



Asiago DOP, a positive outcome for 2011. Focus on quality in the future.

The premium DOP cheese from Veneto and Trentino presents last year's results to members of the Consortium. The number of households which purchase Asiago up 10.8%.

Asiago, 7 May 2012

The results for 2011, which were presented by the Consorzio Tutela Formaggio Asiago at its members' annual general meeting on Saturday in its hometown, were positive. As far as revenue from production is concerned, Asiago cheese benefitted from the positive trend in the cheese sector.

In short, the figures presented during the meeting showed that prices had held up well in 2011, thanks to the limits imposed on production, the record rise in consumption of fresh Asiago in Italy and the solidity of exports.

Overall production of Asiago (Fresh and Mature) was 1,677,758 wheels, down 0.4% on 2010. There was also an increase in ex-dairy prices: 4.74 €/kg for the Fresh cheese and 6.42 €/kg for the Mature 4-6 months variety, compared to 4.19 and 5.87 €/kg respectively in 2010.

As regards consumption, the current positive trend continued throughout 2011, "showing", pointed out Roberto Gasparini, chairman of the Consortium, "increasing consumer fondness for Asiago DOP cheese, with customers rewarding our efforts to ensure quality standards improve on a continuous basis". A GFK-Eurisko survey actually showed an increase of 10.8% in the number of families who buy Asiago in Italy and a rise of 3% in volume; this is in stark contrast to average progress in the food industry, which recorded a drop of 4% in 2011 compared to 2010.

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On the whole, exports remained stable, maintaining the levels of 2010, the year figures broke all records. The biggest development on the export front involved Switzerland which, with a 26% increase in consumption, won back its place on the podium as the top foreign market for Asiago DOP exports, overtaking the United States where sales dragged their heels in the last quarter of 2011.

In his report, the chairman Gasparini reminded members of the need to diversify their customer base and to further boost foreign sales; the foreign market offers considerable opportunities for growth, so much so that over the next few years the Consortium will concentrate its promotional activities on this market. The chairman brought the meeting to a close, pointing out the risks of overproduction, a phenomenon that has marked the first months of 2012, as well as the pressing need to maintain the high quality standards already achieved.

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