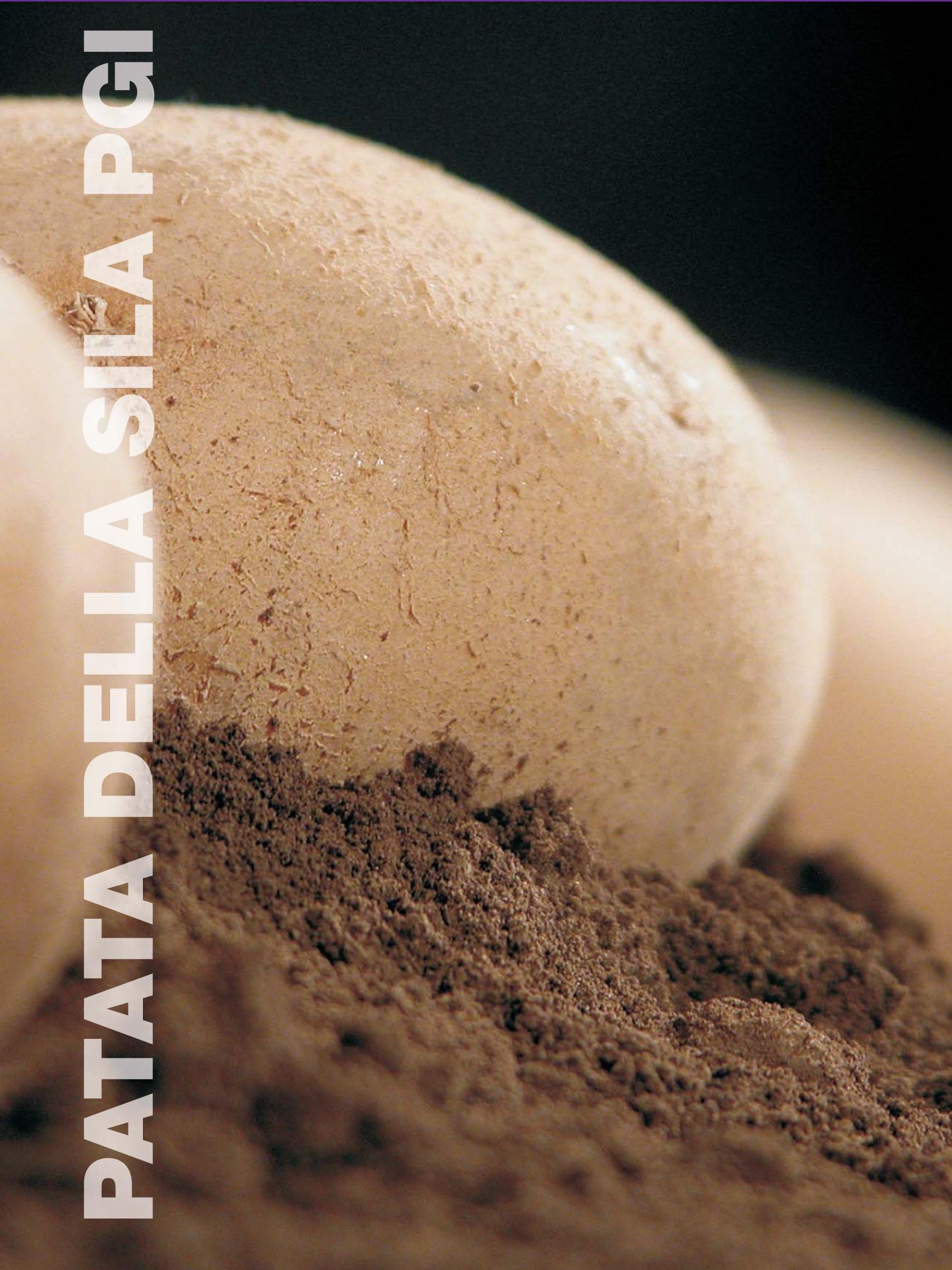


vegetables and cereals, fresh and processed

**PATATA DELLA SILA PGI**

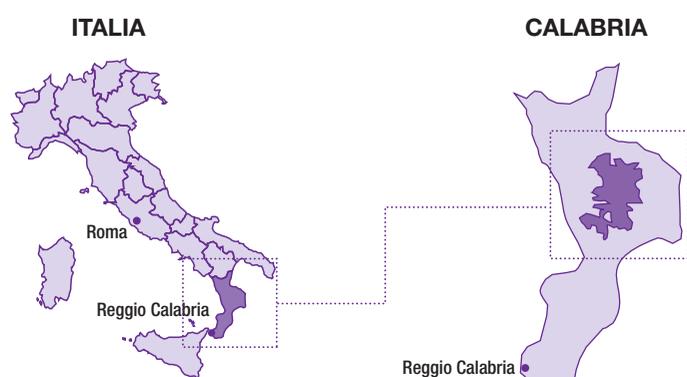
A close-up photograph of a potato tuber, showing its light brown, slightly textured skin. The potato is positioned diagonally across the frame. The bottom portion of the potato is covered in dark, rich soil, which is piled up around it. The background is dark and out of focus, emphasizing the texture and color of the potato and soil.

**PRODUCT**

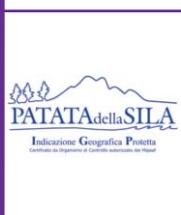
The Sila potato is distinguished and appreciated for its excellent culinary qualities, in particular with regard to frying; due to the high dry matter content present in the tubers that have grown on the Sila plateau. In regards to this aspect, an analysis was conducted on the variety Agria, comparing it with samples from other production zones. The results show how the cultivated Sila Plateau potato presents much higher levels of dry matter; therefore it has a better aptitude for frying, as well as a typical flavor more pronounced than the other sources. The production of Patata della Sila I.G.P. takes place in a unpolluted environment. Set in the heart of Mediterranean sea, with an average height of about 4300 ft. a.s.l., the Sila plateau represents one of the most suitable areas for potato production in Europe. The use of spring water for the watering of fields, the wide temperature ranges between day and night, represent a unique and perfect ensemble of features, allowing for the assumption of the denomination: "produce of the mountain".

**PRODUCTION ZONE**

The "Patata della Sila" (Sila potato) production zone includes the following municipalities only: Acri, Aprigliano, Bocchigliero, Celico, Colosimi, Longobucco, Parenti, Pedace, Rogliano, San Giovanni in Fiore, Serra Pedace, Spezzano della Sila, Spezzano Piccolo in the province of Cosenza and the towns of Albi, Carlipoli, Cicala, Conflenti, Decollatura, Magisano, Martirano, Martirano Lombardo, Motta S.Lucia, Serrastretta, Sorbo San Basile, Soveria Mannelli, Taverna in the province of Catanzaro. These municipalities define and naturally surround the Sila Plateau, where the nature of the land and the climatic conditions allow the tubers to obtain a slow and steady growth and the plants to obtain an optimum ripening. The Sila Plateau is one of the most beautiful and evocative plateaus in Italy.



**DENOMINATION MARK**



The logo of the product reports as a central element the writing "Patata della Sila" (Sila potato) in the foreground. The writing stands horizontally between two irregular lines: the upper line on the left represents three stylized trees followed by a five tops mountain underlining the importance of the plateau from which the potato originates. The lower line holds the writing and ends with a stylized four tips wave giving importance to our lakes (Cecita and Arvo), from which the producers take the water for the irrigation of the Patata della Sila. The I.G.P. Sila potatoes associating with the additional wording "product of the mountain" can be easily recognized thanks to the inclusion of the words "product of the mountain" in the wooden bands.

Potatoes Sila I.G.P. that boast the additional wording "mountain product" are characterized by inserting, in the wooden bands, the words "product of the mountain".

**NORMATIVE REFERENCES**



Acknowledgement of Consortium for the Protection: D.M. 16/04/2012 in G.U. n. 106 of 08/05/2012, is the only entity appointed by the Ministry of Agriculture, Food and Forestry to look after the general interests of the I.G.P. "Patata della Sila".

**CONTACTS**



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