

Commercial valorization of Parmigiano Reggiano cheese based on production diversification and additional certifications beside PDO: organic and anima

Riferimenti

Tipo di progetto

Gruppo Operativo

Acronimo

Ethical cheese

Tematica

Agricoltura biologica

Information

Time frame

2019 - 2022

Durata

36 months

Partners (no.)

8

Regione

Emilia-Romagna

Comparto

Zootecnia - bovini/bufalini

Localizzazione

ITH52 - Parma

ITH53 - Reggio nell'Emilia

Costo totale

€249.369,80

Fonte di finanziamento principale

Programma di sviluppo rurale

Programma di sviluppo rurale

2014IT06RDRP003: Italy - Rural Development

Programme (Regional) - Emilia Romagna

Parole chiave

Animal husbandry and welfare

Farming/forestry competitiveness and diversification

Farming practice

Sito web

<https://www.fondazionecrpa.it/prodotto/goi-ethical-cheese/>

Project status

completed



Objectives

To organize a Parmigiano Reggiano cheese supplychain adding quality values beside PDO certification, able to meet consumers demand of those who are attentive to the ethics of production as well as the sustainability that underlies the food they buy.

The aim is to enhance the commercial value that the plus can give to the cheese (in terms of export), to consumers interested in the production methods. The elements of ethics and sustainability identified for the supply chain are animal welfare and more generally organic, as a productive choice linked to a non-intensive production.

Activities

- Feasibility. Investigation with the foreign large-scale retail trade and identification of suitable specifications standards for the production area of the PR.
- Improve the work in the barn. Developing a protocol with a high content of animal welfare including
- systems to check sustainability in the 15 organic farms of Montanari & Gruzza supply chain.
- Measures to improve fodder production.
- Mapping of fodder production on the organic mountain dairy farm and implementation of suitable agronomic practices to safeguard and increase soil fertility.
- Final technical-economic analysis of the post-operational phase (animal welfare and grazing).

Valorizzazione commerciale del Parmigiano Reggiano basata sulla diversificazione produttiva e certificazioni aggiuntive alla DOP: biologico e benessere animale

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<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/valorizzazione-commerciale-del-parmigiano-reggiano>

Partenariato

Role	Azienda	Address	Telephone	E-mail
Leader	Montanari e Garuzza S.p.A.	Via I. Newton, 38 42100 Reggio Emilia RE Italy	0522 944251	margherita.montanari@montanarigruzza.it
Partner	C.R.P.A. S.p.A.	V.le Timavo 42/2 42121 Reggio Emilia RE Italy	0522 436999	info@crpa.it
Partner	Agricola Valparma S.r.l. - Società Agricola	Via Della Pieve, 40 43028 Tizzano Val Parma PR Italy		
Partner	Bertoni Srl	Via E. Dalai, 17 42045 Luzzara RE Italy	0522 976045	info@bertoniformaggi.it
Partner	Società Agricola Conforti	Via Case Nuove, 27 43022 Basilicanova PR Italy	0521 681226	
Partner	DINAMICA s.c.a r.l.	Via Bigari 3 40128 Bologna BO Italy	051 360747	info@dinamica-fp.it
Partner	Fondazione CRPA Studi Ricerche	Viale Timavo 43/2 42121 Reggio Emilia RE Italy	0522- 436999	info@fondazionecrpa.it
Partner	Società Agricola Il Bosco	Località Bosco 43028 Tizzano Val Parma PR Italy		

Pratiche abstract

Valorizzazione commerciale del Parmigiano Reggiano basata sulla diversificazione produttiva e certificazioni aggiuntive alla DOP: biologico e benessere animale

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<https://www.innovarurale.it/pei-agri/gruppi-operativi/bancadati-go-pei/valorizzazione-commerciale-del-parmigiano-reggiano>

Description

Verify which international trade regulations based on protocols with high animal welfare standards can be applied to the Parmigiano Reggiano production;

Verify which foreign markets are most interested in these new products through, in particular, the opinion of representatives of foreign retail chains;

Verify the economic sustainability of the new ETHICAL CHEESE supply chain, considering for each individual company the investment and management costs to adapt, the possible advantages related to the improvement of animal welfare on the farm and the higher selling price of Parmigiano Reggiano cheese.

Verify the environmental sustainability of the new ETHICAL CHEESE supply chain;

Verify the possibility to improve forage production and the rational use of grazing on organic mountain dairy farms, with the aim of reducing feed purchase outside the farm;

To verify the correct and effective valorisation of zootechnical effluents to improve soil fertility in mountain farms;

Raise the awareness of the sector and stakeholders through training activities, technical and scientific dissemination, education and dissemination through the PEI networks.

Link utili

Titolo/Descrizione	Url	Tipologia
Sito web del progetto	https://www.fondazionecrpa.it/prodotto/goi-ethical-cheese/	Link ad altri siti che ospitano informazioni del progetto
Pagina web del progetto su CRPA	https://goi.crpa.it/nqcontent.cfm?a_id=21322&tt=t_bt_a	Link ad altri siti che ospitano informazioni del progetto
Pagina web sul sito del capofila	https://www.montanari-gruzza.it/news/elenco/ethical-cheese.html	Link ad altri siti che ospitano informazioni del progetto