

Discover
the passion
of **Europe** with
Ibérico Ham
from **Spain**

AWAKEN
YOUR
ibérico
SENSE!

ENJOY
IT'S FROM
EUROPE



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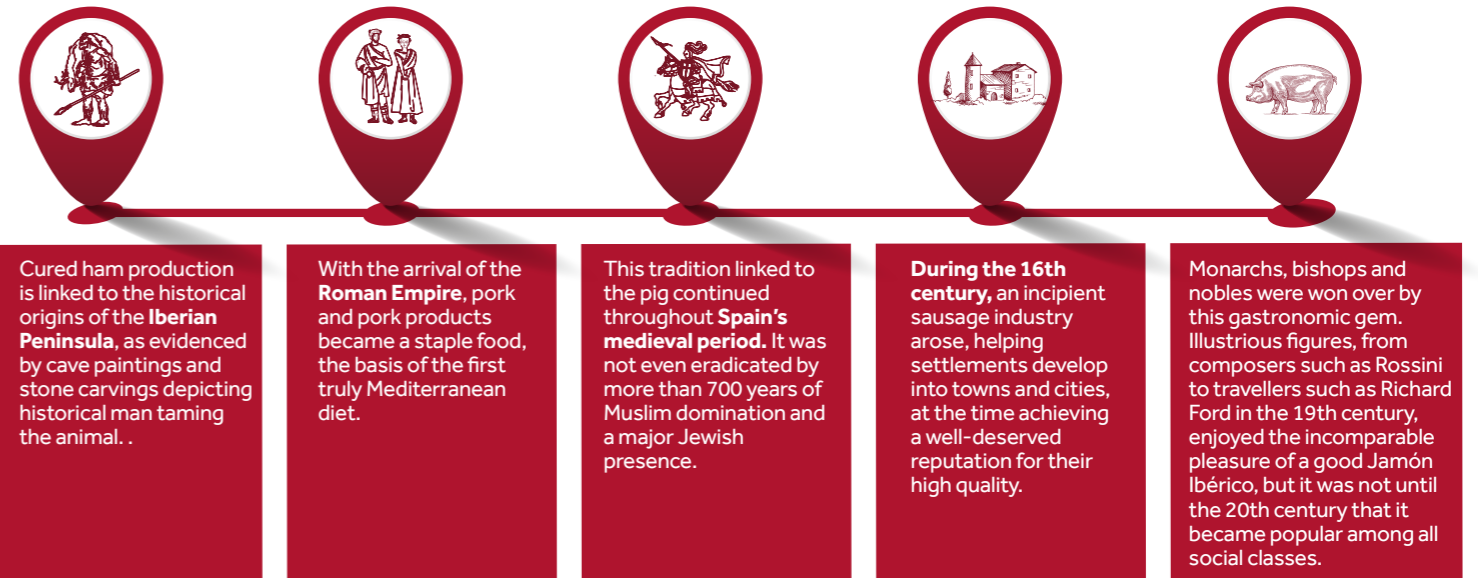
#EUAgripromo

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE
AGRICULTURAL TRADITIONS.

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HISTORY



From the end of the 19th century to the present day, the ham industry has experienced unstoppable growth. In 1960, a breed native to the Iberian Peninsula, the Iberian breed, began to take on particular importance. It established unique global due to the distinctive breeding system and a spectacular product: Iberian Ham, which then began to expand throughout the country.

Having become a gastronomic icon, Iberian Ham **today** goes beyond the confines of gastronomy, as a cultural emblem of Spain and the Mediterranean Diet.

HOW DID IT ALL COME ABOUT?

The production of **Ibérico Ham**, as we know it today, must have been the result of numerous attempts to preserve a piece of meat by trial and error, and perhaps without specific intent, by combining the use of a **native breed** (the Iberian pig), **robust and suited to its environment** (Iberian Peninsula), with the benefit of the abundant food resources available in the pasture during the autumn (acorns, grasses, etc.), and the first stages of production (salting) in the winter, which are critical for preservation and where low temperatures are essential.

Subsequently, the successive climatic cycles of the environment in which the Iberian ham is produced do the rest: a gentle rise in temperature in spring, dry and hot summers in the drying sheds, and a long maturation period protected against temperature fluctuations in cellars, promote the exceptional organoleptic characteristics of the product.

"Its **intense and persistent aroma** is the result of the final stages of maturation, **with oily notes and hints of nuts, wood and toast, as well as its beguiling appearance: a deep, reddish colour, with plentiful, fluid and glossy marbling**, and a firm texture or consistency that allows it to be cut into very thin slices. **Ibérico Ham. From pasture to palate. Jesús Ventanas**



MAIN PRODUCT ATTRIBUTES

ORIGIN

A product found nowhere else in the world, linked to a territory: the Iberian Peninsula. Born out of the culture and tradition of an entire people, passed down from generation to generation, in perfect harmony with innovation and new technologies that have generated added value.



LINK TO THE RURAL ENVIRONMENT

Dehesa woodlands, fields and farms are the origin of a unique product, linked to rural environments and their people, for whom Iberian ham is a way of life, a passion.

This is why the Iberian sector has become one of the **antidotes to the Demographic Challenge** thanks to its role as an **economic engine and backbone of Rural Europe**: it boosts employment and ensures the future of the countryside; it stimulates the economy of villages and helps attract new inhabitants to an environment at risk of depopulation, in a clear commitment to Territorial Cohesion.



SUSTAINABILITY AND BIODIVERSITY

The Iberian pig is one of the factors responsible for the biodiversity and sustainability of rural areas. It helps to **maintain an ecosystem unique to the Iberian Peninsula and found nowhere else in the world, the Dehesa**. Created by human intervention over generations, it is an example of the balance between respect for the environment and the sustainable use of natural resources, a perfect symbiosis that has generated a unique model of sustainable ecosystem.

Three and a half million hectares distributed throughout the southwest of the Iberian Peninsula, where the Iberian pigs responsible for acorn production graze.

The Dehesa has become an example of a green and circular economy. It generates life in environments at risk of depopulation, helps to settle the rural population, provides biodiversity and contributes to a reduced carbon footprint as a CO2 sink. Livestock management reinforces land regeneration and provides food for future plant growth, while contributing to climate change mitigation by helping to prevent fires. Could anything be more sustainable?

EUROPEAN PRODUCTION MODEL (EPM)

The 'Farm to Fork' strategy, included in the European Green Pact, aims to reinforce a series of guidelines on food safety, animal welfare, traceability and environmental sustainability that already appear in the **European Model of Production**, the most demanding in the world and of which the Iberian sector is one of its supporters.



Food safety.

We enjoy the highest standards in food safety, thanks to strict regulations, rigorous control and a traceability system that ensures and guarantees that all the Ibérico Hams that reach the consumer do so with first-class health guarantees.

Animal Welfare.

Certified Animal Welfare Commitment: Ibérico Animal Welfare (IBAW) is a certification (seal) that will allow consumers to identify those products obtained by following best practice in animal production, in terms of animal welfare, health, biosecurity, animal handling and traceability, set by the World Organisation for Animal Health (WOAH) and EU regulations. A certification mark that guarantees even higher animal welfare standards than those set by European and national regulations, and expresses the Iberian sector's commitment to quality and transparency.



Traceability.

In line with the European Farm to Fork strategy, the production process is fully traceable, overseen and supervised by the health authorities, resulting in a high quality and safe end product for the consumer.

-Our efforts to ensure traceability are reflected in the development, implementation and continuous improvement of ITACA (Identification, Traceability and Quality System).

Sustainability.

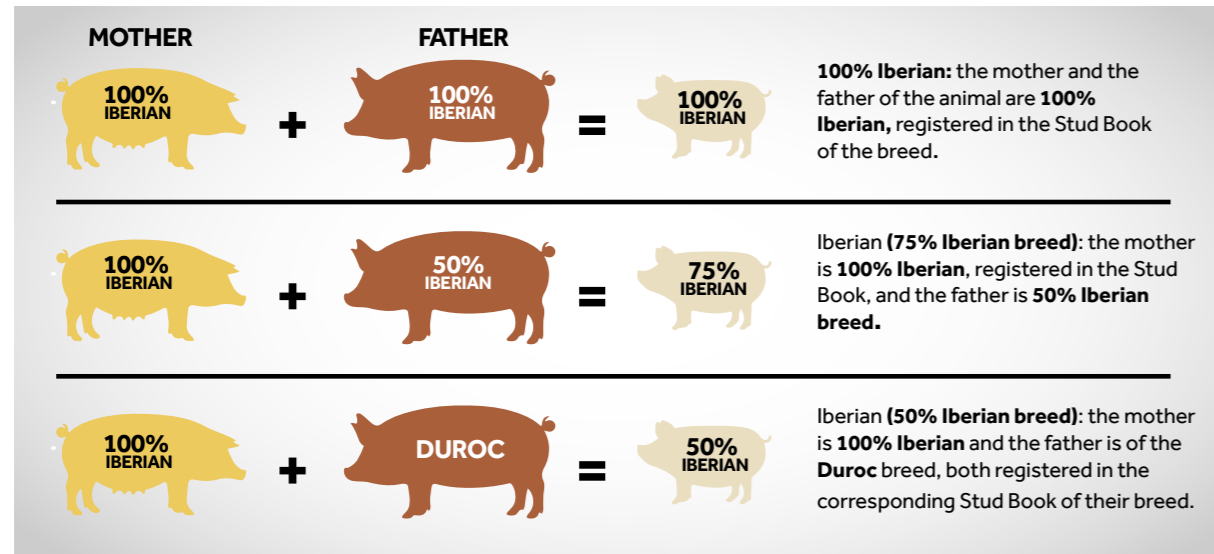
The Iberian sector has signed up to the European Green Deal and its commitments (neutral climate impact by 2050) in the necessary transition towards a more sustainable food system, and is aligned with the Sustainable Development Goals (SDGs) set by the UN. The sector is, in this regard, committed to the efficient use of resources within a clean and circular economy, reducing the impact that its production activity has on the environment, and offsetting its ecological footprint.



IBERIAN BREED

Native to the Iberian Peninsula, the Iberian breed is the centrepiece of a lifestyle that revolves around Ibérico Hams. Its quality is reflected in its intense red colour, characterised by distinctive marbling, which provides an unmistakable flavour, texture and aroma.

An understanding of the Iberian pig breed is essential in understanding the different categories of Iberian ham on the market. Depending on the level of crossbreeding, the pigs may be:



FEED

A **unique breed** such as the Iberian pig can only be fed on the best natural resources. And to obtain such an exquisite product, the diet of the Iberian pigs has to be carefully tended to, resulting in a **flavour full of nuance!**

The type of feed the animal receives is, together with the breed, one of the two main criteria used to classify Ibérico Hams. Depending on the type of feed, there are three types of Ibérico Ham:



LONG PROCESSING TIMES

It takes years for a breed to consolidate. An oak tree takes decades to produce acorns. A tradition takes centuries to be passed on. An Ibérico Ham takes time, plenty of time, to become our finest hallmark.

If there is one thing that characterises the production process of an Ibérico Ham, it is that it is a **NATURAL PROCESS BASED ON LONG PROCESSING AND CURING TIMES**. The Quality Standard (Royal Decree 4/2014) that regulates the production of Ibérico Hams establishes a minimum curing period of 20 months, but in truth this process normally lasts for years. **4, 5, 6, 7... YEARS may pass before the unmistakable aroma and flavour of Ibérico Ham can be savoured.**

ENJOYMENT AND SENSORY PLEASURE

Camilo José Cela used to say that ham is a morsel for the blessed. The brilliant Galician writer was right, understanding perfectly the powerful emotion that penetrates the senses when you taste a slice of this delicacy. Ibérico Ham is synonymous with happiness, as reflected in the works of such great authors as Alberti, Vázquez Montalbán and Cervantes. To appreciate all its nuances and enjoy it to the fullest, you must use all your senses.



SIGHT

The external appearance of the ham can be appreciated by looking at it. Elongated, stylised and with a very fine shank: these are the distinctive visual features of the Ibérico Ham.

We should also focus on the external fat that covers the piece. If it has a yellowish tone and gives to the touch easily, then it is an **Ibérico Ham**.

Lastly, the slices are marked by the **characteristic and unique marbling** of Ibérico Ham. Bright, fine white veins that contrast perfectly with the intense red of the slice, and provide that **exclusive aroma, flavour and intensity**.



TOUCH

It is precisely this **characteristic marbling of Ibérico Ham** that is responsible for its **soft and fragile texture**, thanks to the **glossy fat within**, that expands and melts at the touch in each slice.

A hugely appealing texture with the necessary degree of hardness to allow sufficient chewing so as to trigger that **unique explosion of flavour on the palate**.



SMELL

The aromas are **exponentially enhanced** the moment the slice is placed on the tongue. A **cured, intense, pleasantly balanced** aroma, means you are enjoying an **Ibérico Ham**.



TASTE

Taste is a sense closely linked to smell. Our sense of smell shares sensations with taste and contributes to that **explosion of intense flavour so characteristic of Ibérico Ham**. **Sweet, salty and cured nuances** converge in umami, that subtle, prolonged and hard-to-describe fifth taste that **stimulates our palate**.



QUALITY ASSURANCE



QUALITY
FROM THE
Outset

IBÉRICO ANIMAL WELFARE

There is no area in the world where animals have, by law, more space, better hygienic conditions and greater comfort. This welfare is transferred to the entire production chain, thus guaranteeing products of the highest quality.

To reinforce this commitment and as a pioneering initiative worldwide, the sector is launching the **IBERIAN ANIMAL WELFARE LABEL (IBAW)**. This certification will allow consumers to identify those products obtained following the best practices in animal production in terms of animal welfare, health, biosecurity, animal handling and traceability, as established by the World Organisation for Animal Health (OIE) and EU regulations.



A certification mark that guarantees even higher animal welfare standards than those set by European and national regulations, and conveys the sector's commitment to quality and transparency.

FOOD SAFETY

We enjoy the highest standards in food safety, thanks to strict regulations, rigorous control and a traceability system that ensures and guarantees that all the Iberian hams that reach the consumer do so with first class health guarantees. .

TRACEABILITY

In line with the European **"Farm to Fork"** strategy, the production process is fully traceable, controlled and supervised by the health authorities, resulting in a high quality and safe end product for the consumer.

Our efforts to guarantee this traceability are reflected in the development, implementation and continuous improvement of **ÍTACA (Identification, Traceability and Quality System)**.



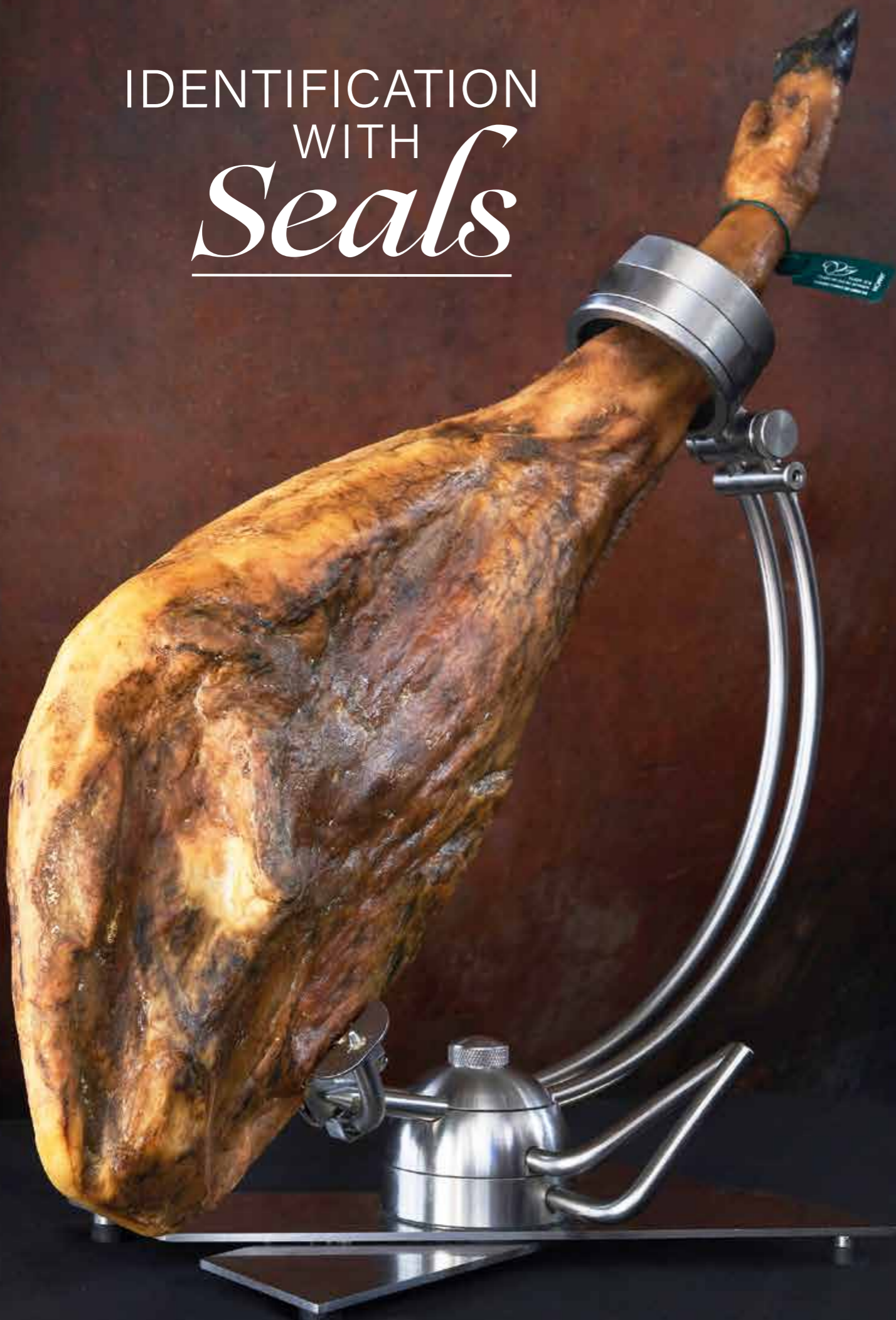
ÍTACA System

In its commitment to innovation and digitalisation as the driving force behind the necessary change to transmit reliability, transparency and confidence to consumers when making their purchases, the Ibérico sector, together with ASICI, has promoted **ÍTACA (Identification, Traceability and Quality System)**, an integrated digital system that contains the complete traceability of Ibérico products, **'from the field to the table'**, thanks to the work of the sector's operators who register specific and concrete information on their professional activity in the system on a daily basis.

The system has become **a source of rigorous information** that offers, practically in real time, specific and reliable information on the most important production indicators, enabling Ibérico operators and organisations to make better strategic decisions.



IDENTIFICATION WITH *Seals*



SEALS

Depending on the breed (100% Iberian, 75% or 50% Iberian Breed) and the feed (acorn-fed, free-range and fattened), ITACA assigns each piece a mandatory, unique and individual seal, which guarantees that the ham is indeed Iberian.

The consumer only has to pay attention to the seal, whether it is the **Iberian Quality Standard** (with the ASICI logo) or the **Protected Designation of Origin** (with the logo of the corresponding PDO), and its colour to know which category of **Ibérico Ham** he or she is buying. There is no room for doubt. Hams or Shoulders are Iberian if they have a seal, whether they are Quality Standard or PDO (whose traceability is managed by the Regulatory Councils of each one of them and, in addition to the seal, **they have a label identifying them as a product protected by a PDO**).

There are 4 seals, 4 colours (black, red, green and white), and 4 categories of **Ibérico** depending on the breed and the type of feed and handling received by the animal:



BLACK SEAL

Identifies **100% Ibérico Acorn-fed Ham**. A seal that certifies that the mother and father of the pig in question are 100% Iberian breed registered in the Stud Book; and that the animal, in its fattening stage, fed on acorns and other natural resources from the dehesa pasture.

RED SEAL

Is for **Ibérico Acorn-fed Ham**, from animals that are 75% or 50% of the Iberian breed, and which in their fattening stage were fed on acorns and other natural resources of the dehesa.

GREEN SEAL

Corresponds to the **Ibérico Field-fattened Ham**, which may be from 100% Iberian or 75% or 50% Iberian breed animals, fed in their fattening stage on grain and legume fodder, and grass from the countryside.

WHITE SEAL

Identifies the **Ibérico Fattened Ham**, which may be from 100% Iberian or 75% or 50% Iberian breed animals, fed in the farm on grain and legume fodder.

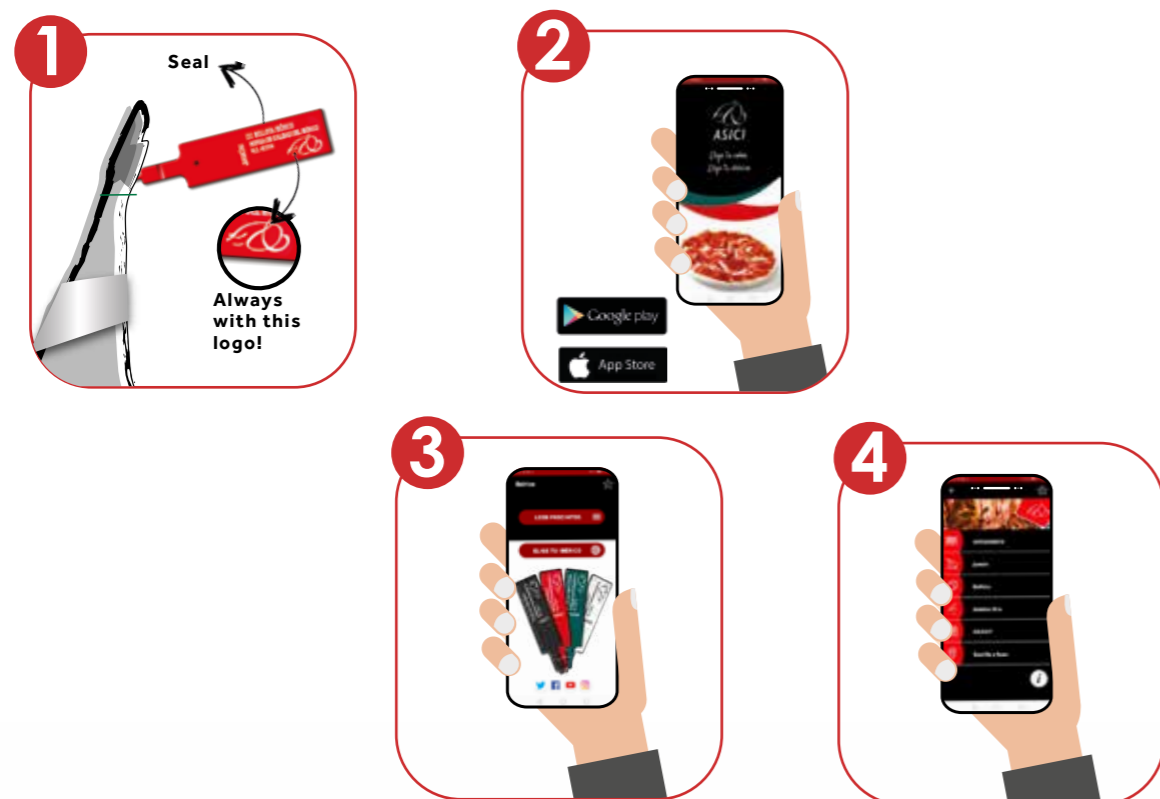


IBERIAN APP

An app allowing consumers to **consult the traceability of each piece and check that it complies with current regulations**, by reading the unique and individual barcode featured on each Standard seal.

All they have to do is focus on the barcode on the seal to access the traceability information for that piece, using interactive icons to discover the type of product, the feeding and handling of the animal from which the piece comes, its breed percentage, the "vintage" (month and year when production began) and the Autonomous Community where production of the piece began.

The free, intuitive and interactive app is available on Google Play (Android) and App Store (Apple).



REGULATORY FRAMEWORK

QUALITY STANDARD (RD 4/2014)

Royal Decree 4/2014, of 10 January 2014, approved the **Quality Standard for Iberian meat, ham, shoulder and loin**, establishing the quality characteristics that Iberian products must fulfil, enhancing and reinforcing traceability, and introducing stricter requirements for the labelling of these products in order to improve the information received by consumers, and underpin their distinctive attributes.

This standard, which has the status of a Royal Decree and is mandatory for all products that use the term 'Ibérico', lays down provisions on the sales designation and labelling of Iberian products, sourcing of the ingredients, identification with seals and traceability, product preparation (minimum times), and the control, inspection and certification carried out by the Competent Authorities, independent inspection and certification bodies accredited by the ENAC or, where applicable, by the Regulatory Councils of the PDOs.

PROTECTED DESIGNATIONS OF ORIGIN

Within the Iberian sector, alongside Standard production, there are also Ibérico Hams protected by a Protected Designation of Origin (PDO). These are hams whose quality or characteristics are the result of the geographical environment, its natural and human factors, with production, processing and preparation always carried out within the defined geographical area from which they take their name, in accordance with Regulation (EU) No. 1151/2012 on quality schemes for European agricultural products and foodstuff

The regulatory provisions of the PDO include:

- It must include a geographical name.
- The product must originate from that area.
- The quality is exclusively due to the link with the particular geographical environment, with the natural and human factors inherent to it.
- Production, processing and preparation always take place in the defined geographical area from which they take their name.
- The labelling of the protected products will bear the seal for EU protected designations of origin.
- The geographical name is protected as an intellectual property right in the European Union and in third countries that have signed agreements with the European Union.
- The PDO is managed by a Grouping, which takes the form of a Regulatory Council and is responsible for regulating and standardising the actions of the operators attached to a Designation of Origin, as well as managing the traceability and correct identification of the products it covers.
- Compliance with the provisions of the specifications of each PDO is verified by the competent authorities and is subject to official control.





Nutritional AND HEALTH PROPERTIES

The main international indicators show that the dietary pattern of the **Mediterranean Diet**, recognised as **Intangible Heritage of Humanity in 2010** and a **global benchmark for a varied and balanced diet**, is one of the most appropriate in the world.

Icon of the **Mediterranean Diet and pride of our culture**, Ibérico Hams stand out for being one of the references of European gastronomic heritage, but also for their **nutritional values**.

1

High protein and **vitamin content (B1 and B12)** of all the Iberian products analysed, acorn and cebo **meats and cured meats**, or the **low sodium content of Iberian**, cebo and acorn meats, are some of the nutritional statements found in the latest study carried out by the **Innovation Service for Animal Products (SIPA) of the University of Extremadura**.

The study has analysed more than 160 samples of Iberian products provided by various national operators representative of the sector. From Iberian meats (loin, sirloin, sirloin, secreto, presa and pluma) to cured products (Ibérico Ham, Iberian shoulder and Iberian loin), from acorn-fed and fattened animals.

2

The study highlights the main nutritional characteristics of **acorn-fed and fattened Ibérico Hams**:

- The high biological value of the **proteins present**.
- The **essential amino acids** they provide.
- The presence of minerals such as **potassium, phosphorus, selenium and zinc**.
- B group vitamins (**B1, B2, B3, B6 and B12**).

In addition, from the point of view of fat content, the high content of **monounsaturated fatty acids (oleic acid) present in Ibérico Hams stands out**. The substitution of saturated fats by fats included in the diet contributes to **maintaining normal blood cholesterol levels**.





ENVIRONMENTAL, SOCIAL AND ECONOMIC SUSTAINABILITY

The Iberian sector has adhered to the European Green Deal and its commitments (neutral climate impact in 2050) in this necessary transition towards a more sustainable food system and is aligned with the Sustainable Development Goals (SDGs) set by the UN. In this sense, the sector is committed to the efficient use of resources within a clean and circular economy, reducing the impact that its production activity has on the environment and offsetting its ecological footprint.

Ibérico's commitment to the environment is absolute, but also to the social and economic development of rural areas. This is why for years it has been carrying out a series of initiatives that reflect its firm environmental commitment and reinforce its fundamental role as a social and economic agent in the rural world.

ENVIRONMENTAL SUSTAINABILITY

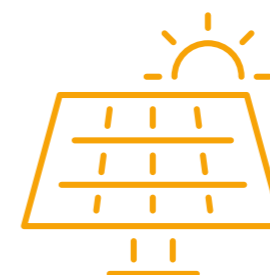
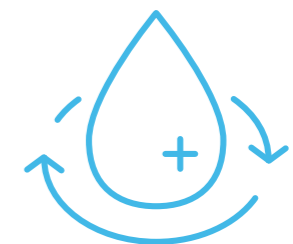
CARBON FOOTPRINT



- **The dehesa as a source of CO2 absorption.** It is a unique ecosystem generated thanks to the sustainable use of natural resources and which allows the biodiversity of the territories to be preserved.
- Commitment to **natural feed and local crops** (cereals). Commitment to replacing raw materials for animal feed associated with deforestation with others of local European origin.
- Reduction of **greenhouse gases**.
In Spain, according to official data from the National Greenhouse Gas Inventory, livestock meat production represents only 7.8% of total GHG emissions.
- **Offsetting the ecological footprint** by reforesting forests to reduce greenhouse gas emissions by absorbing CO2.
- **Plans to minimise the carbon footprint** (replacing obsolete equipment with more efficient ones, reducing electricity consumption, intelligent logistics, rational air-conditioning of facilities, regulating cleaning water temperatures, etc.).

WATER FOOTPRINT

- **Sustainable water management.**
- **Optimisation of water consumption.** Reduction of water use by 30% in recent years. The pig sector consumes only 0.05% of the total water available in Spain.
- Mandatory construction of fenced and waterproofed ponds **to avoid the risk of seepage and contamination of surface and groundwater.**



RENEWABLE ENERGIES

- Commitment to **energy from renewable sources.**
- **Reduction of energy consumption**

WASTE MANAGEMENT

- **Separation and removal of waste by authorised waste managers** who treat and recycle for subsequent use, guaranteeing minimum environmental impact.
- **Waste management plans for used packaging waste.**
- **Reducing single-use plastics.**
- **More environmentally friendly packaging**



SOCIAL SUSTAINABILITY

- **Economic engine of Rural Spain, generating life in the most disadvantaged areas.** Renew and increase our commitment to depopulated Spain, where a large part of our economic activity, both livestock and industrial, takes place, so that it becomes one of the socio-economic engines and generators of employment in the rural areas with the greatest difficulties.
- **Vertebrate rural areas.** The Iberian sector is a fundamental pillar as a protector and preserver of the rural environment and of numerous models of Biodiversity, Natural and Cultural Heritage and, especially, as an antidote to the European Demographic Challenge.
- **It generates wealth and employment, ensures the future of villages and contributes to the settlement of inhabitants in an environment at risk of depopulation.**
- The Ibérico generates an important flow of investment that also provides activity and employment in related sectors, generates important research and development activities, involving numerous technology centres, research groups, universities, etc., contributing to scientific and technical progress in our country.
- Companies are committed to **local or local suppliers** (auxiliary industry, animal feed, professional services, etc.).



ECONOMIC SUSTAINABILITY

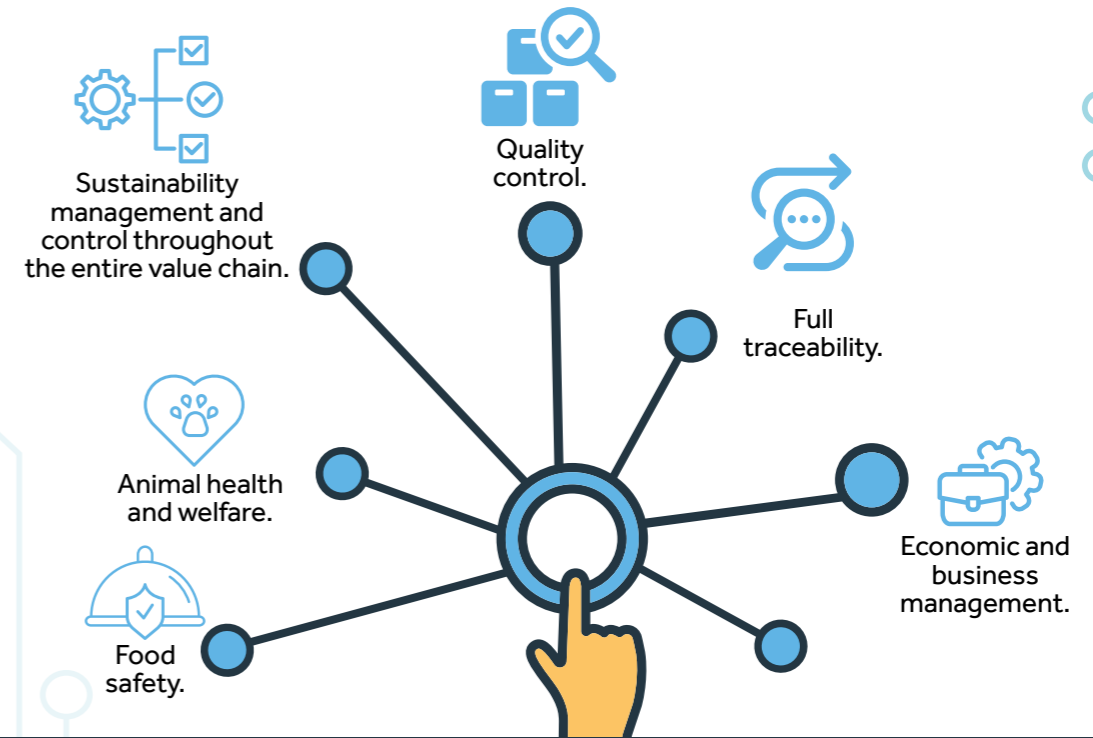


- **Reinforce the Circular Economy throughout the chain under the premise of Reduce-Reuse-Recycle.**
- **Corporate Social Responsibility:** competitive, balanced and fair, socially committed organisations that are committed to sustainability, provide value in their area and produce quality food: healthy, safe and wholesome.
- **Fair economic returns in the food chain.**



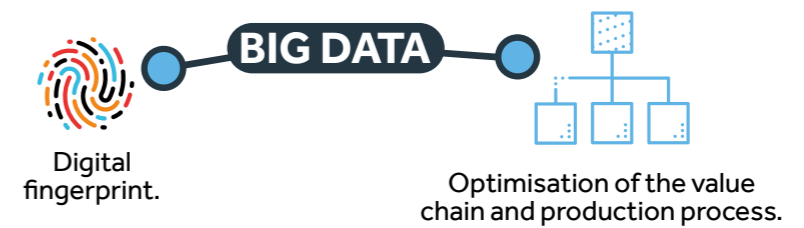
R&D+i

INNOVATION AS A DRIVER



DIGITALISATION

Digitalisation is, together with sustainability, one of the pillars on which the future of the sector is based. The Ibérico Ham sector has begun its digital transformation, implementing new technologies in all areas of the production process.



SMART PACKAGING

It is committed to **intelligent packaging** that continues to guarantee the food safety of **Iberian products** and increases their shelf life while maintaining **maximum quality and preserving their flavour and organoleptic properties.**



More sustainable packaging:

- Practical application of the circular economy guidelines and innovations in recycling.
- Use of **recyclable materials** in their packaging.
- Lightening of packaging:** weight reduction and redesigns that **reduce the use of ink.**
- Incorporation of recycled plastic in their packaging.



CAMPAIGN

"AWAKEN THE PASSION OF EUROPE WITH IBÉRICO HAM FROM SPAIN. AWAKEN YOUR IBÉRICO SENSE".

ASICI, the Interprofessional Iberian Pork Association, has launched a new European programme for the promotion of Iberian Ham, one of the most representative products of gastronomic and European culture and an emblematic food of the acclaimed Mediterranean Diet: **"Awaken the passion of Europe with Ibérico Hams from Spain. AWAKEN YOUR IBÉRICO SENSE"**. A project that has the firm support of the EU and the Ministry of Agriculture, Fisheries and Food, with the clear aim of disseminating the culture and storytelling behind Ibérico Ham among consumers and professional audiences in such key markets as the United Kingdom, Japan and China.

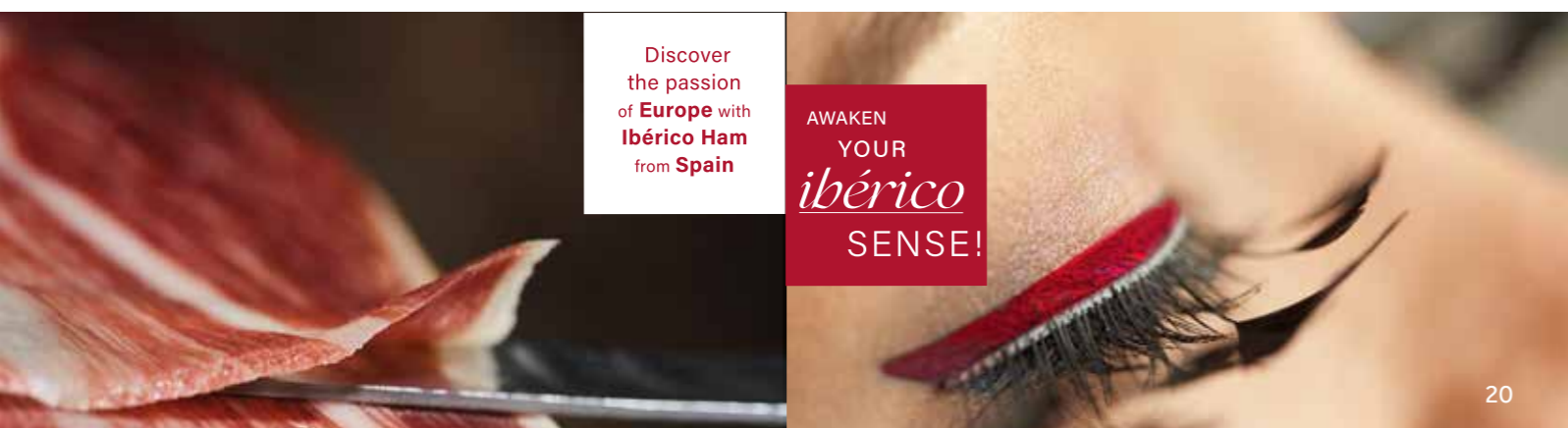
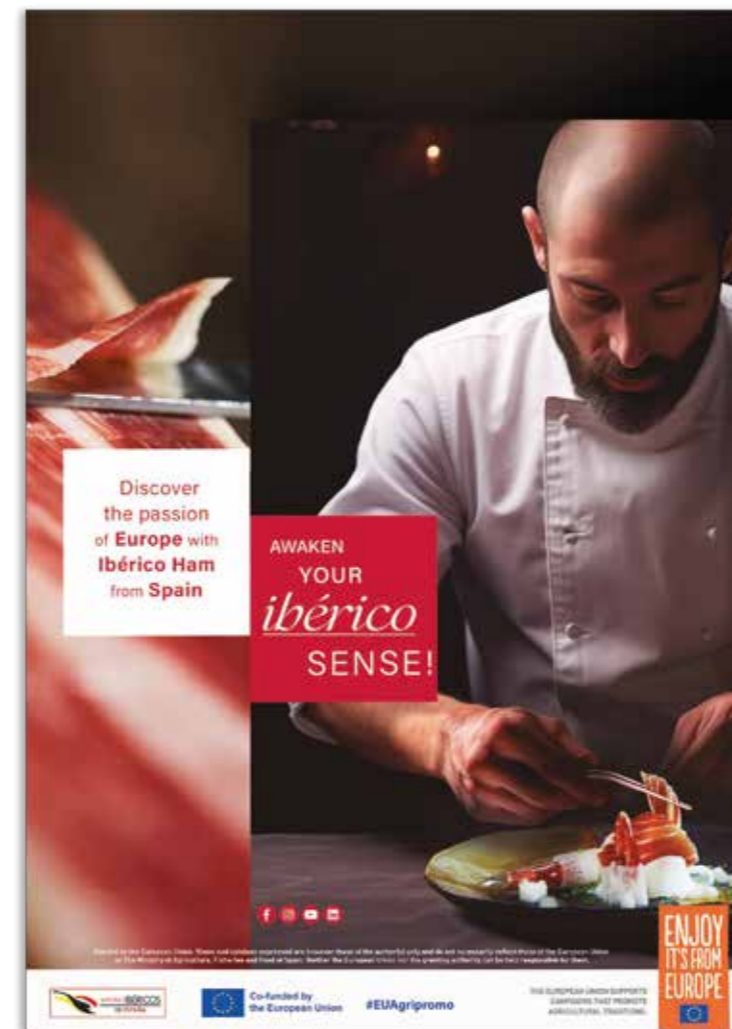
"AWAKE YOUR IBÉRICO SENSE" is a new three-year project that aims to continue the successful **"Ibérico Ham World Ambassadors Project"**, promoted by ASICI over the last three years in Spain, France and Germany, as well as Mexico and China. Within this context, the new training, education and information campaign about Ibérico Ham aims to explain the story behind this special product, creating moments of Iberian consumption through which we try to teach our audience to enjoy immersive experiences that take them to the origin and awakening of their 'Ibérico Sense'. Our purpose is to convey what our product can offer, both in person and virtually, through multi-sensory initiatives focused on sight, touch, smell and taste, reinforcing the concept of Europe and Spain with a cultural, social and enjoyable flourish.

'Awaken your Ibérico Sense' is a powerful, living concept. A concept that invites you to taste and discover. A concept that is building a strong positioning in the sector, generating pride and exclusivity.

What are we going to do?

Launch, evolve and consolidate 'Ibérico Sense', providing it with content, brilliance and impact.

To continue all the work done previously and go a little further, with the idea of strengthening the international visibility of this culinary icon as a unique global gourmet product, and also improve its positioning, enhance its quality and increase differential understanding of its attributes, characteristics and value proposition as an EU product.



IBÉRICO HAM, A GOURMET PRODUCT

Ibérico Ham makes us happier, as the Galician writer and Nobel Prize for Literature winner **Camilo José Cela** said: *'It is a morsel for the blessed'* when he described the powerful emotion that **penetrates the senses when you taste a slice of this delicacy**. It is more than a product, it is part of a heritage. It is the flagship of our gastronomy.

If we add to this the excellent organoleptic qualities, the fine texture and sustained juiciness and, in particular, that particular and distinctive flavour and aroma developed during the stages of the production process, we can all agree that **this is a unique product in the world**.



PRODUCTION PROCESS AND TIMES

Ibérico Ham is a unique product which **forms part of the culture and tradition** of an entire people. It is produced exclusively on the **Iberian Peninsula, in the finest dehesa pastures, fields and farms where the Iberian pigs** have been growing and feeding for hundreds of years.

The production process of **Ibérico Ham** has evolved over time, without ever losing the essence that makes it a **natural, artisanal product**. Made by means of a process that has been passed down from generation to generation, adapted to the context as far as the present day, supported by innovations in the sector.

Behind an exquisite plate of **Ibérico Ham** there lies hard work, in harmony with the time required to achieve the unmistakable flavour that has made this a universal product.

But... do you know about the traditional and natural process of producing Ibérico Ham? Did you know that the production process can last 4, 5, 6... or even 7 years?

1

SHAPING

We begin the elaboration process by **shaping the Ibérico Ham**. The excess fat is removed with a knife and the ham is given the **characteristic shape that assists in the curing process**.

2

SALTING

1 Day per Kilo

Once shaped, the piece is **weighed and covered with wet salt at a rate of approximately one day per kilo**. The salt is used to assist in **dehydration and to promote natural preservation**.

3

WASHING

After the required number of days, depending on the weight, **the Ibérico Hams are removed and washed with warm water to remove the salt** that remains stuck to them.

4

SETTLING

1 to 3 months

The Ibérico Ham begins its journey through different rooms in which there is a progressive **increase in temperature and a decrease in humidity, in order to achieve a uniform distribution of the salt**.



5

CURING-MATURING

2 to 3 years

The **Ibérico Ham rests in natural drying sheds** where humidity and temperature are controlled by opening and closing windows, favoured by the ambient weather conditions, **although it can also be matured in cellars**. Cool, unlit places where it ages slowly and carefully. **During this phase, the piece is sweated**. This involves the spread of the infiltrated fat responsible for **the unique flavour and aroma of Iberian ham**. It is during this curing stage that the **Ibérico Ham acquires its characteristic smell, texture and colour**.

6

HAM SAMPLING

The master ham maker can tell simply by touch whether the ham is at its optimum point of maturity before taking it out of the drying room, and **sometimes inserts the traditional sampling probe into the ham to check that the piece is in perfect condition for sale**.

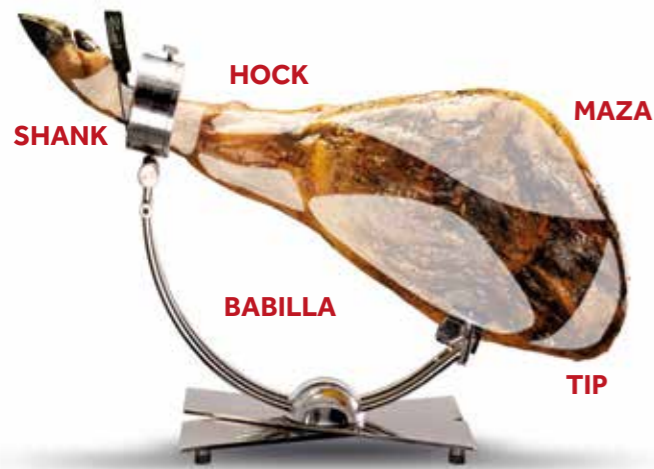
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MOMENT OF ENJOYMENT

Four, five, six, seven... years may pass before we can enjoy an **exquisite plate of Ibérico Ham**.



Ibérico Ham is divided into five distinct parts, each with different flavour and texture characteristics.



SHANK

It is the narrowest part and closest to the hoof. The flesh of the shank is more fibrous and a little tougher than the rest. It can be used to great advantage with the right cut. It is also often used to make broth.

HOCK

Characterised by a more intense flavour, here the meat is darker, fibrous and cured. Very juicy and tasty when cut into cubes. It is located between the mace and the shank.

MAZA

This accounts for the bulk of the meat and is very tender and juicy. The marbling of the infiltrated fat is more noticeable in this area. This part of the Ibérico Ham that has the most meat and is characterised by its excellent sensory properties, making it even more appetising. It is the best part of the ham to start cutting.

BABILLA

This is the most cured and leanest part of the ham. Cutting continues here, once the "maza" has been used up. The meat of the "contramaza" is characterised by being more cured and having a more intense flavour.

PUNTA

This is the part of the ham with the greatest flavour and succulence.



Parts of Ibérico Ham

Enjoy

THE ART OF CUTTING

After years of pampering and care, it is time for a good cut to enjoy it in all its splendour. To get the perfect slice, true lovers of Ibérico Ham do not cut, they 'carve'. When the thickness and size of the slices is homogeneous and fine, the presentation is at the level of a work of art.

Then we know that the Ibérico Ham is cut with passion.

The slicing of Ibérico Ham is an art that is perfected over time and needs to be done calmly.

To enjoy this ritual and the maximum exquisiteness it is essential to have:

NECESSARY TOOLS

HAM HOLDER

The ham holder, to provide a firm and comfortable base for the cutter. The ham holder must be positioned at the right height, at hand level, and be perfectly flat and stable.

KNIFES

Equipment needed for slicing: the ideal is to have three different very sharp knives: a ham knife, long and flexible, with which to remove the slices; a rigid onion knife to remove the crust (like a bread knife); and a short, strong, pointy knife to make precise cuts in the most angular areas and to separate the Ibérico Ham from the bone.

CUTTING

Cutting: using the ham knife and resting it firmly on the piece. Using a slow, harmonious back and forth motion, cut as thin a slice as possible without ever forcing the cut. The aim is to obtain thin, small slices with a sufficient amount of fat and lean. By the way, do not worry if there is a step or curve, it is advisable to even it out before going deeper to make better use of the Ibérico Ham.



1 Remove the outer layer of the Ibérico Ham



2 Start with an incision under the shank and clean towards the tip.



3 Start cutting at the top of the maza. The knife, always in slow and smooth zigzag.



4 From the shank to the tip. In a straight line and across the entire width of the piece, cut 3 to 4 cm slices.



5 Around the bone outline with the knife.



6 Turn the Ibérico Ham over and repeat on the side of the babilla.

ADVICES

Optimum consumption: It is recommended to awaken the aroma by keeping the ham at a temperature higher than that of the cellar prior to consumption. It is not advisable to heat the plate on which the slices are to be placed.

Ibérico Ham should be served and consumed at a temperature of 24°C in order to maintain the aroma and ensure that the texture and flavour of the product are optimal for consumption.

Storage of Ibérico Ham: it should be kept in a cool, dry place, away from direct sunlight. To preserve all its qualities, leave the outer layer of the part that is not going to be sliced uncleaned. Finally, simply cover it with a cotton cloth to protect it from light and humidity.



SERVING TIPS



PLATING UP

A fine plate of **Ibérico Ham** is a must. Simply place a plate on the table, who could resist? To enjoy a fine platter of Ibérico Ham in all its splendour, then, **the plating up is fundamental**, taking care of the cut, temperature and appearance.

- The **thickness and width** of the slice are crucial; they must be uniform and thin, so as to melt in the mouth. If the slice covers the whole width, it will have two flavours. **It requires thin slicing**, 2-3 mm thick. This type of slicing facilitates the release of the ham's characteristic aromas.
- **Ibérico Ham** should always be the centre of attention, so it is best to use plain white plates that do not distract attention.
- The ideal time to cut it is when the **temperature is between 20°C and 24°C**, as the aroma is more intense.
- To finish off, clean off any remnants from the dish for a perfect presentation.

In the tasting phase, the receptors of the senses, sight, touch, taste and smell, are sequentially stimulated. If we manage to go through our senses in a slow and pleasant way, enjoyment is assured

BLISTER PACK TIPS (SLICED)

The sector has expanded its packaging formats in recent years in line with the new demands of today's consumers. Blister packs or single-serve packs of sliced **Ibérico Ham** are one of the most versatile options.

This the ideal option to enjoy the flavour and aroma of this gem of Mediterranean gastronomy anywhere and at any time. To make the most of the Ibérico Ham experience, **it is important to follow these simple tips:**

- To keep sliced and vacuum-packed **Ibérico Ham** fresh, it is best to store it in a refrigerator at a temperature of **between 5°C and 2°C**. We do not recommend freezing, as it may lose its properties.
- To enjoy all the characteristics of the product, **the ideal temperature for consumption is 24°C**. If it has been kept in the fridge, you should take it out at least two hours before serving. It is advisable to soak the pack for a few moments in lukewarm water, and **open 30 minutes before serving**.
- To tell if it is at the right temperature for serving, check whether the fat of the Ibérico Ham has a transparent tone.

CONSERVATION TIPS



Temperature between 2°C and 5°C.



Immerse it for a few moments in warm water



Open the blister 30 minutes before serving.



Ideal consumption temperature: 24°C.

WHAT IS ASICI?

The Interprofessional Iberian Pork Association (ASICI) is a non-profit Interprofessional Food and Agriculture Organisation with equal representation of organisations from the production branch (livestock farmers) and the processing branch (industrial operators), representing more than 95% of the Iberian pork production.

Created in 1992, it was recognised by the Ministry of Agriculture, Fisheries and Food in 1999 as the Interprofessional Food and Agriculture Organisation for the Iberian Pork Sector. Its objectives include:

- Representation, management, defence and organisation of the Iberian pork sector.
- Improve the quality of products and all the processes involved in the agri-food chain, monitoring from production to the final consumer.
- Improve market knowledge, efficiency and transparency, studying the evolution of the overseas market (imports/exports) and the behaviour of Iberian pork products in commercial distribution, as well as changes and trends in consumption.
- Promotion and showcasing of products derived from the Iberian pig, stimulating consumer knowledge and appreciation of these products in general.
- Champion the interests of all individuals, companies and organisations involved in the sector.
- Ongoing adaptation of agri-food products to market demands.
- Promote research and development programmes to boost innovation processes.
- Champion sustainability, biodiversity and indigenous European breeds.



WHO BELONGS TO ASICI?

PRODUCTION BRANCH



TRANSFORMER BRANCH



DESIGNATIONS OF ORIGIN



The Protected Designation of Origin (PDO) is a differentiated quality figure regulated by European Union regulations (REGULATION (EU) No. 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs) that guarantees compliance with quality requirements additional to those required for the rest and whose quality or characteristics are due to the geographical environment with its natural and human factors, and whose production, processing and preparation are always carried out in that delimited geographical area from which they take their name.

These are voluntary schemes to which livestock breeders and processors adhere.

Products that meet these requirements are entered in an EU register and protected by intellectual property rights. To make it easier to distinguish them, the regulations require all agri-food products covered by a PDO to be identified with this logo.

Within the Iberian sector, together with the Ibérico Hams of Quality Standard, there are also the Iberian Hams protected by one of the 4 existing Protected Designations of Origin.

Designations of Origin



GUARANTEED
Quality



SIZE OF THE SECTOR

IBERIAN SECTOR

The Iberian sector has **18,257 livestock farms, 62 slaughterhouses and more than 1,051 industrial premises (processing and manufacturing)** located in 18 Autonomous Communities and several areas of Portugal, which identified 14 million Ibérico Hams and Shoulders in 2023, and some 135 million since the entry into force of the Iberian Quality Standard (Royal Decree 4/2014).

The economic scale of the Iberian sector exceeds **2.6 billion euros, accounting for 8% of the whole Spanish meat industry**, the fourth largest industrial sector in the country with a turnover of 33.218 billion euros, 27.3% of the turnover of the entire Spanish food sector, amounting to 2.72% of overall Spanish GDP and 4.53% of the entire Spanish industrial sector. Furthermore, the livestock-meat chain has an important social impact, especially in rural areas. We are talking about 114,000 direct employees, and more than 2 million jobs, including both direct and indirect.

- In 2023, the Spanish meat sector exported a value of 10.583 billion euros, 6.2% higher, contributing a positive trade balance of 625%, which continues to highlight the importance of this sector for the country's economy and progress.

In 2023, 3,610,104 animals were slaughtered within the Standard Extension. In the acorn-fed category, a total of 592,275 acorn-fed pigs were slaughtered in the last grazing season (2023/2024), a decrease of 0.97% compared with the previous season.

- Of the total number of acorn-fed pigs certified this season, 65.9% were 100% Iberian acorn-fed pigs (390,116), black seal, and 34% were Iberian acorn-fed pigs, red seal, with 6.48% corresponding to 75% Iberian acorn-fed pigs (38,351 animals) and 27.7% (163,808 animals) to 50% Iberian acorn-fed pigs.

According to the data registered in ÍTACA -a digital information system integrating complete traceability of Iberian pork produce-, **in 2023 almost 7 million Ibérico Hams were marked with seals, specifically 6,974,511, of which 647,668 correspond to Acorn-fed 100% Ibérico Hams (9.28%), and 426,442 to Acorn-fed Ibérico Hams (6.12%).** There were also 1,172,908 Field-fattened Ibérico Hams (16.82%) and 4,727,493 Fattened Ibérico Hams (67.78%).

SEALS AFFIXED

	100% IBERIAN ACORN.FED	IBERIAN ACORN-FED	IBERIAN FIELD-FATTENED	IBERIAN FATTENED	TOTAL
2018	653.156	700.030	1.274.980	4.345.637	5.698.823
2019	633.062	615.642	1.318.176	4.369.987	6.936.867
2020	770.183	630.691	1.363.132	4.678.743	7.442.749
2021	836.573	486.650	1.110.301	4.633.133	7.066.657
2022	794.647	464.394	1.110.642	4.789.333	7.159.016
2023	647.668	426.442	1.172.908	4.727.493	6.974.511

PDO PRODUCTION DATA

The Iberian sector also includes the production of **the 4 Protected Designations of Origin (PDO)** that exist in the Iberian sector. **Of the 3,681,563 animals slaughtered in 2022, 135,915 were PDO animals, of which 33,659 came from the PDO Dehesa de Extremadura, 44,920 from the PDO Guijuelo, 28,743 from the PDO Jabugo and 28,953 from the PDO Los Pedroches.**

The traceability of the hams and shoulders protected by any of the four PDOs is managed by their Regulatory Councils, and they are identified with their own seals, respecting in all cases the same colours for each category as indicated in the Quality Standard.





EXPORT DATA

- With regard to overseas market data, although we do not have "official" export figures for Iberian products, what do observe is an increase in the interest and presence of our products in international markets. Focusing on sales, exports of cured hams and shoulders have shown consistent growth since 2019. In 2024 alone, **sales grew by 11.22%, surpassing €722 million in exports worldwide, an increase of over 57.8% since 2019**, according to ICEX-ESTACOM data.
- Looking at the data provided by ESTACOM, analysed by geographic regions, confirms that **Europe remains the principal market, representing €530 million in 2024, with a growth of 8.08%** compared to the previous year. Indeed, **73.45%** of ham exports are destined for the European continent. Meanwhile, the Americas have shown the most recent growth, with a **33.60% increase in 2024 compared to 2023, reaching €120.6 million**. As for Asia, it experienced a growth of **6.99% in 2024**, with stabilisation in China and a positive trend in other Asian markets.
- **Europe clearly remains our dominant market, with growth in key countries such as France, Germany, and Italy.** France and Germany have shown sustained growth in exports of cured hams and shoulders over the past five years, with cumulative increases of **29.4%** and **35.7%**, respectively. Despite Germany experiencing more dynamic growth, especially in the last two years, France continues to consolidate its position as the main European market, reaching €141.36 million in 2024 (+4.59% compared to 2023), compared to Germany's €124.17 million (+9.16% compared to 2023). At some distance, Portugal, Italy, and the Netherlands, along with the notable case of the United Kingdom outside the EU, which has shown significant growth in recent years, complete the list of preferred countries for Spanish cured hams and shoulders.
- Specifically, in the United Kingdom, following the implementation of Brexit, exports, which had suffered a setback, are beginning to recover, having surpassed €29 million in 2024, **an increase of 10.69% compared to the previous year and 45.3% over the last five years.**

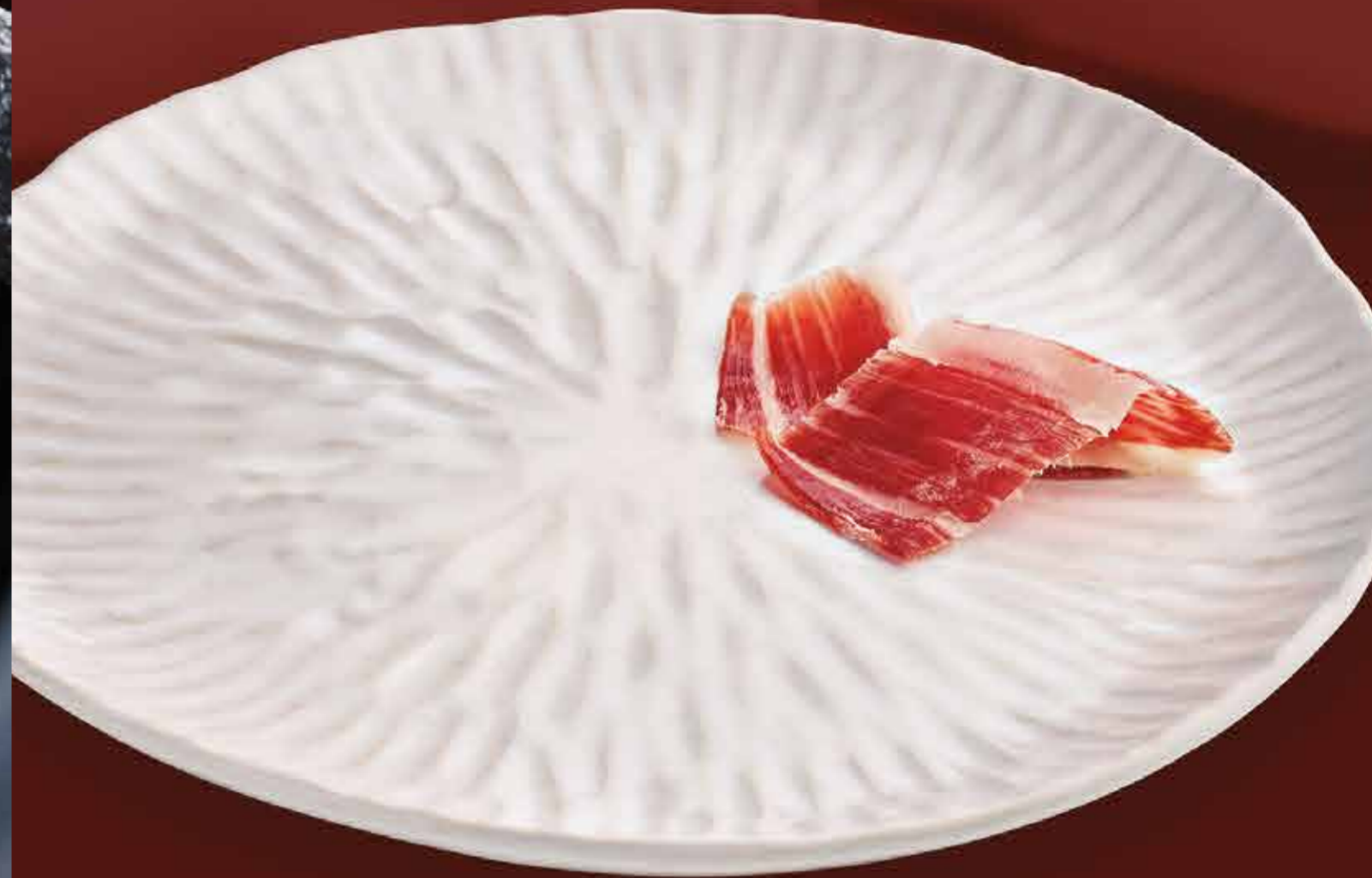
	2020	2021	2022	2023	2024	MARKET SHARE OF TOTAL EXPORTS
GERMANY	100.854,50	99.110,74	95.703,97	114.072,85	124.170,01 (+9,16%)	17,19%
FRANCE	100.865,57	111.922,98	123.048,88	134.568,73	141.363,34 (+4,59%)	19,58%
PORTUGAL	28.074,68	27.995,08	35.097,90	43.195,11	49.731,38 (+17,09%)	6,89%
ITALY	22.448,40	30.791,84	32.911,97	39.254,94	40.376,52 (+2,88%)	5,59%
UNITED KINGDOM	20.278,30	19.384,16	24.006,09	26.331,50	29.157,15 (+10,69%)	4,04%
NETHERLANDS	17.108,70	19.054,02	20.777,86	22.799,13	23.766,16 (+4,46%)	3,29%

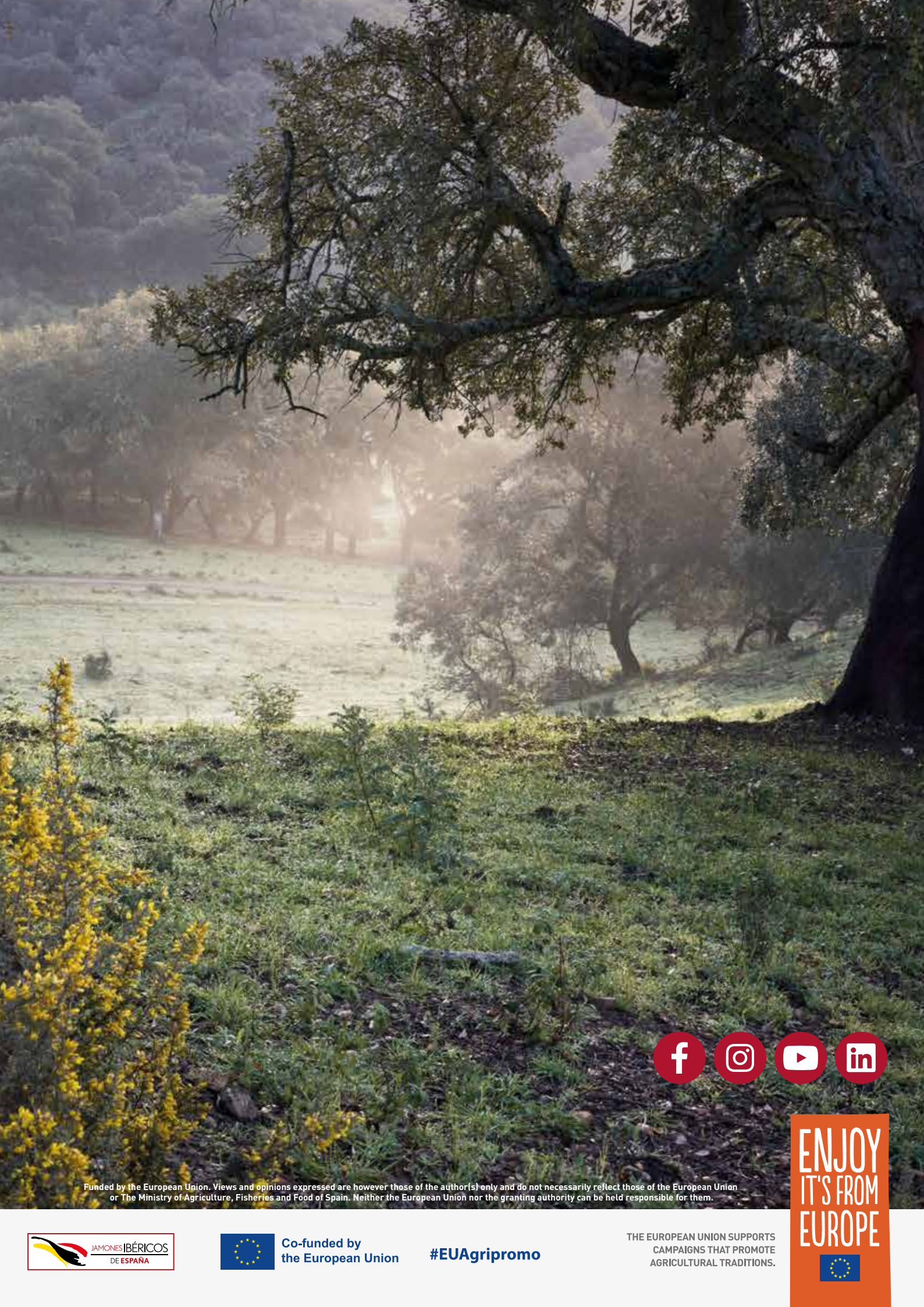
Among non-EU countries, the significant increase in exports to Japan stands out, **surpassing €22 million in 2024, a growth of 11.50%** in the last year and an increase of 199% over the last five years. The United States, on the other hand, stands out with **€41.6 million, representing an annual growth of 32.16% and 116% over the last five years.** Mexico follows with more than **€33 million and a growth of 62.62%** in 2024 compared to 2023, having increased the value of exports by 103% over the last five years.

China reached a total of **€28.08 million in exports in 2024, a slight growth of 0.47% compared to 2023.** However, over the last five years, the value of exports to these markets has increased by 104%, from €13.77 million in 2019 to the current €28.08 million.

	2020	2021	2022	2023	2024	MARKET WEIGHT (without Europe)
EE. UU.	23.848,92	31.612,37	37.605,80	31.395,14	41.615,97 (+32,16%)	21,71%
CHINA	17.542,68	27.012,91	33.384,50	27.952,09	28.082,35 (+0,47%)	14,65%
MEXICO	13.551,16	17.943,24	23.145,85	20.296,96	33.042,10 (+66,62%)	17,23%
JAPAN	7.017,06	7.429,01	18.107,40	19.764,87	22.038,46 (+8,83%)	11,50%







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