
Establishing GI-s in Albania's olive sector now and the future...

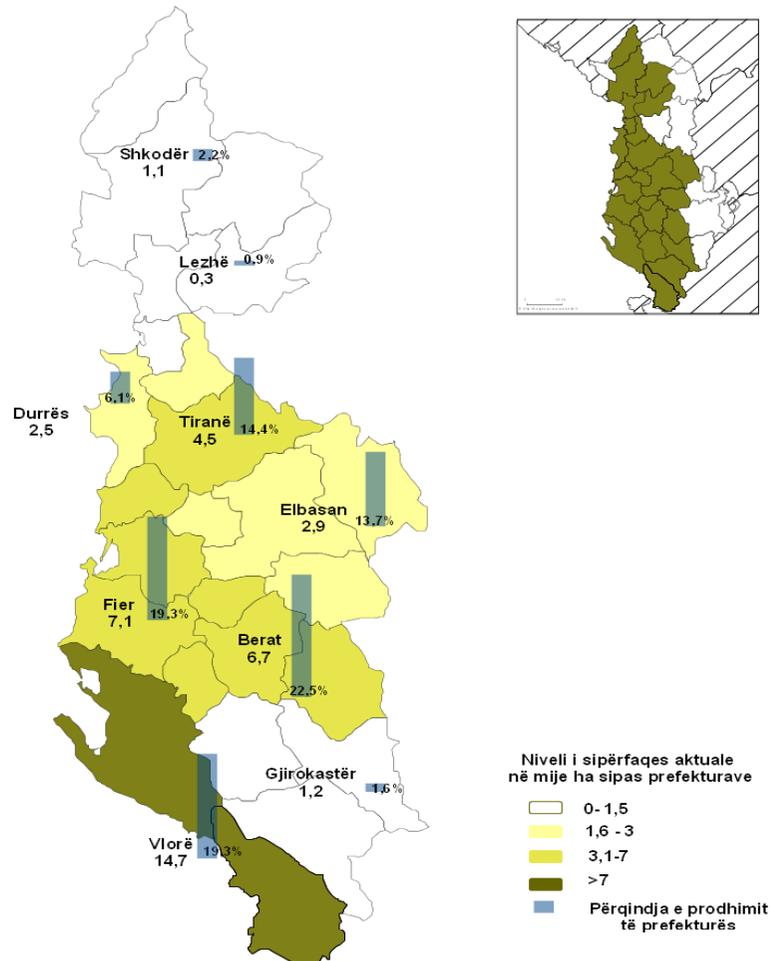
Elena Kokthi
Head of Analyses Monitoring
MAFCP



Introduction

- Main figures of olive sector
 - SWOT Analyses
 - National schemes of support
 - GI Perspectives and autochthons varieties
 - Some conclusions
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Main figures



- 5.9% of arable land in the country
- Production capacity 56,000ton olives
- Olive oil production 6000 tons
- Cultivated surface 41,000Ha
- 5.011 million trees
- 118, 000 small farms/0,4Ha
- 30mio Eur TO
- In four regions is concentrated 84,7% of olive plants Vlorë, Berat, Fier and Tirana

SWOT analyses

Strengths

- Large varieties and biodiversity 22 in traditional plants
- Increasing demand for olive oil/ Health awareness
- Not polluted agriculture
- Mediterranean terroir ,

Weakness

- Small and very fragmented farm
 - Lack of assistance
 - 30% of the olive plants has more than one century
 - Lack of strategy
 - Quality of processing
 - Lack of cooperation between producers
 - Lack of marketing
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SWOT analyses

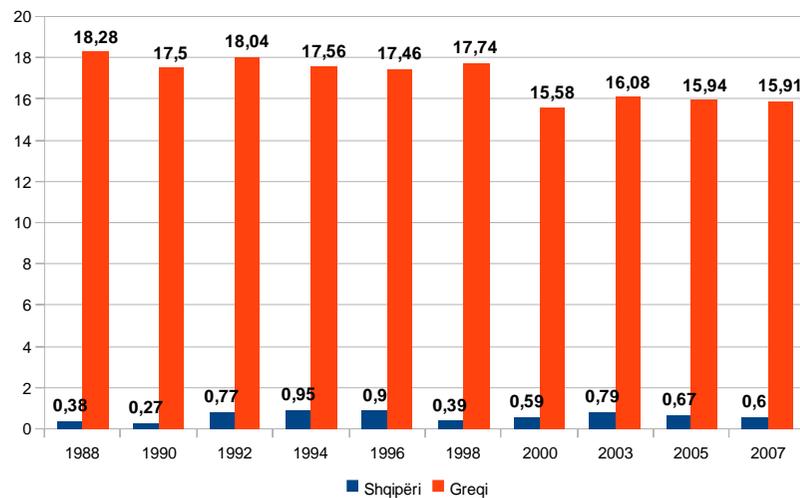
Opportunities

- Albanian Product and consumer very linked
- Policy support
- Expensive olives coming from the import
- Organic niche strategy

Challenges

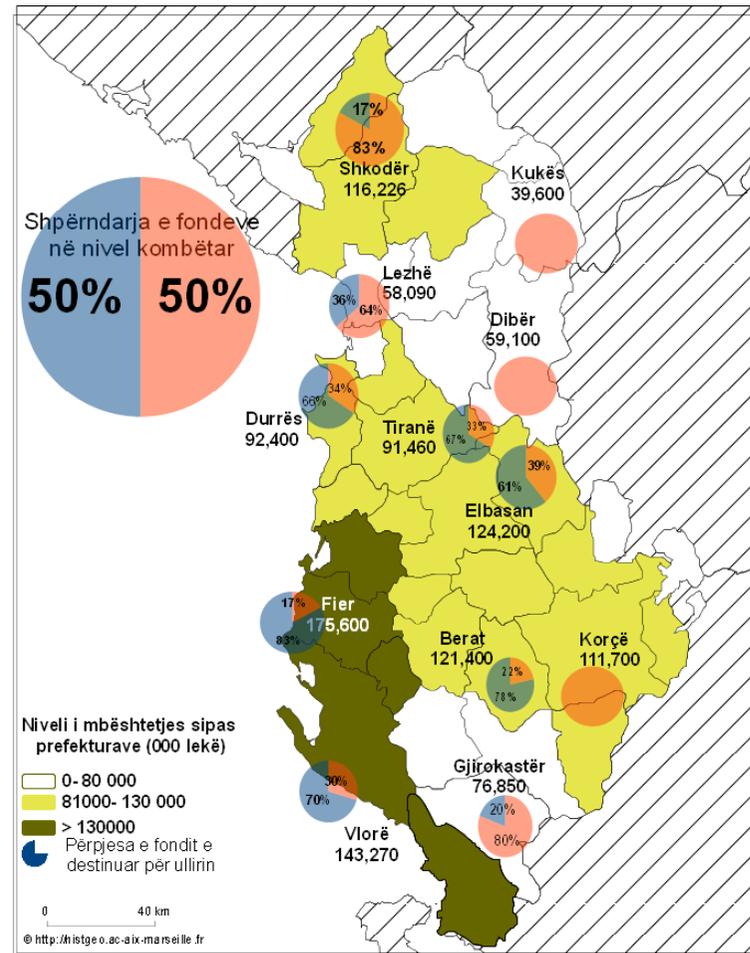
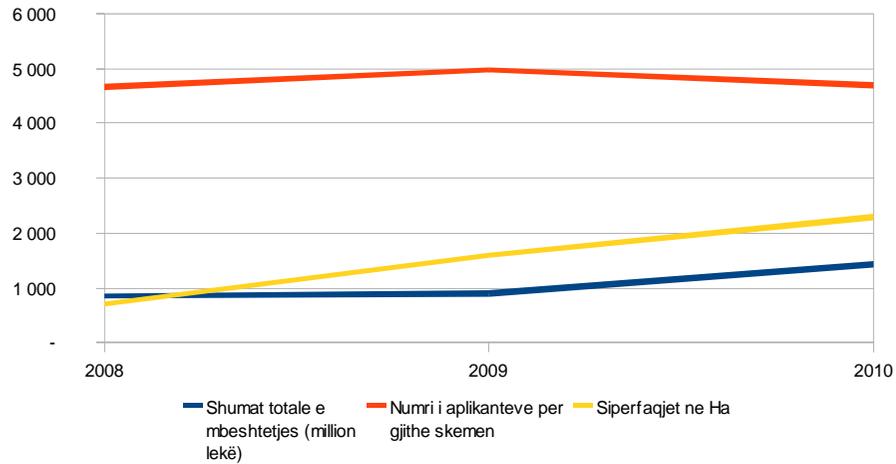
- Competition in international level
 - Stabilized markets
 - EU integration /Upgrading standards
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Processing of olive oil



- 2-3liter/Capita/Year 15 less than Greece
- 130 lines of production
- 67% used and 33% new
- Processing 3,5-4 kv/ hour
- Few 9-12kv/hour
- Installed capacity are used around 50%
- 30% new technology,
- 30% traditional 40% with are high levels of depreciation.

National support



National support

Programme: Planting 20 mio olive trees

- Planting of olive and citrus on the block, no less than 4 dynym for individual farmers and not less than 1 ha to a group of farmers,
 - High demand for this scheme
 - 15Mio USD for agriculture
 - 50% of support to olive table and olive oil
 - 3000 ha new plants of olives 2007-2010
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Geographical indications in Albania

- Legislation :The main Albanian articles of law about GI are found in the more general law *Nr. 9977 dated 07.07.2008 on Industrial property*. Part V, Chapters XXX to XXXII, Articles 176 to 188 are especially dedicated to GI and are the basis of the definition, condition and rights of protection, procedure for registration and execution of the rights.
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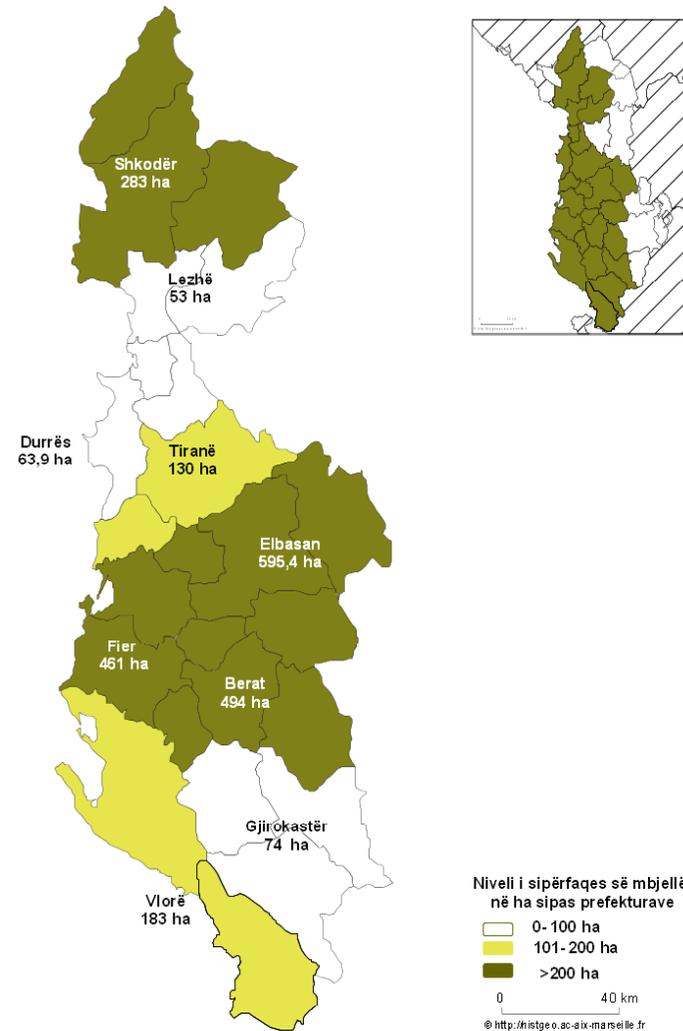
Potential GI???????

Olive oil varieties

- Kalinjot
- Kallmet
- White olive Kruja
- White olive Tirana
- Frengu
- Kusha
- Mixan
- Kotruvsi
- Black Olive Ndroqi
- Thick Olive Himara
- Unafka
- Nisiot

Table olives

- Berati Big Grain
- Elbasani Big Grain



Conclusions

- Developing sector
 - Large number of varieties
 - Not ready to work with GI
 - Politics/Producers/Consumer Awareness
 - Great possibilities of organic production
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Thank You for Your Attention !
