



## WORLD OLIVE DAY

This year, the member countries of the International Olive Council will hold a joint celebration of World Olive Day with a common message: **Choose olives to protect our planet and our health!**

Founded in 1959, the **International Olive Council** currently brings together 94% of olive oil and table olive producing countries.

As the only global institutional forum for the olive industry, its main missions are to work for the harmonisation of national and international regulations to ensure a better control of product quality and consumer protection; coordinate studies on the properties of olive oil and table olives; promote cooperation and research and study the impact of olive growing on the environment; publish information and statistics on the world olive and olive oil market; and promote consumption and the expansion of the international trade in olive products.

The olive tree, with its roots in the Mediterranean, is a **universal symbol of peace and harmony**. It has now spread to the five continents and contributes to **sustainable economic and social development and the preservation of natural resources** in many countries.

**As an agent in combating global warming**, olive growing has a positive carbon balance, sequestering more CO<sup>2</sup> in its growth cycle than the greenhouse gases emitted in the production process of virgin and extra virgin olive oil.

Olive oil and table olives, as a proven source of **nutrition and health**, and key ingredients in the Mediterranean diet, offer a wide variety of aromas and flavours, opening up an abundance of culinary possibilities that are increasingly appreciated by the world's most renowned chefs. Furthermore, the action of their many therapeutic properties in preventing certain diseases is now widely recognised.

Countries that join the International Olive Council by adhering to the new International Agreement on Olive Oil and Table Olives, which has been deposited with the United Nations, are supporting the olive sector, sustainable economic and social development and the protection of our planet and health.

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