



A study tour supported by FAO and the European Bank for Reconstruction and Development (EBRD) brought Baranski Kulen sausage producers to Parma, Piacenza and Zibello, Italy, to understand how GIs have been developed within the Italian meat processing industry, and to provide participants with an overview of the rules, roles and procedures of the entire process



The tour began with a series of lectures from different institutions from the region involved with GIs - including Parma Province, Emilia Romagna Region, Chamber of Commerce and the Strade del Vino e del Prosciutto, an agro-tourism promoteur



Some of the main issues highlighted during the discussions were the importance of the GI producer association, playing a key role of representation in front of the civil society, consumers (for information and education), and public authorities in charge of GI registration and protection. The association also ensures coordination among producers and quality of the final product



Tour participants were introduced to the EU concept of **Protected Geographical Indication (PGI)** and **Protected Designation of Origin (PDO)**. Producers need to meet the requirements of the code of practice (or specification) in order to use the geographical indications – in this case, the names related to the cities of Felino, Piacenza and Zibello



Tour participants learned about the importance of control mechanisms in two main areas: (i) food safety by agencies related to the Ministry of Health, and (ii) specific quality linked to geographical origin (GI), by certifiers agreed by the Ministry of Agriculture



Discussions were also held around the potential synergies between strengthening the reputation of GI products, while also developing tourism within the region





The first site visit was to Boschi Fratelli, one of the biggest producers of Salame di Felino. The Salame di Felino produced by Boschi Fratelli is a registered PGI and has approximately 15% of the market share for this GI product



Tour participants were given an inside look into the various stages of production at the Boschi Fratelli Salame di Felino plant



All the preparation stages are hand-made: once the prepared meat is placed in the intestine, the sausage is tied up



Process: The sausages will have a quick dip into a liquid which will enhance the development of good mushrooms outside the sausages, to preserve and give them their particular taste



The sausages are now ready to go in cellars for the maturing process



Tour participants learning more about the ageing process of Salame di Felino



Labeling is key to ensure that consumers recognize the PGI Salame di Felino, produced by Boschi Fratelli



On day two, tour participants visited Salumi Piacentini, a family enterprise that produces three different DOP products: pancetta, salame and coppa



The tour of the Salumi Piacentini facility included visits to the different curing rooms, which have strict temperature and humidity requirements, in line with the GI code of practice



A tasting of pancetta, salame and coppa piacentina from the Salumi Piacenti facility



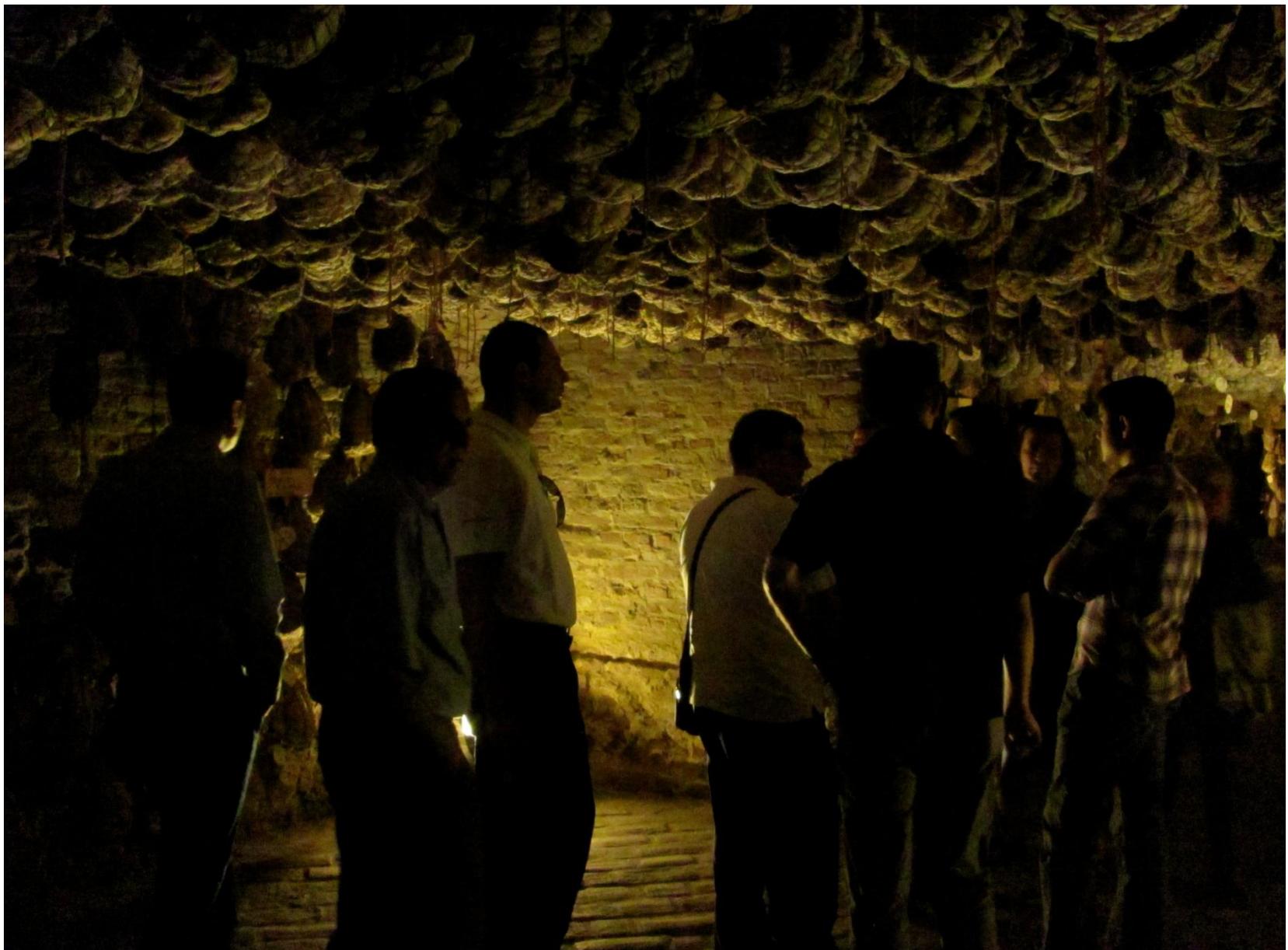
Salumi Piacentini has recently opened a direct sale store at the production site to welcome consumers and sell their products. This was of interest to the tour participants, demonstrating the importance of a recognized sales point, possibly to be established through the House of kulen



On day three, the tour visited a facility which produces Culatello di Zibello, a DOP since 1996. The production site is owned by the Spigaroli family, which has been a driving force behind the production and promotion of Culatello di Zibello



The tour of the facility included a visit to the farm where the black pigs used for the Culatello di Zibello are raised



Tour participants visited the cellar of the Spigaroli facility, where an important part of the Culatello di Zibello aging process takes



Culatello di Zibello
aging in the cellar,
from 18 to 42 months



Tour participants discuss the ins and outs of the story of Culatello di Zibello's GI registration, as well as the tools used by different types of producers (industrial vs. small scale) to distinguish their products



The Culatello di Zibello of the Spigaroli facility each have three labels indicating their status as DOP, as a 'traditional producer' and as part of the Slow Food movement. This collective brands benefits producers - by commanding higher prices - and consumers - by guaranteeing the origin and quality of the product. Spigaroli producer has a long history of production, having lead the creation of the DOP and its consortium, he differentiates himself from large-scale producer and from the other traditional ones with very strict rules of production



The Spigaroli facility also includes a showroom where visitors can purchase different products; the enterprise also operates agro-tourism, B&B and a restaurant, underlining the role of the tourism in territory promotion



Massimo Spigaroli, owner of the facility, invites tour participants to taste the famous Culatello di Zibello at different stages of aging



The Italian cases very well illustrated the diversity of strategies adopted by producers, depending on their size and on the product's typicality. The participants saw the different approaches of industrial producers and family companies engaged since generations in unchanged traditional processes. In all scenarios, Italian producers highlighted the importance of linking the product to its territory and synergies with tourism.