Iberian hams from Spain and the EU will present 'Ham PassionTour' and the 'Road Show' in 24 European cities

Iberian hams from Spain and the European Union will present next Wednesday, October 3, at the headquarters of the Ministry of Agriculture, Fisheries and Food, the international campaign to promote Ibérico Ham, "Ham Passion Tour", a promotion and information program of this gourmet product, star of the Mediterranean diet.

The Minister of Agriculture, Fisheries and Food, Luis Planas, will give the starting signal to this macrocampaqa of dissemination that will travel to Spain, the United Kingdom, Germany and France.

The president of the Interprofessional Association of the Ibirico Pig (Asici), Francisco Javier Morato, and the Minister of Agriculture, Fisheries and Food, Luis Planas, will kick off the "road show" that will tour 24 European cities during the three years of Bell.The media will be able to visit a modern "Ham Truck", parked next to the Ministry, which will host a cutting exhibition of the ambassador of Jamsn Ibirico.

Raquel Acosta, and a tasting of this delicatessen

This innovative international information and promotion program, focusing on Spain, France, Germany and the United Kingdom, aims to raise awareness and highlight the benefits of this production in areas such as food safety, traceability, labeling, nutritional and health aspects or the respect for animal welfare. In this way, increase the recognition of the product and further promote the internationalization of the sector.

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??The D.O.P Ham of Huelva is officially registered as D.O.P Jabugo