



FOR IMMEDIATE RELEASE

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Press Release - Asiago: The First PDO Cheese Certified as MADE GREEN IN ITALY

President Fiorenzo Rigoni: "An important recognition of the effectiveness of our sustainable development model, 'from grass to fork,' based on an integrated approach and concrete actions."

Asiago is the only PDO cheese to have certified its entire supply chain, "from grass to fork," and the first Protected Designation of Origin (PDO) cheese to obtain the MADE GREEN IN ITALY certification. This voluntary certification, promoted by the Italian Ministry of the Environment and Energy Security, aims to encourage sustainable models for evaluating and communicating the environmental footprint of Italian products. With this achievement, the Asiago Cheese Protection Consortium takes another step forward in promoting a growth model that provides a concrete response to European sustainability goals.

As part of its ongoing improvement process, the Asiago Cheese Protection Consortium has been implementing its innovative *Asiago Green Edge* project since 2022. This initiative, a first in the dairy sector, involves the entire production chain and translates the commitment to responsible development into action based on three key pillars: environmental protection, animal welfare, and energy efficiency.

The adoption of the voluntary MADE GREEN IN ITALY certification, along with more sustainable production practices, allows each dairy to reduce energy consumption by an average of 20% annually. In practical terms, this results in saving approximately 150 MWh of electricity and 100,000 Sm³ of gas, cutting CO₂ emissions by about 250 tons—the equivalent of emissions from 150 apartments. Sustainability efforts also extend to the farming stage, where optimizing water, electricity, and diesel use can lead to further resource reductions estimated between 15% and 20%. The benefits of this certification thus create a dual environmental advantage, generating not only energy savings but also a significant reduction in the carbon footprint across the entire supply chain.

MADE GREEN IN ITALY is the only certification that combines Italian production excellence with a thorough assessment of environmental performance throughout the value chain. It is also the first certification of institutional and public nature. The collaboration between Italian excellence highlights the value of a shared approach: Asiago PDO—synonymous with authenticity and innovation—along with three leading universities (Politecnico di Milano, Università Cattolica del Sacro Cuore, and Scuola Superiore Sant'Anna di Pisa, the scientific advisor to the Ministry of the Environment and Energy Security for this certification) and a certification body (CSQA), have contributed their research expertise to enhance the impact of this initiative. This collaboration has

Consorzio Tutela Formaggio Asiago

sede legale: Piazzale della Stazione 1 - 36012 Asiago (VI)

sede amministrativa: Via Zampieri 15 - 36100 Vicenza (VI)

Registro Imprese di Vicenza n. 00703580241 - C.F./P.I. 00703580241 - REA 148240

Tel: +39 0444 321758 - Fax: +39 0444 326212

info@formaggioasiago.it - www.formaggioasiago.it - PEC tutelasiago@legalmail.it



resulted in the first-ever MADE GREEN IN ITALY certification awarded to a PDO cheese, strengthening the link between tradition and sustainability.

“Achieving this milestone,” states Fiorenzo Rigoni, President of the Asiago Cheese Protection Consortium, “is a recognition of our sustainable development model, which integrates production, environmental, and social aspects—where every member plays a key role and consumers who trust Asiago PDO every day are part of the process. This certification today points to a concrete and feasible path to making Asiago cheese even more attractive. It sets a benchmark for all PDO dairy products in Italy, offering a replicable model for a more sustainable future.”

“The Made Green in Italy certification demonstrates the commitment of the Asiago Cheese Protection Consortium to environmental sustainability,” says Matteo Zanchi, General Director of Enersem, a spin-off of Politecnico di Milano. “For Enersem, it was a valuable experience working with the Consortium and the university to develop the Environmental Decision Support Software. This tool now allows farmers and producers to independently collect their data and continuously compare their performance with concrete environmental objectives, fostering sustainability in both production and product.”

Pietro Bonato, CEO of CSQA, concludes: “CSQA strongly believes in sustainable development and was the first certification body in Italy accredited by the Ministry of the Environment and Energy Security for the Made Green in Italy scheme. The adoption of structured sustainability pathways represents a great opportunity for businesses, enabling them to embrace this issue through recognized and advanced certification tools that ensure reliability for companies, products, and consumers.”

Press Contacts: Roberta Zarpellon - TRAGUARDI - Phone: +39 (0)424523073 / Mobile: +39 3394187543 Email: zarpellon@traguardiweb.it

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