



Membership logo
This is the logo shown by companies that have signed the Manifesto. Look for it on any communication from companies and you will know if they are one of ours.
Complete list of members at:
www.salumi-italiani.it



The consumer at the heart
Italian deli meats are the result of Italy's great manufacturing expertise and also account for a large slice of the food sector's economy. It is a varied sector, mainly formed by small and medium-sized businesses that uphold their identity with the region and their connection with the consumer, maintaining a trusted relationship forged over the years. Modern consumers have definitely changed, being more attentive to issues of nutrition and well-being: they feel the need to stay up-to-date about raw materials and the entire production chain. With its Manifesto, IVSI puts the consumer's needs at the heart of matters, placing the utmost importance in transparency and building a trustworthy relationship between producers and consumers.

What is the IVSI Manifesto?

A charter which lays down the principles, values and characteristics which serve as a guideline for any companies that voluntarily decide to join and sign it

How does it work?

Signing the Manifesto is voluntary and done of your own accord, but only reserved for IVSI affiliated companies. It is signed following an official membership application, and once the assessment questionnaire has been completed meeting the minimum entry threshold, when performances are measured based on compliance with the IVSI's 7 values. Control mechanisms are applied, as guaranteed by a Body formed of members from outside the business world.

ISTITUTO VALORIZZAZIONE SALUMI ITALIANI

The IVSI Manifesto

The Charter of our values

IVSI (Istituto Valorizzazione Salumi Italiani) is a non-profit, voluntary consortium, founded in 1985 to spread knowledge about the productive, economic, nutritional and cultural aspects of deli meats, promoting a unique food heritage in the world. IVSI promotes and organizes seminars, tastings, events, publications in Italy, as well as abroad. Through the years IVSI has been promoting deli meats' culture in Germany, France, England, Sweden, Finland, Belgium, Russia, Brazil, the United States, Canada, South Korea, Hong Kong, Taiwan and Japan. In 2005 IVSI conceived the SalumiAmo® concept, a new way of living the aperitif that becomes a sensorial and cultural experience. The convivial moment is characterized by the information on Italian deli meats, which are thus tasted in a pleasant and conscious way. The IVSI has also created a "Manifesto" which collects the identifying values of the manufacturers, who can subscribe it. This document lists 7 values: history and tradition, information and education, quality and sustainability, bond with the territory, Italian lifestyle, Teamwork and a focus on the future. These values testify the companies' commitment to consumers.



The IVSI Manifesto

The Charter of our values

The consumer at the heart

1 History and tradition

We convey the tradition, history and know-how of deli meats producers
The legacy of the past determines the present and creates the future

2 Information and education

We strive to share transparent, comprehensive and correct information and to promote education about Italian deli meats
Knowledge broadens horizons

3 Quality and sustainability

We support and encourage the continuous improvement of the quality of Italian deli meats
The pursuit of excellence is a daily commitment

4 Bond with the territory

We believe in the unbreakable bond between deli meats and where they are made
The irreplaceable added ingredient

5 The Italian lifestyle

We promote authentic products around the world, helping the diffusion of the Italian know-how
Quality, flavour and beauty: the whole world is jealous of the Italian lifestyle

6 Teamwork

We work together with institutions, private and public entities to promote high-quality deli meats in Italy and around the world
We are taking part in a joint project to help make a difference

7 A focus on the future

We are attentive to changes and open to listen to our consumers
We look at the world just like the consumer does

Insieme
per la cultura
dei salumi

