



Press Release

ASIAGO PDO, SPECK ALTO ADIGE PGI AND PECORINO ROMANO PDO: THE EU CO-FINANCES A PROMOTION PROGRAMME FOR 2.5 MILLION EURO IN THE USA AND CANADA

Together the three Consortia aim to strengthen their presence and to increase exports to these two important markets. First application of the new EU Regulation 1144/2014.

5th December 2016 - Asiago PDO, Speck Alto Adige PGI and Pecorino Romano PDO have chosen to follow a common path for promotion in the USA and Canada in the three years from 2017 to 2019, and their project is being co-financed by the EU with 2.5 million Euros within the new "Enjoy, it's from Europe" support policy dedicated to promoting the consumption of European agricultural products.

Three Consortia, Asiago PDO, Speck Alto Adige PGI and Pecorino Romano PDO, and three different territories will be at the centre of the new promotion project for consumption of products that are the heritage of European culture and tradition, which has obtained EU recognition and will be developed in the USA and Canada in the three years from 2017 to 2019 with co-financing of 2.5 million Euros. The first time since the new European rules for promotion came into force and for application of EU Regulation 1144/2014, according to which the EU Commission is responsible for choosing projects worthy of financing, the Asiago PDO, Speck Alto Adige PGI and Pecorino Romano PDO is one of just ten Italian projects approved by the European Commission selected out of 199 submitted within the framework of important funding for a total value of over 30 million Euros, 23.6 million of which co-financed by the Union, dedicated to promoting EU agricultural products in the next three years.

The respective presidents of the Consortium for the Protection of Asiago Cheese, Speck Alto Adige and Pecorino Romano, Fiorenzo Rigoni, Andreas Moser and Salvatore Palitta stated: "We are delighted to undertake this journey through two very important and competitive markets together. Our goal is to continue to spread awareness and knowledge of our products, the expression of a unique history and tradition. Now, also with the backing of recognition of the institutional value of our project, we aim to take action for the appreciation of our products and their distinctive characteristics, also combating the spread of evocative products that in the USA and Canada have nothing in common with Italian and European agri-food excellence."

Phil Hogan, the EU Commissioner for agriculture and rural development, confirmed that: "European agri-food products are the best in the world. With an export market of

110 billion Euros, the sector generates growth and employment in rural areas throughout the EU. It is important to continue to boost to these exports.”

And this is what the three Consortia aim to do, on the eve of important developments in trade relationships between the EU, the USA and Canada, following the recent election of the new US President and shortly before CETA, the bilateral agreement for free exchange between Canada and the EU, comes into force. In Canada in particular, Italy is the country's first European agri-food supplier. During 2015, agri-food exports represented over 16% of the total and confirmed a positive growth trend, reaching a value of 692 million Euros, with an increase of 8.2% over 2014. A result that places Italy in fourth place as supplier to Canada, immediately after the USA, Mexico, and China and in front of France, also confirmed in the first eight months of 2016, with exports for over 460 million Euros, an increase of 5.1% compared to the same period of the previous year. At the same time, in 2015 agri-food exports to the United States reached 3.5 billion Euros with +19.5% compared to 2014; a trend that has continued in the first eight months of 2016 with a growth of +3% and offers an interesting market of potential consumers focused on quality, strongly oriented towards MADE IN ITALY products.

CONSORTIUM FOR THE PROTECTION OF ASIAGO CHEESE PDO Roberta Zarpellon –TRAGUARDI - tel. 0424 523073 mobile 339 4187543 zarpellon@traguardiweb.it

CONSORTIUM SPECK ALTO ADIGE PGI Carlotta Casotto – Studio Monika Carbonari – tel.049 775020 carlotta.casotto@studiomonikacarbonari.it

CONSORTIUM FOR THE PROTECTION OF PECORINO ROMANO CHEESE Daniela Murgia tel. 0785 70537 info@pecorinoromano.com