



*civuo***le**PASSIONE

# A FAMILY HISTORY



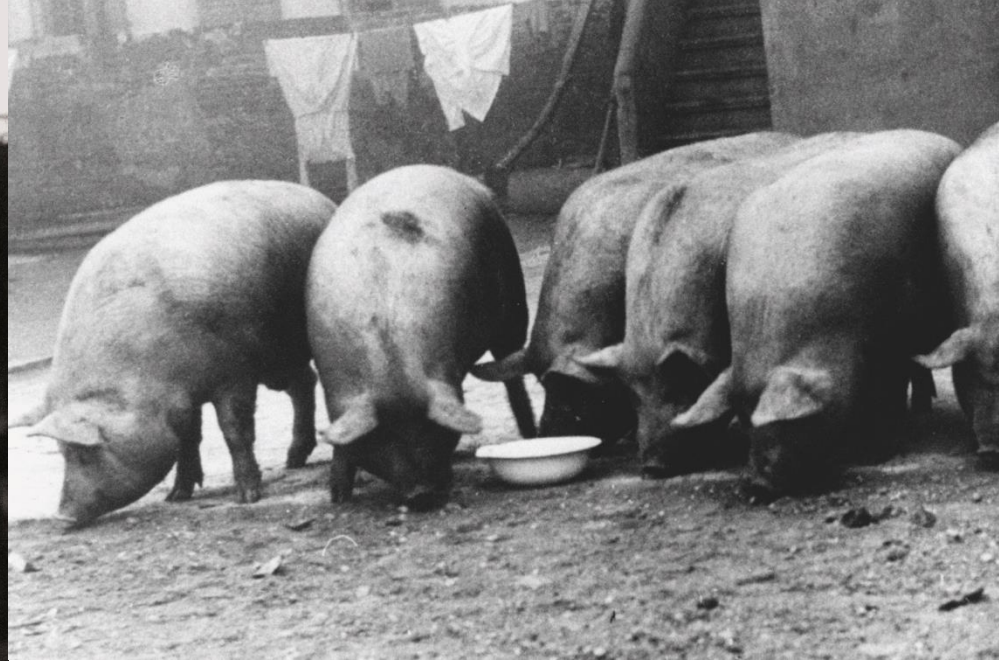
Salumificio  
**Pedrazzoli**®

# OUR PHILOSOPHY : TRADITION AND INNOVATION SINCE 1951

In Pedrazzoli since its foundation we carry on daily the philosophy that innovate is to honor the tradition. For us, innovation means starting from who we are and where we come from, respecting our roots to be contemporary in the proposal of our products. For us, tradition is a springboard to the future. The recipes of the pork butcher tradition are linked to the present in respect for the territory that hosts us and that today as then gives us its best ingredients. We put the passion of always.







**THE PASSION OF YESTERDAY...**

Salumificio Pedrazzoli was founded by Arnaldo Pedrazzoli in 1951 in San Giovanni del Dosso (Mantua): a family pork butchery and deli meat factory.



**TODAY as YESTERDAY  
With PASSION**

Under the leadership of Arnaldo's grandchildren and their children, today the company continues to produce deli meats and traditional specialties and is market leader in the production of organic deli meats.



# ORGANIC PRODUCTS



26 years ago was born our Organic PrimaVera. Since 1996 pioneers in the Organic movement in Italy.



PASSION FOR  
FARMING  
INTEGRATED  
CLOSED-LOOP  
SUPPLY CHAIN

Salumificio  
**Pedrazzoli**<sup>®</sup>







Salumificio Pedrazzoli only rears heavy Italian Pigs (150 - 180 kg), used for the traditional production of Parma Prosciutto, San Daniele Prosciutto and Salame Cacciatore DOP.

The family company counts on 10 organic farms and has a total of 250 hectares organically certified.

The rearing of sows is at the heart of the activity, allowing space for 860 sows and 19.000 piglets a year.

Our pigs live free-range and are fed with natural products.

Salumificio Pedrazzoli guarantees complete control over the whole supply chain to ensure food safety and the exceptional quality of the products.

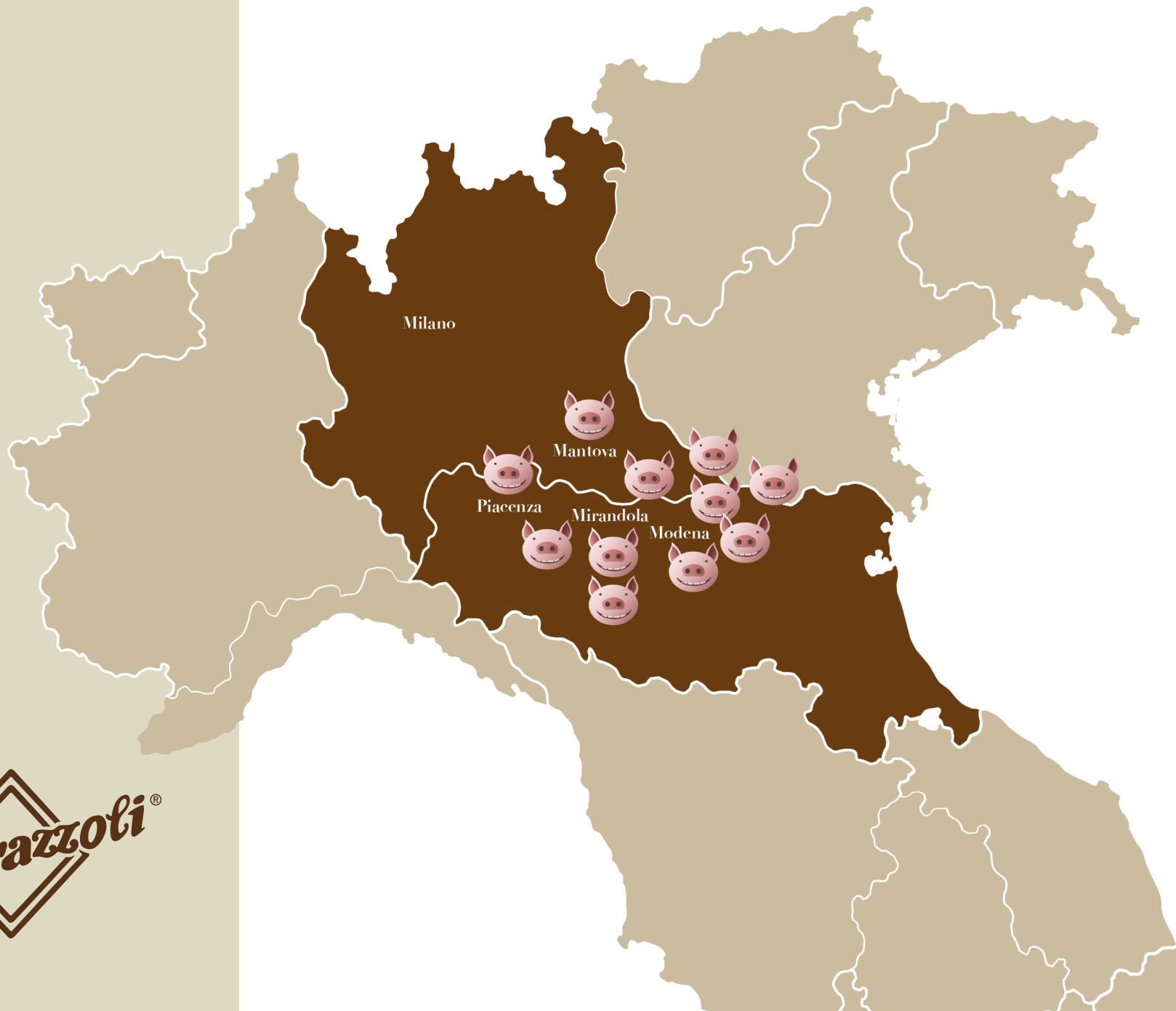








# THE FARMS



Salumificio  
**Pedrazzoli**<sup>®</sup>





All products are only made with meat from Italian pork origin.

In our factory, in fact, 100% Italian Porks of the company's own breeding farms are butchered and processed, with the aim to offer an exclusive, craft and traditional product, riproposing old recipes with the ambition to rediscover tastes now forgotten.

Salumificio Pedrazzoli is a closed-loop company with its rearing farms in the Italian regions of Lombardy and Emilia Romagna, that distinguish itself from other companies, being at the same time both «pig breeders and rearers».





The new slicing plant, located right next to the producing plant.

The plant is 2.000 square metres and has two production lines. At the moment, only one line is running.

Our trays preserve the „waved slice“ laid by hand one by one.



OUR LINES &  
THE QUALITY OF  
OUR PRODUCTS





## THE PRIMAVERA LINE



**The Primavera Line** was born in September 1996 as a natural development of the Company's commitment to reduce the use of preservatives.

The Primavera Line products are controlled and certified by CCPB, the Consortium for the Control of Organic Products, a control and certification body authorized by the Ministry of Agricultural, Food and Forestry Policies.

All the Primavera line products (except for cooked hams and mortadellas) are:

- gluten-free;
- dairy free;
- with no added preservatives and colours.

Some products have been listed in the gluten-free formulary.



GREEN STRATEGY  
SUSTAINABILITY



Salumificio  
**Pedrazzoli**®

# FIGHTING FOOD WASTE

What we decide to consume, in terms of quality and quantity, can help not only the environment that surrounds us and our society, but our economy as well.

There are simple steps that we can take in our daily life to avoid food waste: starting today we want offer you some key suggestions on how to best preserve our products and consume them responsibly.

# PRODUCING LESS, BUT BETTER

We are committed to livestock farming that ensures animal welfare and respects the natural rhythm of seasons. This means being able to devote more time to the pursuit of qualitative excellence, guaranteeing a food product that is good not just for consumers but above all for the environment.

# ORGANIC LIVESTOCK FARMING FOR LESS POLLUTION

Organic livestock farming means:

- raising fewer animals in the context of an ecological management that minimizes the impact on the environment;
- growing fodder for livestock without pesticides or chemical fertilizers, thus protecting local biodiversity;
- not using antibiotics and veterinary drugs as preventive measures, preferring homeopathic remedies that have less impact on soils fertilized with livestock manure;
- producing less, at the same time ensuring a level of animal welfare that cannot be achieved in intensive livestock farming.

# USING SUSTAINABLE MATERIALS

We have decided to adopt an environmentally sustainable behaviour, using materials and packaging that are far removed from the disposable approach and come from sustainably-managed forests.



ANIMAL WELFARE  
AWARDS  
OTHER AWARDS



# ANIMAL WELFARE AWARDS & OTHER AWARDS



**1998:** at the German trade fair Biofach, Pedrazzoli receives the quality and **innovation award for Prosciutto di Parma** from organic agriculture.

**2009:** "Il Cantone" from the Q+ Line wins first prize in the "**Best packaging of pre-packaged product**" category of the 2009 Salumi & Consumi (Deli Meats & Consumption) Awards 2009.

**2010:** Elisa Pedrazzoli receives the **Young Entrepreneur Award**, for business owners or managers under the age of 40, on the occasion of the 2010 Impresa Ambiente Award (Environmental Business Award).

**2012:** the **Stiftung Warentest Foundation** gives the organic Prosciutto Crudo di Parma of the Primavera Line the mark of excellence 'Very Good' as best product for "Chemical Quality" and "Microbiological Quality" (as reported in the no. 1/2012 issue of the official publication of the Stiftung Warentest Foundation)

**2013 and 2016:** with its Primavera Bio line, Salumificio Pedrazzoli receives from **Compassion in World Farming (CIWF)** - the International Association working for the protection of animal welfare in the food industry - the GOOD PIG award for the company's commitment to the protection of the welfare of pigs, thus proving at an international level how it is possible to make choices that also benefit the welfare of pigs.





## Best Organic Farm of Italy 2023

### **FIVE PINS FROM THE ITALIAN SALAMI GUIDE 2023: SALUMIFICIO PEDRAZZOLI IS THE BEST ORGANIC FARM IN ITALY.**

The prestigious award was awarded to Salumificio Pedrazzoli, on the occasion of the presentation of the new edition of the Italian Cured Meat Guide 2023 in November 2022. Out of 162 producers evaluated, 46 are the excellences awarded with the Five Pins, meticulously analyzed with technical and qualitative data sheets to which are added 20 Special Awards. The Special Awards were dedicated to the best projects in the sector that have distinguished themselves in the history of the Salami Guide of Italy and the Salumificio Pedrazzoli, with five pins, has obtained the highest recognition as Best Organic Company of Italy.





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