

The new collection of Italian Salumi at 59th Summer Fancy Food, NY

New York - 2013, June 30th - After the recent news of the ban removal on export from Italy of short seasoning Salumi in the US, there is a growing interest in the excellence of Authentic Italian Salumi. From June 30 to July 2, will be held in New York the **59th Summer Fancy Food** edition: Italian food companies will not fail to attend, but this year the event will have a very different connotation for some of them, coming from the meat sector.

ASSICA (Italian Association of Meat and Salumi Producers - www.assica.it) and IVSI (Italian Salumi Promotion Institute - www.salumi-italiani.it/en) will be at the show with an information corner - inside the Italian Trade Commission (ICE) booth, to show and let the American public and food operators know all about meat



The graphic features the 'SALUMIAMO' logo at the top, with the tagline 'SHARE THE TASTE THE ITALIAN WAY'. Below the logo is a grid of nine images showing various types of Italian salumi. To the right of the grid, the text reads 'The new collection of authentic Italian Salumi. Find out what you've been missing...'. At the bottom, there are two QR codes and the website addresses www.italtrade.com and www.salumi-italiani.it. Logos for ITALIA, Istituto Valorizzazione Salumi Italiani, and ASSICA are also present.

products whose importation in the United States have been recently liberalized, such as Salami, Pancetta, Coppa and other Salumi with less than 400 days maturation.

Starting May 28th, **a 40-years ban on the import of Italian Salumi has been lifted**: APHIS (Animal and Plant Health Inspection Service) has officially recognized the northern regions of Lombardy, Emilia-Romagna, Veneto, Piedmont, Friuli Venezia Giulia, Liguria, Marche, Valle d'Aosta and the Provinces of Trento and Bolzano, free from swine vesicular disease, giving green light to short-maturation Italian Salumi export in USA. This is **an historic event**, considering a 15-years negotiation process.

The path to achieve this result was very complex, it was a team action among the Italian Embassy in Washington, the Italian Ministry of Health, the Italian Association of Meat and Salumi Producers (ASSICA), and the European Commission.

Up to now it's not sure exactly when Italian producers will be able to export recently liberalized products to US, but many of them should be ready to make it happen within the Year 2013; what is almost clear in Italy is that **the potential exports increase from Italy to USA is very interesting and should be minimum +15%**.

ASSICA and IVSI will continue to work hard, together with Italian and US Institutions, to make sure that the result obtained will be actually implemented, so that there will be no impediments to the access of Italian Salumi from the regions that have already been liberalized.

Promotional activities in US

In the US the knowledge of *Made in Italy* is widespread and Italian products are also much imitated, as the *Italian Sounding* cases show well. Italian food products are particularly appreciated as shown by the purchases of Prosciutto Crudo (raw ham), Prosciutto Cotto (cooked ham) and Mortadella, which for years, can be exported.

For these reasons, ASSICA and IVSI will work during the show to highlight how much authentic Italian Salumi are different from the locally produced ones. Inside the information corner will be distributed **brochures about Italian Salumi** and a **scientific booklet** published in collaboration with INRAN (Italian Institute for Research in Food and Nutrition), to explain **how Italian Salumi have better in the last 20 years under a nutritional profile**. Moreover, a **list of ASSICA members** which are already **authorized to export in the US** will be available, too.

IVSI will plan initiatives (i.e. the SalumiAmo® aperitifs) in selected cities of the United States to **promote and enhance the traditional culture** from which the Italian Salumi come from, demonstrating their worldwide recognized high quality and helping US consumers to immediately understand if they're looking at an Italian product or not.

The logo for SALUMIAMO® is displayed in a stylized, red, serif font. The word 'SALUMIAMO' is written in all caps, with a registered trademark symbol (®) to the upper right of the 'O'. The letters are closely spaced and have a classic, elegant appearance.

For more information, please come and visit us at the Italian Trade Commission area at 59th Summer Fancy Food, Booth 2704 & 2805. Jacob K. Javits Convention Center - Level 3, 655 West 34th Street, New York

ICE - Italian Trade Commission

ICE, the Italian Trade Commission, is the Italian government agency entrusted with the development facilitation and promotion of trade between Italy and other countries in the world. Its mission is to support the internationalization of Italian firms and their consolidation in foreign markets. Through a network of 92 offices in 73 countries, of which 5 are located in the United States, ICE is the most authoritative ambassador of Made in Italy excellence in the world. The Institute's information service is aimed at guiding and assisting companies in the selection of appropriate areas and forms of action, the acquisition of information on markets of interest, supply and demand characteristics, and, in short, trade opportunities. All ICE's activities concerning the business world are set out annually in the Promotional Program. The program involves the implementation of different initiatives every year, aimed at supporting the extremely diverse nature of Italy's industry. Among the program's initiatives is the participation at international fairs, the organization of workshops and seminars, independent exhibitions, bilateral meetings with foreign entrepreneurs, media advertising and promotional activities.

ASSICA - Associazione Industriali delle Carni e dei Salumi (www.assica.it)

ASSICA, the Association of Meat and Salumi Producers, is the national trade association which, as part of Confindustria (the Confederation of Italian Industries) represents companies which slaughter and process pork products. Within the framework of its institutional purposes, ASSICA's activities span several areas including the definition of an economic sector policy, as well as information and support services to their approximately 180 members on economic/commercial, health, technical regulations, legal and trade unions matters. Experience, cooperation and professional reliability are ensured by specialized staff and supported by participation in various organizations, both at national and EU level. In fact, since it was founded in 1946, ASSICA has always been known for its strong spirit of partnership as demonstrated by its membership of Confindustria (a member since its inception), Federalimentare - the Italian Federation of Food Industries (a founding member); Clitravi - a European federation which brings together national associations representing the meat processing industry (and which it helped set up in 1957).

IVSI – Istituto Valorizzazione Salumi Italiani (www.salumi-italiani.it)

The Italian Salumi Promotion Institute is a voluntary Consortium, non-profit organization. It was formed in 1985 in response to the growing need for information from consumers and with the aim of enhancing the image of Italian deli meats. IVSI spreads the knowledge about the production process and economic, nutritional and cultural aspects, both in Italy and abroad, promoting a unique culinary heritage. It collaborates with the Ministries of Agriculture and Forestry, Health and Economic Development, with Italian Regional Authorities, consumer associations, the National Institute of Research on Food and Nutrition (INRAN, now CRA), with the ICE Agency (Foreign Commerce Agency), the Italian Embassies and other organizations and industry consortia. The Institute has promoted market researches, surveys, product analysis, several events and innovative editorial programs. Abroad, given the need to develop new markets and a wider spread in Europe and beyond, plans for spreading of knowledge and promotion of deli meat products have been developed in Germany, France, England, Sweden, Finland, Belgium, Russia, Brazil, USA, Canada, South Korea and Japan.

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