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PRESS RELEASE

“The Food District of Salumi DOP Piacentini is born”

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In Emilia-Romagna Region the food districts are born, new structures rooted in the territory to promote their development, ensure food security, cohesion and social inclusion, reduce the environmental impact and food waste. Among the objectives there is also to safeguard the territory and the rural landscape, as well as to enhance the agro-food production of quality encouraging the integration of the supply chain. This was the official presentation given to the press on 28 October 2019 by the then Councillor for Agriculture of the Emilia Romagna Region Simona Caselli.

The Districts, according to the national law, are realities closely tied to the territory with a homogenous historical identity fruit of the integration between agricultural activities and local activities, let alone of the production of goods or services of particular specificity, consistent with natural and local traditions and vocations.

The "Consorzio di Tutela Salumi DOP Piacentini" has seized this important opportunity, submitting the request for the establishment and recognition of the "Piacentini PDO Cured Meats Food District" to the Market Organizations and Supply Chain Synergies Service of the Regional Department of Agriculture of Emilia-Romagna Region.

The recognition arrived at the Consortium in recent days and today represents the first "Food District" recognized by the Emilia-Romagna Region and the only District for PDO cured meats included in the official list of the Ministry of Agricultural, Food and Forestry Policies.

"This further tool available to the Consortium" explains the Consortium President Antonio Grossetti "will finally allow us to concretely pursue the establishment of a production chain connected to PDO cured meats throughout Piacenza, for which the Consortium has been doing its utmost to achieve it for years. In fact, through "District Agreements" between the various actors participating in the production system of PDO cured meats, operating in the Piacenza area, it will be possible to build shared supply chain paths and also participate in specific national tenders to finance common projects capable of strengthening economic and social development".

Grossetti goes on to say *"in a difficult moment, such as the one we are going through, the Consorzio di Tutela Salumi DOP Piacentini goes beyond its institutional tasks, paying great attention to all those measures that can help member companies and the entire supply chain overcome the great difficulties of the moment with a long-term programmatic projection".*

"Our goal", concludes Grossetti "is to promote, with facts, the reorganization of the relations between the different subjects of the production system operating in the Piacenza area, in order to promote collaboration and integration between the various subjects of the supply chain, the creation of better market relationships, where each subject has the right economic satisfaction, a fundamental condition for pursuing the highest quality of products, with undoubted positive effects on our territory. Once again, the Consorzio di Tutela Salumi DOP Piacentini places itself at the attention of the national Agri-food system for the concreteness of its activities and the speed of its actions".

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