

# Calling all dairy farmers

with a passion for innovation, creativity, and travel

**JOIN US FOR AN UNFORGETTABLE 13-DAY ADVENTURE TO ITALY**

Tailored exclusively for savvy business minds like yours, PDP has meticulously curated the perfect balance of tourism, rest, and education, ensuring you experience the best Italy has to offer without running your legs off.

You'll explore stunning landscapes, indulge in world-renowned cuisine, and gain valuable insights into Italian dairy farming practices while creating cherished memories with fellow farmers.

Our unique approach guarantees you'll be cared for in a way only PDP can do, making this tour an opportunity you absolutely won't want to miss.

**Get ready to embark on a journey  
beyond your wildest dreams!**

## Secure your spot today!

To register and for more information, scan the QR code.  
Or contact PDP: 800.947.7379 mail@pdpw.org www.pdpw.org



# Discover your Italian dream

April 5-17, 2025

## BENVENUTO

*in Italia!*

## SATURDAY, APRIL 5, 2025

*Let the fun begin*

Check in at Chicago O'Hare airport at 6:30 PM and prepare for the direct flight to Milan on UA 416, departing at 9:30 PM.

## SUNDAY, APRIL 6, 2025

*Welcome to Milan*

We'll kick off our adventure with a brief late-afternoon tour of Milan, Italy's economic capital. Known for its stunning architecture and fashion industry, explore iconic landmarks, Victorian shopping galleries, and the magnificent gothic Duomo. End the day with a delightful welcome dinner at our hotel.



## MONDAY, APRIL 7, 2025

*Travel to dairy country*

At the outskirts of Milan we'll tour Sabbiona Holsteins, a prestigious dairy farm with 650 milking cows and 700 head of young stock. Located in Brembio, Lombardy, this farm is owned by the Ciserani family and spans 360 hectares dedicated to grass and corn silage. Known for world-famous Italian elite sires Skywalker and Bookie — and 452 home-bred Excellent cows — they're also respected for their impressive operations and innovative practices.



*Photo credit: Holstein International, July 2023 issue*

From there we'll journey through the picturesque Po River Valley, the heart of Italy's dairy production. Discover the importance of short supply chains and DOC designations, and how those designations of controlled origin protect the region's exceptional agricultural products.

Continuing on, we'll travel to Mantua to visit two elite dairies. First up is Societa' Agricola Casa Nuova Di Musa, a 380-cow dairy known for its unique calf-raising system. This dairy is a hallmark of high production and elite genetics, set against a backdrop of 100 hectares of picturesque landscapes. Our next stop will be to the Societa' Agricola Bandioli in the Mantova Valley near Piubega. This state-of-the-art dairy milks over 760 cows using 14 Lely robots.

## TUESDAY, APRIL 8, 2025

*Go for the YUM in Parma*

Prepare for a feast for the senses, as the Emilia-Romagna region immerses us in its rich culinary traditions. We'll visit a Parmigiano Reggiano DOP cheese factory and discover the ancient craft of making this hard cheese, dating back to the Middle Ages. Witness the fastidious process that has stood the test of time.



Next up is a visit to a family-run farm that has produced Parma ham — *Prosciutto di Parma* — for three generations. Learn about the salting, resting, and aging processes that give this geographically protected food its delicately salty, yet uniquely sweet flavor and buttery texture. Enjoy a tasting lunch featuring Parma ham and local Lambrusco wines.



We'll cap off the day with a trip to a Modena Balsamic vinegar producer. See how grapes, traditionally Trebbiano and Lambrusco varieties, are transformed through slow reduction and aging in barrels. Upon returning to Parma, we'll have the opportunity to leisurely explore the city on our own.

## WEDNESDAY, APRIL 9, 2025

*From Parma to Padua — marvel in the breathtaking landscapes*

As we make our way to Padua after breakfast, we'll stop at an Italian Mediterranean Buffalo farm. We'll learn about the production of (and sample!) buffalo mozzarella, a creamy, rich-flavored cheese that has been made in Italy since the time of Ancient Rome, dating back to the first century AD. Italian Mediterranean buffalo are similar to those that live in Asia; they likely originated there and made their way to Italy through the Middle East some time during the Middle Ages.



After the sampling, we'll continue to Padua with an optional visit to the *Cappella degli Scrovegni* — the Scrovegni Chapel, also known as the Arena Chapel. Admire Giotto's breathtaking frescoes depicting scenes from the lives of Mary, Jesus and more.



Once we arrive at our hotel, we'll check in for a three-night stay.

## THURSDAY, APRIL 10, 2025

*More cheese, please*

Today we'll head to Vicenza to visit the Asiago cheese cooperative, where we'll learn about the centuries-old tradition of Asiago cheese production and explore the aging rooms where humidity and temperature are painstakingly controlled. Originally produced as a sheep's milk cheese between the 10th and 15th centuries, this hearty cheese is now primarily made with cow's milk and can assume different textures according to its age, from smooth for the fresh Asiago to crumbly for the aged cheese. We'll then tour one of the cooperative dairy farms.



To bring the experience full circle, we'll visit a winery in the Breganze area, renowned for its fruity and floral white wines. The evening will find us back in Padua for some relaxing before a full day of adventuring on Friday.

## FRIDAY, APRIL 11, 2025

*It's time for a day in the "Floating City"*

After breakfast, we'll travel to Venice and embark on a private boat tour. We'll also take time to explore the enchantment of the Basilica, St. Mark's Square, and Doge's Palace. We'll also enjoy lunch — and maybe even espresso — on our own while soaking in the city's timeless charm. The afternoon will grant us an opportunity to visit Murano for a glassmaking demonstration by skilled artisans.



## SATURDAY, APRIL 12, 2025

*Soak up the old-world culture of Bologna and Florence*

After breakfast, we'll make our way to Bologna where we'll tour the city's medieval architecture, including the iconic Two Towers and Piazza Maggiore. And then we'll explore the Mercato di



Mezzo, an indoor food market, for a leisurely lunch on our own. Later, we'll continue to Florence for an exhilarating time in the romantic city.



## SUNDAY, APRIL 13, 2025

*Embrace the ambiance of Florence*

A leisurely breakfast kicks off the week, after which we can attend Sunday Mass if so desired. We'll enjoy a two-hour walking tour of Florence and explore iconic artistic and architectural marvels. Considered the cradle of the Renaissance, Florence is ours to explore in the afternoon.



## MONDAY, APRIL 14, 2025

*Enjoy the flavors of Tuscany*

Our first stop today is the charming medieval hill town of San Gimignano. This UNESCO World Heritage Site known as "the Town of Fine Towers" originally had 72 tower houses, of which about a dozen remain today. We'll travel next to the Frantoio di San Gimignano olive oil mill, which has set the standard for Tuscan olive growers from Siena to Florence. After lunch at a nearby winery, we'll continue to Siena and check into our hotel. The rest of the day is open for exploring, shopping, and relishing in dinner on our own.



## TUESDAY, APRIL 15, 2025

*Another dose of dairy*

Our travels today will continue taking us through the scenic Tuscan countryside to Rome. Just north of the capital city, we'll visit one of Italy's largest dairies: Maccarese Dairy. With 3,600 head of cattle producing 57,000 liters of milk a day (around 12,000 pounds), they produce enough milk to meet 15% of Rome's daily consumption. The dairy also uses digesters to generate electricity from biogas.



We'll close out the day with dinner and checking in to our hotel in Rome.

## WEDNESDAY, APRIL 16, 2025

*When in Rome . . .*

After breakfast, enjoy a walking tour of Ancient Rome — the city that's home to some of the most iconic sites Italy has to offer. We'll visit the Colosseum, the Roman Forum, and Capitoline Hill. Lunch will be on our own with an afternoon free for exploration. We'll conclude with a farewell dinner.



## THURSDAY, APRIL 17, 2025

*Arrivederci, Italia!*

All good things must come to an end, so after breakfast at the hotel, we'll head for the airport for a direct flight to Chicago, departing at 9:45 AM and arriving at O'Hare airport at 1:05 PM.

## YOUR ITALIAN GETAWAY INCLUDES:

- Roundtrip airfare (direct) in economy class Chicago to Milan/Rome to Chicago
- 13 days/11 nights in superior tourist-class accommodations
- 24 meals: 11 breakfasts, 5 lunches, 7 dinners (beverages not included)
- Transportation provided in luxury air-conditioned motorcoach
- Sightseeing and technical visits as outlined in itinerary
- Services of full-time professional tour manager with agricultural background
- Tour manager and driver tips
- All taxes and fees
- All prices based on current fuel prices and exchange rates. *Subject to change.*
- \$7,495/person double occupancy; \$8,295/single traveler  
*A non-refundable \$1,000/person deposit is required to secure your spot*

**Not included: trip insurance (but highly recommended)**

This Italian experience is limited to 50 travelers