

Salumificio Pedrazzoli celebrates 20 years of the organic line “Primavera Bio” with a special award, the GOOD PIG 2016!

Berlin 28 June 2016: Today in Berlin it takes part the annual assignment of the **Animal Wellness Award** by the **CIWF (Compassion In World Farming)**, an international ONLUS that aims to promote and defend the breeding animal wellness in the food industry. Among the different categories the **GOOD PIG** award was assigned to Salumificio Pedrazzoli and its **Organic Primavera line** with the following motivation:

“...for their effort to breed sows through systems that are more respectful of the environment. This means that their sows are not restricted in cages neither during the gestation nor the breast-feeding; that the pigs won't be subjected anymore the usual mutilation like the tail docking and that all the animals will dispose of a bedding with the appropriate manipulable material to express their natural behavior... the company has always cared about the possibility to provide access in the open air to all their animals and about the presence of straw bedding to grant comfort and the possibility to route, two of the main reasons that have pushed them to achieve the Good Pig Award.”

To collect the award in the wonderful setting of **Meistersaal am Potsdamer Platz** in Berlin, **Emanuele Pedrazzoli, Sales Manager of Salumificio Pedrazzoli** that declared during an interview : “ This prestigious award encouraged us to go on through this way that we started **20 years** ago when as first pioneers we launched the organic line of **salamis “PRIMAVERA BIO”, 100% organic, 100% Italian, 100% without preservatives and 100% respectful of the animal wellness.** For us, that we think that the food represents an **“extension of the nature”**, the fact to have gained the award confirms that **our mission** to produce good salami and healthy in the respect of nature, of the environment and of the animal wellness means also **respect for ourselves and for the future generations.**”

The production of the **Primavera Line** is granted by a **closed-loop “Free Range”**, completely dedicated to the organic branch. Pigs are bred in the whole respect for the animal and for the environment: they live free in wide grazing, with exclusively vegetal food that comes from organic plantations, healed through homeopathic and phytotherapy medicines.

The organic salamis of the Primavera Line are produced with 100% Italian meat, following the tradition and the old regional recipes that allow to rediscover almost forgotten tastes.

The Salumificio Pedrazzoli stands out because unlike other companies operating in the same sector, Salumificio Pedrazzoli is all the while **“Breeder and Producer”** with its pigs chain, giving complete control of meat from breeding to the final product. Salumificio Pedrazzoli gives full transparency of the chain, granting the total **traceability of meats and raw material used**, preserving the customer from possible risks connected to the quality and genuineness of products.

2016 is a very important year for Salumificio Pedrazzoli: it celebrates the goal of 20 years of the organic line **“Primavera BIO”**, born in **1996** from an intuition of Elisa Pedrazzoli, that always has been a passionate supporter of the organic branch and has strongly believed in its associated value, like the respect for nature and environment to produce good salami but also healthy. “ For us, we **Pedrazzoli** think that to make a good product we need to start from the raw material: the production process and the recipes have little value if we don't start from this requirement. – declares Elisa Pedrazzoli, Responsible of the Organic Line and Export Sales Manager of Salumificio Pedrazzoli- To determine the quality and taste of the pork meat there are four elements: genetic, food, slaughtering and the animal wellness. Salumificio Pedrazzoli breeds its heavy pigs, which are the more appropriate for the typical Italian production due to the maturity of the meat and the quality of the fat. We have chosen the way of the Organic since 1996 because we are convinced that if animals live in good condition we will obtain good, tasty and soft meat to make products which care about the human wellness”.

Salumificio Pedrazzoli is today **leader in the production of organic and traditional salamis** and further to the **Italian market**, is one of the main actor in the export **Germany and France**, where it is present with the **PrimaVera** brand, proposing about 60 different organic products.