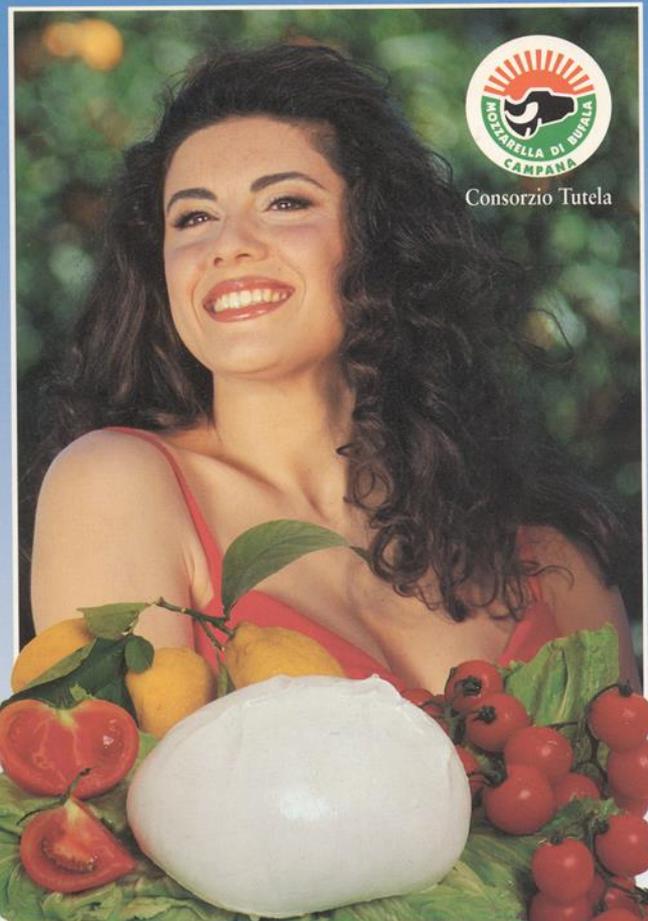
1. FORMATION - YOUNG PEOPLE
2. RESEARCH AND DEVELOPMENT
3. TRANSPORTS AND LOGISTICS
4. OUTDOOR CHECK



Mozzarella di Bufala Campana...

COZZELLA ADV

D.P.C.M. 10/5/1993



Consorzio Tutela

...e scusate se è poco!

TIPS

Whereas the current eating habits of our society are not the best you can recommend:

- eats everything,
- eat right,
- eat Italian

THANKS FOR YOUR ATTENTION

