



# Consorzio del Prosciutto di San Daniele

## PROSCIUTTO DI SAN DANIELE NATURAL, ITALIAN, UNIQUE



### *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 unrepeatable 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 **Consorzio**, solely and exclusively in **San Daniele del Friuli**: a municipality in the province of Udine which covers an area of around 35 km<sup>2</sup> and has little more than 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 additives.

### *The market*

2017 ended with a +0,1% growth for a production of 2.645.116 hams.

Production of pre-sliced packaged products increased significantly compared to 2016, with more than 22.000.000 certified packs produced, an increase of 12% on the previous year. Pre-sliced products once again proved to be the best-performing area for Prosciutto di San Daniele, in line with new lifestyles and consumption trends, where ready-to-eat products are increasingly the preferred option.

Exports also rose by 6%, representing 18% of total sales, with 59% going to EU countries and 41% to the rest of the world. The main countries to which Prosciutto di San Daniele is exported are France, Germany, the USA, Belgium, Australia. Overall these countries represent 70% of the foreign markets.

The Prosciutto di San Daniele **supply chain** incorporates:  
3.927 farmers



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116 slaughterhouses  
550 workers  
31 production sites

## Production of 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 preservatives 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** originating from the 4,100 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 preserved and facilitates the drainage of moisture.

**The production phases** all take place in the 31 prosciutto factories members of the Consortium and 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 a number of days equal to the kilograms of their weight;
- ✓ **Pressing:** this is a unique and typical stage of San Daniele, which allows the salt to penetrate better and gives the ham 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 “sugna” (a mixture of rice flour and pig fat) to the part that is not covered by the rind, so as to keep that part of the flesh soft.
- ✓ **Maturing:** must continue until the end of the thirteenth month after the start of processing;
- ✓ **Marking:** after a minimum of 13 months of maturing, the organ of control **IFCQ Certification**, authorised by the Ministry of Agriculture, Food and Forestry – carries out the





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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 mark, which comprises the identification code of the producer and constitutes an element of certification and guarantee.

The traditional periodic 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 production chain (farms, abattoirs, producers and packers) must rigorously comply with a series of rules, made obligatory by Italian Law and the Regulations of the European Union, which make up the **Production Rules and Regulations**, and must be subjected to a stringent **control system** implemented by a body outside the Consortium, the organ of control **IFCQ Certification**, authorised directly by the Ministry of Agriculture, Food and Forestry.

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 the distinctive symbols of the PDO.

## **The Prosciutto di San Daniele Consortium**

The Consortium, established in **1961**, today incorporates all 31 producers of Prosciutto di San Daniele. The Consortium:

- ✓ preserves the Production Rules and Regulations;
- ✓ supervises their correct application;
- ✓ 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;
- ✓ promotes and improves recognition and distribution of Prosciutto di San Daniele, throughout the production chain all the way to the end consumer;
- ✓ implements initiatives for improving and perfecting product quality, with technical support and consultancy services for producers;
- ✓ safeguards the typicality and characteristics of San Daniele;
- ✓ regulates subjects of common interest for all parts of the production chain;
- ✓ undertakes activities of technical production standardisation.



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## *How to recognise San Daniele... apart from its trotter*



The distinctive sign of excellence of Prosciutto di San Daniele is the **Consortium's brand**, which is applied to the rind. The brand comprises the designation in a circular shape, stylisation of the ham with the letters SD in the centre, and is accompanied by the producer's **numerical identification code**. San Daniele can be visually recognised 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 brand the rind also bears the identification **tattoo of the farm**, the **brand 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.

## *San Daniele on the table*

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 sapidity 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 not exceeding +20°C if possible. Once opened, however, it must be stored in the fridge (between +0° 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.

## *Nutritional values*

Thanks to its high nutritional value and ease of digestion resulting from the maturing phase that lasts at least 13 months, Prosciutto di San Daniele is suitable for all types of diets; it is ideal for athletes and people with an active lifestyle, children and the elderly, and even those on low-calorie diets.

Because it is a natural product, it is highly recommended by nutritionists as part of healthy-eating programmes.

It is an excellent source of high-quality complete 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 thanks to the long maturing process, which breaks down the molecules (proteolysis) and encourages easier and faster assimilation by the body.

As for micronutrients, meanwhile, Prosciutto di San Daniele has a significant vitamin content, especially group B (in particular vitamins B1, B2 and B3), which are important for metabolising



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carbohydrates, cellular respiration and the synthesis and breaking down of 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: consuming these elements in minimal doses is key for the healthy functioning of the whole body.

Eating the correct quantity of fats is also an important part of a healthy and balanced diet. 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 completely natural, Italian, unique and complete food: an essential addition to the dinner table.

Table of nutritional values

NUTRITIONAL VALUES			
Average nutritional values		per 100 g	per serving (50 g)
Energy	Kcal	271	136
	KJ	1,135	568
Protein	g	25.7	12.9
Carbohydrates	g	0.2	0.1
Fats	g	18.6	9.3
of which saturated fats	g	6.5	3.3
of which monounsaturated fats	g	8.6	4.3
of which polyunsaturated fats	g	2.7	1.4
Sodium	g	1.77	0.89
Phosphorus	mg	184 (26.3% RDA*)	92 (13.1% RDA*)
Potassium	mg	581 (29.1% RDA*)	291 (14.5% RDA*)
Zinc	mg	2.38 (23.8% RDA*)	1.19 (11.9% RDA*)
Vitamin B1	mg	0.68 (61.8% RDA*)	0.34 (30.9% RDA*)
Vitamin B2	mg	0.20 (14.3% RDA*)	0.10 (7.1% RDA*)
Vitamin B6	mg	1.04 (74.3% RDA*)	0.52 (37.1% RDA*)
Vitamin PP	mg	5.13 (32.1% RDA*)	2.57 (16.0% RDA*)

\*RDA Recommended Daily Allowance

## **Prosciutto di San Daniele, a long tradition**

**XI - VIII century B.C.** Archaeological finds in the Church of San Daniele in Castello indicate the use of pigs for food as far back as the protohistoric period.

**VI – III century B.C.** In the pre-Roman period San Daniele del Friuli is an important Celtic settlement, thanks to its special position en route to Northeast Europe. A relatively non-migratory people, dedicated to agriculture, they are the first to use salt to preserve pig meat, of which they were major consumers.



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In the **1st century A.D.** the oldest Roman settlement in San Daniele is a villa right on the top of the hill. San Daniele will remain a patriarchal fiefdom for more than seven centuries.

**1063** The Patriarch of Aquileia entrusts to San Daniele the privilege of opening a market. The goods on display also include the products of the many pork butchers in the region.

**1453** In the manuscript entitled *De conservanda sanitate*, now held in the Biblioteca Guarneriana of San Daniele, the doctor Geremia Simeoni affirms that “domestic pigs ... the lean parts, preserved with salt, can be consumed as a starter”.

**1533** Pomponio Amalteo is commissioned to paint 42 lacunari for the ceiling of the Church of San Giovanni in Brolo in Gemona. One of these shows the importance of prosciutto, as it is cited on a parchment as a diplomatic tool entrusted to an ambassador.

**1563** The chronicles of the Council of Trent mention that the prelates consumed “*thirty pairs of hams*” brought to Trent by mule from San Daniele.

**1798** The officers of the Napoleonic army recognise Prosciutto di San Daniele as enough of a delicacy to plunder it in large quantities, along with other “jewels” held in the Biblioteca Guarneriana.

**1866** After the annexation of Friuli to the Kingdom of Italy, Prosciutto di San Daniele is shipped all over the Kingdom and to the European Courts.

**1887** The Macelleria Sociale Cooperativa di San Daniele is established, increasing distribution thanks to new methods of preservation and shipping.

**1961** The Consortium is founded by a small group of citizens and producers. In the absence of a national law, this provides a guarantee for the quality of the product.

**1970** Law no. 507 is approved, for implementing the adoption of measures to protect the designation “Prosciutto di San Daniele”. It is determined that the special qualification depends on the organoleptic and product characteristics of the ham, qualities which are conditioned by the environment and production methods.

**1972** The Consortium adopts the mark that distinguishes it.

**1976** The year of the earthquake and rebuilding of the factories.

**1982** The regulation on the supervision of the processing and packing of Prosciutto di San Daniele becomes a decree. The Consortium is thus authorised to submit proposals to the Ministry of Industry.

**1984** The law allowing the production of San Daniele all year round is approved (up until 1983 it was limited to the winter period): this strikes a critical blow to counterfeiting and doubles production.

**1985** First edition of “Aria di festa”, the famous prosciutto festival which takes up the baton of the traditional summer festivals.

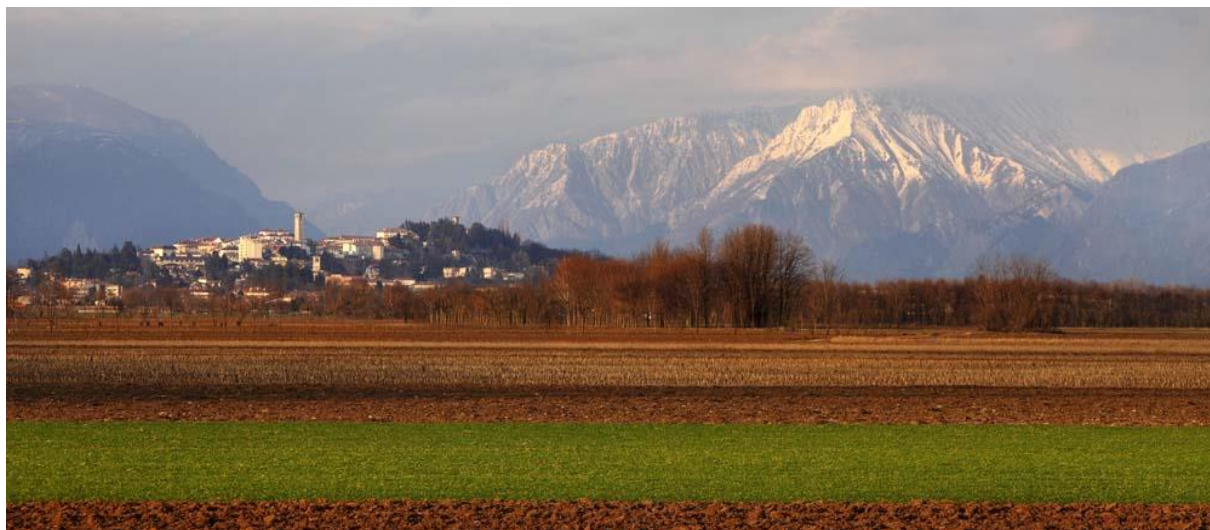
**1990** The new protection law of 14 February 1990, no. 30, confirms the application of the brand that certifies the date on which processing starts, and reaffirms that the phases of preparation, salting and maturing must take place in the region of San Daniele.

**1996** On 12 June, with EC regulation no. 1107/96, the Protected Designation of Origin (PDO) “Prosciutto di San Daniele” is registered in accordance with the new regulations of the European Commission. Exports increase and consignments to the USA begin.

**2002** The Consortium is once again entrusted by the Ministry of Agriculture, Food and Forestry with the protection of Prosciutto di San Daniele on the basis of Law 526/99, which has regulated the protection consortiums for PDO and PGI products in Italy.



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