

LETTRE DE VEILLE - MEDIA WATCH

JUILLET-AOÛT/JULY-AUGUST

COI/IOC

El COI presenta a los representantes de los países miembros sus propuestas en diferentes materias - De muy fructífero se puede calificar la XVIIIª reunión extraordinaria del Consejo de Miembros del Consejo Oleícola Internacional que se celebró en Buenos Aires (Argentina), del 2 al 6 de julio de 2012. Se trataba de la primera reunión del COI en el continente americano, al que acudieron representantes de los Gobiernos de Brasil, Chile, Perú y Uruguay que manifestaron su interés por las actividades del COI, y que participaron en calidad de observadores. En esta ocasión, este último país presentó oficialmente la solicitud de sus autoridades para adherirse al Convenio internacional sobre aceite de oliva y aceitunas de mesa (...). *Olimerca* - http://www.olimerca.com/noticiadet/el_coi_presenta_a_los_representantes_de_los_paises_miembros_sus_propuestas_en_diferentes_materias/230de63b2862abbb05a92683210497fb

Uruguay Moves to Join Olive Council - At least 35 million euros (\$43m) was spent worldwide on promoting olive oil in 2010, according to the International Olive Council. The figure, which includes both publicly and privately funded campaigns across 33 countries, was calculated as part of the IOC-commissioned who's who in the promotion of olive oil world-wide survey. IOC member countries were briefed on the preliminary results of the survey – the first of its kind in the sector – during IOC meetings held July 2-6 in Argentina. More results of the survey will be released in October, the IOC said. Representatives of the governments of Brazil, Chile, Peru and Uruguay participated in the meetings in Buenos Aires as observers and “expressed interest in IOC activities,” with Uruguay formally starting the process of joining the IOC and Chile expressing particularly strong interest, the IOC said in a press release in Spanish (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil->

business/uruguay-will-join-olive-council/27372

XVIII Reunión Extraordinaria del Consejo de Miembros del Consejo Oleícola Internacional (COI) - El ministerio de Agricultura Ganadería y Pesca de la Nación, a cargo de Norberto Yauhar, junto con el ministerio de Relaciones Exteriores y Culto y la participación del sector privado, organizan la XVIII Reunión Extraordinaria del Consejo Oleícola Internacional hasta el 6 de julio. La apertura oficial estuvo a cargo del Secretario de Agricultura, Lorenzo Basso, quien estuvo acompañado por el Subdirector de Negociaciones Económicas Multilaterales, Eduardo Michel, y autoridades de la entidad internacional. “Estamos orgullosos de que Argentina haya sido elegido el primer país de América Latina en celebrar esta reunión trascendental para el sector que cuenta, además, con la participación de más de 20 países, incluidos representantes del sector público y del sector privado”, manifestó Basso. En tanto, el Director Ejecutivo del COI, Jean- Louis Barjol, destacó que “Argentina forma parte del grupo de los líderes del COI, y se ha posicionado como el enlace de los países del Cono Sur. “En esta oportunidad (...). Ministerio de Agricultura .- http://www.minagri.gob.ar/site/institucional/prensa/02_minagri_noticias/_11/120704_COI.php

Video 18^e session du Conseil : <http://www.youtube.com/watch?v=J5vK5PfmJ9o&feature=youtu.be>

Jean Louis Barjol: “El aceite de oliva no es un producto más, puede ser incluso un medicamento” - Santander acoge durante esta semana el seminario “Aceite de oliva. Cultura del pasado, aromas del presente y bienestar para el futuro” que se celebra en la Universidad Internacional Menéndez Pelayo (UIMP) con el patrocinio de la Fundación Patrimonio Comunal Olivarero, el Consejo Oleícola Internacional, Caja Rural Jaén, Unicaja, GEA-Westfalia Separator Ibérica y la colaboración del Gobierno de Cantabria. En la apertura del curso, el director del Consejo Oleícola Internacional, Jean Louis Barjol, aseguraba que el aceite de oliva no es un producto más, sino un alimento con

unas propiedades singulares por las que puede ser considerado condimento e incluso medicamento, y que la puerta de la investigación se mantiene abierta a nuevos beneficios en la salud que se sospecha que tiene el aceite de oliva (...). *Olimerca* - http://www.olimerca.com/noticiadet/jean_louis_barjol_el_aceite_de_oliva_no_es_un_producto_mas_puede_ser_incluso_un_medicamento/63552c1ecfff4e180c518eae40bca45f

Il Consiglio olivicolo internazionale prepara la rivoluzione - Si appronta un netto cambio di strategia a Madrid. Non più organo di rappresentanza dei paesi produttori, sulla falsariga dell'Opec, ma piuttosto una "little Fao". La riunione del Coi a Buenos Aires (Argentina), dal 2 al 6 luglio, oltre ad aver effettuato un'analisi delle campagne promozionali in atto e programmate, ha avviato un percorso storico che cambierà sicuramente l'approccio al settore dell'olio d'oliva, sotto diversi punti di vista. Il direttore esecutivo Jean Louis Barjol ha infatti spiegato che il Coi non può e non deve rinchiudersi a sola rappresentanza del mondo della produzione degli oli d'oliva, sulla falsariga dell'Opec per il petrolio, ma deve diventare una "little Fao". Una organizzazione in cui siano chiamati a partecipare in maniera paritetica tanto i produttori quanto i consumatori. E' anche questo il significato dell'affiliazione al Coi di tutto il sud America (Uruguay, Cile, Brasile e Perù) ma anche delle sfide prossime venture, Malesia, Indonesia, Filippine, senza dimenticare la Cina. I programmi di promozione in corso, che hanno richiesto investimenti per 2,4 milioni di euro, hanno promosso il consumo negli Stati Uniti, Canada, Cina, Brasile e Giappone, ma, secondo Barjol, è ora di guardare oltre e annuncia lo sviluppo di campagne in Svizzera, India e Indonesia per il 2013 e Singapore per il 2014 (...).

Teatro Naturale - <http://www.teatronaturale.it/tracce/mondo/13680-il-consiglio-olivicolo-internazionale-prepara-la-rivoluzione.htm>

International Seminar on Present and future of Mediterranean olive sector - <http://www.iamz.ciheam.org/ciheam-ioc2012/>

El COI ayudará a los gobiernos a evitar fraudes con aceite de oliva - El

Consejo Oleícola Internacional (COI) trabaja para integrar a nuevos países -no sólo productores, sino también consumidores- y estudia la colaboración con la iniciativa privada para mejorar la promoción y con los Gobiernos, como el chino, para evitar adulteraciones o fraudes. Así lo explica en una entrevista concedida a Efeagro Jean Louis Barjol, director ejecutivo del COI, entidad con 17 miembros del que la Unión Europea (UE) es el principal, con 27 países, y para el que Uruguay ya ha pedido su adhesión, y Chile, Brasil y Perú accederán de momento a un estatuto de observador, como primer paso. Según Barjol, el COI no quiere ser una OPEP - organización que une a los productores de petróleo-, sino que más bien es "la pequeña FAO (Organización de las Naciones Unidas para la Agricultura y la Alimentación) del aceite y las aceitunas", por lo que invita a integrarse tanto a países productores como a los consumidores. (...) *Efeagro* - <http://www.efegro.com/multimedia/el-coi-ayudara-a-los-gobiernos-a-evitar-fraudes-con-aceite-de-oliva/1-1819271.html>

New University Courses in Portugal Focus on Olive Oil Quality, Sustainability - The International University of Andalucia has organized a series of summer courses focused on olive oil, in partnership with the University of Évora, the University of Jaén and the International Olive Council, to take place from July to September this year in Portugal. (...) *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-basics/olive-oil-education-evora-portugal/27277>

Pays membres du COI/IOC Members

Argentina: Millones de kilos de aceitunas sin cosechar, por falta de rentabilidad - Millones de kilos de aceitunas se perderán en La Rioja al no cosecharse debido a la falta de rentabilidad de la actividad agraria, informó hoy la entidad provincial que agrupa a los productores. « A pocos días de finalizada la cosecha de aceitunas » en la provincia « parece increíble pero quedaron en planta millones de kilogramos de aceitunas sin cosechar », advirtió la Cámara Riojana de Productores Agropecuarios (CARPA). En un

informe, el sector se refirió « genéricamente a millones » de kilos, « sin un dato exacto », porque « ni los productores ni el Estado » están preparados « para determinar cuántos se dejaron sin cosechar » (...). *La Voz* - <http://www.lavoz.com.ar/noticias/negocios/millones-kilos-aceitunas-sin-cosechar-falta-rentabilidad>

España exporta 640.600 tm de aceite hasta junio y apunta a un nuevo récord histórico - España ha exportado en lo que va de campaña de comercialización 2011-2012 (octubre a junio) unas 640.600 tm de aceite de oliva, lo que supone un alza del 5% respecto al récord de la última campaña y anticipa una nueva marca histórica en la venta de este producto español hacia otros países. La cifra de exportación durante los nueve meses de campaña supone además un crecimiento del 20% respecto a la media de las cuatro últimas campañas, en las que se batieron igualmente sucesivos marcas absolutas, según ha señalado hoy la Agencia del Aceite de Oliva (AAO) a través de un comunicado, que puntualiza que la media mensual de salidas al exterior en ese periodo ha sido de 71.180 toneladas. El mercado nacional o "interior aparente" -con una media de salidas de 47.920 toneladas al mes- alcanza 431.300 toneladas hasta el 30 de junio, cifra prácticamente idéntica a la campaña pasada pero un 4% superior a la media de las cuatro anteriores (...). *Agroinformación* - <http://www.agroinformacion.com/noticias/9/olivar/51326/espana+exporta+640600+tm+de+aceite+hasta+junio+y+apunta+a+un+nuevo+record+historico.aspx>

Olive Oil Prices Soaring in Spain - Bulk prices for extra virgin olive oil have shot up 57 cents in Spain amid gloomy harvest forecasts for the next season, which starts in a month. In May olive oil prices were at their lowest since 2009, according to the **International Olive Council**, with EVOO down to €1.77 (\$2.22) a kilo. But Spain's olive oil price information system POOLred shows that since July there's been a strong recovery. For the week to August 29, the average bulk price for EVOO was nearly €2.34/kg, virgin was €2.30/kg, and lampante, though inferior to virgin, came in above it at nearly €2.33/kg. The monthly averages to August 29 for EVOO, virgin and

lampante were €2.14, €2.06, and €2.08, up from €1.82, €1.73 and €1.67 respectively for July. About 33,054 tons of bulk olive oil were traded in August and 58,444 in July. Producer organizations are quick to stress, nevertheless, that prices are still below the break-even point, which some peg at €2.40/kg (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/olive-oil-prices-soaring-in-spain/28182>

El consumo de aceite de oliva virgen se incrementa esta campaña un 136% - La demanda interior de aceite de oliva virgen extra aumentó un 8,8% y cayó la del aceite de oliva intenso un 5%. En el periodo comprendido entre octubre de 2011 y junio de 2012 las empresas asociadas a la Asociación Nacional de Industriales envasadores y refinadores (ANIERAC) han puesto en el mercado 276.241 toneladas de aceite de oliva, lo que ha supuesto un incremento del 4,6%, con respecto al mismo periodo del año anterior. En total estamos hablando de un aumento de las ventas de 12,1 millones de litros. Esto es debido a las mayores salidas del virgen extra, 7,2 millones un 8,86% más y especialmente del virgen que tiene un crecimiento significativo de 11,4 millones de litros, un 136% más (...). *Olimerca* - http://www.olimerca.com/noticiadet/_el_consumo_de_aceite_de_oliva_virgen_se_incrementa_esta_campana_un_136/5d5f7678c047784e5074458ff9cd7603

Spain's Olive Oil Agency Monitors Product Traceability - More than 20 plants involved in the production or packaging of olive oil or table olives in Spain were found to have no system of product traceability, according to the 2010-2011 annual report from the country's olive oil watchdog (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/spains-olive-oil-agency-finds-lack-of-traceability/27565>

Sube el precio del aceite lampante ante la menor oferta y mayor demanda - La industria envasadora está ahora cubriéndose para sus necesidades de refinado en el corto plazo (...). *Olimerca* - http://www.olimerca.com/noticiadet/sube_

[el_precio_del_aceite_lampante_ante_la_menor_oferta_y_mayor_demanda_/36dd5549eacbe19505466ed3388d1c20](http://www.elprecio.com/precio-del-aceite-lampante-ante-la-menor-oferta-y-mayor-demanda/)

Cada español consume al año 13 litros de aceite - Los hogares destinan el 1,9 % del presupuesto a la compra de aceite. La variedad oliva es la más relevante, concentrando un 44,6 % del total - El Ministerio de Agricultura, Alimentación y Medio Ambiente ha elaborado, a través del Panel de Consumo en Hogares, un estudio sobre el aceite, de cuyos datos se desprende que durante el año móvil de junio de 2011 a mayo de 2012, los hogares españoles han destinado el 1,9 % de su presupuesto para la compra de aceite. El consumo de aceite se mantiene estable respecto al mismo periodo del año anterior, situándose la media del consumo por persona y año en 13,14 litros de media. Destaca el consumo en los hogares formados por jubilados, donde se ha llegado a los 21,53 litros por persona, 8,4 litros más que la media española (...).

Olimerca - http://www.olimerca.com/noticiadet/cada_espanol_consume_al_ano_13_litros_de_aceite_/4a55604e221e45e6b830462ebe95eb8d

China, Japón e India son los mercados que presentan mayores oportunidades comerciales para el sector español del aceite de oliva, afectado por una situación de sobreproducción, la caída del consumo interno y unas exportaciones que "dan síntoma de agotamiento". Según recoge un estudio realizado MyObserver para la compañía Mueloliva, el sector no puede salir de esta situación con fórmulas tradicionales, sino que debe centrarse en la creación de valor añadido basado en la salud, el conocimiento del producto y su origen. El informe, que analiza más de un millón de menciones relacionadas con el aceite de oliva extraídas de cerca de 5.000 páginas web, concluye que más del 30% de los consumidores asocian el aceite de oliva a la salud y que sólo el 3,37% posee un conocimiento profundo de los atributos, tipos de aceituna, procedencia y proceso de producción del aceite de oliva (...).

El Economista - <http://ecodiario.eleconomista.es/salud/noticias/4108412/07/12/china-japon-e-india-presentan-oportunidades-para-nuestro-aceite-de-oliva.html>

El consumidor paga un 89 % más que lo que recibe el agricultor por cada kilo de aceite de oliva virgen extra - Según los datos recogidos en el Índice de Precios en Origen y Destino de los alimentos (IPOD) de junio de 2012, que ha publicado COAG, el precio en destino del aceite de oliva virgen extra se sitúa en 3,31 euros el kilo, siendo el precio en origen 1,75 euros por kilo. Esto sitúa la diferencia entre origen y destino en 1,89, 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 junio el 89 %. Con respecto al mes anterior, la diferencia ha aumentado cuatro puntos. En mayo, la diferencia era de 1,85, con lo que el diferencial de precios en origen y destino era del 85 %. En lo que respecta a la aceituna, el IPOD de junio establece un precio en destino de 3,47 euros por kilo, siendo el precio en origen 0,71 euros por cada kilo. Esta diferencia establece que el consumidor paga 4,89 veces más que lo que se paga en origen por kilo de aceitunas, estableciéndose la diferencia porcentual en el 389 %. En mayo, la diferencia era de 5,30, con lo que el diferencial de precios en origen y destino era del 430 %.

Olimerca - http://www.olimerca.com/noticiadet/el_consumidor_paga_un_89_mas_que_lo_que_recibe_el_agricultor_por_cada_kilo_de_aceite_de_oliva_virgen_extra/cf2730103bc553b54e6ac138101876f4

Europe: Report Forecasts Olive Oil Prospects for Spain, Italy, Greece - The European Commission has released a brief report on olive oil production expectations towards year 2020. Based mainly on statistical analysis and predictions about the progression of the oil industry compared to past trends, the report is concerned with the 'big three' of the olive oil sector; Spain, Italy and Greece (...).

Olive Oil Times - <http://www.oliveoiltimes.com/olive-oil-business/europe/olive-oil-sector-report-spain-italy-greece/28039>

Europe's Olive Oil 'Action Plan' Still on Drawing Board - Final details of the European Commission's olive oil action plan may not be available until the end of September, according to sources close to European Commissioner for Agriculture

Dacian Cioloş. It's understood the EC is currently drafting relevant legislative reforms while consultation continues with EU countries over the plan. Cioloş released a paper with general proposals back in June, saying he hoped concrete changes would be agreed on by the end of July, following the countries' feedback, but the definitive plan has yet to follow. A new category of olive oil, better fraud detection and deterrence, and increasing competitiveness were among the measures he had floated to help Europe's ailing olive oil sector. At the International Olive Council meeting in Buenos Aires last month, the EU representative renewed a call in the draft plan for the IOC to expedite its work on changes to olive oil testing. According to the representative's original statement in French – a copy of which has been obtained by *Olive Oil Times* – the desired changes are (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/europe-olive-oil-action-plan-still-on-drawing-board/28037>

The action plan - http://ec.europa.eu/agriculture/olive-oil/index_en.htm. français: http://ec.europa.eu/agriculture/olive-oil/index_fr.htm

Which olive oil farms are thriving and which ones are diving – and why – is the focus of a new European Commission report - Covering the three main EU producers – Spain, Italy, and Greece – the “EU olive farms report” analyses trends in cost, margin and farm income in the decade to 2010. (...) *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe-olive-oil-farms-report/27562>

Olive Oil Quality Issues Raised at European Advisory Group Meeting - The importance of addressing potential contaminants in olive oil – such as mineral oil – was one of the issues raised at this month's meeting in Brussels of the European Commission's Advisory group on Olives and Derived Products. The meeting also discussed coming reforms to the sector in Europe; concerns over quality standards in the United States, Australia and Brazil; fears on trade liberalization with Tunisia; and discrepancies in the production totals declared by Italy

(...) *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/olive-oil-european-commission/27285>

France : French Association AFIDOL Blames Bad Weather for €300k Loss - L'association Française Interprofessionnelle de L'Olive, (AFIDOL) the interprofessional association for olive oil in France, held a general assembly in Nice to outline the activities for the past year and to assess the results at the end of its three year mandate. The private organization set up in 1999 works with French olive growers, 230 private and public millers, commercial agents, table olive producers and olive tree nurseries to improve and develop the production, processing and marketing of French olive oil. AFIDOL organizes various seminars, conferences and short courses mostly funded by the millers and producers themselves (...) At the general meeting in June, Oliver Nasles, 52, was re-elected as President of AFIDOL. Referring to the economic trends and activity, Nasles said although the French appreciated the good quality and taste, they found French extra virgin olive oil expensive. Studies carried out over a period of 6 years showed a weak commercial effectiveness of the organization. Nasles said it was important for professionals to help consumers identify French olive oils using the new stickers *Huile d'Olive du Midi de la France* which AFIDOL introduced recently. At the assembly, Nasles said he wanted to increase the number of delegates of the General Assembly from 52 to 54 and Administration Council to 28. The president blamed the poor olive oil results for 2011 on bad weather in France adding that it resulted in a loss of over 300,000 euros for AFIDOL. *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/afidol-france-olive-oil/27761>

Greece: New Phase for Greek Olive Mills - Olive oil mills in Greece are suffering during the current financial crisis and the permanent pathogenic problems of the industry in the country. A new environmental law as of April 2012, will make things worse, at least for the 2,300 olive mills — more than half the mills in Greece — still using the “three-phase”

production system. While the majority of the oil mills are for now relieved from the obligation to acquire special environmental permissions, the legislation imposes some unreachable limits for the "organic load" of the liquid residue of these three-phase production systems (...), *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-making-and-milling/new-phase-olive-oil-mills-greece/27303>

Israel : Local producers asking the government to increase customs duties to make imported olive oil more expensive in Israel - Import duties on a number of food items were reduced by Finance Minister Yuval Steinitz this month - but local olive producers have successfully lobbied for imported olive oil to be excluded from the list, in a bid to boost the flailing local industry. Producers put pressure on members of the Kedmi committee, the commission looking into ways to reduce the cost of food here, not to cut duty on imported olive oil brands, saying that such a reduction would deliver a blow to the local industry. They claim the local industry is in a precarious state and that imported oils are 15% to 20% cheaper than local products (...). *Haaretz* - <http://www.haaretz.com/business/duties-on-imported-olive-oil-won-t-be-cut-in-bid-to-save-local-industry-1.452654>

Olives cheaper, yet price of oil isn't - The price of olive oil in Europe dropped by 4.6% in the first half of this year, and the price manufacturers paid growers for their olives fell even more steeply. Nevertheless, the price of olive oil in Israel rose by about 7% during those six months, the market research firm Nielsen found. Nielsen checked prices at the big supermarket chains, minimarkets and groceries - anywhere where olive oil sales were recorded by a barcode. The retail chains that import olive oil directly from Spain and Italy typically pay NIS 15.50 to NIS 16 a bottle and then resell it to the consumer for an average of NIS 40 (...). *Haaretz* - <http://www.haaretz.com/business/olives-cheaper-yet-price-of-oil-isn-t-1.453459>

Italia: La producción de aceite de oliva en Italia podría reducirse de 538 a 477 mil ton - Dado que la evolución de la superficie total de olivar, en la última

década, en Italia no ha mostrado ningún tendencia significativa, según el último informe elaborado por la Comisión Europea, se estima que la superficie total dedicada al olivar se mantendrá constante hasta 2020 en torno a los 1,14 millones de hectáreas, lo que corresponde al valor medio de la período 2000-2010. Bajo el supuesto de "promedio" las condiciones climáticas, los rendimientos de aceite en Italia se espera que disminuyan ligeramente, pasando de 459 kg de aceite / ha en 2011 a 418 kg en 2020, siguiendo la tendencia decreciente registrada en los últimos años (...) *Olimerca*

- http://www.olimerca.com/noticiadet/la_produccion_de_aceite_de_oliva_en_italia_podria_reducirse_de_538_a_477_mil_ton/6b9aa02711c80773b0eec40595403ff9

Olio extra vergine d'oliva italiano respinto alla frontiera degli Stati Uniti - Tutta colpa del *Chlorpyrifos*. Anche la presenza di tracce di questo insetticida fosfororganico può provocare guai con la Fda americana. Prima di effettuare il trattamento, quindi, molta attenzione: il tempo di carenza è 90 giorni. Si chiama Chlorpyrifos ed è una sostanza chimica dal nome spigoloso che sta creando grossi disagi a chi commercializza olio da olive negli Stati Uniti, dove è stato ormai messo al bando. La sua presenza nell'olio, anche minima, non viene infatti tollerata e questo sta portando problemi a tutta la filiera, dai produttori più piccoli dediti all'export negli USA fino ad arrivare ai grandi imbottiglieri che vendono 100% made in Italy: la minima presenza di Chlorpyrifos riscontrata nell'olio di oliva dalla FDA statunitense comporta, tra i vari problemi, il blocco della merce in dogana, il respingimento dell'olio e una serie di mesi di sorveglianza speciale da parte dell'FDA (...). *Teatro Naturale* - <http://www.teatronaturale.it/strettamente-tecnico/l-arca-olearia/13671-olio-extra-vergine-d-oliva-italiano-respinto-alla-frontiera-degli-stati-uniti-tutta-colpa-del-chlorpyrifos.htm>

Royaume Uni : Étude sur le marché de l'huile d'olive au Royaume-Uni élaborée par la Oficina Económica y Comercial de l'Ambassade d'Espagne à Londres - <http://www.icex.es/icex/cma/contentTypes/common/records/mostrarResultado/?doc=4386182>

International: Les classes moyennes, nouveau moteur de croissance des pays émergents - Touchées, mais de loin, par la crise économique des pays développés, les économies émergentes n'en finissent plus de s'interroger sur leur capacité de rebond. Coutumiers de taux de croissance proches des deux chiffres ces dernières années, dragons et autres tigres n'échappent toutefois pas au ralentissement, problématique dans des pays où la croissance permet de tirer chaque année des centaines de milliers de personnes de la pauvreté. L'étude trimestrielle du cabinet Ernst & Young, intitulée *Rapid-Growth Markets Forecast* et publiée mercredi 11 juillet, dresse un portrait détaillé des 25 principaux pays émergents - Brics (Brésil, Russie, Inde, Chine et Afrique du Sud), mais aussi Thaïlande, Chili, Nigeria... - qui devraient bénéficier d'une croissance moyenne de 4,9 % pour 2012. (...) *"Le nombre de ménages disposant d'un revenu annuel de plus de 30 000 dollars va plus que doubler (si l'on considère l'ensemble des pays du panel d'E & Y) : 149 millions d'ici à 2020, dépassant les États-Unis (120 millions) et la zone euro (116 millions)"*, explique le rapport. C'est d'abord sur le continent asiatique que les classes moyennes vont exploser. L'exemple de l'Inde est présenté comme le plus impressionnant : 47 % des ménages avaient des revenus annuels supérieurs à 5 000 dollars en 2010, et ils seront 80 % d'ici à 2020, selon les projections d'Ernst & Young. Vient ensuite l'Amérique du Sud, portée par le Brésil, le Mexique, l'Argentine et la Colombie. L'Afrique devrait suivre, puisqu'elle va enregistrer dans les dix ans à venir la deuxième plus forte croissance en chiffres absolus, après le continent asiatique. Le boom des classes moyennes devrait ainsi *"permettre la reprise d'une croissance très rapide (supérieure à 6 %) dans ces pays sur les années 2013-2014 et ainsi offrir des opportunités pour les entreprises qui y sont implantées"*, souligne M. Karlklin-Marchay. Autre conséquence positive de la baisse des exportations vers les pays développés, les flux commerciaux entre pays du Sud se sont intensifiés. *"Il y a une vraie mondialisation des échanges extérieurs, qui ne se cantonnent plus uniquement à l'axe pays développés-pays émergents."* (...). *Le Monde* -

<http://www.lemonde.fr/economie/article/20>

[12/07/11/les-classes-moyennes-nouveau-moteur-de-croissance-des-pays-emergents_1731773_3234.html#xtor=RSS-3208](http://www.lemonde.fr/economie/article/2012/07/11/les-classes-moyennes-nouveau-moteur-de-croissance-des-pays-emergents_1731773_3234.html#xtor=RSS-3208)

Pays non membres du COI/IOC non-Members

Australia: The most important competition for olive oil producers in Australia, New Zealand and South Africa now opened - Awarded oils will have the opportunity to enter into the new chain of Extra Virgin Olive Oil Restaurants. The competition is organised in collaboration with ALMA, the world's leading international and training centre for Italian Cuisine and with the technical support of the Australian Olive Oil Sensory Panel (...). *Teatro Naturale* - <http://teatronaturale.com/article/3733.html>

Brasil reconoce los controles de calidad de España en la exportación de los aceites de oliva - Desde el pasado uno de agosto los aceites de oliva españoles tienen más fácil su entrada en el mercado brasileño, gracias al acuerdo alcanzado entre el gobierno de España y el Ministerio de Agricultura, Pesca y Abastecimiento de Brasil. Dicho acuerdo contempla que la administración del país carioca reconoce el control de calidad comercial que realiza el Servicio de Inspección SOIVRE de la Secretaría de Estado de Comercio de España como suficiente para garantizar el cumplimiento del reglamento vigente desde el 1º de agosto, y evitar al máximo los controles en destino (...). *Olimerca* - http://www.olimerca.com/noticiadet/brasil-reconoce_los_controles_de_calidad_de_esp_ana_en_la_exportacion_de_los_aceites_de_oliva/62b64fa7b091905caba21729f4cfd3e

Brasil aumentará 6 veces más el consumo de aceite de oliva en los próximos años - La riqueza y diversidad de la cocina brasileña permitirá llegar a un consumo de 2 a 3 litros de aceite por persona por año. Brasil es uno de los mercados emergentes con más posibilidades para los exportadores de aceite de oliva de todo el mundo. Según el director del Instituto del Aceite y Estilo Gourmet, Scofano Marcelo, que ha seguido

de cerca la evolución de la demanda de aceite de oliva, "mientras que el consumo de aceite de oliva en Brasil en los últimos 5 años casi se ha duplicado, en el 2011 este incremento alcanzó el 22%. Lo que supuso pasar de 50.000 toneladas a 64.000 toneladas al año. Es decir el consumo per cápita ha pasado de 170 ml a 270 ml en 2011. El bajo consumo de aceite de oliva se explica por las cuestiones culturales brasileñas, pero las previsiones de Marcelo apuntan a que la riqueza y diversidad de la cocina brasileña permitirá llegar a un consumo de 2 a 3 litros de aceite por persona por año. Así, la producción nacional de aceite de oliva, así como su importación es algo prometedor. *Olimerca* - http://www.olimerca.com/noticiadet/brasil_aumentara_6_veces_mas_el_consumo_de_aceite_de_oliva_en_los_proximos_anos/3671387d77d93b10c677940729b287a5

Chile: Industria olivícola reduce costos en 40% con mayor tecnología en cosecha - Pese a su corta edad, el sector ha logrado mejores rendimientos por hectáreas que países líderes en producción de aceite de oliva, como España. En pleno proceso de consolidación y expansión se encuentra la industria olivícola nacional. En momentos en que proyecta casi cuadruplicar sus exportaciones a 2015, con envíos por US\$ 100 millones (US\$ 24 millones registró en 2011), el sector está inserto en un verdadero proceso de transformación tecnológica que le ha permitido lograr mejores niveles de productividad y superar a países líderes en la industria, como España, Grecia o Portugal. Si bien Chile tiene mejores condiciones climáticas, el uso de tecnologías más eficientes ha permitido dar un salto mayor, y en menor período de tiempo, que países más consolidados. La industria nacional se ha movilizó rápidamente para poder superar cuatro áreas clave: el alto costo de la energía, los menores precios, poca disponibilidad de mano de obra calificada y aumentar los rendimientos en los diferentes procesos. En ese sentido, gran parte de las modificaciones que ha estado realizando la industria ha estado en la cosecha, ítem donde ha logrado bajar de 60% a 20% los costos gracias a la incorporación de mayor automatización en el proceso. Y es que en los 14 años que lleva funcionando el rubro,

se ha evidenciado un déficit de casi 50% de mano de obra, la que se ha trasladado a la minería en busca de mejores remuneraciones, explica Francisco Tapia, investigador experto en olivos del Instituto de Investigaciones Agropecuarias (INIA) (...). *Diario Financiero* - http://www.df.cl/industria-olivicola-reduce-costos-en-40-con-mayor-tecnologia-en-cosecha/prontus_df/2012-08-28/220649.html

Chine : Étude sur le marché de l'huile d'olive en Chine élaborée par la Oficina Económica y Comercial de l'Ambassade d'Espagne à Shanghai - <http://www.icex.es/icex/cma/contentTypes/common/records/mostrarDocumento/?doc=4582946>

India: Olive Oil Export to India Jumps 49% in 2011 - Olive Oil exports to India from Italy and Spain registered an enormous increase during the calendar year 2011 with a jump of 49%. Total exports by the two major olive oil producing nations from January - December, 2011 were 5938 MT against 3988 MT in 2010 based on customs data from Italy and Spain. Italy and Spain together constitute more than 90% of India's imports. Import from Turkey, for which accurate data is not yet available, comprises 5 to 10% of the total. Imports from the other notable olive oil producing nations, viz Greece, Syria, Tunisia are virtually nil. 56% of the total during 2011 came from Spain against 44% from Italy. The corresponding percentages in 2010 were 54% from Spain and 46% from Italy. *The Economic Times* - http://articles.economictimes.indiatimes.com/2012-06-14/news/32235763_1_international-olive-council-table-olive-imports

There's a profusion of olive oil brands in the market as health-conscious, upwardly mobile Indians make it the cooking medium of choice. Indian taste buds are flowering, thanks primarily to international cookery and health food shows on television. Sure enough, olive oil is grabbing prime space on kitchen shelves, as it is said to be healthier and less fattening. Used primarily for massages till about a decade ago, olive oil has emerged

as one of the healthiest cooking mediums in India. Rising health awareness coupled with promotional campaigns run by both exporting nations and Indian importers have aided the trend. About 40-odd brands have emerged over the past decade with importers and local traders joining the growing bandwagon with their own variants (...). *Business Line* - http://www.thehindubusinessline.com/features/brandline/article3653013.ece?ref=wl_companies

Olive oil imports up 52% despite weak rupee - The country's olive oil imports increased over 52 per cent in 2011-12 fiscal on rise in consumption. This growth is despite the weakening of the rupee that has made imports costlier. Olive oil imports touched 6,485 tonnes against 4,261 tonnes the previous year, said Mr V.N. Dalmia, President of the India Olive Association. The growth trend in imports would be sustained in the current fiscal as consumption is expected to remain strong on rising awareness of health benefits of olive oil, said Mr Dalmia. Rising affordability and increasing exposure to western lifestyles is aiding the consumption trend. Olive oil is considered a healthy cooking medium because of it has a high content of monosaturated fatty acids (MFA) that help reduce risk of heart diseases among others, he said (...). *The Indu Business Line* - http://www.thehindubusinessline.com/industry-and-economy/agri-biz/article3569754.ece?homepage=true&ref=wl_home

Pakistan: Greece wants to boost economic ties with Pakistan - Pakistan and Greece need to improve their commercial and economic relations to promote bilateral trade and investment by taking advantage of new business opportunities. Ambassador of Greece to Pakistan Petros Mavroidis on Friday at Islamabad Chamber of Commerce and Industry (ICCI) made these remarks while talking with Yassar Sakhi Butt, President ICCI. Olive oil is one of the major and well-known products of Greece and is known to be the finest in the world. He said Greece could export huge quantity of olive oil to Pakistan and it could provide its expertise and experience to plant olive trees on a large scale in Pakistan (...). *Daily Times* -

http://www.dailytimes.com.pk/default.asp?page=2012\05\26\story_26-5-2012_pg5_15

Hong Kong : Étude sur le marché de l'huile d'olive à Hong Kong élaborée par la Oficina Económica y Comercial de l'Ambassade d'Espagne à Hong Kong - <http://www.icex.es/icex/cma/contentTypes/common/records/mostrarResultado/?doc=4571585>

Hongrie: Étude sur le marché de l'huile d'olive en Hongrie élaborée par la Oficina Económica y Comercial de l'Ambassade d'Espagne à Budapest - <http://www.icex.es/icex/cma/contentTypes/common/records/mostrarResultado/?doc=4590183>

Ukraine : Étude sur le marché de l'huile d'olive en Ukraine élaborée par la Oficina Económica y Comercial de l'Ambassade d'Espagne à Kiev - <http://www.icex.es/icex/cma/contentTypes/common/records/mostrarResultado/?doc=4596912>

USA: Olive Oil Importers Lobby Congress to Oppose Marketing Order - The law firm that lobbies congress for Google, American Express and Dow Chemical has added another client; a group called the Alliance for Olive Oil Quality Standards. The new group is made up of olive oil importers who oppose a move by California olive oil producers to pass a federal marketing order and impose stricter guidelines on imported olive oils. The importers hope, as one put it, "to create a quiet groundswell against this effort by the domestic industry." (...) California producers provide less than 2 percent of the olive oil Americans consume, but they have ambitions to supply much more than that and differentiating their products in the market is the key. In 2010, the California Olive Oil Council led a successful campaign seen as a vital first step that resulted in the USDA updating its 1948 standards for olive oil, effectively synching the unenforced U.S. guidelines with rules established by the International Olive Council. Also in 2010, a widely-publicized study by the University of California at Davis found most imported olive oils to be substandard. That touched off something of a testing frenzy with

reports coming in from all over the world that found consumers often didn't get the olive oil quality they paid for. The December, 2011 book by Tom Mueller; *Extra Virginity, the Sublime and Scandalous World of Olive Oil*, and the media tour that followed, cast more light on the olive oil quality issue. Mueller recently started *Truth in Olive Oil* which he described on his blog as "a citizen's movement" for olive oil quality. And Australian Olive Association President Paul Miller has been working on a World Olive Oil Quality Alliance anticipated to be a counterbalance to the **International Olive Council**. "If we can get it so what is genuine extra virgin, is traded as such and what isn't, isn't — it would just transform the industry," he told *Olive Oil Times* last October when he began working on the project. Miller said an announcement on its status would be made before the end of this month. Such developments have mobilized American importers alarmed by the thought of a new set of rules in the world's largest market. Last month their trade group, the North American Olive Oil Association, petitioned the FDA to formally adopt the international standards with hopes of bringing the quality debate to a tidy end. *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/olive-oil-importers-lobby-congress-over-marketing-orde/27895>

Olive Oil Production in the US Industry Market Research Report Now Available from IBISWorld - The Olive Oil Production industry has fared well over the five years to 2012 due to higher disposable income, greater demand from grocery wholesalers and olive oil's marketable health benefits. The industry has grown at an estimated annualized rate of 2.6% over the past five years, including a 4.3% increase in 2012, to reach \$1.2 billion. Olive oil has received significant media attention for its health benefits, including its antioxidant, anti-inflammatory and anticlotting properties. Olive oil boasts these benefits due to the product's high phenolic compound content. According to IBISWorld industry analyst Lauren Setar, a growing number of health-conscious consumers is supporting industry demand. Additionally, the industry has faced increased demand for organic and certified extra-virgin olive oil, helping boost industry

revenue and profit (...). For more information, visit IBISWorld's **Olive Oil Production** in the US industry report page at <http://www.virtual-strategy.com/2012/08/01/olive-oil-production-us-industry-market-research-report-now-available-ibisworld#zMAgqdWyOXJY3olc.99> - Source : *Virtual Strategy* - <http://www.virtual-strategy.com/2012/08/01/olive-oil-production-us-industry-market-research-report-now-available-ibisworld>

Olive Oil Importers Ask FDA for 'Enhanced Standard of Identity' - The North American Olive Oil Association (NAOOA) has submitted a petition to the Food and Drug Administration (FDA) for an "enhanced standard of identity for olive oil and olive-pomace oil products" to define the different grades of olive oil and the analytical methods used in their determination. The NAOOA, whose members are companies that import olive oil into the U.S., said it first petitioned the FDA with the same objective in 1990. The petition, dated July 9th, is seen as a response to a move earlier this year by American olive oil producers. A group led by Adam Englehardt, vice president of California Olive Ranch, drafted a federal marketing order hoping to set higher quality standards, redefine grades and require new testing of all olive oil produced in the United States. If adopted by the USDA, industry sources said domestic producers would push for the rules to apply to imports too. Importers, on the other hand, have been calling for an alignment of U.S. trade standards with those established by the **International Olive Council**. Ninety-nine percent of the olive oil Americans consume is imported (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/north-america/naooa-petitions-fda/27462>

Science et technique/Science & Technology

Olive Oil May Protect Bones - New research shows that adding olive oil to the diet may help preserve bone. The study to be published in the *Journal of Clinical Endocrinology and Metabolism* found that consumption of olive oil for 2 years resulted in an increase of osteocalcin in the bone.

Osteocalcin is a protein found in the bone that is involved in its mineralization and is often used as a biochemical marker for bone formation. Previous research has found associations between olive oil and osteoporosis but they were mainly experimental, this is the first study that examined the effect of olive oil on circulating osteocalcin in humans. For this randomized study 127 men aged 55 to 80 years were randomly selected from one of the PREDIMED study centers. PREDIMED, is a long-term nutritional intervention study aimed to assess the efficacy of the Mediterranean diet in the prevention of cardiovascular diseases (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-health-news/olive-oil-may-protect-bones/27769>

La dieta mediterránea rica en aceite de oliva puede ayudar a proteger los huesos - Una dieta mediterránea rica en aceite de oliva puede tener un efecto protector en los huesos, según un estudio publicado ayer, que asocia un aumento de la concentración de osteocalcina en los pacientes que consumen estos productos. El estudio analizó durante dos años la relación entre el consumo de la productos mediterráneos y la salud ósea de los pacientes. Según los expertos, la pérdida de masa ósea y la fortaleza de los huesos relacionada con la edad afecta por igual a hombres y mujeres y es un factor determinante en la osteoporosis y el riesgo de fractura. "La ingesta de aceite de oliva se ha relacionado con la prevención de la osteoporosis en la experimentación y en modelos in vitro", señaló José Manuel Fernández Real, médico en el Hospital Dr. Josep Trueta de Girona (España) y autor principal del estudio, en el artículo del *Journal of Clinical Endocrinology and Metabolism* (JCEM). Sin embargo, según Fernández Real, este es el primero "que demuestra que el aceite de oliva conserva el hueso, por lo menos tal como se deduce de los marcadores óseos que circulan en los seres humanos" (...). *Portal Besana* - <http://www.besana.es/es/web/201208/diet-a-mediterranea-rica-aceite-oliva-puede-ayudar-protger-huesos>

Aplican detectores de explosivos para evitar fraude en el aceite de oliva - Uno de los fraudes que más perjudican al sector olivarero es la venta de aceite etiquetado

como virgen extra, cuando en realidad no lo es (...). Contra este fraude, el sector no dispone, hasta la fecha, de una técnica analítica rápida, segura y económica que confirme los resultados de los actuales análisis organolépticos y evaluaciones sensoriales basadas en un panel de cata en los que se basa la calificación de un aceite de oliva como virgen extra. Sin embargo, investigadores de la Universidad de Córdoba (UCO) han comprobado la eficacia de una técnica analítica basada en la Espectrometría de Movilidad Iónica (EMI) a la hora de calificar el aceite de oliva, aunque la aplicación más común de la EMI es en la detección de explosivos y drogas en los aeropuertos, extendiéndose también su uso al ámbito militar para la localización de artefactos explosivos (...). *ABC* - <http://www.abc.es/20120723/cordoba/sevp-aplican-detectores-explosivos-para-20120723.html>

El consumo de aceite de oliva favorece el embarazo - Un estudio demuestra que su ingesta triplica la probabilidad de gestación mediante la fertilización 'in vitro'. Un estudio de la Escuela de Salud Pública de Harvard, presentado esta semana en la Sociedad Europea de Reproducción Humana y Embriología, recoge que comer aguacates y aceite de oliva triplica la probabilidad de embarazo mediante fertilización 'in vitro', según informó la Asociación Agraria de Jóvenes Agricultores (Asaja) de Málaga. En concreto, se estudió el consumo de grasas en 150 mujeres mayores de 30 años y en tratamiento de fertilidad en el Hospital General de Fertilidad de Massachusetts. El informe concluyó que las mujeres que consumían las mayores cantidades de grasas monoinsaturadas tenían 3,4 veces más probabilidades de tener un hijo después del tratamiento de fertilidad, en comparación con aquellas que consumían las cantidades más bajas (...). *Ideal* - <http://www.ideal.es/jaen/v/20120726/jaen/consumo-aceite-oliva-favorece-20120726.html>

Olive Pomace Patented as Substrate for Mushroom Growth - Yet another potential use for olive oil processing waste has recently been patented by the University of Granada spin off company MISUR, which has developed a substrate for mushroom growth based on the olive oil

waste product known as *alperujo* – or pomace. The product, obtained from one of the residues left over after the crushing and extraction of olive oil in mills, is marketed by the company as a fertilizer in bags which also contain mushrooms. As a substrate for the growth of mushrooms, the product has a number of advantages, apart from being an environmentally friendly way to utilize the many tons of waste from the olive oil production process that are produced every year. Benefits of the new substrate include higher production as a result of the high nitrogen content of the *alperujo*, which acts as a nutrient for the mushrooms, as well as the presence of polyphenols that act as natural fungicides that give resistance against fungal infections (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/olive-pomace-for-mushroom-substrate/27329>

Desarrollan una molécula a partir de un antioxidante del aceite de oliva que puede evitar la transmisión sexual del VIH - El Instituto de Salud Carlos III va a liderar un proyecto europeo sobre el desarrollo de una nueva molécula para evitar la transmisión del VIH por vía sexual, desarrollada a partir de un antioxidante natural presente en el aceite de oliva virgen extra. Esta nueva sustancia, pionera tanto por su mecanismo de acción como por su estructura química molecular, podría suponer un método barrera altamente eficaz para evitar el contagio por vía sexual, después de que la biotecnológica española Seprox haya conseguido sintetizar y producirla a un grado de pureza única (...). *Europapress* - <http://www.europapress.es/salud/investigacion-00669/noticia-desarrollan-molecula-partir-antioxidante-aceite-oliva-puede-evitar-transmision-sexual-vih-20120705135925.html>

Olive Oil Beneficial During Fertility Treatment - While research has shown that the consumption of olive oil protects from various chronic diseases, a new study from the Harvard School of Public Health has found a positive association between good fats and positive outcomes in women having In Vitro Fertilization (IVF). This study investigated the effect of dietary fat in women having IVF (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-health-news/olive-oil-and-fertility/27301>

'Oli-PHA' Project Develops Greener Packaging from Olive Mill Waste - The launch of a new research project investigating the production of bio-plastics from olive mill waste waters promises an environmentally friendly use for the 30 billion litres of waste water generated around the world each year. The Oli-Pha project is the result of an amalgamation of industries, research facilities and universities from major olive oil producing regions in Europe and Latin America. Representatives from the olive processing, plastics, packaging, food engineering, and environmental sectors have joined to realize the venture, which was launched in the *Parc Mediterrani de la Tecnologia de Castelldefels* in Barcelona in mid June this year (...). *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-making-and-milling/oli-pha/27252>

INIA desarrolla un estudio para aumentar la productividad del olivo con menos riego - El Instituto Valenciano de Investigaciones Agrarias (IVIA) desarrolla junto a Cataluña, Navarra y Madrid un estudio de riego deficitario en el cultivo intensivo del olivo. La iniciativa forma parte de un proyecto del Instituto Nacional de Investigaciones Agrarias (INIA) y su objetivo es experimentar estrategias de riego que permitan obtener producciones abundantes con un uso moderado de agua. La investigación tendrá en cuenta los factores agroclimáticos de cada zona a la hora de comparar los resultados. En cada caso se evaluará la producción de aceite, su calidad química y la organoléptica. Las conclusiones se aplicarán en el ámbito de la producción y el de la transformación. El proyecto también intenta buscar respuestas a otro tipo de necesidades. En esta línea, se estudiará la intensidad de las plantaciones olivareras que, en el caso de las más modernas, se diseñan de modo que puedan estar más masificadas que las tradicionales. El sembrado del olivar ocupa una superficie superior a las 93.000 hectáreas en la Comunitat Valenciana. Esto supone un 14 % de la superficie total disponible para el cultivo del territorio. En la zona del interior, donde se encuentra la mayoría de estos plantíos, el sector representa más del 50 % de la renta agraria. *Olimerca* - http://www.olimerca.com/noticiadet/inia_d

[esarrolla_un_estudio_para_aumentar_la_productividad_del_olivo_con_menos_riego/d107b7fdd252c0793b837dec1eacfc63](http://www.esarrolla_un_estudio_para_aumentar_la_productividad_del_olivo_con_menos_riego/d107b7fdd252c0793b837dec1eacfc63)

The Many Wonders of Olives and Olive Oil - What do a heart disease treatment, an anti-viral agent, croissants, a fuel additive, sausage and soap all have in common? As you'll soon see, they all capitalize on the versatile and powerful properties of the natural compounds found in olives and olive oil. The compounds have long been key ingredients in natural remedies and are now harnessed in modern health treatments. But *Olive Oil Times* wanted to find out some of the newest ideas for applying the benefits of olives and olive oil. Our search of patent applications revealed a range of inventions, underscoring yet again that this is far from your typical fruit. Which of these applications would you be most likely to try? (...) *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-basics/olive-oil-patents/28146>

Proposition 37 and the definition of natural food - Let's forget, for the moment, whether it's a good idea to require foods that have been genetically engineered to show that on the labeling, as Proposition 37 on the November ballot would do. There's a curious provision in the initiative that's causing more immediate concern. The wording has to do with when foods can be labeled "natural," and though it requires a bit of scrolling back and forth from one provision to another to determine which foods are targeted in which provisions, it wouldn't be utterly crazy to read the wording as saying that processed foods — whether they contain genetically engineered ingredients or not — could not be labeled as natural. One example opponents of the measure bring up is olive oil. There are no genetically engineered olive oils, but if the initiative can be read to mean all processed foods, olive oil couldn't be labeled as natural unless the olives had been grown organically. Supporters of the measure contend that this isn't true, that it's clear the initiative exempts processed foods unless they're made with significant amounts of engineered ingredients (...). *Los Angeles Times* - <http://www.latimes.com/news/opinion/opinion-la/la-ol-proposition-37-natural-food-gmo-labeling-20120808,0,4992688.story>

Dietitians go to war to put good oils into new food pyramid - For years, Australians have been urged to cut their fat intake, but now nutrition experts are calling for polyunsaturated fats such as olive oil, margarine and nuts to be made a sixth food group and want their consumption increased. Experts from the Heart Foundation and Peter Clifton, the man behind the CSIRO's Total Wellbeing Diet, have stepped up their war with the National Health and Medical Research Council over new draft food guidelines to take effect later this year. They want the proposed new food plate, which gives a pictorial representation of how Australians should eat, to include a sixth food group: polyunsaturated fats. The experts claim the draft 2012 Australian Guide to Healthy Eating does not place enough importance on polyunsaturated fats, which lower the risk of heart disease, and should tell people to replace saturated fats with unsaturated fats. The NHMRC's dietary guidelines are being updated for the first time in a decade (...). *The Australian* - <http://www.theaustralian.com.au/news/health-science/dietitians-go-to-war-to-put-good-oils-into-new-food-pyramid/story-e6frg8y6-1226444268769>

Divers/Miscellaneous

Iron Age olives and pampered pets - Ongoing excavations at Silchester, Hamps., (CA 250) have uncovered the first evidence that Britain's inhabitants were enlivening their meals with Mediterranean flavours before the Roman conquest — including Britain's first Iron Age olive. Previously it was believed that only liquids such as olive oil and wine were imported across the Channel in the Iron Age. But now University of Reading archaeologists have found celery and coriander seeds — used as seasoning — and an olive stone at the bottom of a late Iron Age well, all pre-dating AD 43. Another well yielded a celery seed from the same period, and several dill seeds dating to c.AD 40-50. 'Topics such as global food trade, food security and self-sufficiency may seem like issues only for the present day, but this unique discovery shows just how sophisticated Britain's trade in food and global links were, even before the Romans colonised in the first century AD,' said project leader Prof. Mike Fulford,

who has been researching Silchester for the last 40 years. 'We take these culinary treats for granted, but over 2,000 years ago trade in these foodstuffs would have been essential – at least for the wealthy tribal aristocracy of Iron Age Britain. A journey to Britain from the Med would have taken several weeks, either by sea around the coasts of Spain, Portugal and France, or overland through France.' (...). *Current Archeology* -

<http://www.archaeology.co.uk/articles/news/iron-age-olives-and-pampered-pets.htm>