



Press release

Asiago by name but not by nature.

Consortium for protection acts promptly to safeguard the Italian PDO in a new case related to adulterated “Asiago” seized at Sial.

Vicenza, October 26, 2012 – A tough stance and intervention by the Consortium in defence of the PDO Asiago at Sial food products exhibition, in Paris, where a “Made in Usa Asiago” was asked to be seized.

As last year, in Anuga (Germany), the Consortium for protection discovered another case of adulterated Asiago produced by an American company. Hence an immediate request for intervention, which also involved the Consortium for Parmigiano-Reggiano and Pecorino Romano cheeses, also subject to violations at the same stand. The lawyers of Associazione AICIG (Associazione Italiana Consorzi Indicazioni Geografiche - Italian Geographical Indications Consortia) then filed a report to the General Directorate for Competition Policy, Consumer Affairs and Fraud Control, the French authority competent for the protection of PDO products and obtained product recall from the exhibition.

«This is the umpteenth case – says Chairman of the Consortium, Roberto Gasparini – in which the Consortium for PDO Asiago cheese promptly intervenes and with great firmness in order to establish a right in the name and on behalf of consumers and producers. What we would like to stress out, on this occasion, is that it is time to give full implementation, after the recent approval of the Quality Package, to the “ex-officio” protection requirement which binds EU member states to monitor and enforce, within their territories, each Country’s protected names of origin.»

An improper use of the name of PDO Asiago or brands used to distinguish it from others not only is a damage for producers but a true fraud for consumers since it means taking advantage of one’s good faith and the original product’s evocative power to offer one which, at best, is completely different from the original one. So this is the reason why it is important to take timely action and suppress any abuse, especially at a specialized and popular fair like **SIAL**.

This umpteenth case, which has involved the French authorities responsible for control and inspection to manage the Italian complaint with a certain hesitation, shows - once again - that the protection of PDO products on the European Union market must be the result of a collaboration joint action among member states. An action which, through the effective collaboration of all time Consortia, can and must safeguard producers’ daily work of producers, conscious choices and the health of consumers.

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