



— New —  
*linea salute*



*“We have been  
Quality Consultants  
for over 60 years.*

*Now, with the new  
Benessere Cura & Natura  
line, we take care of  
your health as well.”*

*Paolo & Gianluca Tanara*

The advertisement features a large, detailed image of a prosciutto ham. A yellow diagonal banner across the top left reads 'TANARA linea salute' in red. In the top left corner is the Tanara Giancarlo Prosciutti logo. On the right, a label on the ham reads 'TANARA GIANCARLO PROSCIUTTI', 'linea salute', 'Prosciutto di Parma', and 'Filiera Benessere CURA E NATURA'. Below the ham, text reads: 'Da 60 anni consulenti in Qualità, ora di Più con la Filiera “Benessere Cura e Natura” pensiamo alla Salute.' At the bottom left, contact information for TANARA GIANCARLO S.p.A. is provided. At the bottom right is the 'Cura Natura' logo with the text 'linea di OMEGA 3'.

**TANARA**  
**linea salute**

**TANARA GIANCARLO**  
**PROSCIUTTI**  
LANGHIRANO-PARMA

**Prosciutto di Parma**  
Filiera Benessere  
CURA E NATURA

Da 60 anni  
consulenti in Qualità,  
ora di Più con la Filiera  
“Benessere Cura e Natura”  
pensiamo alla Salute.

TANARA GIANCARLO S.p.A.  
43013 Langhirano (Parma) Italy - Via Fanti d'Italia, 73  
Tel. + 39 521 852943 - 44 • Fax + 39 521 852224 • e-mail: info@tanaragiancarlo.it

**Cura Natura**  
linea di OMEGA 3



# LINEA SALUTE



Linea Salute was born from the collaboration with Cura Natura, an important pig farm in Modena (Italy). It is a brand new product line that combines the sweetness and classic quality of Tanara Prosciutto with new but equally important elements, such as care for the environment, animal welfare and especially the health of the final consumer. How did we do it?

By matching our traditional and historical high quality products with a type of pork meat rich with Omega3, coming from a controlled supply chain, focused on animals' welfare.





# CURA NATURA

Cura Natura is a pig breeding system that integrates the tradition of farming with the research of environmental and nutritional improvement, all within a framework of security, traceability and verification.

For Cura Natura, the passion and respect for breeding is transmitted through meat supply chain to your table.

Knowing your own breeder thus becomes the best guarantee of the meat we eat every day.





# FEEDING

Cura Natura's Omega3 project looks at the future while drawing inspiration from the past, when pigs used to naturally eat in the woods and their meat was rich with nutritional elements.

Pigs are fed with a selection of herbs and oilseeds rich with Omega3, together with fresh cereals present in the area of breeding and supplemented with vitamins and elements that can significantly strengthen their immune system.





# FEEDING

Meat's high healthiness is obtained also thanks to the purity of the water used to feed the animals. Water is carefully treated with the CNW7 system, a Japanese patented technology that ensures the zeroing of the bacterial load and a consistent reduction of the carbon dioxide and ammonia usually present in the environment.





# TRACEABILITY

From the territory to the consumer's table, the **path** is **clearly traced**. A certificate reporting the entire life cycle of each band of pigs further strengthens the product's traceability. The certificate reports the entire history of **each animal**, with all the information regarding its **nutrition**, breeding methods, prevention and care.



CERTIFICATO PERCORSO VITA		NR. 274
<b>NASCITA LOTTO</b>		
SEDE SITO 1: SOLIGNANO/ CURA NATURA (CENTRO DI PRODUZIONE NR.2)		
INDIRIZZO: VIA RIO SCURO N. 5 SOLIGNANO (MO)		
COD.PARMA: MO 877 COD.USL: IT023MO011		
NASCITA DAL 10/03/2019 AL 30/03/2019		
PERMANENZA DAL 10/03/2018 AL 28/04/2018		
LETTERA PROSCIUTTI B		
<b>SITO 2: SVEZZAMENTO</b>		<b>SITO 3: INGRASSO</b>
INGRESSO IL 28/04/2018		INGRESSO IL 20/06/2018
SEDE SITO 2: BAGGIOVARA		SEDE SITO 3: BAGGIOVARA
INDIRIZZO: VIA CAVEZZO N.171 MODENA		INDIRIZZO: VIA CAVEZZO N.171 MODENA
COD.USL: IT023MO017 COD.PARMA: MO 004		COD.USL: IT023MO01 COD.PARMA: MO 004
<b>USCITA LOTTO DAL CIRCUITO CURA NATURA</b>		<b>DATA CARIC 21/01/2019</b>
MACELLO: ANNONI SPA		INDUSTRIA MACELLAZIONI
INDIRIZZO: LOC. MADONNA DEI PRA CAP: 43011 CITA: BUSSETO		PROV. PR
NR SUINI: 130		
PESO MEDIO KG 167,38 ETA' MEDIA GG 307		
NR. CERTIFICATO UNIFICATO: 780233/18		
LOTTO DI MACELLAZIONE: 1904013		
<b>PARTICOLARITA' DELLA FILIERA BENESSERE ANIMALE</b>		
Le nostre scrofe vivono il 75% del loro periodo di gestazione in Branco, in box a contatto con l'esterno. I nostri suinetti sono svezzati a secco con papina liquida o con alimentazione direttamente a brodo. La fase di accrescimento e ingrasso è incentrata sulla qualità della vita del branco. Oltre ai giochi presenti in tutte le fasi precedenti, per alimentare la naturale curiosità del maiale, viene somministrato fieno, paglia e carta a seconda delle necessità. Uno degli alimenti più importanti è l'acqua che viene analizzata 4 volte l'anno e viene purificata senza additivi, ma attraverso il procedimento di attivazione esclusivo CNW7 che annulla la carica batterica presente in natura		
<b>MANGIMI UTILIZZATI PER L'ALIMENTAZIONE</b>		
<b>SOMMINISTRAZIONE DI ALIMENTI</b>		
- MIX 401 STARTER: dal 10° al 28° giorno - MIX 405 SUINI GROWER: dal 111° al 150° giorno - MIX 402 SVEZZO TO: dal 29° al 60° giorno - MIX 406 MAGRONI: dal 151° al 190° giorno - MIX 403 RISTALLO: dal 61° al 110° giorno - MIX OMEGA 3 INGRASSO: dal 151° alla vendita		
<b>PRODOTTI UTILIZZATI NELLE DIETE DI CURA NATURA</b>		
Cereali coltivati per oltre l'80% nella Pianura Padana, così come i prodotti fibrosi, oli essenziali, lieviti attivi, lattini derivati da estratti naturali, essiper ed estratti vegetali fornitori di Omega3 Ogni elemento presente nelle diete viene analizzato e controllato col sistema NIR.		
<b>SUINI PRODOTTI PER:</b>		<b>CERTIFICATO RILASCIATO DA:</b>
		 CURA NATURA SOCIETA' AGRICOLA VIA RIO SCURO N.5 41014 CASTELLETTO DI MODENA (Mo) Tel. 059/210100 - Fax 059/210102 059/244564
		 IL RESPONSABILE aziendale: Ferri Stefano

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DATA CERTIFICAT 22/01/2019



# TRACEABILITY

Certiquality is the seal that certifies the respect of extremely high-quality processing standards across all the stages of the supply chain.

Certifications issued by Certiquality guarantee the strict control of both the first and second rounds of meat processing: feeds production, pigs breeding, slaughtering and processing of raw materials, packaging and sale.





# ANIMAL WELFARE – The Four Stages of Well-Being



## Suckling

*Gestation lasts 28 days. The sow is guaranteed absolute tranquility. Each birthing cage is equipped with vaporization showers, heating lamps, floor.*



## Weaning

*"No Stress" is the word. A "tutor" actively accompanies the puppies during the separation from their mother. This approach makes weaning less traumatic and more natural.*



## Magronage

*In this delicate phase, when the young pig is by nature lively and willing to play, it is essential to establish a relationship between the operator and the animal. We are able to guarantee this.*



## Growth

*When they reach 120/170 kilos, young pigs are naturally driven to idleness and are guaranteed absolute relaxation. The laziness of the animal is a sign of well-being.*



*The Gastrointestinal Barrier plays a fundamental role in the survival and general health of both animals and humans. Reducing stress helps not to alter the function of the barrier, thus reducing the animal's susceptibility to diseases.*



# ANIMAL WELFARE – Well-being ensuring techniques



Summer Showers	<i>A specific external water system with different dosages designed to cool the animal without getting it too wet. The showers allow the animals to go out at will and to choose how and when to cool down against the summer heat.</i>
Environment	<i>Cura Natura farms are built in biosecurity and do not impact on the territory. Overcrowding is not contemplated. They have outdoor paddocks, solid floors, protection from temperature fluctuations and the intrusion of animals, in optimal hygienic and sanitary conditions.</i>
Biscuit for the Sow	<i>Vitamins, essential oils, chestnut extract, fibres and flaxseed rich with Omega3 are the ingredients enclosed in the tasty biscuit to "reward" sows during the delicate phase of birth. It reduces stress, stimulates the appetite, eases digestion and gratifies.</i>
Welfare Manager	<i>Staff training is the basis for success. The Welfare Manager is trained to ensure the welfare of the animals in each plant and leads the application of the Cura Natura protocol, both during the breeding phases and in the relationship between animals and operators.</i>
Antibiotic Free	<i>Antibiotics are only used if strictly necessary. Certiquality certification guarantees that the antibiotic treatment is suspended after the fifth month of life of the pig.</i>



## LINEA SALUTE – The Finished Product



*The result is a pork meat with a higher content of Omega3 fat acids, thanks to the natural feeding of the animals. Omega3, in a balanced relationship with Omega6, can bring benefits to the human diet.*

*Having a meat and a part of fat structured in the logic of a correct relationship between Omega3 and Omega6, means respecting those physiological conditions of the animal and human organism that are required for the optimization of well-being and health of both organisms.*

*A correct diet, protection from oxidative phenomena, hygiene and care of the environment where the pig grows can reduce the molecular events that support important modifications of the Gastrointestinal Barrier inducing undesirable changes in the life of the pig, therefore affecting the meat.*





# QUALITY & TRADITION



*Quality and Tradition are the basis of our product and our work. Producing Prosciutto di Parma means to us to follow all the production phases that were handed down throughout the years: scrupulous selection of pork legs, traditional salting, natural curing, ageing in the wooden cellar, are the secret of the quality of our Prosciutto.*

*The product that arrives on your tables has the scent and taste that distinguish the real and traditional Prosciutto di Parma, hand-salted and cured with mastery, strictly respecting the tradition.*

*Only after long curing and a rigorous control, the Prosciutto is ready to bear the name of Giancarlo Tanara: a guarantee of excellence and search for the best quality for over 60 years .*







*Tanara Giancarlo S.p.a.*

*Via Fanti d'Italia 73, 43013 • Langhirano (PR) - Italia*  
*+39 0521 85 29 43*

*[info@tanaragiancarlo.it](mailto:info@tanaragiancarlo.it)*