

PROSCIUTTO DI SAN DANIELE

NATURAL, ITALIAN, UNIQUE

Market and supply chain data

Total production of Prosciutto di San Daniele PDO in 2019 was **2,600,000 pork legs** sent for processing, from 54 slaughterhouses that transform the raw material from 3,851 Italian pig farms. Total turnover from production and distribution activities totalled 310 million euro. Sales of Prosciutto di San Daniele PDO recorded an **increase of +1.4%** in volume and +1.6% in value compared to the previous year. With regard to the type of product exported most, the trays of ready sliced prosciutto suffered a slight decline compared to previous years, reaching a total of 17% against the 83% of product sold throughout the world as whole legs and consequently sliced as needed. The production of trays of pre-sliced prosciutto recorded very positive figures, with **over 21.2 million certified trays**, the equivalent of 380,769 hams amounting to a total of over 1,812,000 kg., being confirmed again as the best performing sales trend for Prosciutto di San Daniele PDO, perfectly in line with modern lifestyles and new consumption methods, which increasingly prefer ready-to-eat products.



The largest part of the turnover, consisting of exports, registered ever increasing figures, with sales reaching approximately 4,200,000 kg of product outside the country

The countries with the highest export quota of Prosciutto di San Daniele PDO were confirmed, in order, as being: France with 27% of the market, the United States with 19% (let's bear in mind that in the U.S., Prosciutto di San Daniele was not hit by the recent duties in the food sector), Germany with 13% and, the last double-digit country, Australia with 10%. Followed by Belgium, Switzerland, Austria, the United Kingdom, Japan, Canada, the Netherlands, Luxembourg and Mexico, where the brand is present and constantly contributes to increasing the export area.

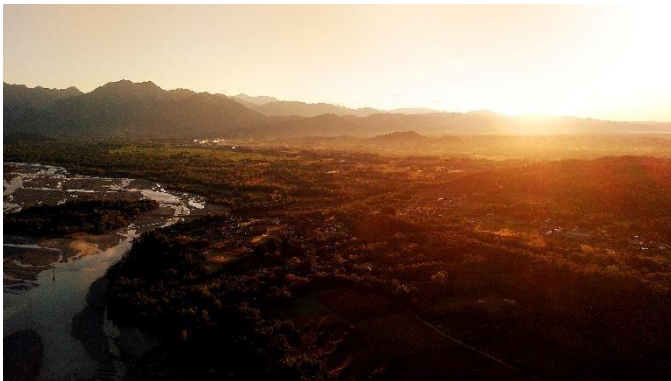
Export figures remain high in the non-European countries which recorded product imports for a total of 45% in 2019, steady compared with the growth figures for 2018 and higher than the percentages for previous years. A sign that even the rest of the world currently recognises the name San Daniele

as a sign of the quality and identity of a product with high standards. Greater impetus was also given to the dissemination of the Friulan PDO by the recent free trade agreements signed in countries outside the EU, such as CETA in the Canadian market, and JAFTA for sales with the Japanese market, which contributed to the fight against trademark counterfeiting. In general, excellent performances were recorded in the markets in Australia and the United States, as well as Germany and France.

The Prosciutto di San Daniele supply chain includes: **3,851 farmers, 54 slaughterhouses and 31 production sites.**

At the heart of PDO

Prosciutto di San Daniele is a **dry cured ham**, recognised as a “Designation of Origin” product since 1970 by the Italian State with law no. 507 and as a Protected Designation of Origin – PDO – product since 1996 by the European Union.



Its unique and unrepeatabe characteristics are due to the special geographical environment, which includes both natural and human factors. Prosciutto di San Daniele is produced by the **31 companies**, members of the **Consortium**, solely and exclusively in **San Daniele del Friuli**: a municipality in the province of Udine which covers an area of

around 35 km² and has a little over 8 thousand inhabitants. San Daniele is situated in the centre of Friuli Venezia Giulia in the so-called “*Morainic Amphitheatre*”, in the foothills of the Pre-alps, 252 metres above sea level.

The cold winds descending from the Carnic Alps and the warm, salty breeze from the Adriatic meet at this point, while the course of the Tagliamento River, which flows close to the hill, acts as a natural thermostat. All of this creates the perfect conditions for maturation: an ideal microclimate, which allows the meat to be perfectly preserved, solely thanks to sea salt and without the use of any additives.

How we make San Daniele

Prosciutto di San Daniele has **only three ingredients**: selected thighs from **Italian pigs**, **sea salt** and the special **microclimate of San Daniele**. No types of additive or preservative are used.

The production process has remained unchanged through the centuries; the introduction of technology has been solely limited to improving the organisation and handling of the product in the prosciutto factories.

Prosciutto di San Daniele is made solely with thighs of Italian pigs from the over 3,900 authorised farms, all located in the ten regions of Northern Central Italy (Friuli Venezia Giulia, Piedmont, Lombardy, Emilia Romagna, Veneto, Marche, Umbria, Tuscany, Lazio, Abruzzo) as specified by the

PDO regulations. The pigs are fed on a “diet” based on high-quality cereals and whey, and reared using methods that respect the animals’ well-being. They must have an average weight of 160 kilograms and be at least nine months old at the time of slaughter.

Production phases

The thighs arrive in San Daniele del Friuli within 48 hours of slaughter on average and must weigh at least 12 kg. They immediately undergo a preliminary conformity check. The thighs retain the “trotter” which, as well as paying homage to tradition, allows the biological integrity of the thigh to be maintained and facilitates the drainage of moisture.



All the production phases take place inside the 31 prosciutto factories that are members of the Consortium, many of which are also open to the public for visits throughout the year, and these are, in order:

- Chilling and trimming: to encourage moisture loss and give the thighs their traditional shape;
- Salting: after the first 24-48 hours, according to tradition, the thighs are covered in salt and remain like this for the same number of days as their weight in kilograms;
- Pressing: this is a unique and typical stage of Prosciutto di San Daniele, which allows the salt to penetrate better and gives the meat a better consistency;
- Resting: the salted thighs rest in special rooms until the fourth month after the start of the curing process;
- Washing and drying;
- “*Sugnatura*”: this is the application of the “*sugna*”, a mixture of rice flour and pig fat, to the part that is not covered by the rind to keep it soft.
- Maturing: must continue until the end of the thirteenth month after the start of processing;
- Marking: after the minimum 13 months maturing, *IFCQ Certificazioni*, the control body authorised by the Ministry of Agricultural, Food and Forestry Policies – carries out the inspections that verify compliance of the hams with the requirements prescribed by the regulations. Only hams that meet all of the parameters are certified and branded with the Consortium’s trademark, which comprises the identification code of the producer and constitutes an element of certification and guarantee.

Traditional regular inspections are performed throughout the curing process. These include piercing with a horse-bone needle and beating, or striking the rind, to monitor the development of the product.

Supervision and protection

The entire San Daniele supply chain (farms, abattoirs, producers and packers) must rigorously comply with a series of rules, that are compulsory under Italian Law and European Union Regulations, which form the **Product Specification**, and must submit to a stringent control system implemented by an external body to the Consortium, IFCQ Certificazioni, authorised directly by the Ministry of Agricultural, Food and Forestry Policies.

However, the Consortium has performed **supervisory activities** in its capacity as “protection body” for more than twenty-five years, in order to protect the Designation in Italy and throughout the world (more than 1,500 points of sale inspected each year) and prevent wrongful or illegitimate use of the name or trademark and distinctive PDO symbols.

How to recognize San Daniele

The quintessentially distinctive sign of Prosciutto di San Daniele is the **Consortium’s hot-branded trademark**, which is applied to the rind. The mark comprises the designation in a circular shape, a stylised ham with the letters SD in the centre, and is accompanied by the producer’s numerical identification code. San Daniele is immediately recognised at sight by the presence of the trotter and its shape, which is reminiscent of a guitar. To ensure perfect traceability of each thigh, in addition to the trademark the rind also bears the identification tattoo of the farm, the hot-branded mark of the abattoir and the DOT abbreviation, which shows the day, month and year in which processing commenced, from which the maturing time can be obtained.

Characteristics of San Daniele and its nutritional values



A freshly cut slice of San Daniele is pinkish-red in colour in the lean part, while the fat is pure white. The aroma is delicate and becomes more persistent as maturing progresses. It is possible to detect toasted undertones (bread crusts), notes of dried fruit and barley malt. The flavour is delicate, the tastiness and typical aromas of the matured meat merge together, producing a pleasant and satisfying sensation in the mouth. When chewed, the consistency of the slice is tender, and dissolves in the mouth. The whole ham is stored in a cool, well-sheltered place, at temperatures below or not exceeding +20°C if

possible. Once opened, however, it must be stored in the fridge (between +0°C and +7°C), with transparent film covering the exposed part. Prosciutto di San Daniele is a recipe in itself. It needs very few complements and should preferably be accompanied by a dry not too aromatic white wine. Thanks to its high nutritional value and ease of digestion, guaranteed by the maturing phase that lasts at least 13 months, Prosciutto di San Daniele is suitable for any diet; it is ideal for athletes, children, the elderly, and even those on low-calorie diets. In fact, as a natural product, it is highly recommended by nutritionists as part of healthy-eating programmes. Moreover, it is an excellent source of complete and high-quality proteins, vitamins and minerals. At a macronutrient level, Prosciutto di San Daniele is composed predominantly of protein. Prosciutto di San Daniele’s proteins are of high biological quality and are easily digestible, as during the maturing process enzymes carry out a sort of pre-digestion.



As for micronutrients, it has a significant vitamin content, especially group B (in particular vitamins B1, B2 and B3), which are important for metabolising carbohydrates, cellular respiration and synthesising and breaking down amino acids, fatty acids and cholesterol. The presence of mineral salts such as iron, phosphorus, magnesium, potassium, copper and zinc, known as trace elements, is also crucial as consuming these elements in minimal doses is key for the healthy functioning of the whole body.

Eating the correct quantity of fats every day is also an important part of a healthy and balanced diet and Prosciutto di San Daniele provides the right amount of saturated and unsaturated fat for your daily energy requirements. Prosciutto di San Daniele is therefore a totally natural, Italian, unique and complete food that should be present on every table.

The Prosciutto di San Daniele Consortium

The Consortium, established in 1961, today incorporates all 31 producers of Prosciutto di San Daniele and carries out the following activities:

- it owns the Product Specifications;
- it supervises their correct application;
- it protects the trademark in order to prevent wrongful or illegitimate use of the name or trademark of Prosciutto di San Daniele and the distinctive symbols of the Protected Designation of Origin;
- it promotes and improves recognition and distribution of Prosciutto di San Daniele, throughout the supply chain all the way to the end consumer;
- it implements initiatives for improving and perfecting product quality, with technical support and consultancy services for producers;
- it safeguards the typical aspect and characteristics of Prosciutto di San Daniele;
- it regulates subjects of common interest for all parts of the supply chain;
- it undertakes activities of technical and production standardisation.

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Organismo incaricato con Decreto del Ministero
delle Politiche Agricole e Forestali 26 aprile
2002 della tutela del prosciutto di San Daniele
ai sensi dell'art. 14, co. 15, Legge n. 526/99

Direzione e Uffici:
Via Ippolito Nievo 19
33038 San Daniele del Friuli
Udine - Italy

Tel. +39 0432 957515
Fax +39 0432 940187
info@prosciuttosandaniele.it
www.prosciuttosandaniele.it

C.F. e P.IVA 00220330302
C.C.I.A.A. Udine 120807
Reg. Soc. Trib. Udine 9868