



Ham Passion  
TOUR

HAM PASSION TOUR: TE IBERIAN HAM, THE PASSION OF EUROPE

## The Ham Truck takes the culture of Iberian ham, jewel of Mediterranean gastronomy, to the heart of Liverpool

- The campaign “Ham Passion Tour” will travel 25,000 kilometers through 24 cities throughout Europe until 2020
- From November 13<sup>th</sup> to 17<sup>th</sup>, a road show will show the gastronomic qualities of the passion of Europe in the pop city. Master cutters will spread the art with centuries of tradition

(Nov 2018) **Liverpool**, capital of pop, of legendary groups like the Beatles and even declared as the first British city of music by UNESCO, has been one of the points chosen by the **Ham Passion Tour** to spread the characteristics that make Iberian Ham a symbol of European gastronomic culture and the passion of Europe. This campaign, which will travel 25,000 kilometers throughout Europe and 24 cities until 2020, has also shown the art of carving as one of the main factors that allows you to fully enjoy its aroma, unmistakable texture and flavor, as well as key details linked to the European production system such as food safety, traceability, animal welfare, labeling or nutritional and health aspects, among others.

A modern “**Ham Truck**”, with professional cutters, has divulged the benefits of this healthy product of the Mediterranean Diet at **Liverpool One**, between November 13<sup>th</sup> and 15<sup>th</sup>. And later, it moves to Church Street, from the 16<sup>th</sup> and 17<sup>th</sup> of this same month.

The action is part of the information campaign promoted by the Interprofessional Association of the Iberian Pig (ASICI), under the brand **Iberian Hams from Spain**, with the support of the EU, which also included actions in London at the beginning of November. The “**Ham Passion Tour**” campaign is an innovative information and promotion program for the markets of **Spain, France, Germany, the United Kingdom and Mexico**.

The **Interprofessional Association of the Iberian Pig** (ASICI), is a nonprofit Agro alimentary Interprofessional Organization, in which more than 90% of the organizations of the production branch (livestock farmers) and more than 90% of the branch of the processing (industrial) of Iberian pig are represented. Created in 1992, it was recognized by the Ministry of Agriculture, Fisheries and Food in 1999 as an Inter-professional Agri food Organization for the Iberian Pig Sector.



The **Interprofessional Association of Iberian Pig** now includes 16,416 farms, 80 slaughterhouses in Spain and Portugal, and more than 500 companies (processing) that have identified almost 13 million hams and paletas in 2017.

The turnover of the Iberian exceeds **1.300 million euros**, a fact even more important if possible, the Iberian sector is linked to rural areas, it boosts employment and ensures its future; it stimulates the economy of the towns and contributes to fix inhabitants in an environment at risk of depopulation, especially in Spain. But our Ham is much more than that, it is food safety, traceability, labeling and animal welfare.

It is an example of sustainability, of balance between respect for the environment and the sustainable exploitation of natural resources. All an example of good work of a sector closely connected with the best dehesas, fields and farms, and whose production system is part of the European Production Model and its program "From the field to the table".

## **The British market**

**The United Kingdom** has a wide range of products imported from all over the world. It is a mature, sophisticated and demanding market, with a high level of competition and, at the same time, a very important strategic destination for European hams, as there is no local production. It is an eminently importing country of food products. In the last five years, Ham and Paleta exports to the United Kingdom increased in value by 175.6% to more than **19 million euros** in 2017.