

Remarkable value of the dairy products in the mountain of FVG (Italy): role of quality labels and technical assistance

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The high quality of the dairy products in the mountain of FVG (Italy) are recognisable also by the trademarks and the identifications, respectively:1 DOP-Protected Designation of Origin, namely the Malga Montasio Alpine Montasio Cheese;3 SlowFood Presidium "Çuç di Mont" in Losa, Pozzo di Fiemme and Costa Cervera huts;1 wording PDM-Prodotta di Montagna (Mountain Product) that identifies the cheese produced in Malga Montasio;26 PPL-Piccole Produzioni Locali, a sanitary authorization appositely designed for typical and local productions. The accession to these brands implies the commitment to follow the related disciplinary. A constant supervisor is assured by the experts to certify the respect of the quality parameters. A further support to the cheesemakers of alpine huts of FVG is guaranteed by the experimental project of technical assistance activated by ERSAs – the Regional Agency for the Rural Development. From 2001, every grazing season, usually an average number of 20 farms join, on voluntary compliance, this program and they work together with the technicians, to improve the modality of the milk transformation. In addition, numerous scientific and marketing initiatives are constantly dedicated to this compartment. Interesting evidences of all these huge efforts could be observed considering the results of some national and local competitions where cheeses from FVG were presented. Generally, the prizes for their excellence were awarded to the productions that were ultimately characterized by a quality label. This is worth of a deep analysis, in fact, this confirms that there is no quality without control and high hygiene and health conditions throughout the food chain. Moreover, it is evident that the best alpine cheeses of this area present at the bottom of their productive pathway an entrepreneur mentality, which is demonstrated in the choice to adhere to the specification of each quality scheme that implies rigorous strict and tight monitoring. These distinctive features deserve a worldwide appreciation and an effort should be done by all the actors implied to collaborate in the promotion of these dairy "niche" productions that in this way can obtain also a right economical valorization and recognition.