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PROSCIUTTO DI PARMA TOUTS CONSECUTIVE YEAR OF EXPORT GROWTH IN THE U.S.

PARMA, Italy (May 2, 2017) – The Consorzio del Prosciutto di Parma recently released last year’s sales report indicating another consecutive year of export growth in the U.S. In total, Prosciutto di Parma rounded out 2016 with a total production of 8.7 million hams, which signifies a 2.8% increase over 2015. The U.S. market is continuing to grow (+7%), solidifying its position as the primary foreign market and importing 623,000 hams.

Although Italy is the largest market for Prosciutto di Parma and accounts for almost 68% of consumption, exports of the product increased by 1.2%, which is roughly 2.8 million hams. This generated an estimated revenue of 280 million Euro, reinforcing the long-term growth of Prosciutto di Parma.

"We have set ourselves a very ambitious target, which is to bring exports of Prosciutto di Parma up to the three million-mark in a short span of time," said Vittorio Capanna, President of the Consortium. "Competition in the global marketplace is certainly a complex challenge but we are proud of the results we’ve achieved over the last decade and look forward to continuing this forward momentum into the next decade."

In 2016, 1.5 million hams (18% of total hams) were sliced to produce a total of 79 million packs of pre-sliced Prosciutto di Parma. Although Prosciutto di Parma whole ham sales experienced growth in 2016, overall sales of pre-sliced Prosciutto di Parma packages fell slightly by 0.9% compared to last year. However, despite that decrease on the global scale, alternatively, pre-sliced sales in the U.S. market grew compared to the previous year. In fact, the U.S. saw enormous growth in pre-sliced sales between 2013 and 2016, generating a 39% increase over that period. Pre-sliced prosciutto currently accounts for 19% of total Prosciutto di Parma production.



To learn more about the Consorzio's business performance or its 2017 marketing and training programs, contact its U.S. Information Office at info@parmacrown.com or visit www.parmacrown.com.

About the Consorzio del Prosciutto di Parma

The Consorzio was established in 1963 by 23 producers producing 53,000 branded hams who wanted to protect and promote their product throughout the world. Since then, the Consorzio has grown into a family of 150 Prosciutto di Parma producers supplying nearly 9 million hams annually to markets all over the world.

Today's producers carry on a tradition that has been passed down through generations. The production of every Prosciutto di Parma is regulated by strict laws that define the quality and characteristics, represented by the Parma Crown branded on Prosciutto di Parma. Learn more, discover recipes and find out where to buy Prosciutto di Parma at www.parmacrown.com.

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