The future for the Iberian Ham

Topic
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How to support the Iberian ham value chain in the future

Sierra Morena Iberico ham production will likely face several challenges: climate change, the lack of generational renewal, overexploitation, limited digitalisation intake, and dependency on feed/energy prices. Smaller farms will face economic problems and bureaucracy and complex regulations worsen the situation, concentrating ownership on bigger companies.

MOVING envisions a preferred scenario in which producers have adapted to climate change, and Dehesa-uniqueness and provided ecosystem services are recognised, protected, and compensated. Afforestation resulted in healthy dehesas, and farmer upskilling ensured sustainability. Family and business farms coexist, each contributing to the territory's benefit. Business farms enhance efficiency, and traditional farms preserve knowledge/identity. The cultural significance is acknowledged. Iberico ham is in high demand and has evolved into an experiential option tied to visiting and understanding Dehesas. Digitalisation supports traditional practices and focuses on product differentiation and accurate labelling. Online sales streamline connections with informed consumers willing to pay premium prices. Improved infrastructure allows efficient processing and selling. Policies and assistance programs promote multifunctionality, cooperation, and generational renewal, ensuring access to basic services like healthcare, communication, education, digital infrastructure, and culture. Policies are inclusive, long-term, flexible, and adaptable to Dehesa's uniqueness. Public institutions actively promote local product consumption, reinforce territorial identity/value, and centralise the Iberico pig genetic book to protect small producers' rights.

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