

LETTRE DE VEILLE - MEDIA WATCH

SEPTEMBRE/SEPTEMBER

COI/IOC

Publicado el mayor inventario sobre países productores de aceite - El Consejo Oleícola Internacional (COI) y el Centro de Excelencia para el Aceite de Oliva de GEA Westfalia Separator presentaron el viernes en Madrid el mayor y más completo inventario internacional elaborado hasta la fecha sobre los 40 países que producen ya este alimento en el mundo (...). El director Ejecutivo del COI, Jean-Louis Barjol, quien presentó la publicación en la sede madrileña del organismo internacional, destacó la precisión y calidad de los datos, documentos y fuentes utilizadas por esta obra, que muestra la importancia estratégica del cultivo desde hace miles de años hasta la actualidad. Barjol recordó que el COI decidió apoyar esta publicación, en su origen escrita en español, traduciéndola al inglés para que tuviese mayor recorrido internacional, lo que le convertirá -precisó- en "una obra de referencia" internacional del sector, con información relevante sobre países, superficies, producciones, variedades, consumo y comercio "a tiempo real" (...). Según recoge la publicación, la cifra de negocios del sector oleícola oscila entre 8.500 y 10.600 millones de euros por ejercicio a nivel internacional y emplea a más de 30 millones de personas integradas en siete millones de familias. *Efeagro* - <http://www.efegro.com/multimedia/publicado-el-mayor-inventario-sobre-paises-productores-de-aceite/18-1876412.html>

El COI abre el plazo de la segunda convocatoria de ayudas para la promoción del aceite de oliva y la aceituna de mesa - El Consejo Oleícola Internacional (COI) ha iniciado la segunda convocatoria para conceder subvenciones a actividades de promoción en el aceite de oliva y la aceituna de mesa en los países productores (...). Las actividades que opten a estas ayudas deben tener un claro objetivo promocional. Entre ellas, las actividades que aparecen en los programas propuestos puede ser la organización de seminarios, ferias o exposiciones, simposios o talleres; los puntos de información en las

ferias de alimentos, el material promocional, los eventos científicos, etc. Pueden realizarse campañas educativas y de sensibilización sobre las características químicas, organolépticas, propiedades nutricionales y terapéuticas del aceite de oliva y las aceitunas de mesa, entre otras (...). Según indica la página del COI, la fecha límite para la presentación de solicitudes será el próximo 8 de octubre y la fecha de cierre prevista para el procedimiento de concesión será el 15 de octubre.

Olimerca - http://www.olimerca.com/noticiadet/el_coi_abre_el_plazo_de_la_segunda_convocatoria_de_ayudas_para_la_promocion_del_aceite_de_oliva_y_la_aceituna_de_mesa/e600dba3d39c0b59490e0643fbb8e7b9

El COI plantea la constitución de un observatorio para controlar el mercado del aceite de oliva - (...) El observatorio funcionaría con las fuentes de información relacionadas con el sector como las asociaciones industriales o sindicatos, institutos de investigación, las estadísticas de los organismos o administraciones. Además, esta iniciativa generaría informes de tendencias y sistemas de alerta, entre otras actividades de notificación, como seminarios o conferencias. Por otra parte, el COI tiene previsto lanzar una campaña de promoción del aceite de oliva en Brasil. Las importaciones de aceite de oliva en Brasil siguen al alza, alcanzando un volumen acumulado de 53.747 toneladas en los primeros nueve meses de la campaña (octubre 2011-junio 2012), un 10 % más respecto al mismo periodo de la temporada anterior (...). *Olimerca* - http://www.olimerca.com/noticiadet/el_coi_plantea_la_constitucion_de_un_observatorio_para_controlar_el_mercado_del_aceite_de_oliva/48a4bfef5f7fde7262c5aa9747d62517

Council Establishes Olive Oil Price 'Observatory' - Improved tracking of olive oil prices and the provision of market forecasts and analysis are among the goals for a new 'business intelligence observatory' being set up by the International Olive Council. To be known as the Economy Watch, it will be geared towards monitoring the economic situation "in order to anticipate developments," analyze the underlying causes of possible market crises

or disruptions and perform evaluations and simulations. It will also produce trend reports and market updates, provide a "warning system," and share its output via conferences and seminars, the IOC said in its August market newsletter. A group of experts convened by the IOC will meet on September 25 to guide the creation of the observatory. And the IOC also wants to improve the calibre of statistics for the sector. Its working group on this issue will hold a third meeting on September 24 to deal with matters including differences in foreign trade data, the latest data on olive crop area trends, growth prospects and producer prices, and a new olive and olive oil database aimed at "speeding up and enhancing the internal statistical processing capabilities of the (IOC) Executive Secretariat." The need for better understanding of pricing trends in the olive oil sector is perhaps illustrated in the context of the recent surge in producer prices in Spain, which many attribute largely to drought severely reducing the current olive crop. But the IOC was more cautious, noting that while the "most common explanation would be that crops are expected to be smaller due to the harsh drought of recent months... we must remember that prices have been very low in Spain through the last two crop years. This increase brings them up to the level of November 2009." (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/council-establishes-olive-oil-price-observatory/28529>

Saragossa to Host Seminar on Mediterranean Olive Sector - The Mediterranean Agronomic Institute of Saragossa (IAMZ-CIHEAM) and the International Olive Council (IOC) will organize between November 26th and 28th a seminar on the Present and Future of the Mediterranean Olive Sector. The conference, whose last date for entries is November 15th, will last two days with presentations and scientific and technical discussions structured in three sessions. There will be roundtables with case studies and technical visits to Aragon to learn about the traditional and the modern PDOs and the intensive mill system. The organizers have reported that the seminar will explore the future of olive farming in the Mediterranean, trying to answer questions

like: Are intensive production systems sustainable? Will the future olive oil sector be based on these systems, or will it maintain traditional systems? What are the factors which have to be improved in processing technologies, especially in countries where a large part of their production cannot access markets which require strict attention to quality? Besides the already widespread nutritional and functional properties of olive products, the seminar will also focus on the raw material for the "nutraceutical" (nutrition and pharmaceutical) industry and the keys to opening new markets and increase its presence in the already consolidated ones. Olive cultivation is a key element of Mediterranean agriculture. According to the IOC figures, nearly 3.3 million tons of olive oil were produced worldwide in the campaign 2011/12, of which 97 percent corresponds to the Mediterranean region. The production of olive oil and table olives has been increasing in a spectacular way in recent decades, more than doubling for olive oil and a 270 percent increase for table olives. This increase is due in part to the establishment of plantations using intensive production systems which have achieved high yields and a strong degree of mechanization. European Union subsidies have also played a decisive role in this production increase, as the largest climbs have occurred in the Mediterranean countries of the EU. The consumption of olive products has followed the same trend. The Mediterranean region has the largest number of consumers, while other major countries such as U.S., Brazil, Australia, and Canada are becoming major consumers and importers. *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/saragossa-olive-sector-seminar/26566>

Pays membres du COI/IOC Members

Argentine/Argentina : El Gobierno impulsa la plantación de pistacho para reemplazar olivos - (...) Poco marketing tenía el pistacho en San Juan hasta que las heladas dañaron 8.848 hectáreas de olivos en julio del 2011, lo que obligó a que productores y Gobierno se planteen la necesidad de reconvertir las plantaciones que se encuentran en zonas bajas y que son víctimas de estos fenómenos. En el

largo camino para que los olivícolas muten a pistacheros, el Ministerio de la Producción quiere que primero los empresarios conozcan las ventajas y desventajas de este cultivo, y es por eso que prepara un seminario internacional para el próximo 2 y 3 de octubre donde desembarcarán 4 expertos internacionales que darán una charla teórica y otra de campo (...). *Diario de Cuyo* - http://www.diariodecuyo.com.ar/home/new_noticia.php?noticia_id=537670

A Mendoza se perdieron más de seis mil empleos en el sector olivícola. El aumento de costos y la pérdida de competitividad golpean con particular dureza a los productores y empresas. Señales de alarma en la vitivinicultura y las frutas. (...). En el sector olivícola, por ejemplo, se perdió el 30% del recurso humano que existía hasta 2011, mientras que en vitivinicultura se prevé un futuro similar si se mantiene el mismo marco actual. En general, las economías regionales no están pasando por un buen momento y comienzan a notarse las consecuencias económicas y sociales. La inflación, los costos elevados de producción, el tipo de cambio atrasado y el marco impositivo, entre otros factores, generan presión y pérdida de rentabilidad por parte de los productores agroindustriales (...). *Los Andes* - <http://www.losandes.com.ar/notas/2012/9/8/perdieron-seis-empleos-sector-olivicola-665793.asp>

Espagne/Spain : Rising Olive Oil Prices Keep Market Guessing - When and how rising wholesale prices for Spanish olive oil will impact on consumers are burning questions as the climb continues. Major publications including *The Economist* and the UK's *Observer* newspaper have covered the issue in the last week. The latter reported that the UK's biggest olive oil supplier, Filippo Berio — which said it was hard to buy olive oil because producers were waiting for further rises — had warned it would be forced to pass on the increase to consumers but perhaps not until after Christmas. In Spain, one major brand is said to have told retailers that, as of October 1, the price of a 1 litre bottle of its refined olive oil — currently sold in supermarkets for less than €3.00 — will rise to €3.99, but so far no such rises have

been confirmed. Meanwhile, wholesale olive oil prices continue upwards as a thirsty Spain ends one of its hottest summers on record. According to Spain's olive oil price information system POOLred, the average bulk price for virgin olive oil for the week to today is the equivalent of €2.58/kg – up 91c from €1.67/kg in early July when prices starting taking off, €2.63 for extra virgin and €2.52 for lampante. Manuel León, president of the Olive Oil Futures Market (MFAO), said if it doesn't rain soon, Spain's output could be down to less than 800,000 tons of olive oil this harvest – half of the last one, a record 1.6 million tons. Innoliva sales director Eduardo Hitos Fuentes told *Olive Oil Times* that while adverse weather – terrible frosts and continuing drought – had already severely reduced this harvest's prospects, the following one would also be bad if it didn't rain this fall. Hitos Fuentes said the simple demand and supply equation had seen wholesale prices start rising but speculation was now also occurring. Another driver was the relatively low production of lampante last season, when lack of rain made harvesting faster and saw greater production of virgin olive oil. There are currently many would-be buyers of lampante and no sellers, he said. Europa Press reported in August that 85 percent of the retail price of olive oil was estimated to be determined by the wholesale price of lampante. Valencia Fruits said some experts predict wholesale prices could keep rising for a few more weeks and reach a maximum of €3/kg but are likely to fall again in mid-October, when the olive harvest starts in neighbouring Portugal. And it reported that **International Olive Council executive director Jean-Louis Barjol**, in comments last Friday to EFEAgro, recognized that while the coming harvest in Spain would be much lower, it remained to be seen how prices will evolve. Barjol pointed out that before reaching any conclusions there needed to be an analysis of the considerable stocks of olive oil still on hand (about 600,000 tons) – such as what their storage conditions had been and in which category they could be sold – and also of harvest forecasts for other countries. As for how high prices might go, Barjol was reported as saying that it would be good to find a level that allowed farmers to make a profit — after very low prices in recent years — but not so high that they harmed the market by reducing consumer

sales in a time of crisis. The IOC has set up an olive oil price observatory, called Economy Watch, which will hold its first meeting on September 25 in Madrid. There are fears the rising prices could spark an increase in theft of olives, farm equipment and olive oil, Spain's ABC newspaper reports. Police have started setting up what will total 1,500 identification points in the province of Córdoba where for five months they will be on the lookout for suspicious activity. Ignacio Fernández de Mesa, president of agricultural union Asaja, said more theft is likely because "a kilo of olives is worth much more than last year – 50 percent more." The table olive harvest is underway in parts of Andalusia but, according to Olimerca, that market has its own problems and many producers plan to instead dedicate a large share of their production this year to olive oil production, given the good prices. *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/rising-olive-oil-prices-keep-market-guessing/29096>

Infaoliva defiende al aceite de oliva frente a Reino Unido y Estados Unidos

- La Federación Española de Industriales Fabricantes de Aceite de Oliva (Infoliva) critica la campaña publicitaria desarrollada en el Reino Unido atacando al aceite de oliva, así como el estudio de una agencia del estado de California (Estados Unidos) que cuestiona los controles de calidad que lleva a cabo la Junta de Andalucía, como de los controles del resto de España. La organización replica que ningún otra grasa vegetal está a la altura del aceite de oliva y ensalza el rigor con el que la administración cumple con su obligación para evitar fraudes. En este sentido, la Federación ha querido recordar los premios obtenidos por parte de los distintos aceites españoles a nivel internacional. Infaoliva recuerda que periódicamente se promueven campañas de desprestigio contra el aceite de oliva, que supuestamente benefician a sectores para los que el empuje de este producto constituye una amenaza porque sus cualidades están muy por encima de las de otras grasas. Al respecto, la organización de industriales fabricantes destaca la coincidencia de las campañas con el crecimiento de las ventas en el mercado internacional. Infaoliva vincula el alza del consumo a sus características, entre las que destaca dos: el aceite de oliva es la más

saludable de las grasas vegetales y su sabor es extraordinario. (...) *Olimerca* - http://www.olimerca.com/noticiadet/infaoliva_defiende_al_aceite_de_oliva_frente_a_reino_unido_y_estados_unidos/66d152c27f2ec40be0be355e82716b07

Planas ve intereses "bastardos" en un informe de EEUU sobre la calidad del aceite español

- El consejero de Agricultura, Pesca y Medio Ambiente, Luis Planas, denunció ayer la existencia de "intereses bastardos" en el informe publicado en EEUU que arremete contra la calidad del aceite de oliva español, y llegó a plantear la posibilidad de recurrir a la Organización Mundial del Comercio. En declaraciones a los periodistas tras reunirse con los secretarios generales de UGT y CCOO de Andalucía, Manuel Pastrana y Francisco Carbonero, respectivamente, el titular andaluz de Agricultura ha subrayado que si se mantiene lo que considera una "competencia desleal" habrá que recurrir a la Organización Mundial del Comercio "para reclamar a este respecto". Tras recordar que se trata de un asunto "recurrente" debido a la existencia de estándares de calidad diferentes, Planas denunció que hay "intereses bastardos" con el objetivo de "cerrar las puertas al mejor aceite", en referencia al español. "Plantean un tipo de críticas que no tienen fundamento", insistió Planas tras asegurar: "Podemos estar orgullosos de nuestro aceite y debemos velar por la calidad como mejor carta de presentación". El consejero de Agricultura explicó que uno de los estándares que miden la calidad a nivel internacional es el **Consejo Oleícola Internacional**, que la Unión Europea y otros países "consideramos como nuestros", frente a otros países que no están en dicho consejo y defienden estándares diferentes. "Ésa es la base de la discusión y deberíamos conseguir que todo el mundo participara con los estándares del Consejo Oleícola para evitar que quienes, aprovechándose de estándares diferentes, nos planteen una competencia desleal", sentenció. *Diario de Sevilla* - <http://www.diariodesevilla.es/articulo/economia/1360521/planas/ve/intereses/bastardos/informe/eeuu/sobre/la/calidad/aceite/espanol.html>

La diferencia entre el precio de origen y destino de la aceituna es del 436 % - Según los datos recogidos en el Índice de

Precios en Origen y Destino de los alimentos (IPOD) de agosto de 2012, que ha publicado COAG, el precio en destino del aceite de oliva virgen extra se sitúa en 3,25 euros el kilo, siendo el precio en origen 2,25 euros por kilo. Esto sitúa la diferencia entre origen y destino en 1,44, esto es, el número de veces que se multiplica el precio de origen hasta que llega al consumidor, con lo que la diferencia porcentual entre el precio en origen y el precio en destino del aceite de oliva virgen extra alcanza en agosto el 44%. En lo que respecta a la aceituna, el IPOD de agosto establece un precio en destino de 3,91 euros por kilo, siendo el precio en origen 0,73 euros por cada kilo. Esta diferencia establece que el consumidor paga 5,36 veces más que lo que se paga en origen por kilo de aceitunas, estableciéndose la diferencia porcentual en el 436%. *Olimerca* - http://www.olimerca.com/noticiadet/la_diferencia_entre_elPrecio_deOrigen_y_destino_de_la_aceituna_es_del_436_/1f36a46ce9facd52b73330daabb8c488

Olive Oil Prices Seen Extending Gains After Spanish Crop Damaged - Olive oil prices are forecast to extend gains after drought caused a harvest failure in Spain, the biggest exporter, industry researcher Oil World said. World output of the oil used in cooking and salad dressings may fall 18 percent to 2.96 million metric tons in the year through September 2013 from 3.6 million tons a year earlier, the Hamburg-based researcher wrote in an e-mailed report today. Spain had its second-hottest August since 1961, continuing a pattern of hot and dry weather that left April the only month this year that was wetter than usual, according to the country's Agriculture Ministry. Olive oil prices there jumped 40 percent in the past 10 weeks, Oil World said. "Severe drought is taking its toll on olive trees as well as other agricultural crops," Oil World wrote. "Trees had already been stressed by the unusually high production of the three seasons to 2011-12, but the sharp decline in next season's yields has been enforced by the dryness and heat this year." Spanish olive-oil production may slide 37 percent in the year through September 2013 to 1.08 million metric tons from 1.73 million tons in 2011-12, the steepest annual decline ever, according to the researcher. Domestic prices in Spain for extra-virgin olive oil rose 40 percent from

June to about 2,400 euros (\$3,073) a ton last week, and could surpass the previous March 2008 high of 2,633 euros to climb to at least 2,800 to 3,000 euros a ton, Oil World said. "We consider it likely that olive oil prices have further upward potential," Oil World wrote. "The prospective decline in Spanish production by approximately 650,000 tons can only be partly offset by slightly higher crops in Italy and Greece." Italy's olive-oil production, the world's second-largest, is seen climbing to 540,000 tons from 518,000 tons, while output in Greece may advance to 355,000 tons from 335,000 tons. World consumption of olive oil is forecast to stagnate in 2012-13 after climbing for six consecutive years to 3.33 million tons in the past season from 2.9 million tons in 2005-06, according to Oil World. "It can be expected that consumption of olive oil will be affected by the prospective high prices and the widening of the price premiums relative to sunflower oil and other vegetable oils," the researcher wrote. World ending stocks of olive oil are forecast to drop to 747,000 tons, the lowest in three years, from an estimated 1.09 million tons at the end of September this year, Oil World said. *Business Week* - <http://www.businessweek.com/news/2012-09-11/olive-oil-prices-seen-extending-gains-after-spanish-crop-damaged>

El precio en origen del aceite de oliva ha subido el 50% - Las previsiones apuntan que la producción de la próxima campaña podría bajar hasta las 800.000 toneladas. Los precios en origen del aceite de oliva han experimentado importantes subidas en las seis últimas semanas. Desde mediados de julio y hasta finales de agosto, el incremento se acerca al 50 por ciento y todas las categorías se sitúan en torno a los 2,5 euros por kilo. Los aceites lampantes son los que han registrado los aumentos más significativos, ya que partían de unos niveles más bajos y están casi igualados con las cotizaciones de los vírgenes y los extras. De acuerdo con los datos facilitados por Oleoestepa, una de las cooperativas de segundo grado más importantes de España, los lampantes rondan ahora los 2,4 euros por kilo, frente a los 1,68 de mediados de julio; los vírgenes están a 2,5 euros (1,75) y los extras se pagan a partir de 2,52 euros (1,90). Estos incrementos de precios, más el correspondiente a los cambios en el IVA,

deberían suponer una alza de los precios en origen de entre 60 y 70 céntimos de euros, aunque lo que suceda finalmente dependerá de lo que haga cada empresa, cooperativa y gran superficie. La razón principal de esta escalada se encuentra en las malas perspectivas de producción para la próxima campaña debidos a la sequía de los últimos meses y a las altas temperaturas que se han registrado durante el verano en las principales zonas productoras, especialmente en las provincias de Jaén y Córdoba. Algunas de las previsiones que maneja el sector apuntan a que tan sólo se producirán unas 800.000 toneladas de aceite de oliva, lo que supondría la mitad de los 1,6 millones de toneladas alcanzados en la que está a punto de finalizar. Uno de los problemas fundamentales a los que ha tenido que hacer frente este sector a lo largo de los dos últimos años ha sido justamente el de los bajos precios, insuficientes para cubrir los costes de producción. *La Razón* - <http://www.larazon.es/noticia/7855-el-precio-en-origen-del-aceite-de-oliva-ha-subido-el-50>

Europe: Eurozone in Crisis, Olive Oil Marketers Shift Targets - The significance of branding and standardizing in the olive oil industry has been stressed repeatedly. Branding can establish the quality of a product and build its reputation. More importantly, the added value of branding can yield profits on a par with the quality of the product. But today, as the majority of the Eurozone countries are in the gloomy and steep paths of the lurking financial crisis, firms in the olive oil industry should be cautious: the European GDP as a whole shrank by 0.4 percent during the second quarter of 2012 compared to 2011, and the two biggest economies of the zone are in peril; Germany had a marginal growth of 0.3 percent while growth in France has been stagnant. Even Belgium, the hub of the euro zone, is starting to taste the bitter flavor of recession with its growth falling back by 0.6 percent in the second quarter of 2012 compared to the first quarter. Consumers' purchasing power is constantly reducing in Europe and soon they will be looking for cheaper products as people in Greece have already done. So, olive oil producers and exporters should think twice before sending their bottles of branded

extra virgin to the common European market. The obvious solution is to turn to other markets and promote their products there. Russia and China are able to absorb vast quantities of olive oil and already by this time some enterprising exporters have set up shop there. After participating in a commercial exhibition in Moscow and having astounded the visitors with its top quality products, the Cretan "Crissa Gea" organization sends its oil to Russian supermarkets and restaurants. Next stop is the Szechuan region in China with its 80 million consumers. Then, there are other markets not so promising but open to new products; "Agrovim", based in southern Greece, exports its olive oil to Dubai having practically monopolized the market there. An alternative is to differentiate and aim at specific target groups, a more demanding and marketing-intensive process. Companies like "Moria Elea" and "Speiron" sell their ultra premium extra virgin oil at extravagant prices: 500ml for €29 and €50 respectively and prices go up if you order it in a gift box. But everything is being taken care of down to the slightest detail, from the bottle to the label and the cork, and of course the content. These products are not easily located in the market or deli stores and their buyers are those who pursue perfection and can afford it. Ways to promote and sell olive oil in turbulent times do exist. They need professionalism, persistence and open-minded people. *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/selling-olive-oil-during-europe-crisis/27880>

Organic Olive Oil, EU Law and Proposition 37 - On July 1, 2012 it became mandatory for certified organic packaged food produced in the EU to bear the EU organic logo, while last week a study from Stanford University claimed that organic foods are no different from other foods because their nutritional value is no greater. This is the mirror image of the biotech industry's claim (some might call it the dark side) that foods containing genetically modified organisms need no labeling because they are nutritionally the same as non-gmo food. California voters will soon show who they believe by passing or rejecting Proposition 37. If the ballot doesn't pass consumers will suffer by being denied the power to choose whether they

wish to eat genetically modified food, and organic growers will face the consequences as the biotech companies are given freedom to further infiltrate the food supply undetected. Even the most basic standards of organic certification prohibit more than a trace of GMOs. Given the tendency of plants to spread their genes, many organic growers are justifiably worried about any expansion of GM food (recently Italy was finally forced to destroy a 30-year old stand of genetically modified olive trees for just this reason). It bears mention that if California does not adopt labeling requirements, it is unlikely that any state in the US, or the Federal Government, will do so either. Given the proximity of elections and the amount of money that has poured into California from companies like Monsanto and Cargill (who is a major contributor to the institute at Stanford that produced the above mentioned report) to defeat this measure, it is not surprising that this report has come out now. Nutritional value, however, has never been the central argument in favor of organic food or against GM food (though studies have shown that industrial farming of all kinds has in fact reduced the nutritional content of American food over the past half century). People who choose to eat organic food and eschew GMOs do so to avoid pesticides (such as those showered on Monsanto's Round-up Ready crops), insecticides (such as those contained in every part of Bt plants) hormones and other additives. A report like this, from a reputable university at such a crucial time can be confusing to voters at best (...).

Olive Oil Times -
<http://www.oliveoiltimes.com/olive-oil-making-and-milling/organic-olive-oil-eu-law-and-proposition-37/28542>

European Union Olive Oil, A Legislative Reality - When the first EU action program for olive oil comes out at the end of September, it is unlikely to derogate from the drafts that have been circulating since mid-summer. These drafts indicate the plan will focus on quality and control, restructuring of the sector, promotion and competition with third countries. It will also seal the fact that olive oil is becoming an "EU product" backed by Brussels not only through producer support system (especially payments to farmers, and grants for storage of surplus) but also through

iron-clad rules regarding standards, labeling, marketing, health and nutritional claims and environmental rules. The EU speaks through law, and as such, the baton has passed from Mediterranean member states to Brussels. The impetus for Brussels to make olive oil its own stems not only from the damage done to local (especially Italian and Spanish) industries by scandals, but also from the rise of competition in the form of aggressive allegedly 'science-based' new world competitors, and the growing worldwide income gap that has made olive oil the 'fat for the one percent' and its wannabes. Arguably, it is also a way for Brussels to 'make nice' to a region increasingly alienated by threats and slurs from its northern neighbors. Unlike fully sovereign states, the EU can act only through legislative acts whose legitimacy must be based on the EU treaties. Hence it is in the law that we see the future of EU olive oil. While early EC/EU legislation generally treaded softly on national sovereignty by relying primarily on 'Directives' ('directing' member states to change their own laws in order to reach a stated goal), today it acts almost exclusively through 'Regulations' (more heavy-handed forms of legislation that are immediately in effect as written with no further national action necessary or possible). Virtually all new regulations repeal earlier directives which were designed to give member states the feeling that they were still in control. Recent legislation on olive oil is a prime example of this, the first such Regulation dating from 1991 (Reg. 2568/1991 as amended most recently in 2011), when Brussels set out the categories of olive oil and the legal means of distinguishing among them. In January of this year, an implementing regulation on marketing and labeling of olive oil (Regulation 29/2012), consolidating a decade of amendments to the original 2002 law, came into effect. This sets out special requirements applicable to olive oil, complementing of those set out in the 2011 Regulation (Reg. 1169) on providing food information to consumers. The EU also has an ongoing legislative program to establish permissible health and nutritional claims, and is involved in environmental measures necessary to regulate waste and accommodate the interests of a new world of 'olive oil tourism'. In spite of its origins in the Middle East, Southern Europe has

always been the home of olive oil and synonymous with quality and taste. The factors mentioned above, i.e. scandals in producer countries, a will to consolidation on the part of the EU, and serious competition, especially for the well-heeled American consumer market, are giving rise to a need for a more iron-fisted approach by Brussels to preserve the position of European olive oil in the world market. *Virginia Brown Keyder is a member of the New York Bar (retired) and teaches EU law in Turkey, and international law and intellectual property law at the State University of New York at Binghamton. She is working on a book about law and olive oil.* Olive Oil Times - <http://www.oliveoiltimes.com/olive-oil-business/europe/european-union-olive-oil-a-legislative-reality/28390>

Grèce/Greece - Group Wants Bank Support for Greek Olive Oil Exports -

Olive oil and other agricultural products of Greece, it has been reported, can play an important role in the revival of the country's devastated economy. Towards this direction, the National Confederation of Hellenic Commerce has compiled two proposals to boost Greek olive oil exports during the current unfavorable business conditions. As expected, their epicenter is financing and the fluctuation of prices in the olive oil industry. First, the confederation wants banks to actively back any olive oil export by immediately financing the venture, thus minimizing payment standby time to zero and eliminating any potential glitches in the process. The second proposed measure would kick in when olive oil prices fall below a critical limit below production costs. At that time the oil producers, instead of selling, would store their oil and receive bank funding equal to 70 percent of its value. This measure aims right at the center of the big firms' policies which manipulate olive oil prices to their own benefit and would supposedly deter them from resorting to such practices. According to the confederation, if their proposals are implemented, in only five years the total of Greek olive oil production will be exported as branded, yielding multiple benefits for the economy. Of course, if these suggestions find their way to a legislation act, it remains to be seen if the barely-breathing banking sector can meet the

requirements due to the limited resources. *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/greek-olive-oil-exports-proposal/28855>

Maroc/Morocco - Lancement de nouveaux projets de recherche dans l'agriculture pour une enveloppe de 71 MDH

- Le gouvernement marocain a décidé d'investir avec l'appui européen dans la recherche universitaire dans les domaines de l'agriculture, de l'élevage, de la biodiversité et de la rationalisation de l'eau d'irrigation. Plusieurs conventions portant sur le financement de 23 projets de recherche universitaire ont été signées le 7 septembre dernier à Rabat, par le ministère de l'Enseignement supérieur, de la Recherche scientifique et de la Formation des cadres et validés par des commissions spécialisées du Réseau Méditerranéen de Recherche Agricole (ARIMN) relevant de l'Union européenne. Regroupant 12 pays de l'UE et de la Méditerranée, ARIMN s'est assignée pour mission de financer des projets communs de recherche dans les pays partenaires. L'objectif est de renforcer la coordination scientifique des programmes de recherche agricole afin de relever les défis dans le domaine de l'agriculture, notamment en ce qui concerne la sécurité alimentaire, la gestion des ressources naturelles et l'atténuation des effets négatifs découlant des changements climatiques. Les 23 projets de recherche confiés à cinq universités marocaines et deux instituts d'enseignement agronomique, seront financés à hauteur de 71,06 millions de Dirhams, dont 10 millions DH à la charge du gouvernement marocain. Les dites recherches seront conduites dans la culture des pommes de terre et des agrumes, la lutte contre les parasites des oliviers, la production d'huile d'olive et l'élevage bovin. Des recherches seront également menées dans la rationalisation de l'eau d'irrigation, la biodiversité dans le pourtour méditerranéen et la sécurité alimentaire. Les cinq universités marocaines devant piloter ces projets de recherche sont celles de Meknès, Mohammadia, Agadir, Tétouan et de Marrakech, en plus de l'Institut agronomique et vétérinaire Hassan II (IAV) et l'Institut national de la recherche agronomique (INRA) de Rabat (...). *Agripêche* - <http://agripeche.com/1111-lancement-de-nouveaux-projets-de->

recherche-dans-lagriculture-pour-une-enveloppe-de-71-mdh.html

Portugal - Preocupación en el Alentejo por la contaminación del agua por nitratos procedentes del olivar intensivo

- Una parte de la población rural de la comarca del Alentejo (Portugal) está preocupada por la contaminación de los acuíferos subterráneos provocada por el uso excesivo de pesticidas y fertilizantes en las más de 7.000 ha de cultivos de olivar superintensivo e intensivo que proliferan en esta tierra. De hecho el Grupo de Trabajo de Olival, establecido por el Ministerio de Agricultura en 2008 para estudiar los efectos del cultivo intensivo de olivos, llegó a la conclusión en 2010 de que había muchos problemas con el uso excesivo de fitosanitarios y fertilizantes que estaban contaminando los acuíferos subterráneos de los que la Junta de Ferreira do Alentejo captura el agua que proporciona agua a más de la mitad de la población del condado habiendo detectado un alto porcentaje de nitratos. Así, estos hechos confirman el "fracaso" de las normas existentes y ponen de relieve la presencia de nitratos por encima del valor máximo admisible y el alto porcentaje de sales y microorganismos (...). *Olimerca* - http://www.olimerca.com/noticiadet/preocupacion_en_el_alentejo_por_la_contaminacion_del_agua_por_nitratos_procedentes_del_olivar_intensivo/7c46424f4cf7185460417e6feac25c91

Royaume-Uni/United Kingdom : Loss of 600,000 tonnes of olives will force huge price rise on British shoppers

- A fresh oil crisis is brewing. However, this time it won't be hitting the garage forecourts but the nation's kitchens. The wholesale price of extra virgin olive oil has jumped 62% in three months after a severe drought in Spain, the world's largest producer, wiped out an estimated 600,000 tonnes of production. Filippo Berio, the UK's biggest olive oil supplier, has warned that it will be forced to pass on the increase to consumers. "The [wholesale] prices are going up rapidly daily," said Walter Zanre, managing director of Filippo Berio, which sells 10m litres of oil a year in Britain. "It's very difficult to buy olive oil because they [the growers] are waiting for it to go up even higher next week. You're looking at £2,800 per tonne [of extra virgin olive oil]."

Zanre said the extent to which the increase in costs is passed on to shoppers, is "the million dollar question". He said: "I would say 25% now, but if we had had this conversation 10 days ago I would have said 10% to 15%." The average 500ml bottle of supermarket brand olive oil currently costs about £2, while a 500ml bottle of Filippo Berio oil sells for £3.39. "We are torturing ourselves because our product will go over the psychologically important £4 barrier," said Zanre. "This isn't a 5% blip, we can't tighten our belts and absorb it." Consumers who can't bear the thought of going without olive oil are advised to stock up before the price rise hits. Zanre said supermarkets have a "virtual embargo on retail price increases" in the runup to Christmas, so now would be the time to get your supplies in for 2013. Thomas Mielke, director of *Oil World*, a trade journal that tracks oil prices, said the staggering price rise results from an "unprecedented decline" in stocks, particularly in Spain. Spanish olive trees have been hit by drought and an unexpected frost in the flowering season in spring. This has led to trees producing less fruit and the olives that have grown are less juicy than normal. "The fruit can be shrivelled and not looking normal, much smaller in size, which means they produce less oil," Mielke said. The poor crop, due to be harvested in October, comes a year after Spain returned its best crop in years, causing an olive oil glut and a steep fall in prices that left many growers on the breadline. Spain is by far the most important country involved in olive cultivation and accounts for almost half of worldwide supplies. "Whatever happens in Spain causes massive changes in the world price," said Vito Martielli, senior oil seeds analyst at Rabobank International. "Last year, Spain had a very good season and produced 1.4m tonnes of olive oil, but this season it is expected to be less than 1m. The total global olive oil production is 3m tonnes a year." Martielli said the average price of olive oil of all qualities has increased from €2,200 a tonne in July to €3,200 a tonne last week. The drop in supply comes as demand for olive oil is at an all-time high with new countries developing a taste for the Mediterranean staple. Mielke said: "Olive oil consumption is in the middle of a long-term increase in consumption. While it has reached saturation point in Spain and Italy,

countries like the US and Australia are relative newcomers and are using much more olive oil." A rising number of the British are also turning to olive oil, according to Zanre. "The appetite is growing continually," he said. "There's a bit of a love affair with it among the chattering middle classes, but other people are consuming it too." He said the average Briton consumes half a litre of olive oil a year, far below the 14 litres a head in Italy, the world's biggest consumer. *The Guardian* - <http://www.guardian.co.uk/business/2012/sep/23/olive-oil-prices-soar-spain>

Tunisie/Tunisia - Baisse des prix de l'huile d'olive - La baisse des prix préoccupe les professionnels - Malgré les performances réalisées par le secteur oléicole tunisien, certaines difficultés ont été enregistrées au cours des dernières années, ce qui a eu des impacts négatifs sur la production. Dans son dernier numéro, « L'investisseur agricole » édité par l'agence de promotion des investissements agricoles (Apia), les raisons de la dégradation du secteur ont été évoquées. Ainsi, la Tunisie qui compte 1,7 million d'hectares d'oliveraies où sont plantés plus de 70 millions d'oliviers -- dont 98% en pluvial -- est appelée à revoir sa situation en vue d'assurer le meilleur rendement des plantations. Plus de 1.700 unités de transformation d'olives et de ses sous-produits (huileries) sont installées dans plusieurs régions. Leur tâche consiste à transformer chaque année en moyenne 165.000 tonnes d'olives pour obtenir une huile de qualité reconnue et appréciée depuis des années non seulement en Tunisie mais aussi dans plusieurs pays du monde, y compris en Asie. Le secteur de l'olivier a contribué également à créer des emplois dans la mesure où le secteur fournit entre 20 et 40 millions de journées de travail par an. En fait, trois millions de personnes vivent directement ou indirectement de l'olivier. Dans le domaine commercial, l'huile d'olive assure régulièrement des recettes en devises puisque les exportations annuelles moyennes se situent à 117 millions de tonnes, soit 45% des exportations dans la rubrique des exportations des produits agroalimentaires et 5% des recettes totales des exportations. La revue met en exergue quelques lacunes constatées dans le

secteur comme, à titre d'exemple, les mouvements de contestation des agriculteurs qui se plaignent de la baisse du prix des olives à la production qui est de 300 millimes le kg. Cette baisse des prix est due notamment à la fermeture de plusieurs unités de transformation. Quant aux propriétaires des huileries, ils désapprouvent les quantités d'huile stockées, ce qui eu un impact sur les prix qui ont baissé jusqu'à 3,5 dinars le litre, ce qui profite bien au consommateur ! D'où la proposition émise par les professionnels consistant à arrêter l'importation des autres huiles végétales en orientant la subvention - allouée à ces huiles - vers l'huile d'olive locale afin d'inciter les consommateurs tunisiens à acheter le produit national. Le ministère de l'Agriculture est par contre pour l'existence des deux sortes d'huile sur le marché pour que le consommateur puisse acheter selon son pouvoir d'achat. Le ministère considère toutefois important de mettre en oeuvre trois mesures susceptibles de dynamiser le marché local : à savoir autoriser l'exportation de l'huile d'olive à partir du mois de mars au lieu du mois de mai dans le but de faciliter la commercialisation de la production déjà disponible, alléger la charge financière des exportateurs en sollicitant des banques de reporter les délais de remboursement. Une autre mesure importante à prendre a trait au rééchelonnement des dettes de l'Office national de l'huile pour qu'il puisse continuer à acheter des quantités d'huile (...).

Afriquejet - <http://www.afriquejet.com/agroindustrie-tunisie-baisse-des-prix-de-lhuile-dolive-2012090344028.html>

Turquie/Turkey : Oil producer Turkey lags behind in consumption - Turkey, a major olive oil-producing nation, still consumes less olive oil than other olive oil-producing countries, said Olive and Olive Oil Promotion Committee (ZZTK) president Metin Ölken. According to Ölken, while olive oil consumption has increased in Turkey over the past few years, there is still a long way to go and more efforts need to be made to spur consumption. "While Greece consumes 25 kilograms of olive oil per capita, Italy consumes 11.5 kilograms and Spain 10.4 kilograms, Turkey only consumes one kilogram per capita. Recently, with the boom in healthy living,

there has been an increase in consumption in Turkey," said Ülken. That said, Ülken added that due to the prevalence of unlabeled olive oil in the market, it was difficult to record accurate statistics, but that he believed Turkey was now nearing the 1.5 kilogram per capita mark due to this new trend. While traditionally olive oil consumption was more common in the coastal regions of Turkey where olives are grown, the level of consumption is now increasing in Anatolia. Ülken believes that Turkey needs to do a better job of promoting olive oil in the domestic market and that the low levels of consumption stem from a lack of information (...). Customers who visit the olive oil promotion events get to sample olive oil and learn about its use, benefits and diverse varieties, Ülken said, adding that for example, olive oil is a fruit juice and should not be confused with different plant oils. Turkey now produces 200,000 tons of olive oil per annum and this is expected to reach 600,000 tons in three years, but the external market is not enough to absorb the production, said Ülken, adding that domestic consumers are also a must. Turkey is currently focusing on China as its most coveted export market for olive oil. The ZZTK plans to hold special olive oil-related activities in China this year as part of the "Year of Turkey" in China next year and has applied to Turkey's Culture and Tourism Ministry for support. *Hurriyet Daily News* - <http://www.hurriyetdailynews.com/oil-producer-turkey-lags-behind-in-consumption.aspx?pageID=238&nID=28651&NewsCatID=344>

When it Comes to Olive Oil Consumption, Turkey Lags Behind Other Big Producers - Turkey is the world's fourth largest producer of olive oil, with an average share of global production between 7 and 10 percent. The Aegean region is home to about 76 percent of the country's 85 million olive trees. However, when it comes to per capita consumption of olive oil, Turkey is far behind the other major olive oil producing countries. Spain, Italy and Greece consume around 10 kilograms, 12 kilograms and 25 kilograms of olive oil per capita per annum respectively. In sharp contrast, Turkey consumes barely one kilogram indicating the need to create an effective marketing

and awareness campaign in Turkey to promote olive oil. Turkish consumers are slowly making a shift to olive oil due to an increased awareness about its health benefits but, according to Metin Ülken, the president of Olive Oil Promotion Committee in Turkey, the country has a long way to go in terms of improving consumption, and serious marketing efforts are required to spur the demand for olive oil. Ülken points out that the wide prevalence of unbranded olive oil in the Turkish market makes it difficult to make a correct assessment of the country's olive oil consumption. The coastal regions of Turkey have traditionally been better consumers of olive oil, but now the consumption levels are gradually rising in the interior regions such as Anatolia as well.

Olive Oil Times - <http://www.oliveoiltimes.com/olive-oil-business/europe/olive-oil-consumption-in-turkey/28132>

Pays non membres du COI/IOC non-Members

Brésil/Brasil - **La Interprofesional promociona el aceite de oliva español en Brasil** - La Interprofesional del Aceite de Oliva ha lanzado una nueva campaña de promoción en Brasil bajo el lema "Azeite sua vida/Azeite de Oliva Espanhol". Se trata de una acción que tiene como objetivo reforzar la imagen de los aceites de oliva como producto saludable. La acción arrancó en uno de los acontecimientos deportivos más importantes del año en Brasil, la Maratón de Sao Paulo Pao de Açucar, que este año congregó a más de 35.000 atletas de todo el mundo, lo que la convierte en un clásico del calendario del atletismo mundial. En esta, su segunda participación en este certamen deportivo, los Aceites de Oliva de España eligieron el slogan "O melhor combustível para as suas veias (el mejor combustible para sus venas)", una forma de ligar el deporte a uno de los alimentos más sanos. Esa fue la imagen que acompañó a los corredores que abarrotaron las calles de la ciudad brasileña y al público que siguió la prueba a lo largo de toda la mañana del domingo. La imagen de la campaña también estuvo presente en todo el material realizado para el evento, así como en los anuncios en prensa y en las acciones emprendidas en las redes sociales. Atletas y público pudieron degustar, en un

stand situado en la Plaza de los Atletas, una selección de aceites de oliva de España que el grupo Pao de Açucar (organizador del evento deportivo) comercializa en sus 1.900 tiendas repartidas por todo el país. Allí recibieron también muestras y material promocional de la campaña. Esta es sólo la primera de una serie de acciones que la Interprofesional del Aceite de Oliva Español, en colaboración con el ICEX y Asoliva, va a emprender en este mercado. Siguiendo con el patrocinio deportivo, el "Azeite de Oliva Espanhol" estará presente en la Maratón de Rio de Janeiro. Se espera que unos 12.000 atletas participen en otro clásico deportivo del país que todos los años se celebra a principios del mes de noviembre. Asimismo, la Interprofesional pondrá en marcha diversas acciones de promoción directa del producto en puntos de venta. Brasil, con sus 190 millones de habitantes y su pujanza económica, se ha convertido en uno de los mercados prioritarios de los Aceites de Oliva de España. Brasil es el segundo cliente en América tras Estados Unidos. Según los datos de Aduanas, Brasil se ha situado como el noveno comprador de nuestros aceites, con unas 15.015 toneladas en 2011, año en el que las ventas crecieron un 21,2%. Esto significa que, en sólo cinco años, las ventas se han multiplicado por dos. En 2007 España exportó 6.944 toneladas de aceites de oliva a ese mercado.

Olimerca -

http://www.olimerca.com/noticiadet/la_interprofesional_promociona_el_aceite_de_oliva_espanol_en_brasil/223108a83194048b3ee43217ae22303

Inde/India: Indian Pomace Oil Brand Responds to Complaint on Health Claims - Leonardo Olive Pomace Oil, one of the leading olive oil brands in India, was served a notice by the Advertising Standards Council of India (ASCI) to withdraw its print advertisement claiming health benefits of the product. The advertisement had claimed that Leonardo Olive Pomace Oil "helps fight cholesterol and heart disease," "lowers blood pressure," "controls and prevents diabetes" and "fights cancer." In its decision, the ASCI said "Pomace Olive Oil is produced by solvent extraction and has polycyclic aromatic hydrocarbons (PAHs) which are both mutagenic and carcinogenic. This is

contradictory to the claim made for Olive Pomace oil in fighting cancer. Additionally, the health benefits of olive oil are from Extra virgin olive oil due to its antioxidant content, which is not present in Pomace Olive oil. Hence misleading claims are portrayed about the benefits of consuming Pomace Olive oil." Himani Dalmia, assistant general manager of Dalmia Continental, the company that owns the Leonardo olive oil brand, said in response to a query from *Olive Oil Times* that the advertisements were withdrawn before the ASCI made its recommendations and the company responded to the complaint in detail, explaining that olive pomace oil is a grade recognized by the International Olive Council and citing the benefits shown by various studies based on its high monounsaturated fat content. Ms. Dalmia called promoting olive oil in India "not an easy task." Olive oil marketers in India face obstacles in addition to the obvious ones of low awareness and high prices. One of the difficulties Ms. Dalmia said, was "a tribe of food purists who do not understand the concept of olive oil for Indian cooking. In their zeal to promote only extra virgin olive oil, they fail to understand Indian realities. Consumer complaints against olive pomace oil are mostly a result of this prejudice." (...) *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/asia/leonardo-olive-pomace-oil-health-complaints/28779>

Now, 'grain bowl' Punjab to grow olives - Punjab - the granary of India with 40% of rice and 70% of wheat share to the central pool in India has - for long filled up the delicious platters of gourmet lovers in the country. Now, add olives to the list. In a state, where love for everything dairy is apparent in every culinary creation consumed, the surging appetite to move away from greasy and clumpy repast will see the production of this Mediterranean fruit, known best for its use as a body oil and as topping inside multi-grain sandwiches or on pizzas. On Tuesday, the Punjab government approved olive cultivation as a pilot project by PAU after a team from Rajasthan's state agency - Rajasthan Olive Cultivation Ltd (ROCL) and a private firm gave a presentation to CM Parkash Badal. While CM was not available for comments, dy CM Sukhbir Badal spoke

to TOI over the phone from Lambi on the latest crop addition to state's agricultural production. "The concept of olive cultivation will have two benefits: one the extensive health benefits of olives and second that farmers will can juggle between diversified crops" dy CM Sukhbir Badal told TOI over the phone. In Rajasthan, ROCL which is a collaborative effort by the state government and an Israel company is already expecting about about 150 tonnes of olive oil from the pilot plantations spread over 182 hectares in Jaipur, Bikaner, Sri Ganganagar and so on. Speaking exclusively to TOI, the visiting Rajasthan officials shared the presentation details on Rajasthan's olive cultivation success and Punjab's chances to have a larger olive production because of its geographical location. "If a desert state can grow, Punjab will reap bigger benefits. The promise of olives is attracting leading olive oil manufacturers to tap India's growing demand for healthy cooking oil " Surinder Singh Shekhawat, dy director Rajasthan Agricultural Competitive Project and ex-COO of ROCL, told TOI. In Punjab, where the traditional agriculture is not a profitable venture anymore due to the squeezed margins on low and static MSP, the remunerative return from olive cultivation may be another attraction. At present, wheat cultivation in Punjab earns farmers annual profits of about Rs20,000 per hectare. Olive production in Rajasthan has earned farmers more than Rs 2.5 lakh per hectare, according to agriculturalists. The financial commissioner for development has been deputed to draft the policy to provide subsidy to the farmers interested in the olive cultivation. "We will have the cultivation in two phases. Pne is the experiment project by PAU. And other is subsidy plan offered to farmers who will opt for olive plantation" said G S Sandhu, financial commissioner(development). The aid structure would remain the same as existing 75% subsidy on drip and sprinkler schemes for irrigation including nozzles, tubes, valves and so on. *The Times of India* - http://articles.timesofindia.indiatimes.com/2012-09-19/chandigarh/33951597_1_olive-plantation-olive-cultivation-olive-oil

Indian Olive Oil Market Forecast Released - IBNA Research, a part of the Indian Business News Agency (IBNA) has

released a five-year forecast for the olive oil market in India. The report titled "Indian Olive Oil Market Forecast to 2017" includes the latest data and a detailed analysis of the recent growth patterns of olive oil in India. In addition to the compilation and analysis of available statistics on the olive oil demand, the report includes information on legislation, import trends, pricing levels and an in-depth analysis of the market share of different players in the olive oil market in India. The report says that from 2008 to 2012, the olive oil market in India has witnessed significant growth rates. It points to the fact that India does not produce a drop of olive oil, yet the demand for olive oil has shown consistently high growth year in recent years. With the market registering strong annual growth rates of even more than 100 percent in some years, the leading olive oil brands currently selling in the Indian domestic market can expect a bright future, according to the report. The report is available for purchase for 1,208 euros. The rising consciousness about health coupled with a strong GDP growth in India over the last few years has led to a new demand for olive oil from a very large Indian middle class population. With an average urban Indian's growing inclination towards healthy food alternatives, olive oil is well positioned to be a leader in the edible oils category in the country. The new market research and forecast report will help international olive oil manufacturers and exporters to have a better understanding of the olive oil market in India, the local consumer preferences and affordable price points. The report also provides insights into India's demographics and macro-economic indicators, including an analysis of various Indian cities that are poised for growth in demand for healthy food products such as olive oil. *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/asia/olive-oil-india-forecast/28416>

Indian Government Gets Into the Olive Oil Business - Indian government's wholly-owned company Mother Dairy has chalked up plans to promote olive oil in India. Its flagship edible oil brand 'Dhara' will soon start to feature refined olive oils from Italy and Spain. Until now, Dhara has been a mass market brand in India for locally produced edible oils. With Mother

Dairy's vast urban and rural distribution and sales network, Dhara's new foray will promote olive oil in regions that have so far remained beyond the reach of private olive oil brands. Dinesh Agrawal, COO of Dhara, said: "Though volumes at present are small, the olive oil market is seeing 40 percent growth annually. It is a pan-India category, with 95 percent of business coming from modern trade." Dhara plans also include introducing cottonseed and gingelly oil in new regional markets, but it will offer olive oil throughout the country. Dhara, marketed by Mother Dairy, is among India's top brands of edible oils. It is available throughout the country in its network of more than 200,000 retail outlets and it is recognized for its affordability. For the past more than three decades Mother Dairy has leveraged the power of farmer cooperatives in India to provide a wide range of food and milk based products for the Indian urban and rural masses. VN Dalmia, president of the Indian Olive Association (IOA) told *Olive Oil Times* the government has tried this before. "Mother Dairy, a Government of India public sector enterprise, has attempted once before to enter the olive oil market. They imported extra virgin olive oil, bottled it in India and attempted to sell it through their distribution network. The results were not satisfactory and they were left with a lot of unsold stock which they had to liquidate." Dalmia, who is chairman of Dalmia Continental, the company behind the Leonardo olive oil brand, called extra virgin olive oil "difficult to sell" to Indian consumers for cooking traditional foods. "We welcome Dhara's second coming and hope that their entry with refined olive oil will prove more fruitful than their previous attempt," he said. India's 1.3 billion people could stand to use more olive oil. Rates of cardiovascular disease and diabetes in India are among the world's highest, thanks in part to the unhealthy cooking oils traditionally used in Indian dishes. Indians consume barely a teaspoon of olive oil per year, on average, but the market is a focus for major producers. "The Indian market is still in infancy and there is room for more players, Dalmia said. "At the same time, IOA points out that olive oil is not a commodity and cannot be sold like other commodity oils." *Olive Oil Times* - [http://www.oliveoiltimes.com/olive-oil-business/asia/india-state-owned-brand-to-](http://www.oliveoiltimes.com/olive-oil-business/asia/india-state-owned-brand-to-distribute-olive-oil-from-italy-and-spain/28345)

[distribute-olive-oil-from-italy-and-spain/28345](http://www.oliveoiltimes.com/olive-oil-business/asia/india-state-owned-brand-to-distribute-olive-oil-from-italy-and-spain/28345)

Japon/Japan : La cultura olearia giapponese nelle mani dei sommelier -

La terra dei samurai da tempo ha iniziato, timidamente, ad affacciarsi sul panorama mondiale dell'olio di oliva, seppur con una minuscola produzione di olio, relegata principalmente all'Isola di Shodoshima, situata a circa 80 km ad ovest di Osaka ed a 650 km a ovest di Tokyo. Nell'Isola, la città di Shodoshima è il luogo di nascita della coltivazione dell'olivo in Giappone. Grazie ad un clima mediterraneo l'isola, fin dal 1908, è luogo ideale per coltivazione delle olive, al punto da guadagnarsi il soprannome di "Olive Island". Controverso l'arrivo dei primi alberi di olivo in Giappone. Alcuni testi parlano dei gesuiti portoghesi, quali 'importatori' di olivi nel 1600. Gli stessi religiosi, si dice, che introdussero uno stile di cottura in olio d'oliva, più tardi divenuto 'tempura'. Gli alberi, introdotti originariamente dagli Stati Uniti, sono oggi coltivati a Shodoshima in piccoli appezzamenti di terreno, per un totale di appena 130 ettari, tramite i quali è possibile produrre un centinaio di quintali di preziosissimo olio extravergine di oliva, venduto in minuscole bottiglie a prezzi esorbitanti, anche superiori ai 150 euro a litro. Questi stessi alberi di olivo sono divenuti oggi, soprattutto, un'attrazione turistica dell'isola, in special modo nell'Olive Park, un boschetto di olivi coltivato con successo fin da un secolo fa. Altra zona olivicola giapponese, che porta a circa 200 il totale degli ettari coltivati ad olivo, è quella dell'Isola di Amakusa. Qui, sono situati una decina di frantoi, sui quasi trenta presenti nell'intera nazione. Il Giappone, a fronte di questa esigua produzione, è divenuto una splendida realtà per ciò che attiene i consumi di olio. Nell'ideale classifica dei paesi importatori e consumatori di olio di oliva, il Giappone si pone all'8° posto, con circa 40.000 tonnellate olio di oliva, tra i maggiori paesi importatori. Di questa 'anomalia' botanica e del 'movimento culturale' dell'olio in Giappone ne parlo, nei giorni di TerraOlivo in Terra Santa (www.terraolivo.org), con due deliziose persone: Toshiya Tada, Presidente di Olive Oil Sommelier Association Japan (OSAJ) e sua moglie Tomomi Endo. Mr Tada, ex dirigente della

Banca d'affari JP Morgan, mi racconta della sua creatura: l'Olive Oil Sommelier Association Japan. "L'OSAJ, esordisce Toshiya Tada, è un'organizzazione non-governativa che conta oltre 600 iscritti ed è un'associazione completamente indipendente da olivicoltori, produttori, importatori e distributori, costituita con l'unico fine di sviluppare, dal punto di vista dei consumatori, un sano mercato dell'olio di oliva in Giappone. Ad oggi, più di 500 studenti hanno ricevuto il titolo di Junior Olive Oil Sommelier e circa 120 quello di Olive Oil Sommelier" (...). "L'olio di oliva in Giappone è ormai molto familiare, a volte onnipresente, ma rimane ai più un pò misterioso. La nostra mission, riferisce Tada, che sembra aver trovato con l'olio extravergine la sua vera passione, è quella di far acquisire ai giapponesi una più profonda conoscenza del settore olio, grazie ad un sistematico flusso di informazioni accademiche, rivolto alla comunità ed alle imprese. In tal modo, si darà il via ad un meccanismo 'virtuoso' che allargherà la percezione dell'olio di oliva in tutto il paese. (...)

Teatro Naturale - <http://www.teatronaturale.it/strettamente-tecnico/l-arca-olearia/14378-la-cultura-olearia-giapponese-nelle-mani-dei-sommelier.htm>

Russia/Russia : As Russia Joins WTO, Better Prospects for European Olive Oil - Recently, the Russian Federation became the 156th member of the World Trade Organization (WTO). The WTO's 'Agriculture Agreement' specifies that "the members of the organization agree to improve market access and reduce trade-distorting subsidies," which translates into lifting tariffs for imported goods and simplifying procedures; the import tariff for olive oil will drop to 7.8 percent from its current 10 percent. Theoretically, olive oil and other agricultural products will have better chances to enter the vast Russian market (...). For one thing, Russia cannot be seen as a virgin market regarding olive oil since more than 100 brands of olive oil are already available in supermarkets and deli shops. But with a population of about 140 million, and given the huge quantities of vegetable oils consumed, there is space for more olive oil if the aim is to replace the other vegetable oils and become the consumers' choice. And while the per capita

income declined seriously in 2009 to \$8,616 due to the global financial crisis, it has since then started to rapidly increase again to \$13,089 in 2011, according to the World Bank. Simply put, there is more purchasing power available to Russian consumers to go after more expensive and healthier vegetable oils, like olive oil. The simplification of processes and procedures can be the opportunity for stronger promotion of olive oil from the EU. What this simplification means is that the country must make huge leaps forward to deregulate its business environment and hopefully improve the 120th position it currently holds in the "Doing Business" index, which does not sound very promising to firms from abroad. So, having in mind that Russia and the EU already have tight trading bonds and that the tariffs will be reduced and the procedures will be simplified and rationalized to expel the country's rigid bureaucracy, it seems that European olive oil exporters should turn their heads east. This, of course, if they are not put off by the high degree of existent corruption.

Olive Oil Times - <http://www.oliveoiltimes.com/olive-oil-business/russia-wto-good-for-olive-oil-exporters/28422>

Uruguay entre los 10 mejores productores de aceite de oliva extra virgen - (...) Alberto Peverelli, productor y directivo de Asolur, comentó que en el país se producen 20 marcas y más de la mitad está en condiciones de poseer el Sello de Calidad Premium, con las consecuentes ventajas a la hora de acceder al mercado interno y externo garantizándole al consumidor que recibe aceite de calidad óptima. El Sello de Calidad Premium, se informó, es el primer elemento de distinción de la calidad nacional en este rubro, reconoce la genuinidad y excelencia del aceite de oliva extra virgen uruguayo y certifica el cumplimiento de parámetros de calidad establecidos por Asolur y auditados por la Facultad de Química de la Universidad de la República. Se garantiza que al consumo llega un aceite de oliva extra virgen con un nivel de acidez menor al 0.5% –implica que la aceituna fue procesada durante las primeras 24 horas tras ser cosechada– y con cero defecto organopoléptico. Este parámetro es más exigente que el fijado por el Consejo

Oleícola Internacional, que establece para el aceite extra virgen una acidez de hasta 0,8%. El sello es otorgado cada año por Asolur a las marcas que superen controles que se efectuarán en los laboratorios de evaluación química y sensorial de la Facultad de Química. Se exigirá, por ejemplo, que esos aceites sean envasados en volúmenes de hasta un litro y en botellas de vidrio opaco o latas, dado que ello contribuye al mantenimiento de las propiedades garantizadas. Los controles que efectuará la Facultad de Química se harán como es lógico previo al otorgamiento del sello, pero también habrá dos muestreos aleatorios posteriores, tomando el producto de las góndolas de los comercios, lo que garantizará que el 100% de lo producido y comercializado bajo ese sello es de la calidad certificada (...). El sector olivícola es uno de los más jóvenes en el Uruguay productivo, con una superficie en plena expansión y una producción destinada principalmente a elaborar aceite de oliva (95%) y en menor grado a aceitunas de mesa (5%). En pocos años se ha ido generando un sector exportador agroindustrial con un producto de alto valor que ha sido premiado en el exterior varias veces. Este año la producción de aceite se multiplicó por cuatro en relación a 2011 por un mayor rendimiento de las plantaciones. Asolur, con 85 socios, representa más del 80% de la producción nacional y nuclea a todos los actores de la cadena: viveristas, productores, almazaras, técnicos y proveedores. Su objetivo es promover una producción de calidad y posicionarla a nivel local e internacional. *El Observador* - <http://www.elobservador.com.uy/noticia/233133/uruguay-entre-los-10-mejores-productores-de-aceite-de-oliva-extra-virgen/>

USA: Prices for table olives about the same as 2011 - Prices for the 2012 table olive crop are in, and they pretty much mirror last year's prices, according to the Olive Growers Council of California. "I think the prices are actually a duplicate of last year," said Adin Hester, president of the Olive Growers Council. "I think that is good. Last year we had a short crop and the led to poor profits for the growers, but this year we have a full crop in both Manzanillo and Sevillano olives so it should be better for the growers." The price agreement was

reached between the council, representing California growers, and the major black ripe olive processors, namely Bell-Carter in Corning and Musco Family Olive company in Tracy. Hester said the current crop estimate for the state ranges from 85,000 to 95,000 tons. "Coming to an agreement was a tough row to hoe, but we made it," he said. "One concern I do have is the olive size in the Tehama County may be small. There is plenty of fruit, but the small size brings in less dollars." Hester acknowledged growers had hoped for better prices for medium, large and extra-large Manzanillo olives because of processors minimum inventories, the industry currently has an overabundance of both the small olives and canning-size Sevillano variety. This led Bell-Carter to reduce its number of contracts with Sevillano olive growers this past spring. "In the final analysis, we are pleased the processors recognize the importance of providing a positive vision of California's table olive future by maintaining stable prices for growers as we deal with a market this is being greatly impacted by imported sliced olives for food service, along with government aid programs that encourage foreign countries to produce and sell olives in the U.S.," Hester stated. The 2012 price schedule represents some of the highest paid in industry history. Unfortunately, said the growers council, for growers to survive financially, they need to produce good yields per acre on a consistent basis, which has not been the case. Over the past six years, table olive growers have had two successful crops, and four failures due to weather related issues. "That creates a lack of consistency which makes planning for the future difficult for growers. We have seen an ongoing movement of growers removing orchards as they become discouraged," Hester said. "I am hopeful this year's prices will help them feel more comfortable to continue in the industry." While Northern California has a good crop, the Central Valley's is modest my comparison, Hester said. "But the modest crop may produce larger fruit," he explained. "So things will balance out in the end." Whether or not a crop is large or small, there remains concerns there will be adequate labor to harvest this year's crop, said the growers council. This problem has been a concern for the past few years, at times lengthening the time it takes to harvest the crop, and

has pushed interest in the production of an affordable, usable mechanical harvesting machine. *Orland Press Register* - <http://www.orland-press-register.com/news/growers-9775-crop-olive.html>

An Olive Oil 'Battleground' - An article yesterday in the *Telegraph*, and echoed elsewhere, tried to rile up readers with the battle cry headline "Eurozone olive oil firms face threat from America." "The growing olive oil market in the US is poised to be a 'battleground' between the historic European producers and their new challengers from California," the article warns. The story relies on a report from a bank in California's Central Valley that finances the local agricultural industry. The bank's report went out on a limb predicting California producers would "likely" gain 5 percent of the U.S. market share in the next 5 years — as long as the U.S. establishes "stricter quality labeling standards and increases consumer education on quality," that is. It's no surprise that a California bank would jump in the ring as American importers and producers duke it out over a proposed marketing order. What's unsettling is how fast its press release was spun into more misleading headline hype. California's own experts have predicted the domestic industry might *some day* be able to supply 5 percent of the country's needs — maximum. Getting there in five years is unthinkable. The *Telegraph* warns the European producers "especially Spain" look "vulnerable." It wouldn't seem so: Spain has doubled its olive oil exports in the last ten years and sales to the U.S. are nothing less than soaring. Not to mention that big European companies are setting up shop in many of the New World markets. Even California Olive Ranch — by far the biggest producer in the U.S. — is owned by Spanish investors. Even if American producers manage to capture 5 percent of the market in five years, the market will be 30 percent bigger overall. Hardly a doomsday scenario for Spain. Throw in booming new markets like Brazil and giant prospects like India and China, and suddenly Deoleo stock starts looking pretty good. New World producers won't win market share by painting European olive oils as inferior or with calls for nationalism. Include the Rabobank

report and *Telegraph* article in the ever-growing list of sensational hype and misdirected efforts. *Olive Oil Times* - <http://www.oliveoiltimes.com/opinion/an-olive-oil-battleground/28307>

The Mystique of California Terroir - California is the home of majestic redwoods, Napa Valley wines, gold nuggets and vast orchards of almonds, apricots and avocados. What is it about the California *terroir*, the environmental conditions, that makes all this possible as well as being ideal for growing olives? It's the physical geography and climate of the land, to be sure, but more than that it's the community of growers and their interaction with the soil, the water, and the trees. And, it's the strength that comes from diversity in both the terrain and the people that forges the unique California *terroir*. Olive growing land in California is abundant. The great Central Valley with its rich alluvial soils, the Sierra foothills and the moist coastal regions all produce flavorful olive oils despite their diverse topographies and hundreds of micro-climates. What they have in common is an underlying Mediterranean climate of hot summers and mild winters that is ideal for olives. The community of growers is as varied as the geography. Growers range from small artisan operations using traditional methods to large companies employing super high density techniques. What they share, however, is a commitment to best practices, including keeping the fruit clean, using proper irrigation and getting the olives to the mill quickly. It makes sense that the diverse terrain would result in diverse varieties and that proves to be the case. According to a California Olive Oil Council report, there are over 150 varieties of olives grown in the state. Not only does the terrain allow for assorted varieties, but grower preferences also play a role. Dan Flynn, Director of the UC Davis Olive Center says that, unlike other countries, there is not a huge tradition to plant certain varieties and growers don't feel that they have to stick to one variety. All this diversity means that there is no single California flavor profile. Even so, are California olives distinguishable from those produced elsewhere? It depends on who you ask. Sam Cabral, a small grower from Glenn County is convinced that California olives are better. "It's the water. We have lots of

water here and it makes the meat of the olive bigger and more flavorful." Dan Flynn says that California olives are fresher than elsewhere because they're local (to U.S. consumers) and they would meet international standards for EVOO, unlike some supermarket olive oils from other places. A California olive oil has a "fresh aroma, and fresh flavor. It tastes like it just came out of the orchard," says Flynn. Executive Director Patty Darragh of the California Olive Oil Council says that if she were comparing fresh California olives to fresh European ones, she'd "be hard-pressed to tell the difference." However they are described, it just might be the *mystique of the terroir* that makes California olive oils so special. *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-basics/mystique-of-california-terroir/28252>

New Study Finds Some Foodservice Olive Oil 'Not Fit for Consumption' -

Some restaurant and foodservice "extra virgin" olive oils are so bad, a taste panel found them unfit for human consumption, according to a study released today. And while that might not be surprising to diners, nearly all of the inedible oils sampled actually *passed* the most commonly used chemical purity tests. The report, from the University of California at Davis Olive Center, revealed that results from chemical tests that are part of the Some restaurant and foodservice "extra virgin" olive oils are so bad, a taste panel found them unfit for human consumption, according to a study released today. And while that might not be surprising to diners, nearly all of the inedible oils sampled actually *passed* the most commonly used chemical purity tests. The report, from the University of California at Davis Olive Center, revealed that results from chemical tests that are part of the USDA's voluntary standards were often at odds with what expert tasters found, and with newer chemistry methods. If olive oil is labeled extra virgin, it must pass certain chemical tests and be found free of taste defects by an accredited sensory panel. The problem is that there are few recognized panels and the olive oils we buy, or are served, are rarely tasted by one. Newer chemical testing methods (referred to as PPP and DAGs) provide a much more reliable indication of olive oil quality, but the techniques are not part of the USDA or

international standards, and are seldom used in commerce. The report found one "extra virgin" olive oil brand, Auguri, which is distributed by Sysco, was adulterated with refined canola oil. And in a startling indication of foul play, a sample of the brand's other "olive oil" grade was also found to be about 70 percent canola. Numerous reports have revealed the inconsistent quality of olive oils found on supermarket shelves, but today's study is the first to pull samples from the foodservice supply chain. The foodservice industry encompasses all meals prepared outside of home and is said to be roughly equal in size to sales to consumers through grocery outlets. The findings underscore the institutional ambivalence that lags behind consumers' growing interest in the health benefits and taste characteristics of high quality olive oil. A University of California, Berkeley cafeteria menu, for example, still defines extra virgin olive oil as a mixture with refined pomace olive oil. However, today's study shows that knowing what the different grades mean is not enough for institutional food buyers. Only thorough testing can determine if they are getting extra virgin, canola oil, or worse. Of course there will be a cost, and not just for the testing. Foodservice buyers might prepare themselves for the sticker shock they will inevitably feel when they learn (if they didn't already know) that real extra virgin olive oil cannot be bought for \$2 per liter. The sooner that day comes, the better for the consumers they serve who are showing a growing concern for food quality. Samples for the study were obtained for the Olive Center by Sodexo. Sensory analyses were conducted by panels in Australia, Spain and Italy. Last year, the Olive Center presented a seminar at the Culinary Institute of America's Napa Valley campus to help institutional buyers understand olive oil quality issues. The Center's director, Dan Flynn, told *Olive Oil Times* there will be more such initiatives. "We're trying to push the science and we have information on how institutional buyers can protect themselves," Flynn said. Institutional buyers "need to use better tests, add them to their own quality control protocols or urge outside labs to adopt these modern methods that are better at determining olive oil quality," he said. Still, Flynn acknowledges, testing is expensive. "We need to do more work on finding

faster, better and cheaper methods to assess quality." *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-basics/some-foodservice-olive-oil-not-fit-for-consumption/28788>

Science et technique/Science & Technology

Un aceite de oliva más sano, menos contaminante y con propiedades terapéuticas

- Bajo esta premisa trabaja un equipo de científicos de la Universidad Pablo de Olavide (UPO), liderado por los investigadores Plácido Navas Lloret y Francisco Martín Bermudo, en el marco de un proyecto de cooperación público-privada encabezado por la empresa sevillana Oleapure y en el que también colabora la Universidad de Sevilla. Esta iniciativa, financiada por el Ministerio de Economía y Competitividad a través del subprograma Innpacto según informa la Olavide, avanza hacia una nueva técnica para obtener aceite de mayor calidad, más saludable y libre de residuos salvo el Oleasan, un subproducto con potencial utilidad industrial. Bautizado como Oleaster, este nuevo aceite de oliva se obtiene directamente de la aceituna, sin los pasos intermedios de molido y batido convencionales, y sin generar alperujos contaminantes. Una técnica que, según los responsables del proyecto, da en un nuevo producto de mayor calidad y lo más intacto posible en cuanto a la preservación de sus principios activos protectores. El único residuo obtenido con la extracción mediante este innovador método sería el Oleasan, un subproducto de alto valor añadido que podría utilizarse como aditivo a incluir en los alimentos y cosméticos con propiedades nutritivas y medicinales. El papel de la UPO en este proyecto se centra en determinar la calidad y propiedades funcionales del aceite obtenido por este nuevo método y del Oleasan, recurriendo para ello a análisis de la composición y al estudio de los posibles efectos beneficiosos para la salud. En concreto, los trabajos abordados desde la UPO están destinados, por un lado, a analizar la riqueza en principios activos del tipo compuesto polifenólicos, como el resveratrol, y en antioxidantes (coenzima Q, vitamina C y vitamina E). Por otra parte, se busca determinar los efectos beneficiosos tras el

consumo sobre el estrés oxidativo, el perfil lipídico y el estado inflamatorio. En este trabajo, los científicos están haciendo uso de ratones tratados con una dieta hiperlipídica y rica en carbohidratos que son modelos humanizados de síndrome metabólico (suma de varias enfermedades o factores de riesgo que aumentan el riesgo de desarrollar una enfermedad cardíaca o diabetes tipo 2), con lo cual se reducen las dificultades de extrapolación de los datos hacia humanos. De esta manera se conocerá el valor añadido que aportan sobre otros aceites, y que pasan por una mayor capacidad antioxidante, antiinflamatoria y de mejoría de los perfiles lipídico y proteómico. Según Plácido Navas y Franz Martín "si posee unas propiedades saludables demostrables, podría comercializarse como producto nutraceútico, lo que supondría revalorizar este nuevo producto". En este sentido, la otra parte del proyecto busca delimitar las propiedades funcionales del Oleaster y del Oleasan a nivel cardiovascular. De esta forma, podrían además ser de aprovechamiento farmacéutico y tener un uso potencial en el tratamiento de la hipertensión y aterosclerosis. "Oleaster y Oleasan, un nuevo horizonte alimentario, investigación sobre nuevas posibilidades de aplicaciones terapéuticas en el aceite de oliva" es un proyecto financiado por el Ministerio de Economía y Competitividad, a través del subprograma Innpacto, y que ofrecerá resultados en el año 2013. Liderado por la empresa sevillana Oleapure, en esta iniciativa trabajan científicos del Departamento de de Biología Molecular e Ingeniería Bioquímica, liderado por Francisco Martín Bermudo, del Departamento de Fisiología, Anatomía y Biología Celular, liderado por Plácido Navas Lloret, ambos de la Universidad Pablo de Olavide, y del Departamento de Farmacología de la Universidad de Sevilla.

Europapress - <http://www.europapress.es/andalucia/sostenible-00672/noticia-desarrollan-tecnica-obtencion-aceite-oliva-mas-saludable-menos-contaminante-20120914162848.html>

Investigadores reunirán en Córdoba el mayor muestrario genético de olivos - El grupo de investigación de Pomología de la Universidad de Córdoba ha puesto en

marcha el Centro Internacional de Recursos Genéticos del Olivo (Cirgo), que busca reunir la mayor colección de variedades de olivo del mundo y ponerla a disposición de investigadores y profesionales del sector oleícola. Según han informado hoy los responsables de la iniciativa a través de una nota, existen unas 1.200 variedades de olivo en todo el mundo y su catalogación es esencial para mejorar los cultivos de esta especie de la que depende buena parte del sector agrícola de la cuenca mediterránea. Los más de 40 años de trabajo del grupo de Pomología de la Universidad de Córdoba -ahora integrado en el Campus de Excelencia Internacional Agroalimentario ceiA3- han estado presididos por la premisa de que cuanto mejor se conozca el potencial de cada variedad más se avanzará en la mejora de los cultivos. El resultado es este centro que busca ofrecer a la comunidad científica y a los profesionales del sector una completa base de datos de las diferentes variedades de olivo, preservar la biodiversidad de la especie y realizar análisis morfológicos y moleculares de las distintas variedades para proceder a su evaluación agronómica. Esta iniciativa cuenta con 16 hectáreas de cultivo de olivo en las que conviven medio millar de variedades y el ceiA3 prevé ampliar esta colección hasta las 1.200 variedades gracias a la colaboración del Consejo Oleícola Internacional. El Cirgo servirá además como centro de examen para el registro de nuevas variedades de la Oficina Comunitaria de Variedades Vegetales y proporcionará material inicial sano y auténtico para que los viveros puedan iniciar la producción de plantas certificadas.

EfeAgro

<http://www.efeagro.com/multimedia/investigadores-reuniran-en-cordoba-el-mayor-muestrario-genetico-de-olivos/2-1831941.html>

Científicos del CSIC abren el camino para obtener aceitunas probióticas

Científicos del Consejo Superior de Investigaciones Científicas (CSIC) han abierto el camino para obtener aceitunas portadoras de microorganismos vivos probióticos, que aportan beneficios para la salud si se consumen en cantidades adecuadas. Así, los investigadores han descubierto que las bacterias del género 'Lactobacillus' y las levaduras, responsables de la fermentación de las aceitunas de

mesa 'estilo español o sevillano', se asocian formando una biopelícula y se adhieren a la piel de los frutos durante este proceso. Hasta ahora, se creía que estos microorganismos se encontraban dispersos y aislados en la salmuera en las que se sumergen las aceitunas durante el proceso de fermentación. "Los microorganismos se asocian entre sí y a los frutos debido a que allí es donde encuentran una alta concentración y fácil disponibilidad de nutrientes como azúcares, aminoácidos y vitaminas durante la fermentación. Creemos que los lactobacilos y las levaduras de las salmueras son capaces de detectar esa concentración y migrar hacia la superficie de los frutos para formar, al cabo del tiempo, microcomunidades complejas", explica el investigador del Instituto de la Grasa de CSIC Rufino Jiménez. En este sentido, destaca que "una aceituna de variedad Gordal lleva adherida a su epidermis más de 100.000 millones de lactobacilos y otras tantas levaduras en esas biopelículas". "Cuando comemos uno de estos frutos, estamos ingiriendo estas cantidades de microorganismos, por lo que ya se están estudiando sus características potencialmente probióticas, principalmente en las cepas de Lactobacillus pentosus, adelanta Jiménez. De hecho, el equipo encargado de la investigación, publicada en "International Journal of Food Microbiology", trabaja ya en seleccionar cepas con una alta capacidad de adherirse a los frutos y, por tanto, aptas para cultivos iniciadores y con características saludables al mismo tiempo. *Europa press* - <http://www.europapress.es/chance/elbuenvivir/noticia-cientificos-csic-abren-camino-obtener-aceitunas-probioticas-20120807164318.html>