



The new legal framework for EU Quality Products: opportunities  
and challenges for mountain and GI products

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## **NATIONAL CASE STUDIES**

Angelo Romagnoli

**Mountain producer of Parmigiano Reggiano PDO**

*Caseificio Canevaccia (Bologna – Italy)*

Castel D'Aiano (800 mt)  
Mountain area of Bologna

- Dairy farm: around **700 tons/yr**
- **90 milking cows**
- Member of the Caseificio Cooperativo Canevaccia







# THE CONSORTIUM PROJECT

PARMIGIANO  
REGGIANO

## TWO PILLARS

### CERTIFICATION

- Baseline: Reg. 1151

### Additional requirements

- Minimum Age: 20 months
- Quality check: sensorial panel
- Producer name on pack/label
- Not self-controlled but certified by Control Body

### LOGO



## SUPPLY

- 35 dairies
- 220,000 certified wheels

## VALORIZATION

- Many commercial operators (and retailers) ask for the branded product. **The "brand" is starting to be known**
- Market valorization has not yet managed to transfer a satisfactory "premium" to producers

A strong obstacle to commercial valorisation is **the presence on the market of many products which - in different ways - use the term "mountain"**, generating **confusion for the consumer** and **misleading competition** with respect to the Consortium's project (and EU Reg. Aims!!!)



## PROPOSAL/REQUEST

The reservation of the mention 'Mountain Product' and transparency to the consumer are a key point on which the European Commission and member states should work