

# CONSORZIO TUTELA PROVOLONE VALPADANA



## ABOUT US

The Consorzio Tutela Provolone Valpadana (Consortium for the Protection of Provolone Valpadana) is a voluntary organisation, established in 1975 in Piacenza under the name Consorzio per la Tutela del Provolone Tipico Italiano (Consortium for the Protection of the Typical Italian Provolone). In 1986 the name changed, becoming the Consortium for the Protection of Typical Italian Provolone Cheese and the registered office was moved to Cremona. The history of the Consortium sees 1993 as a key year, since the identification of the geographical area "Valpadana" is added to the term "Provolone" thus becoming a Controlled Designation of Origin or C.D.O. cheese and, in 1996, with the implementation of European regulations (EC Reg. 1107/96), the cheese obtains the recognition of P.D.O. (Protected Designation of Origin). In the same year, the name of the company changed to Consorzio Tutela Provolone Valpadana and the activities related to the P.D.O. began.

## WHAT WE DO

The reason why the Consorzio Tutela Provolone Valpadana exists is to be found in its very name: protection. Because this cheese, which has an extraordinarily strong identity on both the Italian and European scene, needs an authoritative and official body such as the Consortium, which is the expression of the producers of the raw material (milk), the dairy farmers and the maturers (who are in charge of maturing the cheese for up to a year) to protect it from imitations, guarantee its consistency and excellence and help make its qualities known.

The Consortium monitors the various stages in the life of Provolone Valpadana P.D.O. and does so in an extremely strict manner, specifically commissioned by the Italian Ministry of Agricultural, Food and Forestry Policies. But it does more than just supervise. With an eye to the future and the development of the markets, it offers technical-scientific assistance aimed at optimising production technologies, helping to improve the guarantee of the product from both a health and organoleptic standpoint.

Basically: the Consortium is a shield that protects all stakeholders in the supply chain from any kind of unfair competition. Whilst for consumers it is a guarantee that protects them from fraud, counterfeiting and the associated damage.

Last but not least, the Consortium carries out information and research activities to promote the consumption and knowledge of Provolone Valpadana.



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## THE PROVOLONE VALPADANA

Provolone Valpadana is a stretched cheese that is extremely versatile in terms of weights and sizes: more than any other cheese product, it comes in a wide variety of shapes and sizes. This aspect is given by the plasticity of the product and is decisive for the companies producing Provolone Valpadana, since all cheesemakers can dabble in producing the cheese in variable shapes and weights.

Although producers often delight palates by bringing their creativity to bear in creating particular shapes (so to speak) for the cheese, there are four recognised in the specification: salami, melon/pear, truncated cone and flask.

The intended weight of these wheels can vary from a few hundred grams to over 100 kg. In addition, Provolone Valpadana comes in two types, mild and strong, depending on the rennet used and the period of maturation, which can vary from a few days to over a year.



As a guarantee of compliance with the indications laid down in the production regulations, the cockade, the mark that distinguishes the Provolone Valpadana P.D.O., is affixed to the string of each wheel. Seeing this mark on the wheels means, therefore, to be sure of the origin, of the raw materials and of the processing methods. Moreover, in particular on the packaged Provolone Valpadana, the logo of the P.D.O. is affixed to it, according to the provisions of European legislation, represented by a red cockade on a yellow background. If a product bears this indication, it means that, in addition to the raw materials, all stages of production and maturing must take place within a defined geographical area. Recognition of the P.D.O. mark is governed by European law and a complete list of products that can claim this identification is available on the European Union website.

## PRODUCTION SPECIFICATION



Piazza Marconi n°3, 26100 Cremona (CR) Italy

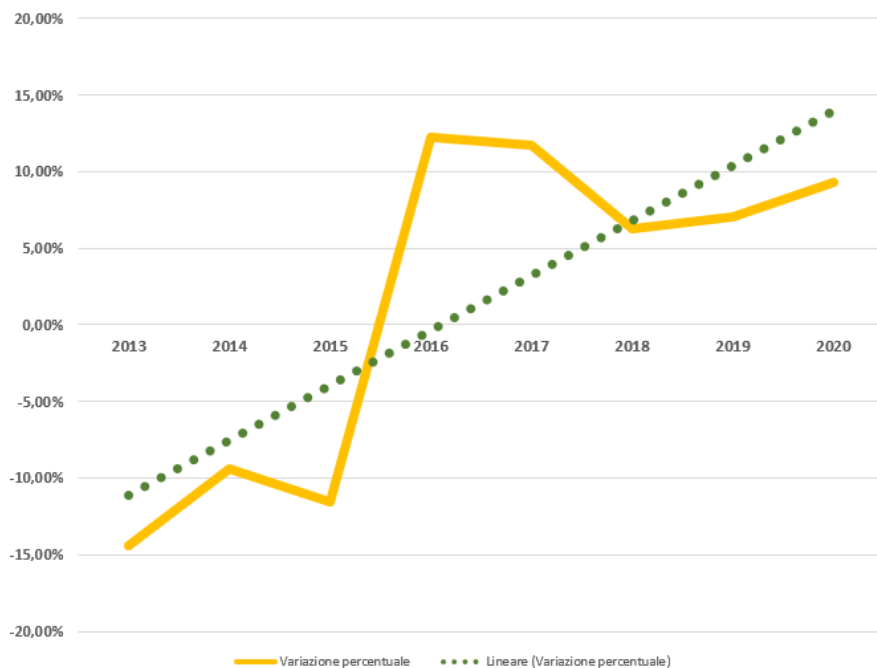
tel. +39 0372 30598, email: [info@provolonevalpadana.it](mailto:info@provolonevalpadana.it) social: [@provolonevalpadana](https://www.instagram.com/provolonevalpadana)  
[provolonevalpadana.it](http://provolonevalpadana.it)

# CONSORZIO TUTELA PROVOLONE VALPADANA

## THE CONSORTIUM IN NUMBERS (DATA AS OF 31/12/2020)

- **11** dairy producers
- Approximately **650 farms** authorised to supply the milk
- Over **70,000 tonnes of milk** used in the production of Provolone Valpadana cheese
- More than **7,300 tonnes** of Provolone Valpadana produced
- Over **5,200 tonnes** of Provolone Valpadana placed on the market
- About **550,000 wheels** produced
- **+10% production increase** compared to 2019
- **€45 million** of production turnover

### Production Increase expressed in percentage



## PRICES

Provolone Valpadana Mild average wholesale price  
(first quarter 2021)

- 6.00 €/Kg (Chamber of Commerce of Cremona)
- 5.83 €/Kg (Chamber of Commerce of Milan)

Provolone Valpadana Strong average wholesale price

- 6.25 €/Kg (Chamber of Commerce of Cremona)
- 6.13 €/Kg (Chamber of Commerce of Milan)

**+4,8%**

(Provolone Valpadana  
Mild price variation 2019 - 2021)

**+4,6%**

(Provolone Valpadana  
Strong price variation 2019 - 2021)

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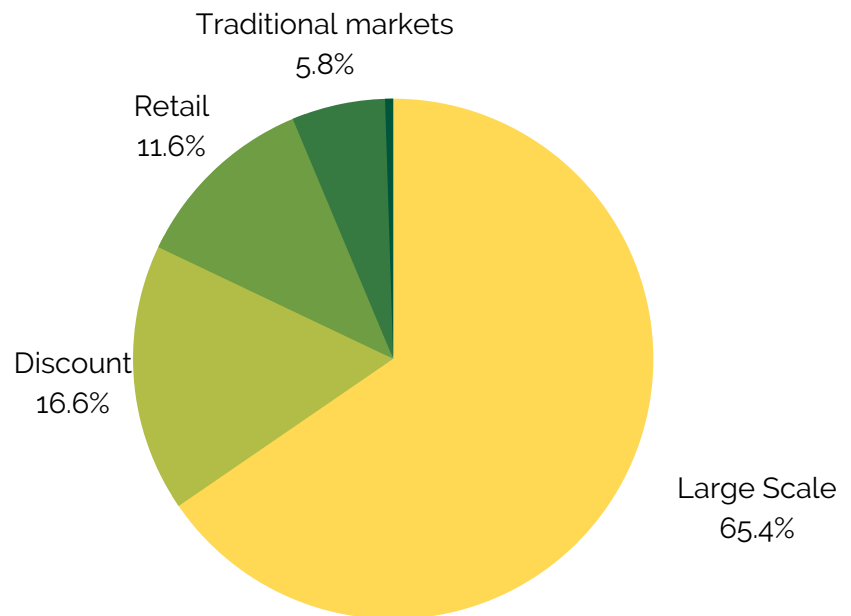
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[provolonevalpadana.it](http://provolonevalpadana.it)

# CONSORZIO TUTELA PROVOLONE VALPADANA

## POSITIONING

Presence in sales channels:

- Large Scale Distribution 65.3%
- Discount stores 16.6%
- Retail trade 11.6%
- Traditional markets 5.8%
- Other 0.5%



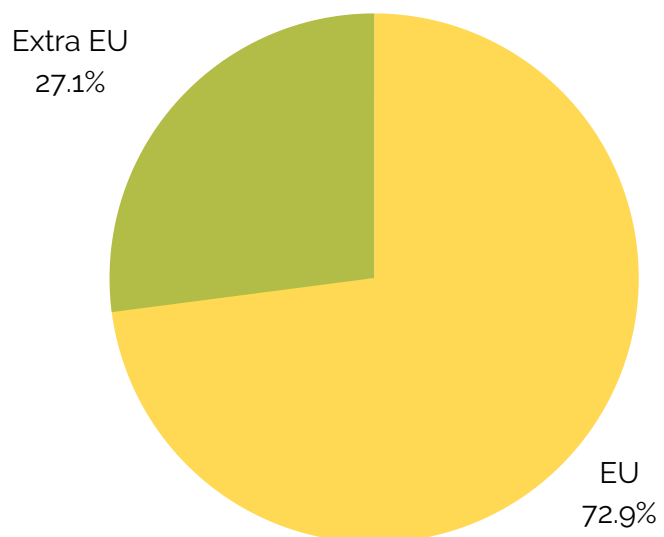
## EXPORT

Main foreign markets (as of 2020):

- E.U. - Spain, France, Germany
- Extra-E.U. Canada, Australia, U.S.

Export share of production volumes: 12%

**+0.5%**  
(2020-2019 exports increase)



# CONSORZIO TUTELA PROVOLONE VALPADANA

## ADVERTISING



The most recent advertising campaign for Provolone Valpadana P.D.O. focused on the dualism between the two types, mild and strong, and on the clear identification of the different uses to which it is put. In fact, it is extremely important to offer the consumer those elements of use that can favour a more precise use, also to guarantee a pondered appreciation. So, if mild is "the ingredient that seduces the palate", consumption of the strong type identifies "a moment of true flavour". The press releases involved the most important Italian newspapers with the largest circulation, as well as some trade magazines. As the campaign continues, in addition to this aspect, which qualifies and underlines its characteristics, Provolone Valpadana becomes a symbol and ambassador for the high quality guaranteed by a brand that expresses the highest European value, the Protected Designation of Origin (P.D.O.). The consumers, therefore, will find themselves buying at the point of sale not only a product that is the expression of a territory and a centuries-old tradition, but also one that offers all the guarantees that can reassure them and protect them from unpleasant surprises.



The Consortium for the Protection of Provolone Valpadana is planning several **projects** financed in accordance with EU Reg. 1144/2014, with the aim of strengthening the recognition of European quality systems, such as:

- **Enjoy European Quality Food (EEQF):** program aimed at the European market, in particular Italy, Germany, Spain and Poland. The Consortium for the Protection of Provolone Valpadana is the leader and has the following partners: the Consortium for the Protection of Asti DOCG, the Consortium for the Protection of Conegliano Valdobbiadene Prosecco Wine, the Consortium of Vino Nobile di Montepulciano, Latteria Soligo Soc. Agr. Coop. and the Tuscan Olive Producers Association. Many activities have been set up for this program: PR, website, social network pages, participation in events such as Life Style Weeks in Germany and Spain, restaurant weeks, seminars, workshops and B2B meetings.

# CONSORZIO TUTELA PROVOLONE VALPADANA

## THE RESEARCH

For years, the Consortium has been involved in research aimed at the enhancement and characterisation of Provolone Valpadana. Research has been carried out into innovative molecular methodologies and experimental cheesemaking techniques. This research has made a significant contribution to reducing the negative external factors generated by the production companies and has raised the technological level of the producers, thus guaranteeing sustainability from an economic point of view, improving the quality of the cheese and gradually abandoning the use of preservatives.

The Consortium pursues and promotes various activities related to environmental, economic and social sustainability, and in particular:

**Made Green in Italy** Provided for by the Environmental Package (Law no. 221 of 28 December 2015) as part of the initiatives aimed at promoting the green economy, it represents a tool for increasing the competitiveness of the Italian production system within the context of the growing demand for products with a high environmental qualification on national and international markets. The adoption of the Made Green in Italy framework intends to promote sustainable models of production and consumption, defining the most effective ways to assess and communicate the environmental footprint of products through the adoption of the PEF - Product Environmental Footprint - method and associating aspects of traceability, environmental quality, landscape quality and social sustainability with it.



Starting from the experience of Made Green in Italy, the companies associated with the Consortium are preparing a series of sustainability programs linked to **ClassyFarm**, a project commissioned and financed by the Italian Ministry of Health and carried out by the Experimental Zooprophyllactic Institute of Lombardy and Emilia Romagna in collaboration with the University of Parma. Numerous farms included in the Provolone Valpadana circuit use this integrated system, which allows the detection, collection and processing of data relating to the following assessment areas:

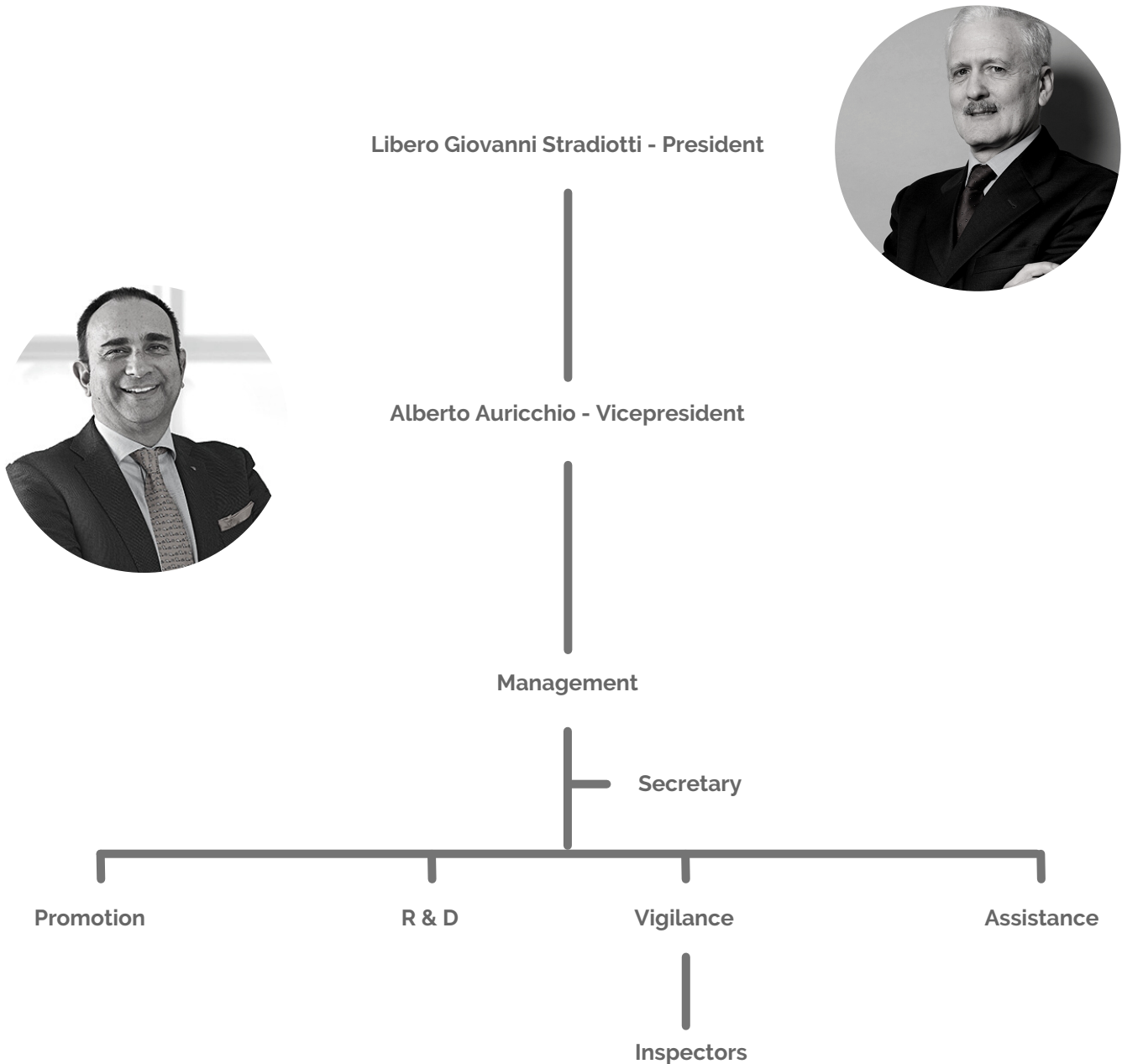
- biosafety;
- animal well-being and feeding;

This is an effective tool that gives farmers the conditions to improve and strive for excellence and sustainability in the supply chain.



# CONSORZIO TUTELA PROVOLONE VALPADANA

## ORGANIZATION CHART



# CONSORZIO TUTELA PROVOLONE VALPADANA

## PHOTO ARCHIVE

