DEVELOPING STRATEGIES FOR ADDING VALUE AND PROMOTION OF GIS

DOP

IGP

DENOMINAZIONE D'ORIGINE PROTETTA

INDICAZIONE GEOGRAFICA PROTETTA
DEVELOPING STRATEGIES FOR ADDING VALUE AND PROMOTION OF GIs

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".
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 essenzia 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 **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.
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**

1. Fresh Italian buffalo milk
2. Addition of Natural Whey
3. Heating and Coagulation (36-39°C)
4. Breaking and Maturing of the curd
5. Spinning and Formatting
6. Firming and Salting
7. Packaging in wraps validated by the Consortium
8. Storage in cell + 4 °C
9. Serum “sweet”
10. Possible Smoking
11. Ricotta di Bufala Campana DOP

**MOZZARELLA DI BUFALA CAMPANA**

**Ricotta di Bufala Campana DOP**
<table>
<thead>
<tr>
<th>Chemical composition</th>
<th>Buffalo milk</th>
<th>Cow milk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dry substance</td>
<td>18.5</td>
<td>12.5</td>
</tr>
<tr>
<td>Lean residue</td>
<td>10.3</td>
<td>9.0</td>
</tr>
<tr>
<td>Casein</td>
<td>3.6</td>
<td>2.8</td>
</tr>
<tr>
<td>Fat</td>
<td>8.2</td>
<td>3.5</td>
</tr>
<tr>
<td>Protein</td>
<td>4.8</td>
<td>2.6</td>
</tr>
<tr>
<td>Lactose</td>
<td>5.0</td>
<td>4.5</td>
</tr>
<tr>
<td>Calcium</td>
<td>0.199</td>
<td>0.117</td>
</tr>
<tr>
<td>Phosphorus</td>
<td>0.124</td>
<td>0.088</td>
</tr>
<tr>
<td>Ca / P ratio</td>
<td>1.61</td>
<td>1.31</td>
</tr>
<tr>
<td>Ashes</td>
<td>0.8</td>
<td>0.75</td>
</tr>
<tr>
<td>Acidity (SH)</td>
<td>10.12</td>
<td>10.57</td>
</tr>
<tr>
<td>Density (15 °)</td>
<td>1.031</td>
<td>1.029</td>
</tr>
<tr>
<td>Specific weight</td>
<td>1.033</td>
<td>1.031</td>
</tr>
</tbody>
</table>

Fonte: Istituto Nazionale di Ricerca per gli Alimenti e la Nutrizione
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**

<table>
<thead>
<tr>
<th>Nutrition</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy value</td>
<td>1022,2KJ = 242,4 Kcal</td>
</tr>
<tr>
<td>Protein</td>
<td>16,2 g</td>
</tr>
<tr>
<td>Carbohydrates</td>
<td>0,4 g</td>
</tr>
<tr>
<td>Fat</td>
<td>20 g</td>
</tr>
<tr>
<td>Phosphorus</td>
<td>320 mg (45%RDA)*</td>
</tr>
<tr>
<td>Calcium</td>
<td>245 mg (35% RDA)*</td>
</tr>
</tbody>
</table>

* RDA = Recommended Daily Ratio
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
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
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

<table>
<thead>
<tr>
<th>Operator</th>
<th>Number</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>BREEDING</td>
<td>609</td>
<td>35%</td>
</tr>
<tr>
<td>DAIRY</td>
<td>213</td>
<td>200%</td>
</tr>
<tr>
<td>COLLECTORS</td>
<td>34</td>
<td>200%</td>
</tr>
</tbody>
</table>

*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

MBC DOP
2015-2016
ITALIA ED

- Abroad 2016: 32.1%
- Abroad 2015: 31.5%
- Italy 2016: 67.9%
- Italy 2015: 68.5%
DISTRIBUTIVE CHANNELS

Big Retail Channel: 40.63%
Discount: 37.34%
Normal trade: 8.15%
Direct Sales: 15.54%
Ho.Re.Ca.: 14.61%
E-commerce: 10.35%
Industry: 5.55%

2015
2016
### Produzioni di Mozzarella di Bufala Campana DOP (Tons)

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

**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
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
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