



## Press Statement

### **The Iberian sector is strengthening its commitment to internationalisation in the first year of the “Ham Passion Tour”**

**The project, which was allocated almost 6 million Euros, has exceeded the targets to promote and leverage Iberian Ham by 165%, and has registered, for instance, more than 50 million hits on European media**

**The Inter-professional Association of the Iberian Pig (ASICI) launched this historic programme, co-financed by the European Union and the sector itself, to give international visibility to the Iberian Hams of Spain**

**The identification system with seals “Choose your colour, choose your *Ibérico*”, ÍTACA and the “*Ibérico*” APP have been a revolution in terms of informing consumers about the traceability of the end product**

**Madrid, May 2019.** The internationalisation and export of Iberian products has gone from being simply an option to becoming one of the main challenges of the sector. ASICI, the Inter-professional Association of the Iberian Pig, has been working for several years to increase the knowledge, recognition and positioning of the Iberian Hams of Spain in the international market.

As a result of this work, the “**HamPassionTour**” emerged a year ago. **Ham: the passion of Europe**”. The main goals of the Campaign, with a budget close to 6 million Euros co-financed by the European Union and the sector itself, is to increase competitiveness in France, Germany, United Kingdom, Spain and Mexico, and the visibility of the traditional production system and the benefits of one of the star products of Spanish cuisine and the Mediterranean Diet, **Iberian Ham**.

Up until 2020, the **#HamPassionTour** will travel on board a modern and colourful “Ham Truck” to 24 European cities in France, Germany, United Kingdom and Spain. All within the framework of a global communication campaign, unprecedented in the sector, in which, in addition to the Tour, there have been (during the first year) and will be (over the next two years) multiple actions carried out at each stop, such as master-classes in the most prestigious hotel/catering schools in each country, tastings in top restaurants, gourmet stores and press trips to the areas of production, among many other promotional activities.

In the first year of the campaign alone, more than 265 million potential consumers have been reached, achieving more than 50 million hits in the European press, exceeding the originally established targets by more than 165%.



“We have to convey the idea that Iberian Ham is much more than just a food, it’s tradition, quality, food safety, traceability and sustainability. It’s the balance between respect for the environment and the sustainable exploitation of natural resources. A true example of good work done that needs to be communicated and transformed into added value for European products”, stressed the Chairman of the **Inter-professional Association of the Iberian Pig (ASICI), Antonio Prieto**. “We want to promote the recognition and distinction of Iberian Hams, incorporate that cultural and social touch to the product, showcasing the art of cutting and exploring ways to connect with new emerging consumers such as ‘millennials’ and ‘foodies’”, he added.

## THE SECTOR IN NUMBERS

In 2018, the slaughter of Iberian pigs increased by 5.1% reaching 3,708,827 animals, with almost 7 million Iberian Hams from the four categories being identified with the Standard seal, up 7% from the previous year, to come onto the market over the next few years after undergoing the traditional and long process of production and curing.

Meanwhile, global export data for Cured Hams and Shoulders Hams (\*) show an increase of more than 140% in exports in terms of value in the last ten years, exceeding the figure of 448 million Euros. In 2018 alone, exports increased by more than 12%.

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
184,730	201,093	226,953	239,243	291,002	311,817	354,798	361,239	404,943	448,580
	+8.85%	+12.85%	+5.41%	+21.63%	+7.15%	+13.78%	+1.8%	+12.09%	+12.69%

- Data in thousands of euros

If we analyse the data provided by ESTACOM by geographical area, Europe and America stand out accounting for 91.5% of total exports, the European market being the preferred destination, with nearly 80% of the value of total exports.

	AFRICA	AMERICA	ASIA	EUROPE	OCEANIA	OTHER	TOTAL
<b>2018</b>	545.29	54,434.58	24,615.96	355,764.23	10,398.71	2,821.2	448,579.97
<b>% of total exports</b>	0.12%	12.13%	5.48%	79.3%	2.31%	0.62%	100%

- Data in thousands of euros

## ÍTACA and the “Ibérico” APP: GUARANTEES FOR CONSUMERS

In their commitment to have quality and transparency as guarantees for consumers, ASICI has promoted the **Identification, Traceability and Quality System (ÍTACA)**, a digital system that supports all the traceability information of Iberian products. And based on this registered information, the Inter-professional Association has launched the **“Ibérico” APP**, a mobile application that enables consumers to check the traceability information of the



Iberian Hams and Shoulder Hams, and verify that the product complies with current regulations (Royal Decree 4/2014), through the identification of each piece with a Standard seal (**black, red, green or white**, always with the ASICI logo) with a unique and individual bar code.

One picture of the seal bar code is enough for consumers to access the traceability information of that piece and learn, thanks to its interactive icons, the type of product, feeding and rearing of the pig that gave rise to the piece, its breed percentage, its “vintage” (month and year of the start of production) and the Autonomous Community or region where production began

The “Ibérico” APP is yet another example of the sector’s commitment to provide information about the quality and transparency of the traceability of its products to consumers. In a short period of time, this APP which is free of charge, interactive and very intuitive, has obtained 16,500 downloads, with more than 84,500 seal readings having been made.

## IDENTIFICATION SYSTEM

There is a system for identifying Iberian Hams with colour seals, managed by ASICI, which enables consumers to select their Iberian ham through the information provided. A mandatory identification system that is a guarantee that the piece is indeed Iberian and classifies the Iberian Ham or Shoulder Ham within one of the four colour categories (black, red, green and white), depending on the type of feed and rearing of the pig. The ham labelled with one of the following Standard seals is an Iberian Ham.

- The **black seal** corresponds to the 100% Acorn-fed Iberian Ham, from a 100% Iberian animal, the pig’s mother and father being 100% Iberian Breed, registered in the Studbook; reared in freedom in the *dehesa* pastures and fed on acorns and other natural resources from the *dehesa* during the fattening phase.
- The **red seal** corresponds to the Acorn-fed Iberian Ham, from 75% or 50% Iberian-breed animals, reared in freedom in the *dehesa* pastures and fed on acorns and other natural resources from the pastures during the fattening phase.
- The **green seal** corresponds to the *Cebo de Campo* Ham, which can come from 100% Iberian pigs or 75% or 50% Iberian-breed animals, fed with cereal and legume feeds and with grass from the pastures.





- The **white seal** corresponds to the *Cebo* Ham, which can come from 100% Iberian pigs or 75% or 50% Iberian-breed animals, fed with cereal and legume feeds in farms.

This system of seals offers consumers the maximum safety and quality guarantees. In short, never before have consumers had access to so much information when buying an Iberian Ham. The Hams labelled with one of the following Standard seals are Iberian Hams, without any room for doubt. As stated in the consumer information campaign launched by ASICI, “Choose your colour, choose your *Ibérico*”.

## About ASICI

The **Inter-professional Association of the Iberian Pig (ASICI)** is a non-profit Inter-professional Agri-food Organisation (IAO) in which more than 95% of organisations from the Iberian pig production (livestock) and more than 95% of processing (industrial) sectors are represented on a parity basis. Created in 1992, it was recognised by the Ministry of Agriculture, Fisheries and Food in 1999 as an Inter-professional Agri-Food Organisation for the Iberian Pig Sector.

