



## Prosciutto di Parma

The passion for an ancient job, consisting of ancient traditions, handed down from generation to generation; the care taken over the details at all curing and maturing stages; the balance of the fragrances and flavours of a rich and generous land; the quality of the raw material used and the attention given to choosing it.

These are the elements that make Parma Ham one of the most representative products of the Made in Italy brand and one of the most highly prized and best known products in the world.

Parma Ham is good, healthy and completely natural: Italian pork, the skill of master salters and the dry, gentle air of the hills. A few simple ingredients for an unmistakable sweetness and flavour.





## The Consortium

The Parma Ham Consortium was set up in 1963 to guarantee the consumer very high-quality characteristics.

Since then, the Consortium ensures compliance with production specifications and is also involved in other activities that are essential for the protection and promotion of the product in Italy and throughout the world:

- ✓ **Management and safeguard of the production Regulations** were filed at the European Union for the Denomination of Protected Origin “Parma Ham”
- ✓ **Management of the economic policy**
- ✓ Protection of the denomination “Parma Ham” and of the relative brand (Ducal Crown) world-wide
- ✓ **Supervision** concerning the correct observance of **provisions** laid down **by law and by regulations**
- ✓ **Promoting and enhancing the product**
- ✓ **Assistance to associated companies**

Today it represents **127 producers** who use and safeguard the traditional processing method.





## **Parma Ham**

Parma Ham is a PDO product and it has to follow a precise production regulation. An essential condition for obtaining the “Prosciutto di Parma” designation is that the entire process takes place in an extremely limited area that includes the area of the province of Parma. The climatic conditions that are ideal for drying, namely the natural curing that will give sweetness and flavour to Parma Ham, occur in this area only. Parma Ham is good, healthy and completely natural: Italian pork, the skill of master salters and the dry, gentle air of the hills. Neither preservatives nor additives are allowed.

A few simple ingredients for an unmistakable sweetness and flavour.

## **Guaranteed quality**

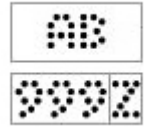
Parma Ham is very safe. The name “Parma Ham” is exclusively reserved for hams bearing the Ducal Crown, the indelible and unique brand given at the end of the ageing period. The final branding, however, is only the last step of a long identification process that leaves an indelible mark on the ham, at each step, thus making it totally traceable.

Consumers must learn how to recognize the signs of Parma Ham's genuineness. True Parma Ham can be recognized throughout the world by the five-point ducal crown symbol, a guarantee of genuineness, excellence and observance of tradition for Italian and foreign consumers alike. But for the product in pre-sliced packs, the black triangle with the crown is the label to look for to protect yourself against any counterfeiting. All these elements guarantee to consumers the quality and genuineness of the product they are buying.





It begins with the breeder who puts a tattoo on both legs of the young pig. This shows the breeder's identification code and a code indicating the month of the animal's birth.



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It continues with the slaughterhouse where every fresh trimmed leg is checked and branded with a mark permanently identifying it. The mark has the initials *PP* – *Prosciutto di Parma* and the slaughterhouse identification.

Next there is the metal seal made up of a circular crown showing the C.P.P. - Consorzio Prosciutto di Parma initials and the date curing began.



Finally, the five-point Ducal Crown brand is stamped under a strict control and is the final guarantee of the quality of the ham. The Ducal Crown also shows the identification code of the producer.







## Nutritional Values

Parma Ham indicate a balanced combination of very high quality organoleptic and sensorial characteristics and nutritional properties. Low fat content, many mineral salts and vitamins and easily digestible proteins, make Parma Ham a food that is suitable for everyone.

It proves to be a highly digestible product thanks to its content of excellent quality proteins and to the natural proteolysis that takes place during curing (the breakdown of the proteins into smaller molecules and into individual amino acids).

Sportsmen and sportswomen can also count on the detoxifying and anti-fatigue action of branched amino acids – valine, leucine and isoleucine – that make up more than 20% of the total amount of protein and contribute to the repair of muscle damage due to the wear that the muscle sustains during movement.

Parma Ham also proves to be an excellent food that helps to combat and inhibit the action of free radicals, the main cause of aging and degenerative diseases, and to restore the physiological balance of the body, thanks to the presence of natural antioxidants such as vitamin E and selenium.

The total **lipid component** is also of good quality, thanks to the high content of unsaturated fatty acids (64.9%), the *good* fats that are good for health, such as oleic acid (45.8%), a monounsaturated fat, also contained in olive oil, that protects from cardiovascular pathologies. Eating Parma Ham means contributing to achieving the recommended daily amounts (RDAs) of **group B vitamins**, and also to providing a good amount of precious **minerals** that are highly bioavailable, meaning they are easy for the body to absorb, such as iron for example.





## Handling & Tasting Guidelines

### *How to taste*

With its full-bodied flavour and silky texture, Parma Ham is a world-class specialty food. Favoured by discriminating chefs, this ham from the heartland of Italy enhances appetizers, pasta dishes, salads, sandwiches and entrées.

Most often, paper-thin slices of Parma Ham should be served at room temperature. There is no need to remove the band of fat around each slice, which helps give the ham its balance of flavour and texture.

For a classic antipasto, arrange three to four slices of Parma Ham on a plate, accompanied simply by Italian cheeses and bread.

Drape Parma Ham slices around fresh figs or melon slices. Or try other fruits with complementary flavors, such as ripe pears, papaya, pineapple and kiwis. To create an elegant salad, top mixed greens with slivers of Parma Ham.

Make an Italian-style panino by layering slices of Parma Ham on a crusty roll with fresh or smoked mozzarella, tomato slices and a sprinkling of olive oil. Wrap Parma Ham slices around bread sticks, lightly cooked asparagus spears or grilled shrimp. Dice or chop thick-sliced of Parma Ham to flavour pastas, rice or risotto, or vegetables such as asparagus or peas.

Sauté finely diced Parma Ham with onions, carrots, celery and herbs to make a soffritto, or flavor base, for sauces and many other dishes. Parma Ham also makes a wonderful cooking ingredient so don't be afraid to experiment. It adds personality to pasta and imparts a delicious flavour when wrapped around fish or chicken and cooked in the oven.

It is excellent enjoyed with white wines!





## *How to store*

### How to store boneless Parma Ham

- Prosciutto di Parma is cured with the bone in, then de-boned and vacuum packed prior to shipping. It can be stored in its vacuum pack for up to 6 months as long as it is refrigerated at 8°C.
- Once the vacuum seal is broken and slicing begins, the ham will keep in the fridge for up to 1 month. Prevent moisture loss by tightly wrapping the cut surface with plastic film.
- Do not freeze the ham.

### How to store pre-sliced and packaged Parma Ham

- Pre-sliced packages should always be stored in the refrigerator. Remove from the fridge approximately 15 minutes before serving.
- Once opened, re-wrap the unused portion well to prevent loss of moisture and consume within 3 days.

