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The Prosciutto di Parma Name is Back in Canada *Free trade agreement signed between EU and Canada*

PARMA, ITALY (February 23, 2017) – The Consorzio del Prosciutto di Parma today announced a historic achievement as “Prosciutto di Parma” will take full hold of its name in Canada thanks to a free trade agreement – Comprehensive Economic and Trade Agreement (CETA) – between the European Union and Canada, approved last week by the European Parliament.

CETA introduces, among other things, a series of rules for the protection of Geographical Indications, which have been given special status and greater protection in the Canadian market. Specifically, the agreement provides for the co-existence of the protected designation of origin “Prosciutto di Parma” and the “Parma” brand currently owned by the Canadian company Maple Leaf.

The Consorzio’s producers will now be able to identify their product as “Prosciutto di Parma,” “Parma Ham” or “Jambon de Parme.” In addition, the distinctive Parma Crown, a guarantee of authenticity branded on every leg of Prosciutto di Parma and pre-sliced pack, will be on all packaging, setting it apart from others on the market.

“We have waited for this for a while and it’s a testament to our producers’ resilience. Now, they will finally be able to sell their prosciutto in the Canadian marketplace with the correct designation – ‘Prosciutto di Parma,’” said Vittorio Capanna, President of the Consorzio del Prosciutto di Parma. “Undoubtedly, we would have preferred a total protection of Prosciutto di Parma through the elimination of the competitor brand, but we acknowledge that this is the only possible compromise; one which ensures legal protection of our product.”

For the last 20 years, Prosciutto di Parma has been sold in Canada as “The Original Prosciutto/Le Jambon Original,” while a dry-cured Canadian ham has been sold under the brand “Parma.” Over this time the Consorzio del Prosciutto di Parma has taken different legal initiatives to have this brand invalidated, unfortunately without success.

“We were in a very awkward situation. Because we were unable to use our designation, the Consorzio couldn’t carry out promotional activities for our product in Canada,” said Stefano Fanti, director of the Consorzio. “We feel this was detrimental to Canadian consumers, who could have been easily misled with regard to the quality and the origin of the prosciutto they were sold, incorrectly described as ‘Parma.’ Now, thanks to this agreement, we will be able to legitimately use our “Prosciutto di Parma” designation as well as our famous, brand-identifying Parma Crown and invest in our brand to develop our Canadian exports, which currently average 70,000 hams per year.”

This is positive progress, for which the Consorzio del Prosciutto di Parma is grateful to the Italian Government, the European Commission and the Italian Parliament members in Brussels for their efforts over all these years.

For any questions related to promotions, opportunities and marketing plans in Canada, please email info@parmacrown.com.