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Abstracts

CLAUDIO BARGELLI, Sapori e saperi di bottega. L'Arte di Lardaria a Parma in età moderna

The essay reconstructs the distant historical roots of the call resulted in today's flourishing Food Valley. Originally formerly exclusive attribute of the powerful *Ars Bechariorum*, from the middle of fifteenth century the meat trade in Parma is exerted by two different professional groups: the butchers and the "lardaroli" guilds. From a nuanced reality it will come, therefore, to a clear separation of two trade exchanges. On the one hand the expensive beef, marketed by the guild of butchers, and second the comparatively cheap fresh and preserved pork - together with other food and not (salted and preserved fish, olive oil, butter, tallow candles) - marks the articles sold by the new guild of pork-butchers (the so-called "Arte di Lardaria"). Particularly evident in terms of geographical location of outlets, the statutory dichotomy is fully manifest in different production and organizational models: the public centralization of the beef marketing and the private decentralization of the pork and its derivatives marketing. In essence, despite both starting from the unique indeterminate reality of meat marketing in the Middle Ages, from the fifteenth century beef-butchers and pork-butchers ("lardaroli") guilds traverse increasingly far and divergent paths, which correspond to really distinct market segments. This divergence and, consequently, this peculiarity will qualify "lardaroli" like the remote ancestors of today's Food Valley entrepreneurs.