



**ITALIAN TRADE AGENCY**

The Italian Dairy Industry:  
A Tradition of Excellence and  
Innovation

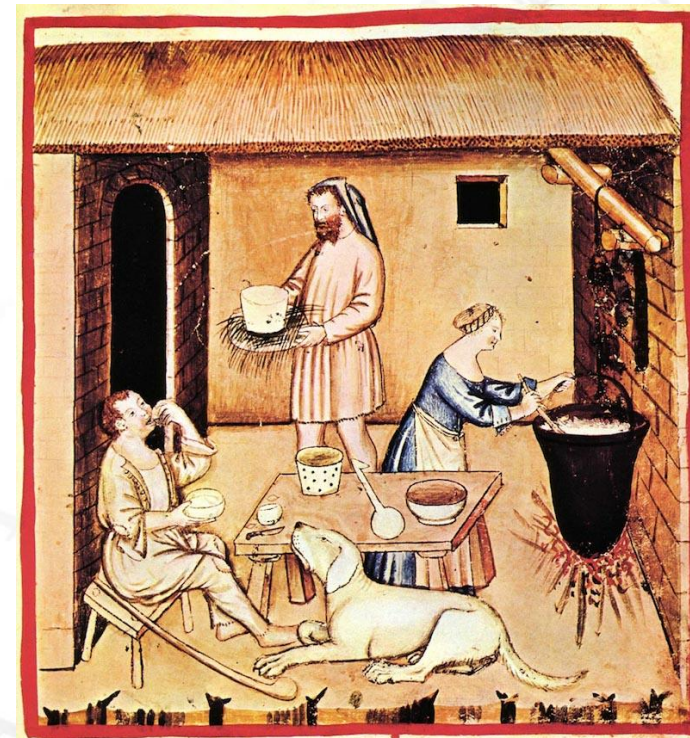
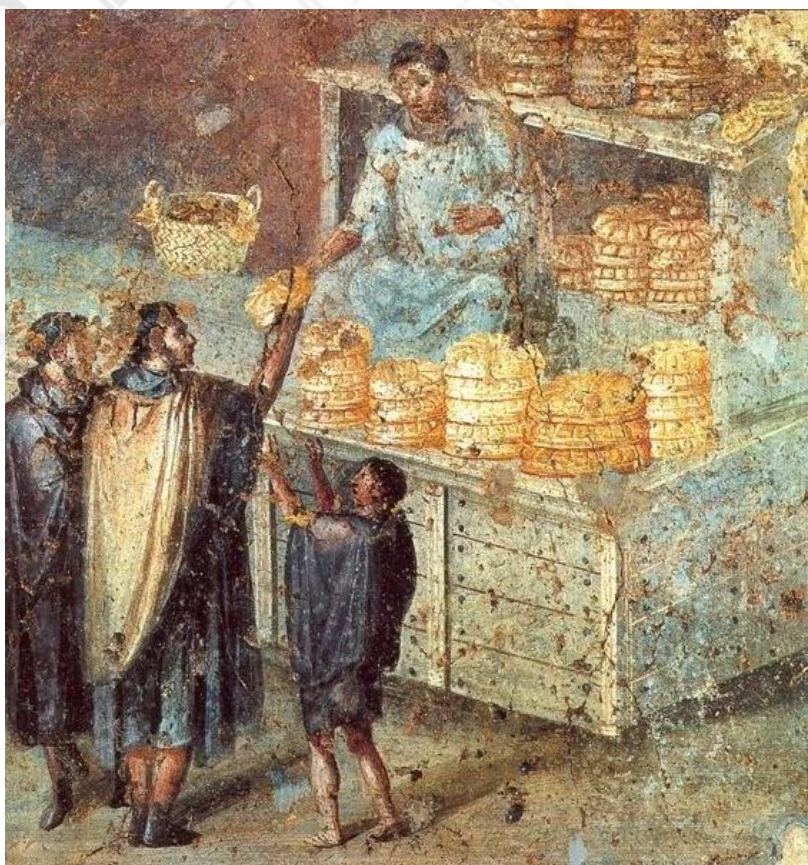
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# Overview

## Historical Background



## Overview

### Geographical and climatic conditions

- One of the remarkable aspects of the Italian dairy tradition is the plethora of distinct regional cheese varieties.
- Each region in Italy has its unique cheeses, often associated with local landscapes, climate, and cultural practices.
- This diversity is a result of centuries of specialization and the availability of different milk sources, such as cow, buffalo, goat, and sheep.



# Overview

## Artisanal Craftsmanship

- Artisanal craftsmanship in cheese production is at the heart of the Italian dairy industry and plays a pivotal role in the creation of exceptional cheeses. The art of making cheese has been passed down through generations, with skilled artisans dedicating their expertise and passion to produce cheeses of unparalleled quality and taste.



# Overview

## Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) Labels

- Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) labels play a crucial role in guaranteeing the authenticity and origin of Italian cheeses. The European Union (EU) designations protect traditional and regional products, ensuring that consumers can identify genuine products with specific regional and production methods.



## Culinary Significance

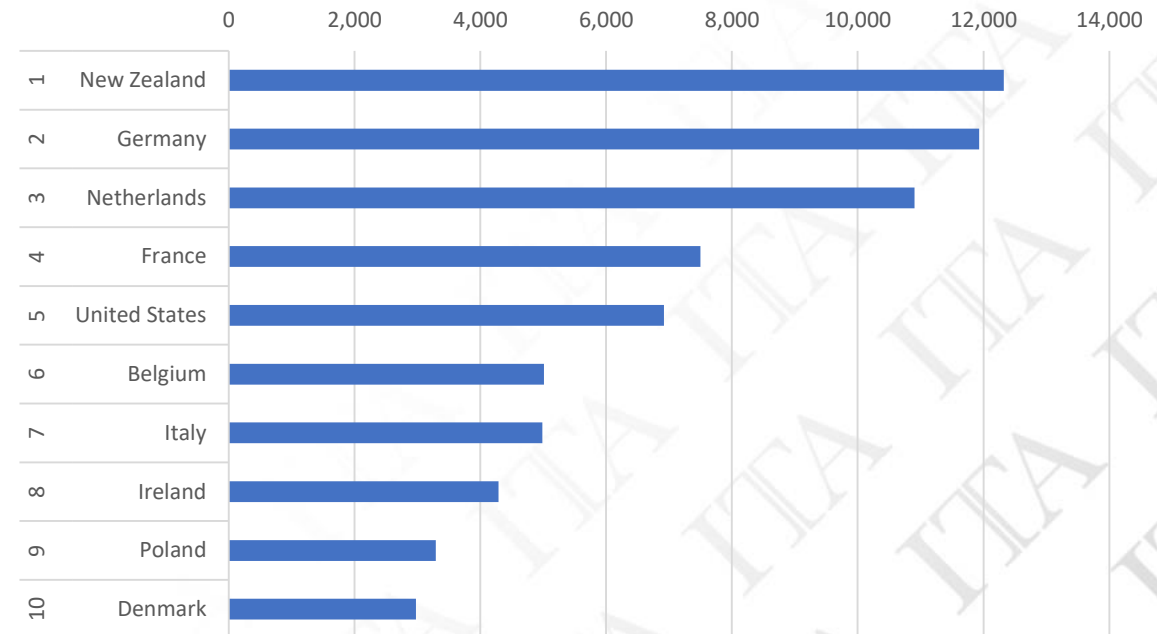
- Italian cheeses play a central role in Italian cuisine, featuring prominently in various dishes, from antipasti to pasta and pizzas. Their versatility and rich flavors make them essential components of Italian gastronomy, appreciated



## Export and Global Recognition

- The excellence of Italian dairy products has garnered global recognition. Italy is one of the leading exporters of cheese worldwide, with its products sought after by gourmets, chefs, and food enthusiasts around the globe. The success of Italian cheeses can be attributed to the perfect balance between tradition and innovation.

**Top 10 World Exporters of Dairy Products - 2022**  
(million euros)

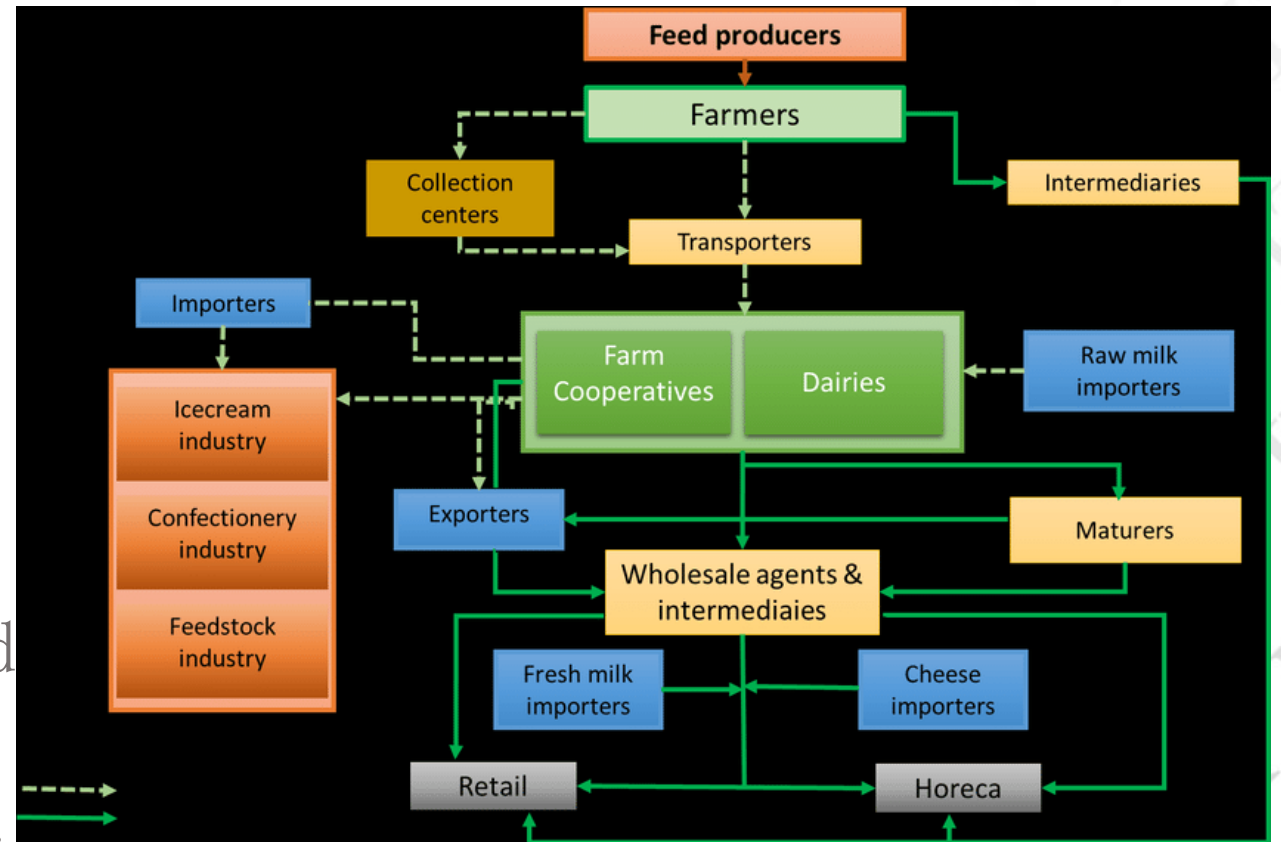


Source: Trade Data Monitor

# Role of the Italian Dairy Industry in the country's economy

- Employment Generation
- Agricultural Sector Support
- Exports and Trade Balance
- Boosting Small and Medium Enterprises (SMEs)
- Regional Development
- Promoting Italian Image Abroad
- Investment and Infrastructure
- Value Addition and Supply Chain

Italian Dairy Industry Value Chain





# Figures for the Italian dairy value chain

Number of companies: 25,370



Number of milk cows: 1.5 million



Production of cow milk: 13 million tons



Production of drinking milk: 2.5 million tons



Production of cheeses: 1.4 million tons



Production of butter: 93.000 tons



Production of yogurt: 280.000 tons



# Foreign Trade

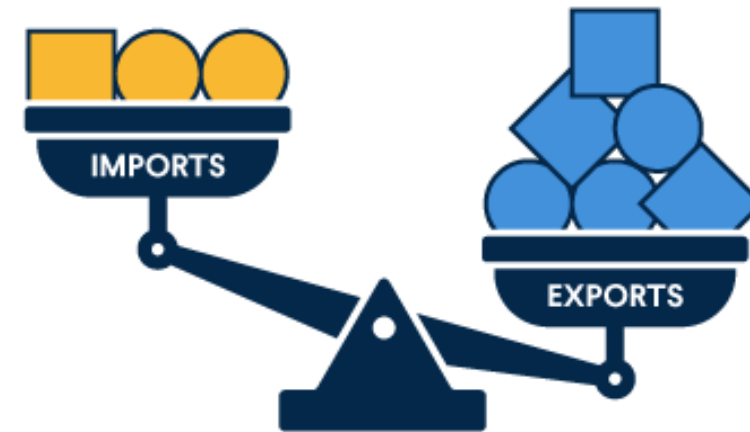
Exports: 4.1 billion euros

- % share on agri-food: 7.9%

Imports: 3.6 billion euros

- % share on agri-food: 7.4%

Trade Balance: 493 million euros



# Key Products

1. **Cheeses:** Italian cheeses are among the most diverse and beloved in the world. Each region in Italy has its unique cheese varieties, each with distinct flavors and characteristics. Some iconic Italian cheeses include:

• **Parmigiano Reggiano:** Known as the "King of Cheeses," this hard, granular cheese has a nutty and savory flavor and is aged for extended periods.

• **Mozzarella di Bufala:** Made from buffalo milk, this soft, creamy cheese is popular in dishes like Caprese salad and pizza.



• **Gorgonzola:** A creamy blue cheese with a tangy flavor, perfect for pairing with fruits

• **Pecorino Romano:** A sharp, salty sheep's milk cheese often used for grating over pasta dishes.

• **Grana Padano:** A versatile hard cheese with a slightly milder flavor than Parmigiano Reggiano, used in both cooking and as a table cheese.



2. **Butter:** Italian butter is prized for its rich taste and smooth texture. It is widely used in cooking, and baking, and as a spread on bread and crackers.



3. **Creams:** Italian creams, such as mascarpone, are beloved for their luxurious texture and delicate sweetness. Mascarpone is a key ingredient in classic Italian desserts like Tiramisu.



4. **Yogurts:** Italian yogurts are available in various flavors and styles, ranging from traditional plain yogurt to fruit-infused varieties.



5. **Ricotta and Ricotta Salata:** Ricotta, a fresh, creamy cheese, is used in both savory and sweet dishes, while ricotta salata is a salted, aged version that adds a unique flavor to salads and pasta dishes.



6. **Provolone:** These semi-hard cheeses are often used in cooking and melting over dishes, adding a rich and tangy flavor.



7. **Burrata:** A delicate and creamy cheese made from mozzarella and cream, often served with fresh tomatoes and basil.

# Quality and Authenticity

- Expertise and Craftsmanship
- Sustainable Farming Practices
- Premium Ingredients
- PDO and PGI Certifications
- Stringent Regulations
- Pride in Heritage
- Innovation without Compromise
- Customer Satisfaction



# Tradition Meets Innovation

- Product diversification
- Organic and Health-Conscious Options
- Sustainable Practices
- Packaging and Convenience
- Technological Advancements
- Digital Marketing and E-Commerce
- Value-Added Products
- Collaboration and Research
- Export-Oriented Strategies



# Tremendous growth potential in the Chinese market



- Rising Middle-Class Population
- Changing Consumer Preferences
- Cultural Appeal and Culinary Trend
- E-Commerce and Online Retail
- Food Safety and Quality Assurance
- Culinary Tourism and Exposure
- Strategic Partnerships and Distribution
- Supportive Government Policies



## Conclusions

- The Italian Dairy Industry stands as a symbol of excellence, combining tradition, quality, and innovation.
- We look forward to forging strong partnerships with institutions like the CFNA as well as sharing our delicious dairy products with a.





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Thank you!



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