



# Consorzio di Tutela della Finocchiona IGP



# The Consortium



The Consorzio (a producer's association) aims at protecting, promoting, value and defend Finocchiona.

The role of the Consorzio:

- Protect in Italy and abroad
- Promote the knowledge and use of Finocchiona in Italy and abroad.

40 companies are associated with the consortium: all of these are located in Tuscany. These produce Finocchiona and all the other typical cured meats of the Tuscan and Italian tradition

## **PROTECTED GEOGRAPHICAL INDICATION**

REG. CE 1151/2012

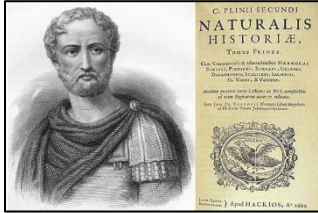
«... food product originating from that geographical area of which a certain quality, reputation can be attributed to that geographical origin.»

Finocchiona is a PGI thanks to the historical elements that prove its origin from Tuscany and thanks to the link with the territory

# The history

Pig farming started in Tuscany from the etruscan times (900-750 BC)

*Manetti O., Tosonotti V., Scienza del maiale: tecniche di allevamento, trasformazione e utilizzazione, Edagricole, Bologna, 1984, pagg. 101-104*



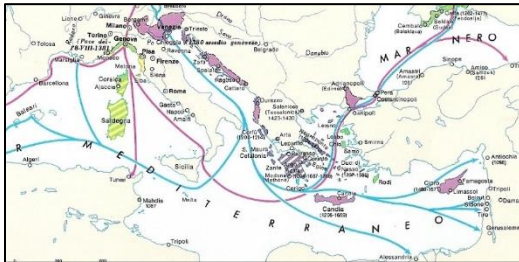
According to what Plinio (23-79 AD) narrated, even Etruria, the ancient name of Tuscany, annually sent twenty thousand fat pigs for slaughter to Rome.

*(Grande Enciclopedia, Istituto Geografico De Agostini, Novara, 1984, vol. XIX, pag. 422)*

«From the forts of the Maremma scrub to the oak and chestnut woods between the Tiber and the Arno it extended like an immense park where pigs lived in ideal conditions» - *(Manetti O., Tosonotti V., op. cit., pag. 7)*

In the Middle Ages, the mastery of the Tuscan peasants gave rise to good governance, also portrayed in numerous works of that period.

Ambrogio Lorenzetti, Siena 1290-1348 - *Effetti del Buon Governo in campagna (dettaglio)*  
1338-1339 - Sala della Pace, Palazzo Pubblico, Siena.



But in the Middle Ages the pepper was rare and so expensive, and its market was owned by who opened the commercial trade with the east. The farmers started to use instead pepper what the nature gave them so easily in Tuscany: fennel seeds and fennel flowers.

# The history



Finocchiona is a cured meat with a historical tradition known and appreciated already in the 15th century. (*Bordo V., Mojoli G., Surrusca A., Salumi d'Italia: guida alla scoperta e alla conoscenza, Slow Food Editore, Bra – CN, 2001, pag. 233*)

In the 16th century, Anton Francesco Grazzini (writer (Florence 1503 – 1584) in the composition "In lode della salsiccia" spoke of the use of fennel «fennel in its body contains a sausage made, seen and eaten in Florence» - (*Manetti O., Tosonotti V., op. cit., pagg. 148-149*).

In 1889 the «Vocabolario degli Accademici della Crusca» reported the following definition under the entry Finocchiona: *"name given in Florence to a kind of mortadella, made from the less fine meat of pork and spiced with fennel seed"*

(Vocabolario degli Accademici della Crusca, Quinta Impressione, Tip. Galileiana di M. Cellini e C., Firenze, 1889, vol. VI, pag. 156)

## Today

Today Finocchiona can be produced only by the companies placed in Tuscany and from who respect the Production Regulation and these companies must be checked by the certifying body.

Therefore only this product can be call Finocchiona.

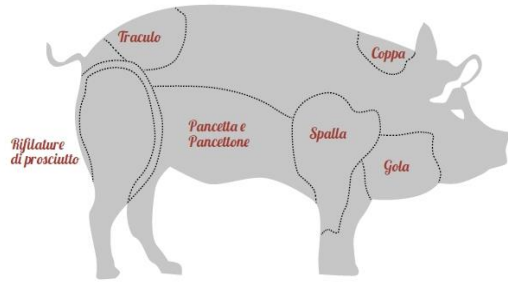
On its label must be the logo of the PGI.



# The Production Regulation

The production of Finocchiona PGI: all the production process is verified by a certification body.

Meats: only certified meats from specific italian breed: Large White Italiana, Landrace Italiana, Duroc Italiana or exclusively from Cinta Senese. Pigs must have a minimum of 9 months of age and a weight of 160 Kg (+/- 10%).



Cuts: Boneless and defatted shoulder, ham trimmings, traculo (butt), throat without glands, lean bacon and throat, coppa meat, bacon and pancetta.

The aforementioned cuts must not have undergone any freezing process.

Mandatory ingredients: fennel seeds and/or fennel flowers; salt; ground pepper; cracked, shelled or grained pepper; garlic.

Facoltative ingredients: preservatives (E250, E251, E252); acidity regulator (E300, E301); sugars (dextrose, sucrose, fructose and/or lactose; wine.

# The Production Regulation

Bagging and ageing

<b>Bagging</b>	0,5 to 1 Kg	1 to 6 Kg	6 to 25 kg
<b>Day of ageing</b>	15 days min.	21 days min.	45 days min.



Unique seal numbered on each piece.



Cylindrical and with a light feathering



The red of the meat and the white of the fat with visible fennel seeds


All the production process is verified by a certification body.

# Protection of Finocchiona PGI in Canada

The Consortium registered the name and the logo in Canada at the Canadian Intellectual Property Office.

The Geographical Indication "Finocchiona" is expressly protected in Canada, as evidenced by the registration in the register of Geographical Indications of Canada under no. 1977476

The logo of the Consortium is a Trademark registered with n.1939445.

 Government of Canada / Gouvernement du Canada

[Canada.ca](http://Canada.ca) > [Canadian Intellectual Property Office](http://CanadianIntellectualPropertyOffice)

### Details of Geographical Indication

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**Geographical indication :**  
FINOCCHIONA

**File number :**  
1977476

**Date entered :**  
2020-11-04

**Country of the responsible authority :**  
ITALY

**Address :**  
CONSORZIO DI TUTELA DELLA FINOCCHIONA IGP VIA DI NOVOLI, 73/C,  
50127 FIRENZE (FI) ITALY

**Date modified:**  
2019-06-14

 Innovation, Sciences et Développement économique Canada / Innovation, Science and Economic Development Canada

## Marque de commerce / Trademark

CERTIFICAT D'ENREGISTREMENT / CERTIFICATE OF REGISTRATION

  
LMS  
TM# 1,194,420  
Numéro d'enregistrement / Registration number

Numéro de la demande / Application number  
1939445

Date d'enregistrement / Registration date  
17 août/Aug 2023

*La présente certifie que la marque de commerce identifiée sur ce certificat a été enregistrée. L'extrait ci-joint est une copie conforme de l'inscription de son enregistrement.*

*This is to certify that the trademark identified on this certificate has been registered and that the attached extract is a true copy of the record of its registration.*

*Conformément aux dispositions de la Loi sur les marques de commerce, cet enregistrement est sujet à un renouvellement tous les 10 ans à compter de la date d'enregistrement.*

*In accordance with the provisions of the Trademarks Act, this registration is subject to renewal every 10 years from the registration date.*



  
Registraire des marques de commerce / Registrar of Trademarks



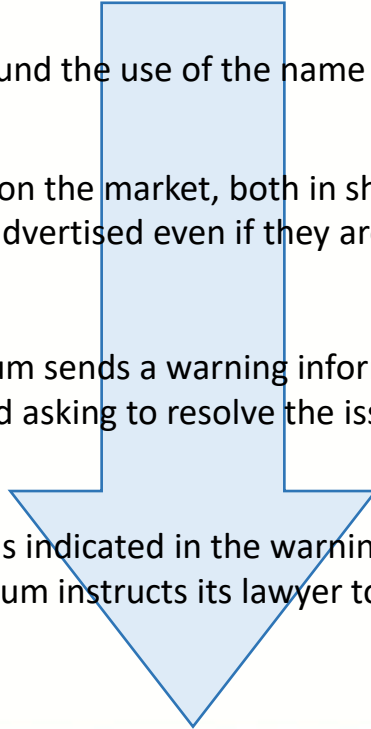
# Protection of Finocchiona PGI in Canada

In the past the Consortium has found the use of the name Finocchiona on Canadian territory.

The Consortium checks what is on sale on the market, both in shops and on the internet and also checks the sites where the products are advertised even if they are not sold directly via e-commerce.

If an irregularity is found, the Consortium sends a warning informing about the registration of the name and asking to resolve the issue.

If the issue is not resolved within the terms indicated in the warning, the Consortium notifies the Italian anti-fraud offices and the Consortium instructs its lawyer to continue resolving the case.





# The Consortium's point of view

It's very important for the Consortium work to inform and form people and the operator of the food sector.

1. better product knowledge creates more aware consumers;
2. a higher level of knowledge allows operators in the sector not to make mistakes and not expose themselves to disputes from the authorities who check the market, whether traditional or online.

**Collecting information to learn more about things or participating in training sessions means increasing the level of culture and knowledge, and it is always a victory for each of us.**



# Thanks for your attention





**CONSORZIO DI TUTELA DELLA FINOCCHIONA IGP**

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