

Italian firm bolsters presence in U.S. market with Vineland plant

[Jim Walsh](#)

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VINELAND – An Italian firm is beefing up efforts to sell its ham products in the U.S. market.

Rovagnati has opened a 45,000-square-foot facility in Vineland to produce and distribute prosciutto imported from its homeland.

The facility, currently with 18 workers, is expected to employ 50 people by the end of 2022, Rovagnati said in a statement.

The new building includes a production floor, which will age, slice and package prosciutto shipped from Italy, the company said in a statement.

Rovagnati plans to expand the building on the 2200 block of West Oak Road in four stages, eventually allowing it to operate a 70,000-square-foot production floor.

The firm markets prosciutto cotto, a cooked product, and prosciutto crudo, which is cured.

The firm entered the U.S. market in 2019. It previously operated on a “very limited basis” from a small storage facility and office at the Vineland site, a spokesman said.

The Vineland location provided abundant land and labor “and a pro-business local government environment,” said Jim Mitchell, chief executive officer for Rovagnati’s U.S. operations.

“The community of Vineland, known for its Italian influence, has been wonderful to work with,” he said, noting the city had provided “numerous resources and training support.”

He said Rovagnati sees a competitive advantage in producing “nitrate-free” meats.

The firm, founded by Paolo Rovagnati in 1962, operates a 750,000-square-foot facility in Biassono, Italy.

The firm describes itself as a market leader in Italy and claims a growing market share elsewhere in Europe.

Jim Walsh covers public safety, economic development and other beats for the Courier-Post, Burlington County Times and The Daily Journal.