



# SUSTAINABILITY

## Programme

### ASSICA

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Best practices and  
commitments to a new  
business model

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Publication by ASSICA (Italian Meat Manufacturers' Association),  
in collaboration with the  
Italian Deli Meats Promotion Institute (IVSI)

*1<sup>st</sup> edition - June 2022*



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# Contents

<b>Letter to the stakeholders</b>	2
<b>01. About us</b>	
ASSICA	6
The Italian Deli Meats Promotion Institute - IVSI	10
The deli meats and pig meat sector	11
<b>02. Deli meats and sustainability</b>	
The sustainability dimension and the United Nations 2030 Agenda	14
The most important sustainability development areas for the deli meats and pig meat sector	16
<b>03. Planet (Environmental responsibility)</b>	
Made Green in Italy: the Italian version of the Carbon footprint	20
Circular economy and reduction of production waste	26
Use of low-impact energy sources: “consume less, produce better”	30
<b>04. Economic well-being (Economic responsibility)</b>	
Reformulation and nutrition	32
Sustainable packaging	36
<b>05. Society (Social responsibility)</b>	
Training	38
Ethics, tradition and territory	43
<b>06. Animal welfare</b>	
Animal welfare on the farm	46
Animal welfare during transport	49
Animal welfare at slaughter	50
The fight against antimicrobial resistance	51
ClassyFarm	53
<b>07. Rules for the future and the commitments of members</b>	
Due Diligence	56
Company Commitments	57
<b>Conclusions</b>	59



## Dear Readers,

**The commitment to being a business, the responsibility to look ahead.** The first edition of the Sustainability Programme draws strength and substance from this, almost instinctive vision, promoted by the “joint” conviction of the Italian Meat Manufacturers’ Association (ASSICA) - and by the Italian Deli Meats Promotion Institute (IVSI).

Creating value and at the same time, meeting the responsibilities and overcoming the challenges, which today, as always, lie before Member Companies (and not only) is a rather difficult task.

Accordingly, since 1946 the Association has supported and promoted the growth of Member Companies, aiding one of the **historic Italian food sectors** to proactively address Italian and global **challenges of change**. The Association is supported in this action by IVSI, which since 1985, enhances the image of the sector and the Companies operating therein, which have always been associated with the value of “Italian know-how”.

Nevertheless, safety, quality, tradition and Italian style - unquestionable banners of Italian deli meats and also the embodiment of entrepreneurial endeavours - are no longer sufficient. Promoting the sector, today and onward, also means a commitment to encouraging and offering support to Member Companies in sustainable development.

The ASSICA AND IVSI mission is consequently broadened and enriched by a new objective: to raise the environmental, social and economic sustainability profile to improve the contribution of the sector to the achievement of the Sustainability Development Objectives established by the United Nations 2030 Agenda (SDGs).

This new evolutionary impulse draws its *raison d’être* from the firm need to respond adequately to the social and economic requirements that guide the development phase that we have been experiencing for some years now. Continuing to support all Member Companies in this journey is essential as we are not faced with an established procedure, with a pre-established destination.

What we are experiencing is in fact a real constant evolution, subject to changes and continuous updates. Italian deli meats have always drawn its lifeblood from the territory in which our Companies operate, and all of the sector’s efforts converge in the attention to this aspect: taking this step, implementing this qualitative leap to continue to represent a distinctive Made in Italy sector and Italian know-how.

The foregoing are mainly concepts - the description of a desire - however the following is not a theoretical, academic study, but rather the practical and tangible transposition of the commitments of the Association and, with it, of our Member Companies. Indeed, during the development we wanted to gather not only the sector's Best Practices - identified following the SDGs paradigm and sustainability in its full significance - but also ASSICA's vision and commitment, which together with IVSI, is proactive in providing training tools and support for Italian deli meats Businesses.

Addressing the process linked to sustainable development is a team issue and the sector is keen to join forces to leave significant marks.

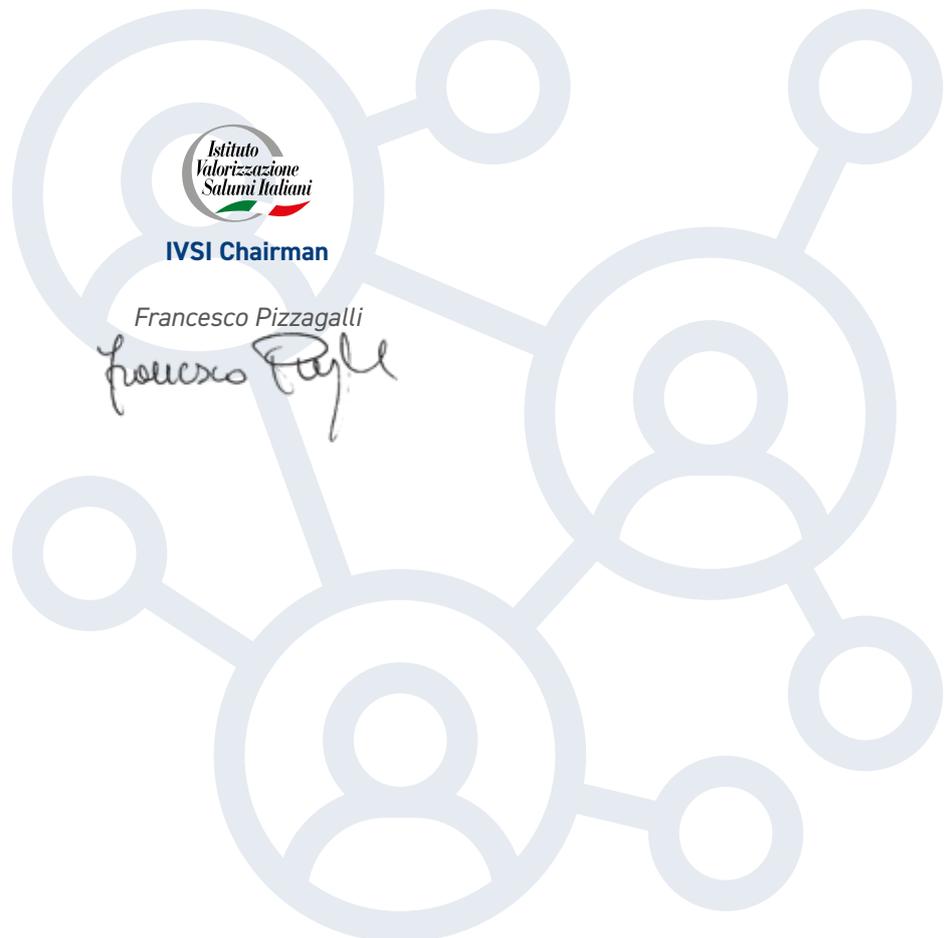
Sustainability, in its environmental, economic and social meaning, thus constitutes the beacon to follow to allow Italian deli meats Companies to respond promptly to the requirements of the contemporary society and the foreseeable future.



**ASSICA**  
Associazione Industriali  
delle Carni e dei Salumi

**ASSICA Chairman**

*Ruggero Lenti*  
*Ruggero Lenti*



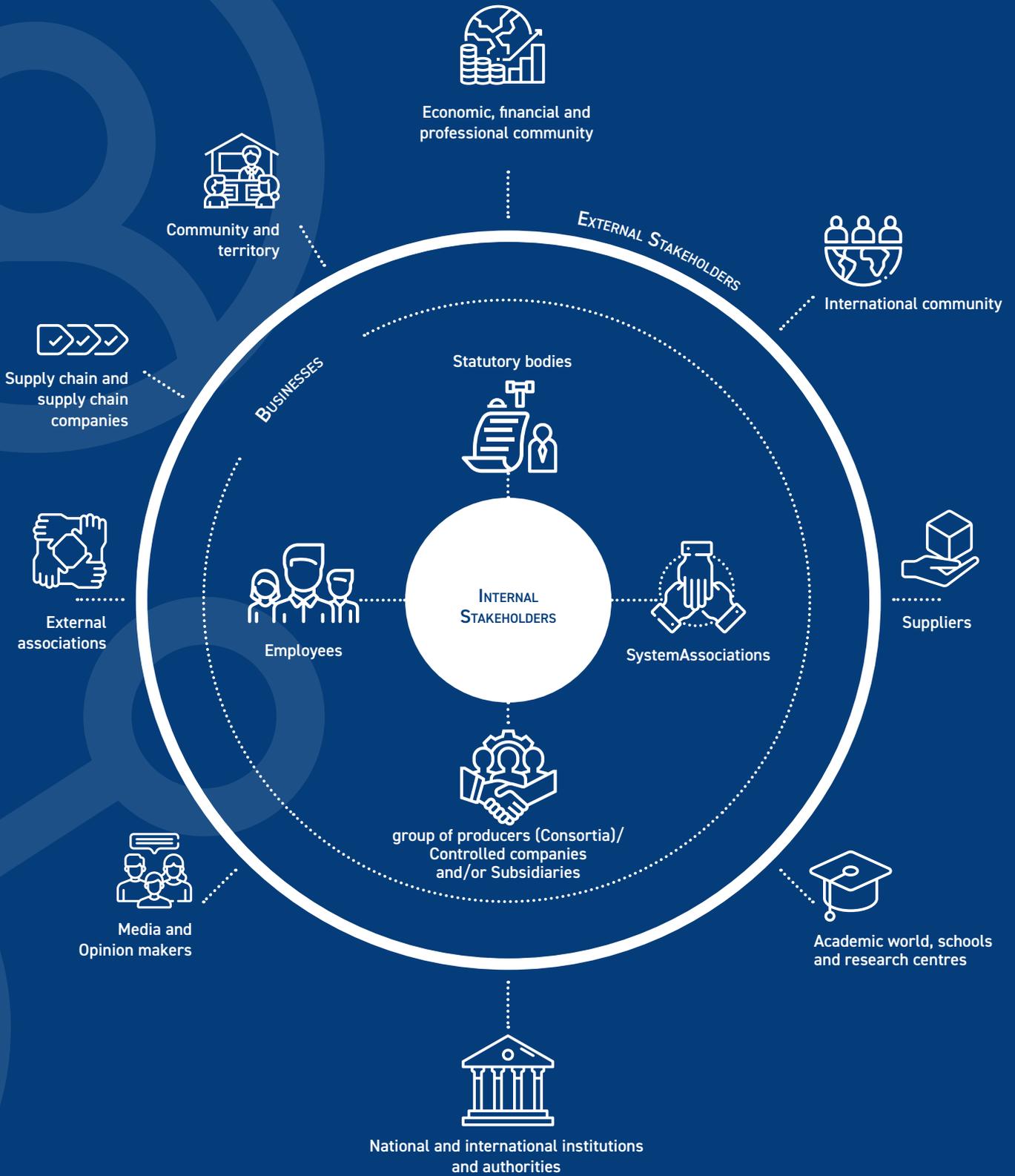

**IVSI Chairman**

*Francesco Pizzagalli*  
*Francesco Pizzagalli*

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# Map of the Stakeholders







# About us

## ASSICA

**ASSICA, Italian Meat Manufacturers' Association**, is the national trade organisation that within **Confindustria**, represents deli meats production Businesses (pork and beef), pig slaughtering and processing of other meat products.

Since 1946, ASSICA has supported the growth of Member Companies, **aiding one of the historic Italian food sectors** to proactively address Italian and global **challenges of change**.

From the **Milan** headquarters and from the offices of **Rome** and **Brussels**, ASSICA collaborates with national and international Public institutions to define a regulatory framework promoting sector development. Moreover, ASSICA constantly dialogues with Italian and European Union Institutions and transparently forwards sector demands to legislators.

Also operating together with ASSICA are **IVSI - Italian Deli Meats Promotion Institute** - whose activity is aimed at disseminating complete and correct information on Italian deli meats, as well as enhancing the image of the sector

and of the companies operating therein - and **ISIT - Istituto Salumi Italiani Tutelati (Institute of Protected Italian Deli Meats)** which performs an activity of coordination at a strategic and operational level between the group of producers (Consortia) for the protection of PDOs and PGI in the deli meats sector.

### ALONGSIDE BUSINESSES: ASSICA ACTIVITIES

The Association provides a range of essential and strategic services for Member Companies. More specifically, the **Legal-Health Area**, in addition to providing Member with personalised legal advice according to their specific requirements, aiding them to interpret and implement the numerous and complex National and European regulations. There is also an area dedicated to **Trade Union assistance** alongside this **Area**, which in close coordination with the Members, negotiates the renewal of the National Collective Labour Agreement (CCNL) for the food industry Employees and provides an interpretation and application service of the CCNL provisions.

The **dedicated Supply Chain Policies Area** technically contributes to the drafting and amending codes of production, maintaining a constant dialogue, on behalf of members, with public institutions and Certification bodies and participates in Supply chain technical Seminars, contributing with studies, opinions and proposals. Furthermore, it aids Members to improve corporate biosecurity, animal welfare and to reduce the environmental impact of production, also supporting them in the adoption of voluntary certification systems.

## THE MISSION

**ASSICA protects and promotes the deli meats and pig meat sector** enhancing its image everywhere. **Representing member Companies before national, European and international Institutions** and in the relations with Public administrations, trade unions and with economic, political and social organizations.

ASSICA's activities are aimed at strategically managing issues, which directly or indirectly, affect the sector and member Companies.

Through institutional meetings, studies and researches, conferences and seminars, public relations, organisation and participation at trade fairs, events and other representative activities, **ASSICA is a reference point in the meat and deli meats supply chain and plays a decisive role in the sector's policy.**

The Association, as a result of the targeted contribution of the **Export Area**, supports National and EU institutions in overseeing global markets, in providing advice on the rules of international trade, in the negotiations with Third countries for the opening of new markets and the improvement of access conditions to already consolidated markets. Furthermore, it promotes programmes for the promotion of Italian deli meats in the markets of greatest interest for Members, supporting the development of exports.

The **Economic and Training Areas** complete the range of services offered to Companies. The former, among the various activities, provides analyses and studies concerning sector trends - including import/export data - for the benefit of Members and main reference stakeholders. Recording, moreover, the prices of pork and the main cuts listed on Italian and foreign markets.

Whilst the latter commits to organising training courses and meetings throughout the year which, due to the contribution of experts, technicians and trainers, aims at aiding sector Businesses cope with the various innovations and requirements related to the main business dynamics. Undoubtedly, **sustainable development training - provided in collaboration with the IVSI** - is today an important **key element** of this activity.

#### The value of scientific information

### The “Sustainable meats” project

The project began in 2012 - as a result of the shared intention of the three main Trade Associations in the meat sector ASSICA, ASSOCARNI and UNAITALIA - which later in 2018 became a fully-fledged Association called “Sustainable Meats” with its own web portal [www.carnisostenibili.it](http://www.carnisostenibili.it) With the understanding that sustainability in the meat sector is a challenging and controversial issue, the **Associazione “Carni Sostenibili”** (“Sustainable Meat” Association) aims at identifying key issues, the state of knowledge and the latest trends and technical-scientific guidelines on the matter. Moreover, it proposes to cross-cover all issues related to the world of meat: a project that is without precedent in Italy, which through a training and education **approach contributes to balanced information on health, nutrition and sustainability**.

The aim is to demonstrate that meat production and consumption can be sustainable, for health and the environment.

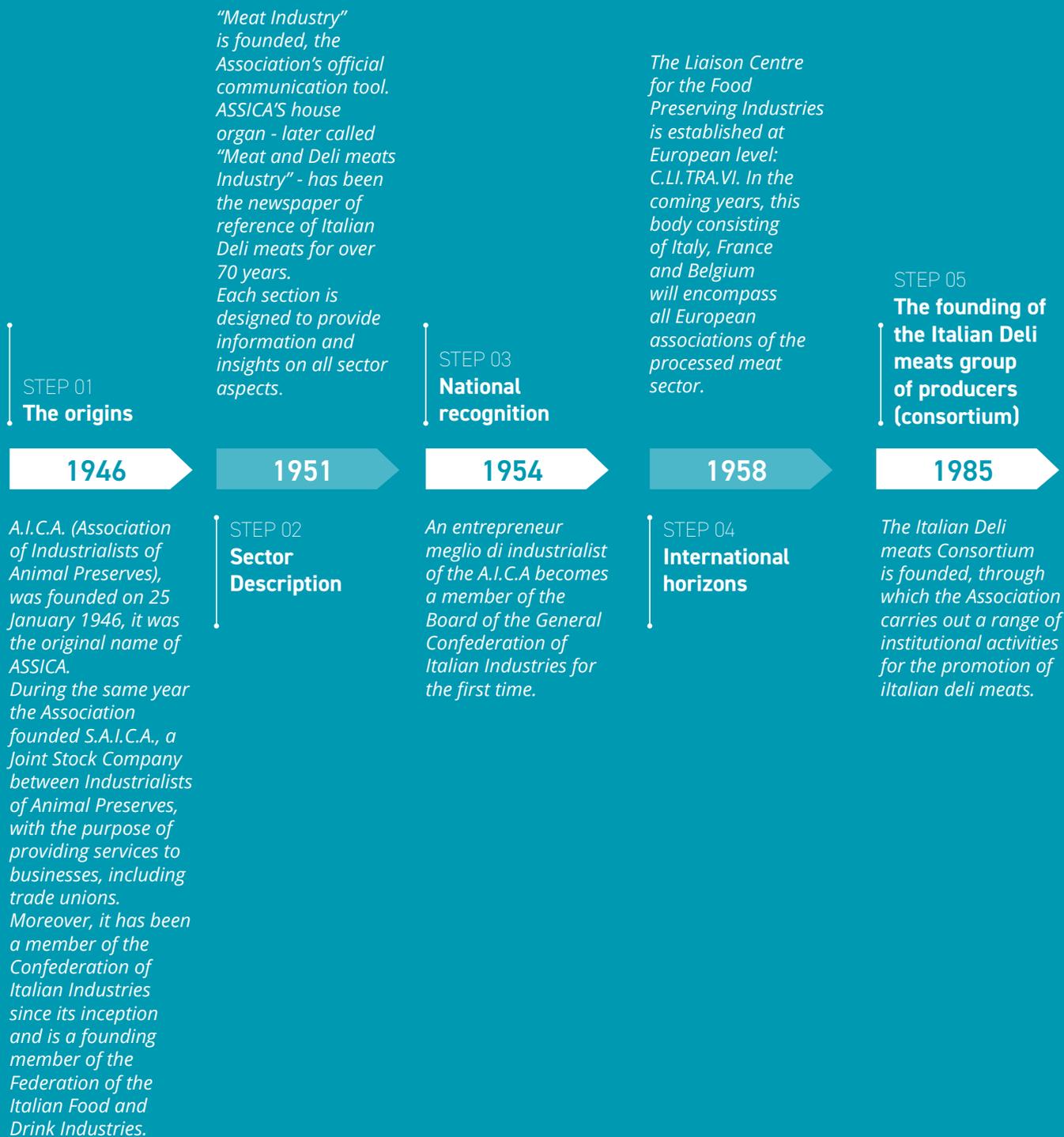
## OUR NETWORK

**ASSICA**, by the very nature of its role, **collaborates both with national and international Institutions and bodies**. The former include:

Confindustria (Confederation of Italian Industries), Federalimentare (Italian Food and Drink Federation), Chamber of Deputies, Senate of the Republic, Prime Minister's Office, Department of European Policies, Italian Telematic Commodity Exchange Market (BMTI), National Agrifood Cluster (CL.A.N), the groups of producers (Consortia) of geographical indications and related associations in which all trade union representatives are grouped together. **The Ministries are particularly important interlocutors for the Association**, in particular the Departments of Agricultural, Food and Forestry Policies, Economic Development, Health, Foreign Affairs and International Cooperation, Economy and Finance and Ecological Transition. Relations with the Regions, the ISS (National Institute of Health), SSICA (Experimental Station for the Food Preserving Industry), ICE - Agency for international promotion and internationalisation of Italian companies, National Institute of Statistics, Agea (Agency for Agriculture subsidies), ISMEA (Institute of Services for the Agricultural and Food Market) and Chambers of Commerce.

**At an international level**, ASSICA's action evolves within the scope of the activities of: The European Commission and the European Parliament, the Permanent Representation of Italy and other Member States towards the EU, the European Economic and Social Committee, our European Association - CLITRAVI ([www.clitravi.com](http://www.clitravi.com)), the *European Livestock Voice* organisation as well as the European Federation of Agri-food and Beverage Industries (FoodDrinkEurope).

# The history of ASSICA: from guardians of tradition to promoters of the future





Members decided on the new name at the end of the 1980's: ASSICA (meat manufacturers' Association) while in the 1990's, as part of a reinforcement project in view of the EU integration process, the Association established the Brussels office within the Delegation of Confederation of Italian Industries towards the EU.

1986/92

STEP 06  
**The new image of the Association**

STEP 07  
**Spreading information about deli meats in Italy and abroad: Italian Deli Meats Promotion Institute**

The "Italian Deli Meats Consortium" becomes the "Italian Deli Meats Promotion Institute" (Institute for the Promotion of Italian Deli meats) whose purpose, since its establishment, is to disseminate comprehensive and accurate information on Italian Deli meats, as well as to enhance the image of the sector and of the companies operating therein both in Italy and abroad. Moreover, the same period will also be remembered for the opening of new markets, the development of existing ones and the Association's intense activities aimed at the export of Italian deli meats products.

The Association promotes the founding of ISIT, whose purpose from the outset is to act as a reference point for the group of producers representing PDO and PGI deli meats. The Institute has represents grown over time, it currently has 19 group of producers (Consortia), representing 23 protected deli meat products (10 PGI and 13 PDO).

1999

STEP 08  
**Promoting typical products: the founding of the Institute of Protected Italian Deli meats**

STEP 09  
**Scientific dissemination at the heart: the importance of "Sustainable Meats"**

The synergy between ASSICA (pork), ASSOCARNI and UNAITALIA (Poultry and Rabbits) creates the "Sustainable Meats" project. The purpose is to provide well-balanced information on health, nutrition and sustainability. The substance is to demonstrate that meat production and consumption can be sustainable for health and for the environment. The project became in all respects, an Association in 2018.

2012

ASSICA is ready to address the challenges posed by sustainable development and, with IVSI, supports the sector in this crucial transition. At the heart of this mission: to promote culture, towards a greater sustainability of the sector, to create a new business model and supply chain.

since 2020

STEP 10  
**The sustainability challenge**

## Italian Deli Meats Promotion Institute IVSI

### THE ROLE OF IVSI IN THE SECTOR AND THE COMMITMENT TO SUSTAINABILITY

The Italian Deli Meats Promotion Institute (IVSI) is a voluntary, non-profit consortium endorsed by ASSICA to meet the growing needs of consumers for more in-depth **information on deli meats and their nutritional impact**.

Since its foundation, the Institute's role has been to disseminate exhaustive and correct information on Italian deli meats, together with the enhancement of the image of the sector and the Companies operating therein. For this reason IVSI has been working since 1985 within the ASSICA system, **to promote the Italian deli meats culture globally**, disseminating, through its communication, the knowledge of the relevant production, nutritional and cultural aspects in Italy and worldwide. IVSI has created many initiatives in Italy: market research, product analysis seminars, tastings, events and publications.

Numerous information and promotional programmes developed abroad: Germany, France, England, Sweden, Finland, Belgium, Russia, Brazil, United States, Canada, South Korea, Hong Kong, Taiwan and Japan.

In 2019 the Institute adopted a **Manifesto**, which accurately conveys the **values and principles** guiding the Institute and its members.

This Manifesto, which can be signed by the sector Companies that qualify to join it, represents a *modus operandi* shared by the Institute Members who voluntarily decide to be part thereof.

This gave origin to a **new** and important **mission**:

to promote culture and disseminate **increased sustainability of the sector**, to create a **new Business model**. With the introduction of the Manifesto, IVSI has taken on a new role, a stimulus for sector Companies towards a **process of continuous improvement of their sustainability profile**. Through **targeted training courses**, the Institute aims at continuing to accompany and **support the sector Companies** in the transition towards development **focused on environmental, economic and social sustainability**.

Under this new focus, ASSICA has thus decided to assign the Institute with the **role of reference and support** in the complex and decisive path towards increasing sustainability of the deli meats and pig meat sector.

“

*Our set objective is to accompany and support member Companies towards economic and cultural development focused on environmental, economic and social sustainability*

”

To find out more:  
[www.salumi-italiani.it](http://www.salumi-italiani.it)



## The deli meats and pig meat sector



**Farm, slaughter and processing.** These are the identified stages that make up - as well for other productions related to meat - **the pork supply chain**. It, together with the products it produces, is a clear example of the Italian “know-how”, synonymous of a unique and discernible gastronomic distinctiveness. It is precisely in the attention to all the production-related stages of Italian deli meats that the experience of the sector operators is evident.

As regards the first link in the supply chain - not represented by ASSICA - to provide the correct size of the sector, the data relating to the quantity of **active farms on the national territory is required: in 2021 there were 29,971 units, compared to 8.4 million heads on farms in December 2021<sup>1</sup>**. Nationally, the high standards of animal welfare are particularly obvious, as also demonstrated by the supply chain agreements and certification that have recently resulted. Furthermore, there are several initiatives to promote local and rare breeds<sup>2</sup>.

In the last decades the **processing** phase, has undergone an authentic **path of innovation which has led to significant technological break-through**. More specifically, **productive efficiency and food safety** were undoubtedly the aspects that benefitted the most from this improvement approach, in particular in relation to traceability systems and monitoring along the supply chain.

In fact, the Italian context distinguishes itself, for the adoption of high standards on the process and quality control, as well as for the implementation of forms of product protection. This has a positive effect on a key sector for the social-economic fabric of Italy. **Pork processing in Italy involves 2,000 production units** (including micro-enterprises) with a total of approximately **30,000 employees**.

The **total turnover of the processing industry**, based on production prices, amounts to Euro 8,420 billion and

1. ISTAT findings - December 2021

2. For significant insight, see the research report edited by Altis-Vis-Opera, “La sostenibilità nel settore delle carni e dei salumi: a che punto sono le imprese italiane? Focus attuale e scenari evolutivi”, (Sustainability in the meat and deli meats sector: at what stage are Italian businesses? Current focus and evolutionary scenarios), 2022, no. 1



represents approximately **6% of the turnover of the food industry** (a percentage that reaches 9%, also adding the turnover of slaughterhouses, portioning and drainers). The sector plays a crucial role within the agri-food sector as deli meats are among the most important products of Made in Italy food, as evidenced by export statistics, which show that Italian deli meats are the most exported in the world.

Indeed, as regards exports, **the turnover achieved on foreign markets in 2021 amounted to Euro 1,836 million** (197,759 tonnes exported) with a quantity and value increase of 15.2% and 12% respectively compared to 2020. As regards **commercial trade with foreign markets the pork industry has traditionally been profitable** with exports exceeding 9 times the value of imports.

€ 8,5 billion

TOTAL TURNOVER

€ 1,84 billion

EXPORT

30.000

EMPLOYEES

Source: ASSICA analysis of data EU, ISTAT and ISMEA

# 43 PDO and PGI

1/4 OF EU PROTECTED PRODUCTS



## **PDO PROTECTED DESIGNATION OF ORIGIN**

Protected Designation of Origin (PDO) is acknowledged for those products whose specific nature and characteristics are substantially due to a specific geographical area.

To obtain this recognition, all production, processing and preparation stages of the product must take place in the defined geographical area, following a production process, which complies with a specific production specification, while complying with the traditional recipe.

## **PROTECTED GEOGRAPHICAL INDICATION PGI**

Protected Geographical Indication (PGI) recognises the value of a particular food specialty, produced in a specific geographical area to which a specific quality, reputation or other characteristic can be attributed.

To obtain recognition, at least one production, processing or preparation phase must take place in the defined area, following a production process, which complies with a specific production specification, while complying with the traditional recipe.

# Deli meats and sustainability

## The sustainability dimension and the United Nations 2030 Agenda

“Nothing is created, nothing is destroyed, everything is transformed” or, in brief: *πάντα ῥεῖ* (“everything flows”). The origins of this aphorism are controversial however its meaning is crystal clear and best describes the socio-economic dynamics deli characterising every historical period. This is the **era of sustainable transition**, of collective and global duty and responsibility, which includes a **radical change in the paradigms of society and the economy**. In other words, a new way of doing business. It is no coincidence that the definition of “transition” effectively clarifies this point: “Process or period of change from one way of being or of life to another, from a condition or situation to a new and different one”<sup>3</sup>.

A further useful definition to better reiterate the degree of change is “*sustainability*” itself, renewed for the first time at the first UN conference on the environment in 1972.

Sustainability necessarily involves the concept of constant if not increasing well-being (environmental, economic and social), pursuing the prospect of leaving future generations with the current quality of life and not a lower one. From an operational perspective, the adoption of the paradigm of sustainable development implies the adoption of an assessment system, which determines the sustainability of interventions, projects, systems and economic sectors.

The Sustainable process which started since then, which in environmental and economic science means, the state of development able to **ensure that the needs of the present generation are met without compromising the ability of future generations to meet their own needs**.

The concept of sustainability - compared to its previous versions - has evolved significantly, it originally focused primarily on ecological aspects, to then reach a more global meaning, which reflects not only the environmental aspects but also economic and social ones. The three aspects were nonetheless considered in a synergic and systemic relationship and combined to varying extents, they were used to reach a definition of progress and well-being, which somehow exceeds the traditional measurement of wealth and economic growth based on GDP.

“

*Companies will therefore have to continue to produce wealth and well-being but within a system based on their necessary social legitimacy*

”

3. The definition is in the Treccani Online Dictionary, under Transition, available at <https://www.treccani.it/vocabolario/transizione>.

## THE 2030 AGENDA OF THE UNITED NATIONS

If the tendency to evaluate the sustainability of territorial areas and development programmes has spread since the late 1990's, 2015 was certainly the year in which the intrinsic principles of sustainability thus understood were transformed into one of the main tools for those who work in the sector and not only: the **2030 Agenda** for Sustainable Development. 193 United Nations countries have signed this document, which establishes **17 Sustainable Development Goals - SDGs, to be Delivered by 2030.**

Based on 5 pillars of sustainable development, identified as People, Prosperity, Peace, Partnership, Planet, the 17 Goals are: the fight against poverty (1), the fight against hunger (2), health and well-being (3), quality education (4), gender equality (5), clean water and sanitation (6), affordable and clean energy (7), decent work and economic growth (8), industry, innovation and infrastructure (9), reducing

inequality (10), sustainable cities and communities (11), responsible consumption and production (12), fight against climate change (13), life underwater (14), life on earth (15), peace, justice and solid institutions (16), partnership for sustainable development (17).

## THE FIVE "Ps" OF SUSTAINABLE DEVELOPMENT: THE PILLARS OF THE 2030 AGENDA

**People.** End poverty in all its forms, ensure dignity and equality.

**Prosperity.** Ensure prosperous and fulfilling lives in harmony with nature.

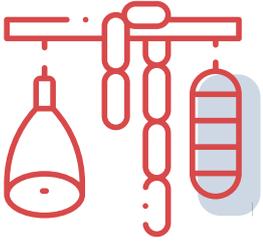
**Peace.** Foster peaceful, just and inclusive societies.

**Partnership.** Implement the Agenda through a solid global partnership.

**Planet.** Protect our planet's natural resources and climate for future generations.

# SUSTAINABLE DEVELOPMENT GOALS





## The most important sustainability development areas for the deli meats and pig meat sector

**The Next Generation Europe and the EU Green Deal** are the most recent legislative measures of the European Union focused on supporting sustainable transition, in an environment where consumers and financial institutions are paying more attention to sustainability issues.

**Consumer interest is growing**, beyond just the final product - including organoleptic characteristics, nutritional values and packaging - **for the entire production chain**; in this perspective, a strong trend is emerging to seek more information on cultivation and breeding methods, the use of pesticides and the origin of the raw material.

**Main financial market operators**, for their part, are progressively expressing their increasing choice to integrate assessments relating to the environment, social interests and governance within their investment policies, consistent with consumer demands.

The foregoing trends significantly impact the **agri-food sector**, which is expected to achieve a number of linked goals: **to ensure a neutral or positive environmental impact on the entire food supply chain**, from cultivation to consumption; protect the resources on which the industry depends, ensuring consumer care as regards health and accessibility; rewarding the most virtuous producers.

In this context **ASSICA, with the strategic and operative support of IVSI**, has begun to work to promote culture and to raise awareness towards greater sustainability and social responsibility, **supporting sector Companies in the creation of a new Business model**.

### SUSTAINABILITY NEW CONSTITUTIONAL VALUE

In addition to the 2030 Agenda, proof that, sustainability is now one of the most important pillars of a "future-proof society" can be found in the recent and important amendment to the Italian Constitution. The Italian Parliament with the approval of the constitutional amendment to Articles 9 and 41 of the Charter has ensured that the protection of the environment, biodiversity and ecosystems have been formally included in the Constitution. The necessary steps - fully in line with the sustainability assumptions - illustrate how these safeguards are developed "also in the interests of future generations" and establish that "the private economic initiative cannot take place (...) in a way that damages health, safety, freedom and human dignity". An important step, a symptom showing that - even on a national and international institutional level - the future looks in one direction only: sustainability.

“  
*Private economic initiative cannot be conducted in a way that damages health, the environment, safety, freedom and human dignity*  
 ”

“Future” and “Protection” are also key terms for ASSICA, an expression of the Association’s duties: everyone is called upon to take part in the change and ASSICA wanted to be an initial **reference point and stimulus for sector Businesses, offering training, assistance and support in this complex and crucial process of change.**

For this purpose, through IVSI, numerous **approaches with impartial strategic partners**, nationally and internationally accredited in the context of sustainable development, are underway.

The Association accompanied the sector Businesses in a process aimed at **measuring the environmental and social impact** of individual Companies and subsequently, tangibly and objectively determining **their own contribution to the achievement of the Sustainable Development Goals of the 2030 Agenda (SDGs)**. The aim is to simultaneously and transversely act on the economic, social, institutional and environmental challenges, as mentioned closely interconnected.

#### **SUSTAINABILITY OPERATION: THE 5 SDGs DEEMED MOST IMPORTANT FOR THE SECTOR**

The Association aims at disseminating a sustainable strategic model through a greater understanding of how the operations of the companies engaged in the production of deli meats can contribute positively to the achievement of the SDGs. Based on a materiality analysis, originating from a survey with the Companies carried out in conjunction with Nativa - a company specialised in the implementation of sustainable strategies, country partner of B Lab for Italy, certification body of B Corp - **5 Sustainable Development Goals of the 2030 Agenda (SDGs) have been identified to which deli meats producers can make a significant contribution.**

Based on this awareness, the *mission* to support Companies in the creation of value as shown in the sustainability paradigms, was developed with a higher degree of detail and merit.

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## The SDGs identified as priorities for sector Companies



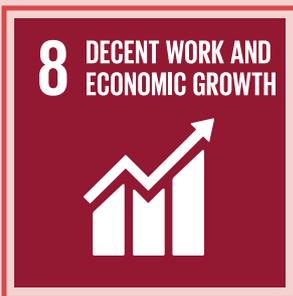
*Survey carried out with the contribution of 30 sector companies*



### SDG 7 - Affordable and clean energy

Use of low-impact energy sources

Best practices oriented towards energy efficiency in operations and along the supply chain



### SDG 8 - Promote sustained, inclusive and sustainable economic growth and decent work for all

Protection in just working conditions and fair wage

Adoption of monitoring and checking methods



### SDG 9 - Innovation and infrastructure

Build resilient infrastructure

Promote innovation and fair, responsible and sustainable industrialisation



### SDG 12 - Sustainable consumption and production patterns

Attention to the territory and conservation of biodiversity

Impact analysis along the supply chain



### SDG 13 - Climate Action

Promote actions to combat climate change at all levels

# Planet (environmental responsibility)



## Made Green in Italy: the Italian version of the Carbon footprint

### WHAT WE HAVE DONE

In 2021 ASSICA, supported by the consulting firm Perfect Food Consulting (established as a spin-off of LCE <sup>4</sup>), launched a **project aimed at building sustainability rules for pig meats, fresh or chilled**<sup>5</sup>.

The project falls under the umbrella of the national scheme called **Made Green in Italy**<sup>6</sup>, conceived under the auspices of the Ministry of Ecological Transition (MiTE). The same Ministry, once the project was concluded, on 2 November 2021 published the Product Category Rules (PCR) "Pig meat, fresh or chilled - CPA Code 10.11.12)" valid until 2 November 2025<sup>7</sup>.

**Made Green in Italy represents a certification system that can be used on the label for Companies that produce sustainably.**

Labelling systems promoting sustainable foods will be implemented in Europe by 2024 and in this perspective the label "Made Green in Italy" will allow the "Italian fresh meat" product to be distinguished, differentiated and enhanced.

**The certifiable product with this scheme is bulk semi-finished pig meats (fresh or chilled)**<sup>8</sup>. The necessary prerequisite is that this pig meat comes from **animals born, reared and slaughtered** within national borders.

4. Life Cycle Engineering (official website <https://www.lcengineering.eu/>) is an independent consultancy company, which - through Life Cycle Assessment - LCA), eco-design, environmental communication and regulatory compliance - provides professional solutions and tools to private companies and business associations. LCE also participates in institutional projects with the European Commission, with the United Nations Development Programme (UNDP) and for the Environment (UNEP) and with certain national and regional agencies.

5. The term "Pig meat, fresh or chilled" refers to all fresh products leaving the slaughterhouse after the cooling process in the cold room. Therefore, these products were subjected only to primary and secondary processing, that is, up to sectioning (cutting of the whole into parts) without adding spices/condiments and pre-cooking.

6. Made Green in Italy (MGI) represents the Italian variation of the certification scheme called "Product Environmental Footprint" (PEF) of the European Commission. The PEF scheme considers the average product present on the European market. The purpose of the voluntary national MGI scheme is to enhance the Italian product, with its uniqueness and applies only to Made in Italy products. For more information please refer to <https://www.minambiente.it/pagina/made-green-italy>.

7. The PCR in question was drawn up in compliance with the following methodological and regulatory references:

- PEF Guide (EU, 2012)
- Annex II of Recommendation 2013/179/EU: Guide on the environmental footprint of products (PEF)
- PEFCR Guidance v6.3 (EU, 2018)
- Additional mandatory and optional requirements pursuant to Art. 2, paragraph 1, letters q) and r) of (It.) Ministerial Decree no. 56/2018
- The JRC (Zampori and Pant, 2019) technical report, which does not amend the Recommendation 2013/179/EU but contains important clarifications on the application of the method.

Even though there are currently no European PEFCRs on pork or, more generally, on red meat, two sector studies were taken into consideration in the development of the PCRs due to their high technical level:



“

**Founded under the auspices of the Ministry of Ecological Transition (MiTE) Made Green in Italy represents a certification system that can be used on the label**

”

Those adopted under the voluntary Made Green in Italy (MGI) scheme are thus the first European PCRs on pig meat, or more generally on red meat.

**The Association was a pioneer in the European scenario, promoting and defining them according to a public scheme, through a participatory process involving all the members of its slaughterhouses group and various farms.**

In the final document, not only are the methodological and specific rules (PCR) set to calculate the environmental footprint of the product in question (1kg of pork), but also the average value (the so-called **benchmark** value), obtained following the analysis of a representative sample of Companies: this average value is approximately 8-9 kg CO<sub>2</sub> equivalent per 1 kg of fresh meat.

- 
- The product category rules of the EPD PCR system Meat of Mammals fresh, chilled or frozen, CPC code 2111-2113, v. 3.11. The EPD-Environmental Product Declaration is a voluntary and private certification system, its operation is similar to that of the European PEFCR. The PCR-Product Category Rules contain the rules to conduct the LCA study and for drafting the EPD declaration, which describes the environmental impacts related to the production of a specific quantity of product or service. On the EPD system please refer to <https://www.environdec.com>.
  - The FCR (Footprint Category Rules) Red Meat, v. 1.0 applicable to beef, lamb and pork. While the former belong to a well-defined and internationally shared private certification system (the aforementioned EPD system), the FCR Red Meat are the result of an independent project, which has gathered industrial associations and research bodies around a common table. These FCRs are the result of the ashes of a PEFCR draft on red meat, never approved in the PEF context but of high technical value: this document has therefore been enhanced by the European Livestock and Meat Trades Union (UECBV) which, in collaboration with Australia and New Zealand, has further improved and published it on the association's official website.

8. Namely, pork cuts such as loin, fillet, thigh, shoulder, coppa, throat, head, pancetta, lard, sausage. Therefore all the stages subsequent to the secondary processing such as packaging, distribution, conservation/storage (at the retailer and then at home) or any cooking process are excluded in the document (and in the certification).

**The final PCR contain:**

- Instructions for the correct performance of the calculation.
- The environmental impact of the average product on the Italian market.
- The thresholds that define 3 classes of environmental performance (A, B and C).

The producer interested in obtaining the licence to use the MGI trademark must carry out a study complying with the PCR on its products.

A study compliant with the PCRs must obligatorily consider a profile of environmental indicators which are then translated - following standardisation and weighing - into a single score.

As established by (It.) Ministerial Decree no. 56/2018, for the purposes of these PCRS only the three most significant impact indicators must be considered, which are highlighted in the table on the following page:

“

*The Association was a pioneer in the European scenario, promoting and defining Product Category Rules (PCR) for pig meat, fresh or chilled according to a public scheme, through a participatory process involving all the Members of the slaughterhouses group and various farms*

”

**TO OBTAIN THE TRADEMARK, A PRODUCER MUST:**

- Collect the data required - that is specific data of its production processes collected in the factory.
- Carry out the study and draw up the report with the results.
- Obtain a third party certification.
- Send the document to the Ministry of Ecological Transition.

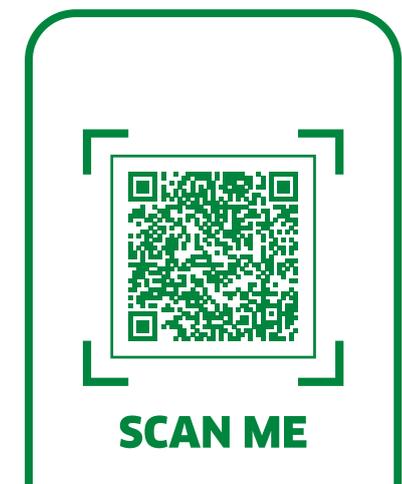


IMPACT CATEGORY	INDICATOR	UNIT
Climate change	Global Warming Potential 100 years	kg CO2 eq
Land use	Soil quality index	Pt
Water scarcity	m3 water eq. deprived	m <sup>3</sup> depriv

The three indicators were chosen by continuing with the quantification of all the impacts laid down in Recommendation 2013/179/EU and in PEFCR Guidance v. 6.3 (EU, 2018). Those selected (*climate change, land use and water scarcity*) are the three most important following the standardisation and weighing and cover 61% of the overall impact.

The complete list of characterisation factors is available at this link: <http://eplca.jrc.ec.europa.eu/LCDN/developer.xhtml>.

Following approval and publication of the above described PCRs, the **Slaughterhouses can study their product's environmental footprint** to understand in which environmental performance class this will be entered.



#### Class A

*Excellent product, with better performances compared to the average product.*

#### Class B

*Product with similar performances to those of the average product.*

#### Class C

*Product with lesser performances than those of the average product.*

Products which can obtain the Made Green in Italy logo are those which, following the study, show environmental performances equal to or higher than the reference benchmark (products in class A and class B); for class B product, beneficiaries must, however, prepare an improvement plan that must be implemented over the **three years of the licence for use** (the PCRs are valid for 4 years) therefore giving substance to the **continuous improvement principle** forming the basis for certification.

“

*All Companies tested in ASSICA's study were in line with "Class B"*

”

As a result of this outcome, they can use the trademark, provided, as stated earlier, they implement an improvement strategy mainly geared to energy aspects.

Additional effort is connected to the timely collection of data relating to the following year, to be included in the relevant documents relating to the final certificate (DIAP). This task fulfils the purpose of monitoring actual progress.

## Class B

*Product with similar performances to those of the average product.*



### BEST PRACTICES ADOPTED BY ASSICA COMPANIES

- Monitor emissions in the factories at all levels.
- Inclusion of scope 1, 2 and 3 emissions and specification of the reduction of the CO<sub>2</sub> per kg of processed meat among the company objectives in the sustainability report.
- Sourcing from local suppliers to reduce CO<sub>2</sub> emissions related to logistics.
- Inclusion of questions concerning CO<sub>2</sub> emissions in the supplier assessment questionnaire.
- Adoption of an environmental policy related to the use of voluntary European and international certification tools for the assessment and the improvement of environmental performance.
- Priority to the “proximity criterion” in the choice of suppliers.



## ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Promote the “Made Green in Italy” model to Member Companies and support them in the improvement process required for corporate membership.
- Implement training programmes to increase the skills of sector Companies on these issues and disseminate best practices in the production chain.
- Organise specific seminars and workshops with on-site experts who can illustrate and promote the ecological transition process of sector Companies.

The audit of an independent body ensures the reliability of the “Made Green in Italy” scheme: this procedure ensures that the methods adopted and the results obtained comply with Recommendation 2013/179/ EU, with the PEF Guidelines and the with the corresponding PCRs.

The audit of the Environmental Footprint Declaration must be conducted in compliance with the provisions of the section “Procedure for the independent audit and validation”, under Annex III of (It.) Ministerial Decree no. 56/2018.

The importance of the Made Green in Italy certification is furthermore also gained from the eligibility to access CAM<sup>9</sup> (Minimum Environmental Criteria) used for purchases of the Italian Public Administration (“green” public procurement).

*In line with the following Goals:*



*9. CAMs are environmental requirements established for the various stages of the purchase process, aimed at identifying the best design solution, product or service from an environmental perspective along the life cycle, considering market availability. Their application allows the dissemination of environmental technologies and environmentally preferable products, producing a leverage effect on the market, leading less virtuous economic operators to adapt to new public administration demands. Their application ensures that the national policy concerning “green” public procurement is effective not only in the goal of reducing environmental impacts, but also in the goal of promoting more sustainable “circular” production and consumption patterns and in disseminating “green” occupation.*

## Circular economy and reduction of production waste

**Circular economy, bioenergy and agri-food production.** A complex and essential link for the actual achievement of the Sustainable Development Goals set by the United Nations 2030 Agenda.

The inclusion of an anaerobic digestion system in pig farms enables the exploitation for the purpose of energy production, of livestock effluent (slurry), usually managed as an environmental problem and a disposal expense. Moreover, **if used in the production of biogas, even meat industry waste, in addition to slurry, can also be enhanced passing from expensive residues to be disposed of to a resource for the sector, generating effective economic,**

**environmental and social advantages across the entire supply chain system.**

The diet of the animals has always been supplemented by residues or by-products from the various stages of industrial processing of food products: fruit and vegetables that cannot be used for sale, by-products of milling of cereals, milk, beer and tomato industry by-products as well as the expended oilcake resulting from the extraction of soya-bean, sunflower and rapeseed oil, constituting an excellent source of protein.

The enhancement of raw materials made up of residues from food processing has always been an essential objective for feed producers who study formulas and combinations to minimise waste of edible products for humans and instead value **co-products**<sup>10</sup> and **former food products**. This sector thus plays a key role in making the agri-food industry “circular”, as it acts as the link between agriculture, livestock and industry and is decisive in the enhancement of co-products and former food products. Feed production is significantly based on the valorization of co-products of the milling industry, such as bran, oil, with protein-rich flour, dairy products with whey in particular.

The feed industry was historically established at the same time as the milling industry and has always been active in valorizing the by-products obtained in the production of flour and oils. Pig farms, for example, immediately developed near dairy establishments where large quantities of whey residue from the processing of Parmigiano Reggiano cheese were used.

“  
**Everything but the oink!**  
**(nothing goes to waste)**  
”

<sup>10</sup> The distinction between by-product and co-product is essential. The first refers to the unavoidable residue which must be disposed of; the second refers to a product recognised for its value as a nutritional resource which is treated with the same care and attention as the main product.

The environmental advantages resulting from the use of these materials is multiple:

- Reducing foreign dependence of feed materials.
- The agricultural area used for the cultivation of cereals, legumes is saved, to the benefit of the production for human consumption.
- Food waste is reduced.

**Another practical result of the search for circularity is the use of former food products**, which the European Commission identifies as those “food products, other than catering residues, generated in full compliance with Community food legislation, which are no longer intended for human consumption for practical, logistical reasons or linked to processing, packaging or other type of defect, without causing any risk to health if used as feed” (REG. EU 68/2013).

There may be various types of former food products: the most common products are those resulting from the processing and marketing of food (biscuits, pasta, snacks, bread, sweets) which, following appropriate processing, become useful raw materials to replace certain main ingredients used in feed formulas. In certain cases, these former food products that have already undergone a cooking process, can improve starch digestibility and increase the useful energy of the ration.

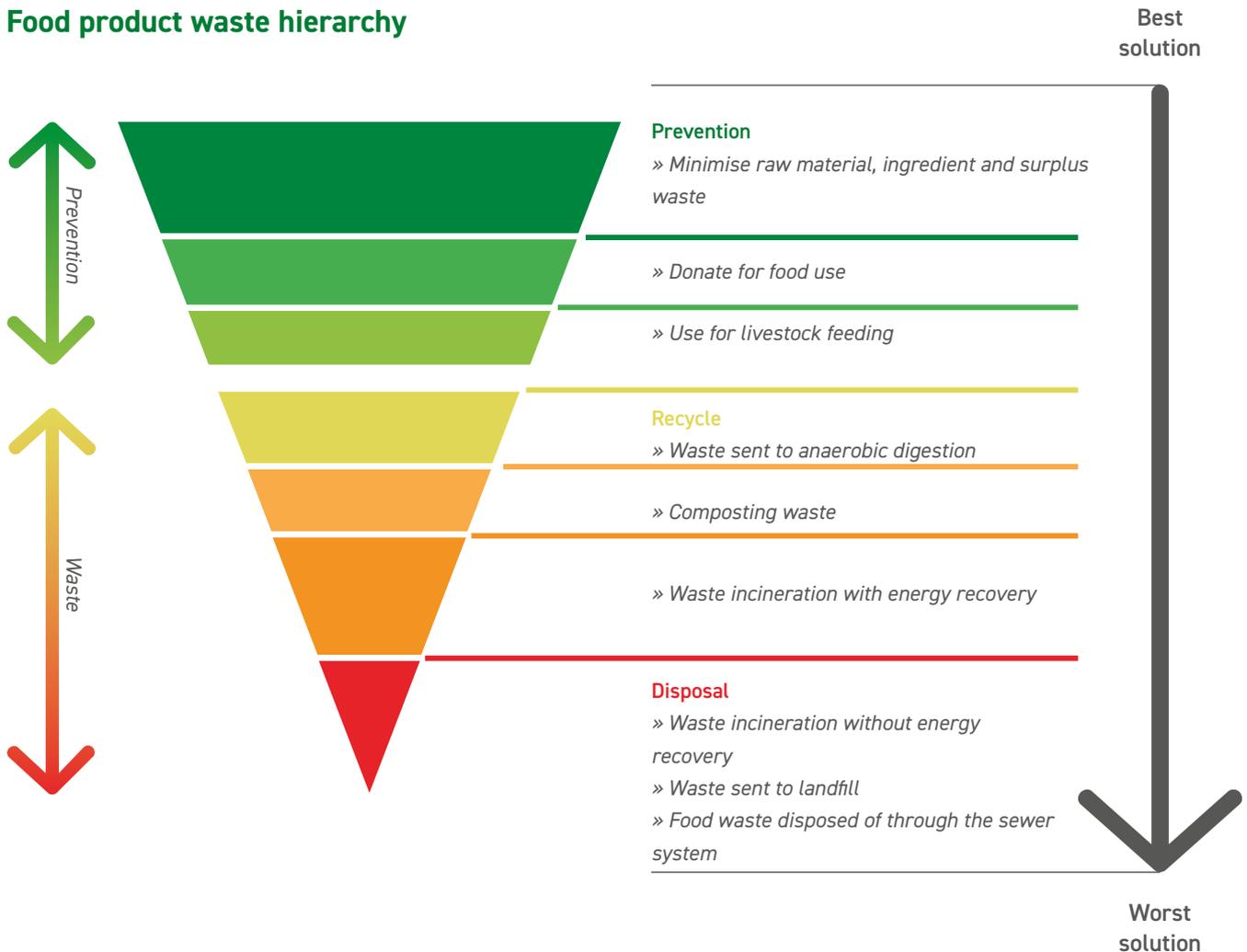
“  
*This is not waste but products that have switched status from “food for human consumption” to that of feed*  
 ”

It is important to remember that **it is not waste but products that have switched status from “food for human consumption” to that of feed in full compliance with food safety rules.**

Indeed, the inclusion of these ingredients in feed has a twofold objective: firstly, the reduction of “food waste”, and secondly the reduction in the need to use traditional agricultural raw material with the related impacts.

“  
*The livestock sector is certainly able to contribute to the circular economy*  
 ”

## Food product waste hierarchy



Source: Food Waste Reduction Roadmap | WRAP

Ultimately, the reuse of former food products as raw material for feed is to be preferred over energy reuse or landfill disposal, also as suggested by the food recovery hierarchies of waste food products, promoted by the EPA (*US Environmental Protection Agency*), by WRAP (*the Waste and Resource Action Program*) and the European Commission.

In addition to the obvious benefit linked to the reduction of food waste, the inclusion of former food products in feed rations allows a reduction in CO<sub>2</sub> emissions, which depend mainly on the type of livestock supply chain and lower water consumption.



### BEST PRACTICES ADOPTED BY ASSICA COMPANIES

- Internal biogas generator and operating for several years. Collection of waste and by-products resulting from slaughter and from the commercial farm: through their fermentation the gas generated is used to attain self-sufficiency of the factory.
- Projects and synergies with universities, focusing on the reuse of “Animal By-Products” in pet food production.
- Targeted analyses to trace the origin and quantity of waste to identify action areas.
- Participation in the “Ocean Waste Packaging” Project: collection of plastic from the oceans, to compensate for the use of virgin plastic in packaging.
- Closed water cycle, purification of internal waters. Improvement of water flows.
- Implementation of a Code of Conduct to be signed by all suppliers and formal assessment thereof on sustainability criteria.

*In line with the following Goals:*



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Motivate ASSICA Companies to progressively reduce and optimise generated waste, recovering or recycling it properly to move towards a closed-cycle management of resources, which involves collaborators, customers and suppliers.
- Actively promote the use of feed resulting from food co-products and former products by ASSICA Member companies with integrated farming. As for others: develop awareness-raising activities to encourage operators who supply them with raw material to use such feed.

## Use of low-impact energy sources: "consume less, produce better"

**Renewable energies** represent energy resources that are typical of the planet's structure and therefore, are characterised by constant regeneration, which can only be achieved by natural means not subject to exhaustion such as the sun, wind and heat of the earth. These energy sources can be defined as sustainable par excellence and constitute a necessary alternative to traditional fossil fuel sources such as coal and oil.

These renewable energies indeed contribute to substantially reducing the impact on the environment as they do not involve the emission of pollutants and result in a valid resource both in terms of energy saving and reduction of consumption.

In view of this evidence, it is clear that these energy sources, in addition to being environmentally friendly, are a crucial asset in corporate development and thus in the Businesses' economy. **The energy issue has a significant impact on sector Companies** - particularly at this time as a result of the excessive increases in costs - **such that energy efficiency** - the driver of sustainability - **is an essential goal** to save on costs and improve competitiveness of the Companies of the deli meats and pig meat sector.

Energy efficiency offers a number of tangible and immediate savings opportunities against **energy consumption present in each stage of the supply chain**: electricity, gas but also steam, hot and cold water required at different temperature levels.



### BEST PRACTICES ADOPTED BY ASSICA COMPANIES

- Cogeneration plants fed with rendering and natural gas plants, which allow the recovery of heat produced.
- Complete renovation of factories with new curing rooms, new plants and an enthalpy system, which allows the curing rooms to exploit outside air in a rationalised manner, based on the climatic conditions, helping to reduce the environmental impact and consumption.
- Photovoltaic system producing over 80% of energy needs. Research next-generation solutions to reduce consumption due to summer refrigeration.
- 100% renewable energy contract. All-round monitoring of resources and emissions.
- Progressive replacement of lights with LED lights. Inverters on the motors. Constant reading of energy consumption on the "energy team" platform. Energy audits.
- Insertion of questions relating to energy efficiency in the evaluation questionnaire submitted to suppliers.
- Employee awareness on machinery shut down. Objective: develop guidelines for workers.
- Installation of monitors at the entrance to the site to show the amount of energy produced by the cogenerator.



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Motivate member Companies to monitor and reduce the consumption of resources through policies, tools and environmental management systems.
- Spreading a shared culture among the sector Companies on the impacts of the climate crisis and on the monitoring of emissions along the production chain. Motivate Companies so that they do the same internally.
- Encourage Member Companies to set improvement objectives and to systematically search for modern and sustainable technologies (e.g. cogeneration plants, photovoltaic systems, etc.) and efficiency solutions to improve their energy impact.
- Actively promote greater use of energy from certified renewable sources and contribute to making sustainability an important lever for corporate change in the pursuit of a more efficient future in the management of resources.

“

*The main sector actions concern heat recovery, cogeneration, condensing boilers, compressed air plants, LED lighting of the factory and/or the department*

”

In light of these facts, approaches such as holistic ones appear undoubtedly preferable. In fact, they, begin with the accurate analysis of the consumption data of the Company to then identify a personalised energy efficiency path of the factory.

Another opportunity for industries is represented by the Energy Efficiency Certificates:

economic incentives awarded to Businesses, who invest in efficient technologies and implement virtuous behaviours from an energy perspective.

The device involves different subjects – the customer, energy service companies, the competent authority (GSE) - and involves a complex process, which focuses on past measurement and on the development of the efficiency project itself. Based on current scenarios, energy optimisation is no longer just a possible option but a necessity for Companies wishing to maintain and increase their competitiveness and contribute to environmental protection.

*In line with the following Goals:*



# Economic well-being (Economic responsibility)

## Reformulation and nutrition

### WHAT WE HAVE DONE

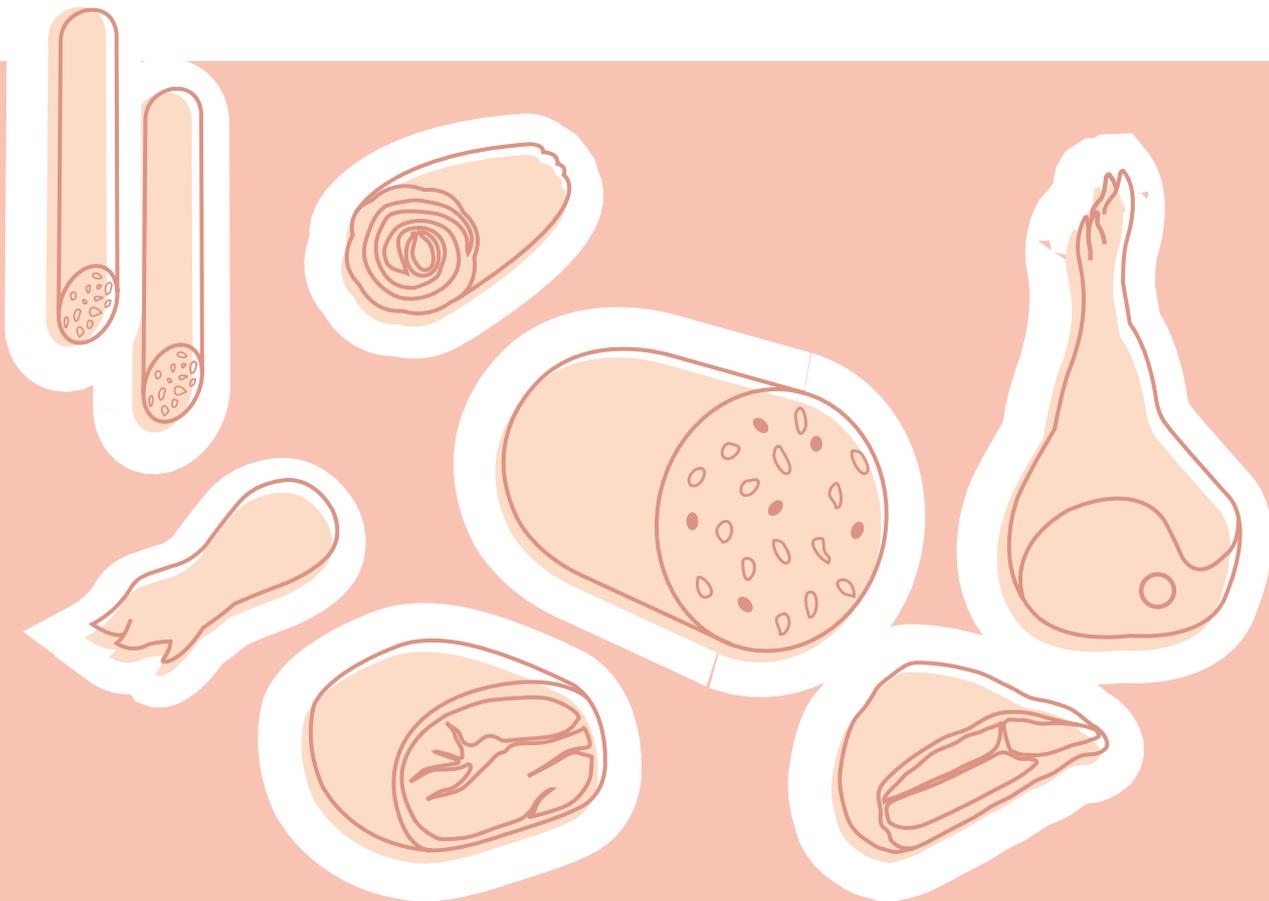
#### Improve while respecting tradition.

The food industry over time has experienced a physiological evolution, specifically as regards the nutritional values of the products on the market.

This improvement process has also involved italian deli meats which - while retaining the

organoleptic authenticity which historically distinguishes them - from a nutritional perspective they are now **better than in the past**.

Not surprisingly, over the years the quality of meat has evolved with the stimulus of many factors of genetics, environment and food origin and accordingly, production techniques have progressed with significant effects also on the nutritional profile of deli meats.



Nevertheless, the stereotypes regarding how healthy our deli meats are have not suffered a real knockback and still take on the connotations that many consumers are convinced of. However, it should be stressed that, despite the progress achieved by Italian deli meats, for a considerable time, timely updates of their actual nutritional values have been lacking.

This has contributed to fuelling a **perception, which for many reasons, no longer corresponds to the reality of deli meats currently consumed.** With the aim of providing recognition of this *upgrade*, in the two-year period 2011/2012, **IVSI (Italian Deli Meats Promotion Institute) and ISIT (Institute of Protected Italian Deli Meats) involved INRAN (now CREA\*) and SSICA (Experimental Station for the Food Preserving Industry) in the development of new analyses of the nutritional profile of products belonging to Italian deli meats.**

These analyses were in fact indispensable to bridge the almost 20-year gap: the latest analyses, dating back to 1993, did not do justice to the current products, evolved as of nutritional impact, and more aligned with the ever increasing well-being threshold justly sought

by consumers. Results obtained by the food industry as a result of the commitment to continually seek improvement that would enable meeting the new nutritional requirements of the population, while endeavouring to maintain the traditional taste and quality of the products.

The updated nutritional values of Italian deli meats legitimise their ranking within good nutrition, for the population in general as well as for specific targets and at different consumption periods.

- **Less fat more protein:** From 1993, the first year of the INRAN analyses, to 2012 the deli meats showed a further reduction of the lipid content and an optimisation of the compositional quality, especially in cooked meat products. The saturated fatty acid content for these foods was reduced to almost 40% and a balance was achieved between saturated and unsaturated fat content. The latter have gone from 30% to over 60% of total fats; in parallel with the reduction of saturated fats, there have been considerable reductions in the cholesterol content and an increase in the proteins provided, which provide fewer calories than fat.

“

*The survey suggests that the most significant nutritional improvements are recorded in the lipid, vitamin and mineral content and in the reduction of sodium chloride* ”

---

\* CREA is the leading Italian research organization dedicated to the agri-food supply chains. They operate as legal entity under public law and are supervised by the Ministry of Agriculture Food and Forestry Policies (MIPAAF). CREA was established in 2015, from the merging of CRA (Council for Agriculture Research) and INEA (National Institute of Agricultural Economics), two country-wide institutions active since mid of last century.

  
**-60%**  
 Saturated fat

- **Less salt:** From 1993 to 2012 the salt content in Italian deli meats was considerably lowered, depending on the product the percentage ranged from approximately 4% to over 45%.
- **More vitamins and Minerals:** Compared to the values obtained from the 1993 analyses, referring to products that already had a considerable content of various vitamins and minerals required by the body, the trend shown in the new nutritional values does not dispute what was identified in the past, but rather enhances them and completes the picture.

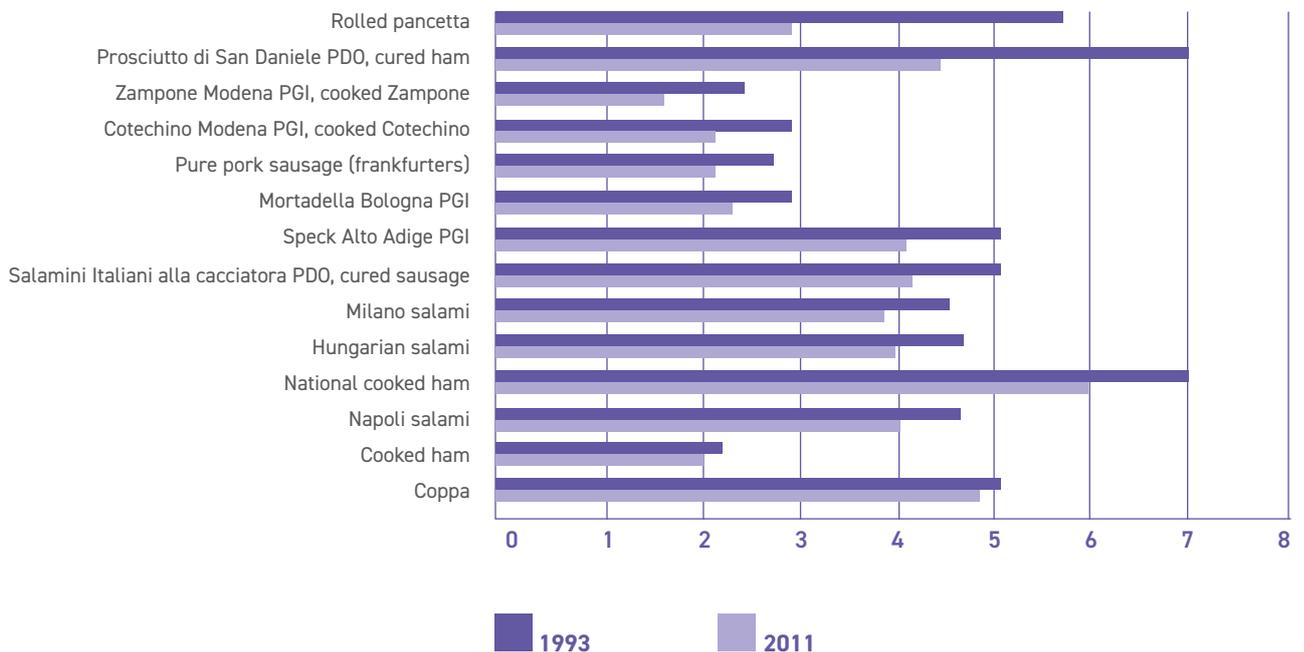
“  
*Italian deli meats: less salt and less fat. More proteins, vitamins and minerals*  
 ”



**BEST PRACTICES ADOPTED BY ASSICA COMPANIES**

- Reduction of fat and salt, etc. compatibly with the production specifications and regulations.
- Production of deli meats suitable for celiacs and lactose intolerant people, etc. compatibly with production specifications and regulations.
- Use of minimum essential quantities of nitrites and nitrates to ensure food safety.

COMPARISON OF SALT CONTENT: FROM 1993 TO 2011




  
 Up to
   
**-45%**
  
 of salt

In conclusion it may be said that the study has fulfilled its intent of **turning the spotlight on the results of the constant work that has characterised the business of Italian Companies engaged in the production of deli meats.**

An Industry culturally conscious of its origins, able to seize the margins for improvement and the technological and distribution challenges, increasing the quality and safety features, adapting to the demands of modern lifestyles.

*In line with the following Goals:*



**3** GOOD HEALTH AND WELL-BEING



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Developing studies and research to identify the opportunity of creating higher protein content products, with reduced fat intake while respecting the tradition that distinguishes the specificities of Italian deli meats to continue to supply products, which increasingly satisfy consumer demands and are not only in line with the different nutritional requirements of different age groups, but are also globally appreciated.
- Work with other supply chain farmers (particularly farmers and feed producers) to ensure that the qualitative characteristics of the composition of fats further improve, favouring the formation of unsaturated and polyunsaturated fatty acids (specifically Omega 3) without compromising the consistency, appearance and taste of the products and to maintain a traditionally natural product without additional additives - other than those strictly necessary for the essential assurance of health and safety - and provided that they allow an overall nutritional improvement of the product.
- Develop production methods that allow the same food safety result to be pursued by further reducing the addition of nitrites and nitrates.
- Updating, over the next few years the nutritional values of pork and deli meats, also through in-depth analyses of molecules, such as, for example, Iron EME and dipeptides, which are the subject of recent investigations for their effects on human health.

## Sustainable packaging

**Preserve the environment by guaranteeing quality.**

We often hear about “**sustainable packaging**”, “**green packaging**” and “**circular packaging**”: A number of concepts directly associated with the idea of “future” packaging, which must be increasingly **functional, responsible and with a low environmental impact**.

Currently, **packaging increasingly represents a scope for innovation in a circular perspective**. For our Companies, the use of sustainable and ecological packaging means reconsidering the supply chain with the aim of reducing the social and environmental impact.

ASSICA Member Companies are continuously committed to researching and **studying innovative solutions that reduce the use of plastic and contain the environmental impact of packaging at the end of its life, transforming it from waste into a useful resource for environmental protection**.

Traditionally, packaging plays an essential role in the **protection of products**: its task is to preserve its content, preserving its organoleptic properties (taste, aroma, freshness, consistency) and protecting it during its journey, from production, to shelf display, until consumption. In more modern times, packaging has taken on a second and very important role in the **promotion** of products. *Packaging* is the constituent **element of the tangible brand identity** that is referred to for the establishment of the brand itself and contributes to increasing reputation and image.

**Today packaging also assumes an ethical role and is meant to satisfy new demands related to environmental, economic and social sustainability** and thus must be *eco-friendly*, conceived and designed considering the quality of the materials that compose it and the environmental impact that these will produce on our planet.

Today **sustainability** - as a collective priority - **is a decisive driver in consumer purchasing choices** and for this reason an increasing number of companies are investing in R&D, raising the technological innovation bar, to make packaging increasingly eco-sustainable. The identification, for each type of meat product, of the most effective qualitative markers to optimising the choice of packaging materials, packaging conditions and shelf-life is indeed required. The multidisciplinary approach is therefore of essential importance. Approaching the issue specifically on Italian deli meats Companies, **the contribution that innovation is able to offer clearly emerges**. We need only to mention the main solutions, already employed, which include:

- **Bioplastics**: plastics of renewable origin, produced from biomass, but not biodegradable such as bio-PET and bio-PE.
- **Bioplastics of natural origin**: originated from biomass, biodegradable / compostable (biobased).
- **Biodegradable plastics**: but of petrochemical origin (for e.g. PBAT, PBS, PCL). Recyclable plastics - single-material for trays and tops - coupled with paper/plastic (Paper and cardboard are biobased, in Europe from sustainably managed forests, with the PEFC or FSC trademark).

Furthermore it is important to note that all the materials used for the production of packaging intended for food contact, thus also biopolymers or recycled materials, must satisfy the same hygienic-sanitary requirements and ensure the same technological performance as traditional plastic materials (vacuum, protective atmosphere), in conformity with the prevailing legislation of MOCA (Reg. CE 1935/2004



### BEST PRACTICES ADOPTED BY ASSICA COMPANIES

- Customer awareness concerning packaging.
- Communication on the label: e.g. design of a new environmental label where the packaging creation process is explained (FSC, recycled paper).
- Research on plastic materials most compatible with environmental requirements.
- New range of PET trays (already engineered) recyclable and soon also recycled.
- Use of FSC-certified paper and cardboard, trays with reduced use of plastic or at least use of 40% recycled plastic (re-PET).
- 75% integration of paper packaging.

and Reg. EU 10/2011 which regulate plastic materials and articles ). As regard to sliced cured meats, with MAP - Modified Atmosphere Packaging -, an essential requirement is the use of materials with a high oxygen and water vapour barrier.

Clearly, this information is deducible and easily recognisable, as a result of the labelling, made mandatory by (It.) Legislative Decree no. 116 of 3 September 2020.



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Organise meetings and webinars with experts from the academic and scientific world to raise awareness among member Companies for the development of sustainable packaging.
- Motivate member Companies to explore and employ preferably more virtuous materials for the environment in their business activities (certified materials, with a recycled or recyclable component) and to reduce -where possible - the use of polluting packaging.

*In line with the following Goals:*



# Society

## (Social responsibility)

### Training

#### WHAT WE HAVE DONE

##### **Awareness and competence a 'passepartout' for sustainable business choices.**

Creation and organisation of a training course for sector Companies geared towards accompanying them along the transition to a new model of doing business, focused on sustainability: this is the purpose of the training course created by IVSI, also for ASSICA Member Companies.



*Using the Action Manager SDG<sup>13</sup> allows business to:*

- Graciously measure their contribution to achieving the SDGs, regardless of their size and geographic origin.
- Identify which SDGs are most compatible with their company profile.
- Gain a deeper understanding of how the operations and business model of their Company can positively contribute to achieving the SDGs.
- Identify implementable high-impact actions, based on key questions and industry benchmarks.
- Set goals and monitor their *performance*.
- Compare their results with those of other Italian Companies in the world.

#### MEASURE WHAT MATTERS PROGRAMME

The *Measure What Matters* programme, organised by IVSI together with Nativa<sup>11</sup>, guided the participants in the **measurement of the impact of their Company** on the four main areas of sustainability (*Governance, People, Community and Environment*) **through the so-called BIA (B Impact Assessment), the cutting-edge tool used by B Corp<sup>12</sup>** as well as the most wide-ranging international standard for measuring social and environmental impacts. The Companies, at the end of the programme meetings - through self-assessment - obtained their own score, **gaining significant awareness and communication elements, which formed an important starting point for implementing a timely strategy to improve their sustainability performance.**

The Companies that were in line with the requirements for B Corp certification were therefore given the necessary tools to independently continue the process aimed at achieving it. Moreover, the participating Companies also obtained a tailor made mapping with regards to the 17 goals of the United Nations 2030 Agenda (*Sustainable Development Goals - SDGs*).

As a result of this initiative **5 Sustainable Development objectives of the 2030 Agenda** were identified, on the attainment of which the producers of deli meats can contribute significantly. More specifically, **SDG 7** (Affordable and clean energy), **8** (Decent work and economic growth), **9** (Innovation and infrastructure), **12** (Responsible Consumption and Production) and **13** (Climate Action) were the *Goals* better connected to the deli meats Industry and on

which, consequently, more substantial efforts are to be concentrated.

Member Companies that participated in the *Measure What Matters* Programme were guided by Nativa experts in identifying the internal and external actions already employed or to be developed - expressed in percentage terms - to improve their sustainability profile in relation to the SDGs identified. **From the 2021 analysis it emerged that the Member Companies in the sector are most active on Goal number 8 (34%), immediately followed by Goal 12 (26.4%) and 9 (24.2%).** There is still ample room for improvement as regards to Goal 7, on which the Companies participating in the study currently offer a contribution of 15% but they believe they can increase it in the short-term.

### **SDG ACTION MANAGER - THE UN 2030 AGENDA ENTERS THE COMPANY**

At the end of the "*Measure What Matters*" programme and after having become aware of the impact profile of the Member Companies, **ASSICA, through IVSI, continued to disseminate a sustainable strategic model** through a greater understanding of how the operations of the Companies can contribute positively to the achievement of the SDGs .

**Developed by B Lab and the United Nations Global Compact**, the *SDG Action Manager* is the tool that allows the Companies, for the first time in history, to **tangibly and objectively measure their progress against sustainable development goals**. The Action Manager is integrated with BIA as a type of measurement and as a function.

Echoing the methodology used for compiling the BIA of the *Measure What Matters* Programme, Nativa supported the Association in identifying the contribution of each individual Company towards achieving the *United Nations Sustainable Development Goals*.

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*11. Nativa is a Purpose Driven Design & Innovation Company. Encouraging the evolution of business and society so that it can create a positive impact on people and the planet. Italian Country Partner of B Lab and founder of Singularity University Italy, Nativa is Certified B Corporation® in Italy and Benefit Corporation in Europe, and Most Valuable Player 2016 of the global movement of B Corp.*

*12. B Corp are certified profit pursuing companies, continuously innovating to optimise their positive impact on employees, the communities in which they operate, the environment and all stakeholders. Present in 153 sectors and in over 77 countries, B Corp companies voluntarily and formally choose to simultaneously produce social and environmental benefits while achieving their financial results.*

*13. In Europe, over 6000 companies used SDG AM in 2020. Of these, more than 2,500 are using the tool to set traceable action goals towards one or more SDGs. Italy: 2nd in Europe for the number of registered companies; 1st for the number of users who have completed at least one module beyond the Baseline; 1st for goal setting rate.*



### BEST PRACTICE IN ACTION

With the purpose of continuing to promote that positive change in the way of conceiving sustainability of “doing business”, demanded today of all companies regardless of sector, the Institute has chosen to give continuity to the path initiated with Nativa, implementing a third training “chapter” dedicated to sustainable development. The initiative was called “**Best Practice in Action**” and was structured with the specific intent of **identifying common improvement actions for all sector Companies** that continuously make the commitments emerged during the previous programmes tangible (“*Measure What Matters*” and “*SDG Action Manager*”).

This commitment has resulted in the organisation of **round tables** - devoted to each of the 5 SDGs identified as crucial during the previous training courses. More specifically, SDG 7 (Affordable and clean energy), 8 (Decent work and economic growth), 9 (Innovation and infrastructure), 12 (Responsible Consumption and Production) and 13 (Climate Action).

The Program includes a meeting dedicated to each round table geared to **promoting the exchange of best practices and identifying, together with the Companies support tools in the process linked to the Sustainable Development of the sector.**

To supplement the work, the sharing of *templates* and other materials was also organ-

ised, usable and *customisable* by each Company according to its specific situation.

(E.g. Supplier qualification *survey* concerning environmental and social issues; tools to instil the sustainability culture in our employees etc.). All meetings were divided into three complementary parts: the first focused on the “*Recap* of best practices translated into common commitments relating to the SDG under examination”, followed by an “In-depth study of operational tools”, accompanied and enriched with implementation examples. An “Interactive Q&A Session” closed each meeting.

### SUSTAINABILITY AND CORPORATE REPORTING: THE NEW EUROPEAN DIRECTIVE AND MANAGEMENT IMPLICATIONS

Sustainability is increasingly part of the *business* and corporate performance can no longer be “only” evaluated from an economic-financial perspective. In this framework, the role of reporting has changed and continues to change, as shown by the recent *European Corporate Sustainability Reporting Directive* - CSRD for business management.

**Corporate reporting on sustainability is indeed acquiring a key change-driving role, including its measurement and monitoring.**

In light of this change process IVSI together with the Secretary.



## BEST PRACTICES ADOPTED BY ASSICA COMPANIES

- Creation of a platform dedicated to the collection of workers' needs and to host various types of training courses (professional and related to personal growth).
- Continuous training entrusted to the more experienced workers for the benefit of younger resources in the spirit of generational exchange.
- Collaboration with local educational institutes (universities, high schools and schools), internships and R&D project agreements.
- Study days dedicated to in-depth insights on sustainability, from environmental to social aspects (e.g. raising awareness targeting inclusion and anti-discrimination).
- Visits to virtuous Companies to promote the sustainable business model.
- Spreading the sustainability culture within the Company on a personal level (how to avoid plastic bottles or waste of paper).
- Drafting of an in-house newspaper or newsletter on issues related to sustainability and, in general, on other initiatives concerning the corporate community. Furthermore, broadening the outlook to the PROMOTION OF DECENT WORK (SDGs 8):
- System of "remuneration of ideas" to encourage workers to contribute to the development of the Company, with innovative ideas.
- Introduction of criteria linked to sustainability and social responsibility for the evaluation of collaborators.
- Welfare program for workers and free medical check-up for employees over 50.
- Creation of work environments, where possible, that are functional to the well-being of the employee, (including large windows, ergonomic seating).
- Annual events dedicated to the families of workers who visit the factories and participate in other sharing events.
- Staff internal training concerning sustainability principles to align everyone on corporate values and guidelines.
- Training programs with an annual plan, moving from the basics to the identification of internal best practices.

General of the O.I.B.R. Foundation, Prof. Stefano Zambon and Dr. Laura Girella, member of the European Financial Reporting Advisory Group (EFRAG), have organised an in-depth course called **“Sustainability and corporate reporting:**

**the new European directive and management implications”**. The purpose of the programme was to provide sector companies with all the basic elements and knowledge of the tools to understand and implement sustainability with specific reference to the related change in the reporting system.

*In line with the following Goals:*



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Take on a motivating role for the deli meats sector towards a path of continuous improvement of sustainability.
- Continue to promote the culture of sustainability, to accompany and support member Companies in the sustainable transition with targeted and constant training courses towards a new business model, focused on social, environmental and economic sustainability.
- Motivate member Companies to provide valid professional growth paths, promoting the well-being of collaborators/employees and listening to every organisational resource to ensure their development, enabling them to make active and proactive contributions while respecting personal and corporate values.
- Encourage member Companies to promote local purchasing and recruitment policies and collaborate with local cooperatives, universities and associations to support the development of their own territory.

## Ethics, tradition and territory

### WHAT WE HAVE DONE

**The “rules of the game” for the present and for the future.** Since its foundation, the Association “participates in the development process of the Italian society, contributing to the affirmation of an innovative, internationalised, sustainable entrepreneurial system, capable of promoting economic, social, civil and cultural growth of the Country”.

In fact this assumption triggered the process, which is strongly supported and shared by all levels and association functions, which led to the drafting and the consequent **adoption of the Association’s Code of Ethics**, which - together with that of the Confederation of the Italian Industries, Confindustria - clearly explains the values and the conduct required to be consistently implemented and made tangible both by Member Companies and the Association itself.

**The Code of Ethics** is in fact **an authentic variation of the vision and mission expressed in the Association’s articles**. The document is on the other hand inspired by the desire not to represent a purely formal work but rather an authentic recap of the pillars of the way of doing business endorsed by the Association for its Members.

No area or activity is left outside this **framework of rules, which embraces all ASSICA relationships** in their mul-

tiple organisational divisions, reaching subsidiaries or associated companies, associations, foundations, groups of producers (Consortia) and the various “coordination activities” where ASSICA is a part of. Thus, the provisions of the “Code of Ethics” are addressed to all subjects who represent the Association in external bodies, managers, employees, external collaborators and consultants and suppliers, all of whom are required to comply with and promote the values and principles of the Code by adopting them as fundamental guidelines in the performance of their activities and in the relationships with external subjects and bodies.

### REFERENCE PRINCIPALS AND VALUES

- » ***Principle of legality.***
- » ***Ethics and transparency.***
- » ***Principle of non-discrimination.***
- » ***Environmental protection.***
- » ***Social responsibility: community and territory.***
- » ***Protection and attention to consumers.***
- » ***Protection of competition.***



## BEST PRACTICES ADOPTED BY ASSICA COMPANIES

- *Stakeholder assessment*: webinar with Company stakeholders - including suppliers - aimed at reviewing the charter of values.
- Creation of a campaign, in partnership with the company "Too Good to Go" called "Etichetta Consapevole" (Label Awareness). The aim of this initiative is to inspire, educate and provide consumers with the right tools to properly read food labels and therefore reduce waste even in daily routines.
- Involvement of corporate stakeholders regarding new actions to be taken at a strategic level.
- Collaboration with local businesses also in the social field:
  - » Recruitment of employees from a cooperative for persons with disabilities.
  - » Organisation of activities with solidarity banks (for e.g. food donation).
  - » Purchase of groceries from non-profit organisations to be included in the products sold in order to donate the proceeds to charity.
  - » Donation of machinery for medical associations.
- Implementation of the corporate Code of Ethics according to the model pursuant to (It.) Legislative Decree 231/2001.
- Giving food surpluses to the non-profit organisation "Banco Alimentare".

## AN EXAMPLE OF PRODUCER IDENTITY COMMITMENT

In 2019, IVSI - the Italian Deli Meats Promotion Institute - launched the "IVSI Manifesto: the charter of our values", a document setting out principles, values and characteristics that serve as a guideline for companies that decide to join and sign it. The Manifesto represents a *modus operandi* shared by the Members of the Institute who voluntarily decide to become members and is strongly linked to current needs and those of the near future, as evidenced by the importance given to sustainability and long-term vision.

# Il Manifesto IVSI

*La carta dei nostri valori*

Il consumatore al centro

## 1 Storia e tradizione

Comunichiamo la tradizione, la storia e il saper fare dei produttori di salumi  
*L'eredità del passato determina il presente e genera il futuro*

## 2 Informazione e cultura

Ci impegniamo a divulgare un'informazione corretta, completa, trasparente  
e a promuovere la cultura dei salumi italiani  
*La conoscenza allarga gli orizzonti*

## 3 Qualità e sostenibilità

Sosteniamo e favoriamo il miglioramento continuo della qualità dei salumi italiani  
*La ricerca dell'eccellenza è un impegno quotidiano*

## 4 Legame con il territorio

Raccontiamo il legame indissolubile tra i salumi e i loro luoghi di produzione  
*L'ingrediente aggiunto, non replicabile*

## 5 Stile di vita italiano

Promuoviamo nel mondo il prodotto autentico,  
contribuendo a valorizzare il saper fare italiano  
*Qualità, gusto e bellezza: lo stile di vita che il mondo ci invidia*

## 6 Gioco di squadra

Collaboriamo con Istituzioni, Enti pubblici e privati, per valorizzare i salumi  
di qualità in Italia e nel mondo  
*Partecipiamo ad un progetto comune per fare la differenza*

## 7 Orientamento al futuro

Siamo attenti ai cambiamenti e ascoltiamo i consumatori  
*Guardiamo il mondo come lo guarda il consumatore*

[www.salumi-italiani.it](http://www.salumi-italiani.it)



The signing of the Manifesto by the Companies belonging to IVSI is voluntary and autonomous, but not without control mechanisms: membership occurs after completing an evaluation questionnaire with a minimum entry threshold, in which *performance* is measured independently by an *ad hoc* commission based on compliance with the seven IVSI values.

Signing is guaranteed by a control body, external to the realm of Companies, which verifies the achievement of the minimum score required for the status of “member” and involves a mechanism for updating entry scores and creating an information archive on responsible production practices shared by members.

The process occurs yearly, with the aim of improving *performance*:

the minimum entry threshold must be reached by all members and maintained, or improved, under penalty of failure to grant - or renew - “Member” status and the possibility to use the IVSI membership logo.



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Promote social responsibility, fairness and transparency in the activities and communication of Member Companies.
- Encourage partnership, activities and dialogue between Member Companies and subjects actively promoting sustainability.
- Become an institutional interlocutor who can represent Member Companies attentive to sustainability towards stakeholders.

“  
***The Manifesto puts consumer needs at the heart of matters, placing the utmost importance in transparency and building a trustworthy relationship between producers and consumers***  
 ”

*In line with the following Goal:*



# Animal welfare

## Animal welfare on the farm

### NEW NATIONAL PLAN ANIMAL WELFARE IS IMPLEMENTED.

ASSICA's representation scope does not include the primary sector, although some member Companies also own pig farms, where a set of actions are put into practice aimed at improving the characteristics relating to environmental impacts, biosecurity and animal welfare. Excluding these examples, **it is nevertheless essential that the Association also deals with issues related to pig farming**, given the essential role this phase plays in the meat and deli meat production chain. Profound and repeated crises have affected the pig sector since early 2000, specifically regarding farming systems. The sector has often been accused of failing to apply national regulations on animal welfare, of excessively impacting the environment, of using too many veterinary pharmaceutical products, therefore contributing to the phenomenon of antimicrobial resistance.

On every occasion attempts to respond have been made, involving the many players in the supply chain, calling into play, in a proactive manner, also the regional and national institutions.

Nonetheless, the excessive fragmentation in the representation of the livestock sector has ultimately disseminated a path of failures and all the half-baked attempts have not led to significant results.

These reasons led ASSICA to support a **system approach which**, began with the description of the current situation, **identifying the areas for improvement in the**

**livestock sector**, which over the years has lacked appropriate structural and managerial investments. **The primary sector is essential for the excellence of national deli meat production** and it is necessary to focus on closing that gap that has burdened farm *performance* for years, preventing appropriate responses to the consumer's changing priorities, from overall public health to the environment. The responses to these new demands include structural and managerial farm improvements, implementable through the involvement of regional and national institutions.

The **National Plan for Animal Welfare**, issued at the end of October 2021, represents the first step. The new Plan contains all the information to be followed when the official veterinarian visits Italian farms for inspection purposes. These include, for example, **checklists, categorisation of farms, risk indicators and connection methods with the most common IT systems**.

This new draft provides a **uniform national control system**, innovating the previous approach, now dating back to 2008. Much of this text is devoted to livestock farming and the classification of public and animal health risks. In fact, a percentage is established for each species or category of animals to be checked annually based on the identified risk indicators.

Over time, we have witnessed the identification and subsequent adoption of certain criteria, considered suitable **to classify risk and standardise control procedures**.

In detail, it can certainly be emphasised that one of the priority requirements that the National Animal Welfare Plan aims to satisfy, is the implementation of precise information systems aimed at entering the results of official controls making them available in real time.

**The two portals included in the National Animal Welfare Plan are *Vetinfo* and *Classyfarm*.** In fact, both provide users with tables containing the categorisation of the farms subject to checks.

The introduction of an accurate *check list*, accompanied by specific operating manuals, is undoubtedly one of the main focuses of the new National Animal Welfare Plan.

“  
***Training is the key component of the Plan, which will provide operators (and others) with elements to improve proper farm management awareness (biosecurity, animal welfare, environment and the correct use of pharmaceutical products)***  
 ”

This tool fulfils the task of standardising the procedures connected to official checks and optimising the risk classification. The use of the check list is also extremely convenient as it can be consulted directly on both portals, organised according to the category of species.

This is an important step towards a more precise and efficient management of one of our country's most precious resources, farm animals.

The identification of critical issues will allow structural interventions deemed necessary to be established, conveying an awareness-raising action to the Agriculture Departments of the pig-oriented Regions to identify appropriate funding measures within the Rural Development Programs (RDP). In collaboration with Unaitalia (National association representing the poultry and rabbit sector) and the IZS (Experimental Zooprophyllactic Institute of Brescia), ASSICA is setting-up training courses on farm biosecurity with the following objectives:

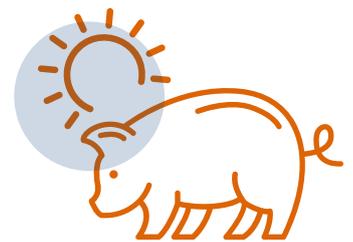
- To train operators, veterinary and livestock professionals. Indeed, EU regulation 2016/429 (animal health regulation “Animal Health Law”) applied since 21 April 2021, identifies specific obligations for “operators”, including that of biosecurity (Article 10), to be implemented through physical protection and management measures. Moreover, it qualifies animal health know-how for animal operators and professionals (with particular regard to the principles of biosecurity) as a real necessity. It is envisaged that this know-how can be learned also through training (Article 11).
- Provide, by taking the optimal situation as reference, a self-assessment tool on the biosecurity in the company.

- Help develop awareness of the importance of biosecurity related measures.
- Provide tangible evidence of the positive impacts, direct and indirect, resulting from the application of biosecurity measures.
- Evaluate some practical situations - concerning adoptable tools - to better respond to the principles of biosecurity.
- Establish a course that can be adopted by the Ministry of Health for official training pursuant to the aforementioned Article 11 of REG. 2016/429.
- The course, based on a platform prepared by the Reference Centre for training of the IZSLER (Experimental Zooprophyllactic Institute of Lombardy and Emilia-Romagna), will be broken down into a series of lessons, according to a defined program. Lectures, as well as video-animated contributions and films shot on the farm can be used. There will be the contribution of experts (veterinarians/livestock operators of Companies) as teachers, as well as operators who have raised their standards as testimonials of the benefits deriving from the adoption of biosecurity practices. This ultimate objective can also be achieved by involving experts from other Countries who have already carried out documented research on the positive economic impacts.

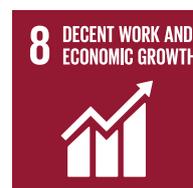


### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Motivate Member Companies to request that animal welfare on the farm be guaranteed and to monitor virtuous practices along the supply chain.
- Promote cultural growth to foster a sustainable supply chain system in line with consumer expectations.
- Implement training courses concerning biosecurity in pig farms.

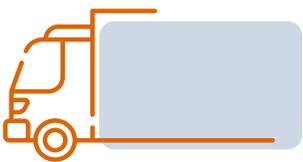


*In line with the following Goals:*



## Animal welfare during transport

Animal welfare during transport can be appropriately **guaranteed through the timely and precise implementation and control of the current provisions of Regulation (EC) no. 1/2005 of the Council**. Failure to comply with EU rules on animal transport represents an animal welfare risk and is a penalising element for sector operators. **Currently all stages of transport are regulated to ensure animal welfare conditions**, avoiding situations that could cause exposure to injury or unnecessary suffering.



The regulations on animal welfare during transport state that:

- The personnel handling the animals are trained or, competent as appropriate for this purpose and carry out their tasks without using violence or any method likely to cause unnecessary fear, injury or suffering.
- Transport is carried out without delay to the place of destination and the welfare conditions of the animals are regularly checked at regular intervals and appropriately maintained.
- Sufficient floor area and height is provided for the animals, appropriate to their size and the intended journey.
- Water, feed and rest are offered to the animals at suitable intervals and are appropriate in quality and quantity to their species and size.
- The means of transport must be inspected and approved for use.
- Transport drivers must hold a certificate of competence obtained after attending a specific training course.



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Promote cultural growth capable of fostering a sustainable supply chain system in line with market expectations.
- Urge all players to monitor the virtuous practices developed along the supply chain.
- Request member Companies with integrated farming to ensure animal welfare during transport and for others to promote awareness-raising actions to urge operators who supply them with live animals.

*In line with the following Goals:*



## Animal welfare at slaughter

This aspect includes all the stages of slaughter, ranging from unloading to stunning the animal.

The activities that characterise these procedures - which can present various problems, as noted by EFSA (“Welfare of pigs at Slaughter” in EFSA Journal 2020) in 2020 - **must be carried out in compliance with utmost respect for animal welfare**, through the following practices:

- Animals must be unloaded as quickly as possible after their arrival and subsequently slaughtered without undue delay.
- Animals must receive physical comfort and protection, in particular by keeping them clean and in adequate heating conditions and by preventing them from falling or slipping.
- Prolonged lack of food or water should be avoided. Therefore, animals not slaughtered within twelve hours of their arrival should be fed a fair amount of food at adequate intervals.
- Animals must not be forced into avoidable interaction with other animals that could have harmful effects on their welfare.
- When stunning, the loss of consciousness and sensitivity must be maintained until the animal dies.
- Operators shall ensure that persons responsible for stunning or other nominated staff carry out regular checks to ensure that the animals do not present any signs of consciousness or sensibility in the period between the end of the stunning process and death.



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Promote cultural growth to foster a sustainable supply chain system in line with market expectations.
- Motivate member Companies to ensure animal welfare during slaughtering according to the EFSA 2020 opinion and to monitor virtuous practices along the supply chain.

**Personnel must hold the relevant certificate of competence:** for this purpose, the operators designate a person responsible for the protection of animal welfare for each slaughterhouse with the task of helping them to ensure the Company's compliance with the provisions of Community regulations.

*In line with the following Goal:*



  
**-57%**  
 the use of antibiotics

  
**-98%**  
 the use of Polymyxin

## The fight against antimicrobial resistance



**Digital contribution.** The **electronic veterinary prescription (EVP)** - compulsory since April 2019, implementing decree of the Minister of Health of 8 February 2019, which allows monitoring the progress of pharmaceutical prescriptions in farms - was supported, in January 2022, by the **Electronic register of treatments, completing the abolishment of prescriptions and paper records.** All of this flows into the CDB - Central Database for Pharmaceutical Track & Trace - with the aim of monitoring the use of veterinary pharmaceutical products and adopting a farm categorisation system that allows for the setting of official checks based on appropriate intervals (*Classyfarm*).

The digital transformation of all procedures related to the care of animals pursues two important objectives: to monitor the use of the veterinary pharmaceutical product, avoiding their improper use, and to simultaneously contribute, to the fight against the growth of antimicrobial resistance phenomena of bacteria. (AMR).

The livestock world has long received the alarm message on the **fight against antimicrobial resistance** and in the space of ten years, at European level, it has reduced the use of antibiotics by 43%, and over a 76% reduction of polymyxins (colistin).

The above described introduction of the electronic prescription and the electronic register of treatments is therefore part of a framework of significant and further improvement, as can be seen from the results stated. In this context, operators and veterinarians have taken on an onerous task, not without difficulty and complications, as always occurs when faced with new issues.

To avoid hindrances in the start-up phase of the new procedures, veterinarians in 2022 were involved in seminars and practical application tests of the new systems. As regards the use by operators, they will now be required to successfully implement the new IT procedures introduced, in line with the high level of digital techniques already present in the farms.

**“**  
*In Italy, as reported in the ESVAC - European Surveillance of Veterinary Antimicrobial Consumption analyses - the reduction in the consumption of antimicrobials reached 56.8%, practically eliminating the use of polymyxins (-98.3%)*  
**”**

Registration of the treatments is carried out electronically and the official veterinarian is able to view consumption by the competent farms. **The aim of the system outlined above is to nationally standardise, the voluntary certification paths on farms and identify objectives and comparable business evaluation requirements.** Through the Classyfarm system (paragraph 6.5), the information relating to the use of antibiotics is processed providing a score and the operator is able to perform “self-judgement” through:

- Assessment of the use of antimicrobials over time (decreasing or increasing trend).
- Assessment of the use of critical antibiotics.
- Comparison between own farms.
- Comparison with provincial, regional and national averages.

In the meantime, it is appropriate to remember that in the fight against antimicrobial resistance, an **approach aligned with the “One Health” philosophy** is essential - that is, a collaborative, multi-sector and trans-disciplinary approach, which operates at local, regional, national and global levels, with the goal of achieving optimal health outcomes by recognising the interconnectedness between people, animals, plants and their shared environment. Animal welfare, pharmaceutical consumption, the use of slaughterhouse as an epidemiological observatory and biosecurity corresponding to health risks associated with it are increasingly connected to each other, making an integrated approach necessary. The spread of phenomena such as antimicrobial resistance makes planning preventive action essential and overdue.



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Electronic register of veterinary treatments.
- Actively promote the participation of ASSICA Member Companies to empower them “vis-à-vis” farms supplying them raw materials. The goal is to ensure that each farm supplying raw materials can demonstrate to the slaughterhouse that it has communicated the data on the reduction or use of antibiotics to the Competent Authority.
- Contribute to the training of operators in the supply chain to reduce the use of pharmaceutical products in the breeding stages.

*In line with the following Goals:*



## ClassyFarm

### WHAT WE HAVE DONE

#### The forefront Italian model.

**ASSICA joined the *ClassyFarm* project** - strongly endorsed by the Italian Ministry of Health and created by the Experimental Zooprophyllactic Institute of Lombardy and Emilia-Romagna with the collaboration of the University of Parma - with the aim of categorising the risk of farms in the

context of veterinary public health and with the intention of planning actions aimed at reducing these risks.

**As mentioned in the previous chapter, *ClassyFarm* is an optional integrated system aimed at categorising farms according to risk.**

An **all-Italian innovation** that facilitates and improves collaboration and dialogue between operators and the Competent Authority to raise the level of safety and quality of products in the agri-food supply chain. This tool is available to official and corporate veterinarians and operators who are able to monitor, analyse and direct actions on the farm to comply and fully implement the recent European legislation concerning "*Animal Health Law*" and "*Official Controls*". *ClassyFarm* is included on the national veterinary portal ([www.vetinfo.it](http://www.vetinfo.it)) and allows the detection, collection and processing of data relating to the following assessment areas:

- Biosecurity.
- Animal welfare.
- Sanitary and production parameters.
- Animal feeding.
- Consumption of antimicrobial drugs.
- Injuries detected at the slaughterhouse.

It is an effective tool to strengthen the prevention of animal diseases and the fight It is an effective tool to strengthen the prevention of animal

#### Veterinary officials collect informations for all Companies relating to:

- Company management (number of Animals per cycle, presence of animals with docked tails, number of employees caring for animals).
- Employee training.
- Existence of an emergency plan for the management of tail biting: written procedures and training.
- Slaughter or killing of animals: written procedures and training envisaged by specific legislation (EC Regulation 1099/2009 concerning the protection of animals during slaughter or killing).
- Management of food and daily ration.
- Cleaning procedures in specialised weaning facilities from 21 to 27 days.
- Infirmary.
- Animal density.
- Decubitus area.
- Temperature, relative humidity, dust.
- Presence of harmful gases (measurements).
- Exploration material (typology).
- Nutrition (access to food).
- Drinking water (availability).
- Cleaning of animals.
- Tail injuries (all farms are required to have at least one box of pigs with undocked tails).
- Ear injuries.
- Enteric disorders.
- Body Condition Score (direct evaluation of animals).
- Exploration and manipulation material: quantity and use.

diseases and the fight against antimicrobial resistance and making official controls by the Competent Authorities more efficient, but simultaneously offering operators the conditions to improve and strive for excellence.

The new platform processes the data collected by the Competent Authority during the performance of official controls, those made available by systems already in use and the self-checks made available by the operator, on a voluntary basis, and entered into the system by the Company veterinarian, as defined by the Decree of the Ministry of Health of 7 December 2017. In this context, the veterinarian is the interface between the operator and the Competent Authority and supports the operator in farm management strategic choices to improve animal health and welfare condition, also based on the level of risk detected by ClassyFarm in the various areas of farm assessment. Given the voluntary nature of participation in the system by the Company veterinarian, where the oper-

ator does not accede, each farm registered in the National Database (NDB) - excluding those for self-consumption or family farms - will be in anyway categorized according to risk, considering at least the data and information deriving from the activity of official controls and from the information systems already in use. **All the data made available are converted - through scientifically validated coefficients - into a numerical indicator that measures the current level of risk of the farm itself.**

To ensure maximum transparency, the coefficient calculating methods used to establish the level of farm risk for the purpose of their categorisation will be made public.

Moreover, the categorisation of the risk of farms under uniform and clear rules will allow the Competent Authorities to plan effective and targeted checks with evident savings for the public administration, from both a financial and human resources perspective.

ClassyFarm, with all the guarantees on data

### THE 3 LEVELS OF RISK

Farms are classified according to 3 risk levels:

#### LEVEL 1 HIGH RISK

Unacceptable/negative condition of danger or "distress".

#### LEVEL 2 CONTROLLED RISK

Acceptable condition, compatible with the possibility that all animals can satisfy their 5 freedoms, namely: freedom from hunger, thirst and poor nutrition; freedom from environmental inconveniences/discomfort; freedom from disease and injury; freedom to express normal species-specific behavioural characteristics; freedom from fear and distress.

#### LEVEL 3 LOW RISK

Optimal condition due not only to the animal's full adaptation to its environment and respect for the 5 freedoms, but also to the possibility for the animals to live positive, fulfilling and satisfying experiences producing "eustress".

“

*The Ministry of Health is promoting this unique system, also in the European and international context, receiving broad and increasing interest*

”

confidentiality, will allow the display of aggregated information by geographic areas and by farm type, supporting a virtuous circuit also based on the emulation of “best practices”.

All this to the advantage of the economic interest of the operator and, specifically, for the protection of consumers as regard to aspects related not only to the healthiness and quality of the food produced but also to the methods of production in compliance with animal welfare. An additional positive effect is the reduction of the charges for operators compliant with the legislation in terms of less frequent checks that they are subject to. In light of the foregoing, ClassyFarm is an opportunity for operators who join it, through the Company veterinarian. Even the smallest business will thus have the opportunity to view its “status” compared to the national average.



### ASSICA'S FIRM COMMITMENTS FOR SUSTAINABLE DEVELOPMENT

- Actively promote the participation of ASSICA Member Companies with integrated farming in the ClassyFarm system.
- As for others: we are committed to raising awareness in order to prod them to motivate the farms supplying them raw materials to join.

*In line with the following Goals:*



# Rules for the future and the commitments of members

## *Due Diligence* Sustainability at the heart of Company choices.

On 23 February 2022, the European Commission published a proposal for a directive on Corporate Sustainability Due Diligence.

The proposal aims to **integrate environmental sustainability requirements in business choices** (progressive alignment of the Italian law to the international framework with (It.) Legisla-

tive Decree no. 254 of 30 December 2016.

This regulatory framework reflects - as the proposal itself states - the will to “support companies in their commitment to fulfil the duty of diligence in the value chains in which they participate and to promote business conduct respecting human rights, the rights of minors and the environment”.

It is part of the European Green Deal framework and of the United Nations Sustainable Development Goals (SDGs), and **is based on the awareness that Businesses play a key role in the creation of a sustainable economy and society**. Consequently, the new rules aspire to foster the green transition and protect human rights, in Europe and beyond. In fact, trying to better emphasise the actions that this commitment implies, the proposal on *Due Diligence* states, in certain passages, that the European Parliament “deems that the Union should urgently adopt binding requirements for businesses to identify, evaluate, prevent ( ...) address and correct potential and/or actual negative impacts on human rights, the environment and good governance in their value chain”. Given that most of the member Companies rely on global value chains, ASSICA is aware that a greater exercise of due diligence and the integration of sustainable objectives in the strategic plans of businesses can contribute to minimising the negative, actual and potential adverse impacts on human rights and the environment.



The Association’s tangible commitments are based on the awareness of the key role that Companies play, actively encouraging member Companies to:

- **Integrate Due Diligence into corporate policies**, to update it annually and include it in a code of conduct for employees of the Company and their branches.
- **Adopt appropriate measures** to identify, prevent and possibly end or mitigate actual or potential negative impacts on human rights and the environment in their operations, in their branches and at their direct or indirect business relationships level, established in their value chain.
- **Provide for the possibility of individuals, trade unions and civil society organisations to lodge complaints** in the event of legitimate concerns regarding the negative impacts of Company activities on human rights or the environment.
- **Ensure that their business model is compatible with the transition to a sustainable economy** and with the limitation of global warming to 1.5°C, in line with the Paris Agreement, by including emission reduction targets in their plan, when climate change is identified as a major risk or impact of the undertaking’s business.

## Company Commitments



**How to make the issues of sustainability in the management of sector Companies tangible? The pursuit of which practical objectives would be preferable?**

Answering these questions is the goal of all the initiatives related to sustainable development that the Association, with the strategic and operational support of IVSI, has pursued in recent years. In fact, to create a path that is closely linked to reality, the Companies themselves were involved, triggering an initial virtuous process of comprehension and sharing and then rationalisation and training. By giving practicality to this vision, the first step of the process was in fact to identify, - with the support of partners specialised in the support of Companies in this field - the most significant sustainability areas for the sector.

As shown in Chapter 5. "Society", the 2030 Agenda was chosen as a reference and framework in which to convey all the results of the work and on this basis, the corporate commitments were also divided into 5 areas, one for each SDG considered strategic for the sector. It is indeed through the 'voices' of the Companies directly involved in this process, that the commitments undertaken by the businesses involved in the production of deli meats and the transformation of pork meat were announced.

***“An attempt was made, together with the Member Companies, to prioritise the awareness gathered with the aim of establishing, not only the best practices already developed, which are essential for contextualising the sector in the right perspective and expressed in the development of this work, but also Companies' future commitments***

***”***

## THE COMMITMENTS OF THE ITALIAN DELI MEAT COMPANIES

7 AFFORDABLE AND  
CLEAN ENERGY



We are committed to monitoring our energy consumption, to set improvement objectives and to systematically search for modern and sustainable technologies (e.g. cogeneration plants, photovoltaic systems) and efficiency solutions in our production factories to improve our energy impact. We are also committed to progressively increasing our share of energy from certified renewable sources.

8 DECENT WORK AND  
ECONOMIC GROWTH



We are committed to offering valid professional growth paths, promoting the well-being of collaborators/employees and listening to every organisational resource to ensure their development and enable them to make active and proactive contributions while respecting personal and corporate values.

9 INDUSTRY INNOVATION  
AND INFRASTRUCTURE



We undertake to promote local purchasing and recruitment policies and to collaborate with local bodies, universities and associations to support the development of the territory that we belong to.

We are committed to monitoring and minimising consumption of resources through policies, tools and environmental management systems.

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



We undertake to research and employ preferably more virtuous materials for the environment in our business activities (certified materials, with a recycled or recyclable component) and to reduce where possible, the use of packaging materials while respecting the ecosystems.

We are committed to progressively reducing and optimising waste generated along the entire life cycle of the product, recovering or recycling it properly to move towards a closed-cycle resource management involving collaborators, customers and suppliers.

13 CLIMATE  
ACTION



We are committed to spreading a shared culture within our Company on the impacts of the climate crisis and on the monitoring of emissions along the production chain.

## Conclusions

The publication you have read is **the first collection of best practices, corporate and association commitments and actions towards sustainable development, and a further and tangible step in the path that ASSICA, in collaboration with IVSI, is building together with Member Companies to promote an entrepreneurial approach based on sustainability, understood in all its meanings** (environmental, economic and social). This work must be updated, so as to be able to highlight both the sector's commitments to sustainable development and the tangible results obtained over time.

Indeed, what is underway is a process of acquiring awareness and consequent actions, based on a cultural step-change where sustainability is a business opportunity and not a burden, as a requirement to remain competitive on the market. The evolution of this approach means considering sustainability as one of the central factors, values, of present and future corporate strategies.

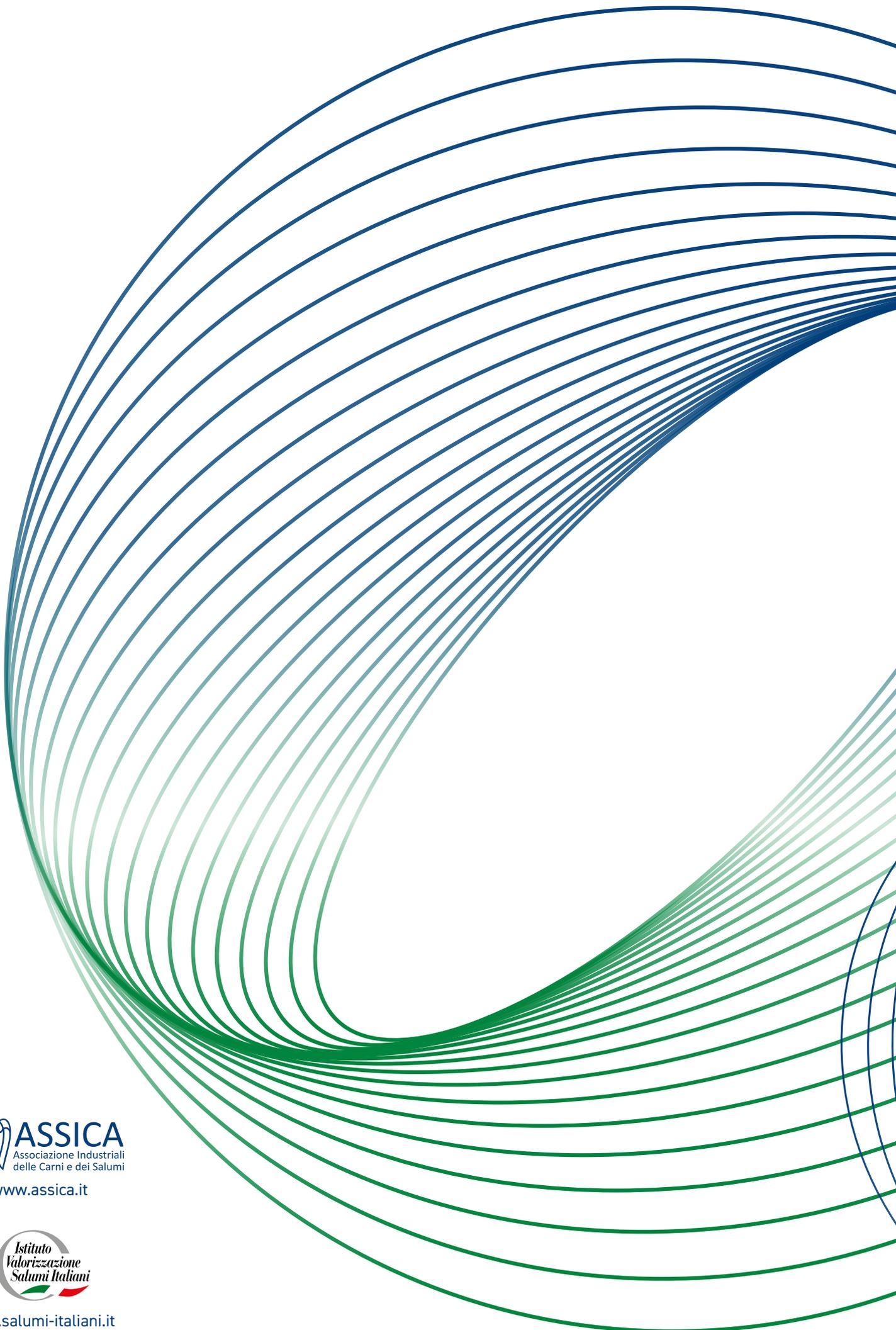
**To convert this new “alchemy” of elements into decisive results, however, it is essential that the entire supply chain moves in the same direction.** National and International institutions undoubtedly play a decisive role in this context. The supply chain is indeed the key player but what should be achieved is a real “ecosystem” of cooperation. Hence, the most important thing is to understand that the livestock supply chain is part of the solution and sector sustainability can be generated internally, exploiting the ability to make the natural tendencies to circularity of production that characterise it, economically sustainable.

As a result of continuous training and the development of initiatives capable of stimulating the growth of awareness and efficacy of the actions undertaken by Member Companies in support of sustainability, ASSICA - with the support of IVSI - has already started **supporting the sector towards that paradigm change clearly demanded by environmental, economic and social change.**

Today the Association and its Member Companies strongly believe in sustainable development as mandatory for the new way of doing business in as much as they are convinced that Italian deli meats can play a tangible role in achieving the Sustainable Development Goals set by the United Nations 2030 Agenda. In fact, this work has precisely the substance to make it extremely clear.







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