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News Release

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PARMIGIANO-REGGIANO: TECHNOLOGY SERVING TRADITION FROM CRPA AND INTEL

Through the services of partner “CRPA-Centro Ricerche Produzioni Animali” (Research Centre on Animal Production) and Intel technology, the technical systems of “Consorzio di tutela del Parmigiano-Reggiano” (Consortium for the protection of Parmigiano-Reggiano) can offer the prestigious cheese producers a better assistance, in line with the needs of a high quality product

Modena, 27 September 2007 – Innovation and tradition go hand in hand: now the producers of Parmigiano-Reggiano cheese can count on new, more timely services supporting their activities and their way of working.

Thanks to an agreement between CRPA (Centro Ricerche Produzioni Animali) the Research Centre that the “Consorzio di tutela del Parmigiano-Reggiano” uses for its research and technical assistance to farms, cheese factories and analysis labs – and Intel, the world leader in silicon

innovation, the producers of Parmigiano-Reggiano will be able to benefit from a number of new services that will help them simplify and speed up sharing information with the centre.

As a matter of fact, to offer high quality services, CRPA has chosen Intel and has adopted the new generation of Intel® vPro™ processors for desktop PCs used in their offices and for those used by technical assistance labs, cheese factories and farmers. Also for this reason, the agreement between CRPA and Intel was announced in Modena, at the “Hombre” farm owned by Matteo Panini, where organically produced milk is processed into Parmigiano-Reggiano.

“Often the adoption of IT in the food and farming industry – mostly made of small and medium enterprises – is hindered or delayed by the fear of not being able to tackle technical issues or to sustain high assistance costs”, commented Giuseppe Veneri, President of CRPA. “Intel’s vPro technology allows us to act rapidly on malfunctionings and to operate remotely on our clients’ PCs, preventing malfunctioning even when the computer is turned off or the operative system is not running”.

This is why technology has become a key tool in this task, and the possibility to prevent downtime due to computer viruses, damage or other reasons today represents a further business protection for the companies that use CRPA’s services, among these the farmers and assistance structures of Consorzio di Tutela del Parmigiano-Reggiano.”

“This is a clear example of how tradition and innovation can be combined”, added Giuseppe Alai, President of the Consorzio di Tutela del Parmigiano-Reggiano. “The production system of the Parmigiano-Reggiano, which makes adhering to tradition and to a strict disciplinary code its strongest point, can now rely on an advanced technology that will allow more timely exchange of information between operators in the supply chain, allowing producers to be quicker to act in the production processes, and bringing greater efficiency altogether to the system”.

Prevention of diseases and damage from parasites passes through Intel® Xeon® processors

CRPA has also chosen to adopt the new Intel Xeon 7300 Quad Core processors for its servers.

This is to address CRPA’s need to reduce the time spent analyzing a large number of data and to

improve the service offered to its clients. A good example are the statistic analysis services on the quality and quantity of milk produced and the support service for the prevention of diseases and plant parasites, that uses weather forecast data in the region Emilia-Romagna.

This service in particular collects and processes weather data (temperature, humidity, etc.) in as many as 486 locations in the region, providing the experts with risk maps that are used to plan prevention actions in fighting diseases and parasite in the crops.

“Up to now it was impossible to offer this service in such a way that it could entirely fulfill the technical assistance’s computing needs, demanding fast and continuous updates: our two servers needed approximately eight hours to process all the data. Today, thanks to the new Intel Xeon Quad-Core processors the same analysis takes one and a half hours and allows us to address the needs of the current users and to add new weather data analysis models to the system that are functional to the cattle feed crops that interest Parmigiano-Reggiano.” – said Giuseppe Veneri of CRPA.

“CRPA and the Consortium for Parmigiano-Reggiano cheese have harnessed Intel technology demonstrating that the so-called ‘Made in Italy’ sector understands the value of innovation and how to use it in support of its traditions - and to the benefit of its customers. We hope this will be a further example to other Italian companies within the food industry, so that they also appreciate the value of technology as a strong element of competitive advantage to protect their tradition and excellence” commented Dario Bucci, Managing Director of Intel Corporation in Italy and Switzerland.

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