

LETTRE DE VEILLE - MEDIA WATCH

AVRIL/APRIL

COI/IOC

Third Olive Bank in Izmir, Turkey, to Help Stem Genetic Erosion - Further safeguarding olive biodiversity by setting up the world's third olive germplasm bank – in [Izmir, Turkey](#) – is at the top of the agenda for a meeting at the [International Olive Council's](#) Madrid headquarters on April 13. The creation of a collection at sufficient distance from the existing ones in Marrakesh, Morocco, and Córdoba, Spain, is seen as prudent to help ensure plant survival in the event of loss, such as due to natural catastrophes and disease. An IOC spokeswoman told Olive Oil Times the meeting would examine the steps necessary to establish the new collection and a protocol covering matters such as the dispatch, receipt and management of plant material. After last year considering bids from other eastern Mediterranean countries, the IOC chose Turkey – specifically the Kamelbecha farm belonging to the Bornova Olive Research Station in the Izmir region – for the third collection, part of its efforts to address “genetic erosion” and the “growing tendency to use an ever shrinking number of varieties.” (...). Source : *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-basics/world/olive-bank-izmir-turkey/25771>

Barjol Proposes an Olive Oil Campaign in Japan - Selling olive oil's nutritional and health benefits to the Japanese is the focus of a new campaign being developed by the International Olive Council. IOC executive director Jean-Louis Barjol said the plan awaited a green light from the IOC board but he hoped it could get started towards the end of the year. Speaking in Spanish at the World Bulk Oil Exhibition in Madrid, Barjol said material used in the campaign to promote olive oil and table olives could also be used as part of the IOC's ongoing promotion work in China. He said he also had good news about a change in consumer behaviour in China, where olive oil imports continue to soar. “The Chinese consumer is no longer mainly buying olive oil as a slightly unusual gift for friends, they

are increasingly buying it to use themselves,” he said. One of the main Chinese importers was working towards the establishment of the country's first IOC-approved tasting panel, an initiative the IOC was providing assistance for. Last year the IOC commissioned market research on Japan, South Korea and Australia ahead of choosing one of the three for a new campaign. Barjol said today that research showed that the South Korean market was complex but looked very interesting, though sales were currently low. “The South Korean people are already familiar with olive oil, and reached a certain level of consumption (in 2004/05) which then fell when people shifted to grapeseed oil.” It was a market that must not be neglected because it could play a double role, he said. Not only was there potential to claim back market share thanks to the high purchasing power of consumers there, South Korea also had an impact on trends in China. “If olive oil became fashionable in South Korea it could have a big influence on the Chinese,” Barjol said. As for Australia, current levels of olive oil imports into that country were unlikely to change because it was increasing its consumption at the same time as its production. “I have a lot of respect for Australia but it is a complicated country and it's not easy to work with them,” Barjol said. Asked after his speech to clarify the comment, Barjol said that at times “It is difficult to know what the Australians are looking for.” The Australian olive oil sector sometimes seemed out of step with the reality of Australian consumer behavior, he said. “The statistics show that the Australian consumer is the same as consumers elsewhere in the world, they are interested in both virgin and pomace oil. For price reasons they want virgin olive oil for cold dishes and many buy pomace for frying,” he said. Source : *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/asia/japan-olive-oil-campaign/26088>

Pays membres du COI/IOC Members

Argentina: Analizan la situación de emergencia del sector olivícola - El incremento de los costos de producción y el aumento de precio de la mano de obra son algunos de los factores que disminuyen la rentabilidad. Varios productores no cosecharán y muchos dejaron de exportar.

El aceite de oliva fue siempre uno de los sectores más importantes para Argentina. A nivel mundial, el país se encuentra entre los 11 principales productores. Dentro de Argentina, las principales provincias productoras de aceituna son La Rioja, Mendoza, Catamarca y San Juan. Hoy, la industria se encuentra en un momento complicado, propiciado por varios factores. Por un lado, este año se espera una cosecha menor. Según Rodolfo Vargas Arizu, empresario olivícola y directivo de la Cámara de Comercio Exterior, "en el 2012 se cosechará la mitad de una cosecha normal, igualmente estamos esperando. En el norte de Argentina ya se comenzó a levantar aceituna de conserva pero acá en Mendoza recién será en 10 días, mientras que en La Rioja y Catamarca la aceituna aceitera se levantará los primeros días de abril. Aún así, sabemos que será un año complicado, dado principalmente porque muchos productores no cosecharán, ya que el kilo de aceituna vale menos que el costo de la cosecha". Por los costos, Gianfranco Andreani, director de Yancanello, comentó que una de las soluciones sería cosechar mecánicamente. "El costo de cosechar a máquina, pasando a aceite, es de 500 dólares por tonelada de aceite. Mientras que cosechando manualmente, es de 1200 dólares la tonelada. De este modo, para que el producto sea rentable y competitivo debería costar entre 1700 o 1800 dólares, un producto de calidad. Y hoy, está por debajo de esto". (...) Source : Portal Olivícola - <http://www.portalolivicola.com/2012/04/03/argentina-analizan-la-situacion-de-emergencia-del-sector-olivicola/>

La aceituna aceitera arrancó la cosecha con 60% de merma - Daños por heladas, aumento de costos de producción y baja en los precios internacionales son los tópicos de la campaña 2012. Vender en el mercado interno y agregar valor son las alternativas. Comenzó la cosecha de aceitunas para elaboración de aceite de oliva en algunas fincas del departamento Sarmiento, pero el grueso de la cosecha comenzará la primera semana de mayo. La zafra de aceituna promete ser corta dado que las heladas tardías de fines de septiembre del año pasado arrasaron con un promedio del 60% de la producción en las variedades aceiteras, que conforman el 70% de la

superficie olivarera de la provincia. Consultado por este tema el ingeniero Fabián Famar indicó que de precios aún no se habla nada, aunque se estima que los mismos rondarán los valores del año pasado, es decir \$1,25 según el tipo y la calidad de la oliva. Es decir entre U\$0,25 y 0,29. "Los precios internacionales de la tonelada de óleo siguen siendo muy bajos y se ubican en un promedio de U\$2.150. En realidad conviene más comercializar el aceite en el mercado interno, donde la tonelada ronda entre los U\$2.200 a U\$2.400 según la calidad" (...). Source : *Diario de Cuyo* - http://www.diariodecuyo.com.ar/home/new_noticia.php?noticia_id=514793

Greece: Greek Olive Oil Mills on the Road to Perdition - The Directorate General for Agriculture and Rural Development of the European Commission will soon release a study regarding the olive oil sector, which will be the basis for an open discussion about olive oil. The scope is to receive and examine suggestions on how to confront the structural problems of the sector in the European Union as a whole. The structural problems of the oil sector in Greece continuously undermine development and profitability of the oil industry. Many adverse facts are reported, such as small mills of outdated technology, small standardizing companies with consequently weak promoting and marketing capabilities, fragmentation of the industry and high production costs due to small olive groves and low labor productivity. To add insult to injury, according to a recent AEMO report, the traditional methods of olive cultivation are no longer viable, not to mention the diminishing CAP (Common Agricultural Policy) subsidies. All these mean that a previously healthy sector of the Greek agricultural industry is now declining rapidly, trapped in an environment of uncertainty and stagnation. Today, it seems more than urgent that the aforementioned initiative of the European Commission has to produce some applicable solutions to direct the olive oil industry in Greece and Europe back to the road of development. Source : *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/greek-olive-oil-road-to-perdition/26279>

Olive Oil That Costs More Than a Luxury Vacation?

- At \$15,000 a bottle, this Greek oil is almost worth its weight in gold. Does the recovering economy have you feeling all spendy again? If so, Greece-based Speiron has just the luxury item for you—a \$15,000 bottle of super premium extra virgin olive oil. That's right, the 17-ounce bottle of Lambda pours for \$147 per teaspoon. That's per teaspoon, not tablespoon, peeps. It's not simply that the olives are sourced from some of the oldest olive trees in all of Greece, harvested and pressed within hours, and filled by hand to preserve freshness and fruitiness, it's also about exclusivity, says SmartMoney's Charles Passy. "You're really not buying the oil, you're buying the bottle," he says in a video clip. "They packaged it to the deluxe level with specialty woods, gold wrapping, and your signature on the bottle." So much for all that Greek austerity stuff. (...). Source : [takepart.com](http://www.takepart.com) - <http://www.takepart.com/article/2012/04/16/olive-oil-costs-more-luxury-vacation-greece>

España: L'huile d'olive marocaine inquiète les agriculteurs espagnols

- Décidément, l'accord agricole entre le Maroc et l'UE ne fait que grincer les dents du côté espagnol. Après la tomate, la fraise, les légumes, voilà que les agriculteurs ibériques s'inquiètent de la concurrence du Maroc sur l'huile d'olive. En dépit de sa géante industrie oléicole et sa force commerciale sans pareille comparaison au Maroc, l'Espagne évoque les raisons de ses inquiétudes... L'inquiétude plane sous le ciel andalou. Les agriculteurs andalous s'alarment quant à l'avenir de l'huile d'olive espagnole sur le marché européen. Et pour cause, la concurrence marocaine qui sera renforcée, selon eux, par l'accord de libre-échange agricole entre le royaume chérifien et l'Union européenne. « Cet accord avec le Maroc est une étape vers la ruine des cultivateurs espagnols d'olives [...] Nous passons d'un quota de 52 000 tonnes (d'huile) que pouvait exporter le Maroc pour toute la communauté européenne à la possibilité pour eux d'exporter toute leur production », explique à AFP Lope Ruiz Lopez, gérant d'une petite ferme de 40 hectares à Iznajar, un village entouré par des oliveraies, dans la province de Cordoue en Andalousie. Dans cette région, la culture

des olives est la principale activité économique. La région fait 80 pour cent d'huile d'olive du pays et l'industrie est cruciale, ce qui donne un moyen de subsistance à 200 000 producteurs et 300 villes et villages. [...] Ici tout le monde vit directement ou indirectement de l'huile », note Lope Ruiz Lopez, donc « si les problèmes qu'a actuellement le secteur ne se résolvent pas à court terme, pour Iznajar et les autres villages alentour, la survie va être très compliquée dans les prochaines années ». Source : [Yabiladi](http://m.yabiladi.com/details/9560/) - <http://m.yabiladi.com/details/9560/>

¿Y si le ofrecemos al consumidor un aceite de oliva virgen extra que garantiza un precio justo para el olivarero?...

nos podríamos sorprender. La leche ya ha apostado por esta fórmula en Castilla León y los primeros resultados de ventas revelan la complicitad de un consumidor que, identificado con el producto de su tierra, está dispuesto a pagar un precio justo que evite pérdidas al ganadero que lo produce. Confirmada la cuarta campaña de producción de aceite de oliva en pérdidas, al olivarero español hay algo de lo que no le cabe ninguna duda: a la gran distribución, que comercializa el 80% del aceite en nuestro país, no parece preocuparle la situación precaria de los que producen en origen, de los agricultores. Ha habido muchas tentativas de negociación, incluso ha existido manifestación de buenas intenciones por parte de algunas grandes cadenas que incluso se comprometían en no caer más en la tentación de utilizar el zumo de aceituna como producto gancho... pero la realidad es que cada quincena se siguen sucediendo las ofertas de unas u otras grandes superficies y al final todas terminan utilizando los aceites de oliva como producto gancho, vendiendo a pérdida. (...). Source : [Aemo](http://www.aemo.es/noticias/detalle_noticia.php?id_noticia=556) - http://www.aemo.es/noticias/detalle_noticia.php?id_noticia=556

La exportación de aceite se ralentiza aunque las compras chinas se disparan

- El ritmo de exportaciones del aceite de oliva se ha ralentizado en enero y febrero de 2012, lo que podría complicar el reto de los operadores de batir de nuevo este año un nuevo récord histórico, si bien despunta la demanda de emergentes como China, cuyas gráficas de compras "apuntan al cielo". El director general de la

Asociación de la Industria y Comercio Exportador de Aceite de Oliva (Asoliva), Rafael Picó, ha detallado que la exportación ha crecido un 5-7 % durante la campaña pero "baja un poquito" en enero y febrero de 2012, por lo que habrá que esperar la tendencia posterior para ver si se logra una cifra histórica o se repiten niveles similares a los logrados en el ejercicio 2010-2011. De momento, esta segunda hipótesis gana peso aunque el sector espera a tener los datos de marzo para comprobar la tendencia más probable del comercio exterior. Según los últimos datos de la Agencia del Aceite de Oliva (AAO), las salidas fuera de España entre octubre de 2011 y febrero de 2012 alcanzaron las 352.600 toneladas, un 5 % más que el récord logrado en el ejercicio anterior. La media mensual de ventas en el periodo superó las 70.000 toneladas, un dato "significativo" que se produce después de cuatro campañas consecutivas en las que se han ido batiendo, en cada una de ellas, sucesivos récords, según la misma fuente. Picó ha comentado que el futuro del sector y su crecimiento en los próximos años pasa por la exportación a los países emergentes, los denominados "BRIC" -Brasil, Rusia, India y China-. Ha puntualizado que en Rusia se están consiguiendo "niveles muy aceptables", Brasil muestra un elevado crecimiento e India "tarde o temprano explotará su consumo, lo mismo que ha pasado ya con China". Y todo, en un contexto en el que los consumos en destinos tradicionales han llegado prácticamente a su techo o se esperan alzas muy moderadas tanto en el mercado español como el norteamericano. (...). Source : *Agroinformación* -

<http://www.agroinformacion.com/noticias/9/olivar/47668/la+exportacion+de+aceite+se+ralentiza+aunque+las+compras+chinas+se+disparan.aspx>

España sigue batiendo récord en la venta de aceite pero la aceituna no levanta cabeza - El sector oleícola español sigue batiendo sus marcas de comercialización gracias al mercado exterior mientras que la aceituna de mesa no levanta cabeza y acumula stocks preocupantes. En concreto, España ha comercializado 722.200 toneladas de aceite de oliva en la campaña 2011-2012 (con datos desde octubre de 2011 hasta el 31 marzo de 2012), un 4 % más respecto al

ejercicio anterior gracias al buen ritmo de la exportación, que ha crecido 3 % sobre el récord en la 2010-2011. Así lo detalló ayer en un comunicado la Agencia para el Aceite de Oliva (AAO) que dirige Carlos Sánchez Laín, tras la reunión celebrada en Madrid por el Grupo de Trabajo de Análisis de Mercado. Con la recolección prácticamente finalizada, el aceite producido asciende a 1.597.500 toneladas de aceite de oliva, cifra histórica que supera incluso los datos de la campaña 2003-2004, cuando se lograron 1.416.600 toneladas. (...) Source : *Efeagro* -

<http://www.efeagro.com/multimedia/espana-sigue-batiendo-record-en-la-venta-de-aceite-pero-la-aceituna-no-levanta-cabeza/1-1769808.html>

Europe: Olive Regions Work on Joint Strategy to Maintain EU Subsidies - A

new olive oil lobby group is urgently preparing a position paper to protect its members from threatened subsidy cuts by the European Commission. At its meeting in Barcelona on last Tuesday, the Forum of European Olive Regions agreed to complete the so-called white paper before the end of June in order to "defend itself in Brussels" as negotiations heat up over the Common Agricultural Policy (CAP) structure and budget for 2014-2020. Among changes proposed by the EC is paying all olive farmers a flat rate per hectare rather than paying some according to production history – a change which would see France and Spain lose the most. Spain's olive oil sector alone is currently subsidised to the tune of 40 percent of the value of the olive oil market, according to Spain's new Minister for Agriculture, Food and Environmental Affairs, Miguel Arias Cañete. "We're talking about...aid that represents 1 billion euros (\$1.3b) and that amounts to in the order of €468 per hectare (per year)," he told Spain's Parliament last month. Speaking after attending the meeting of the new forum, Director General of Industry and Agri-Food Quality for the Andalusian regional government, Ana Romero, told *Olive Oil Times* the group had to move quickly. Asked why a new forum was necessary when organizations such as the **International Olive Council (IOC)**, and national and regional governments, already represented the sector, she said while the IOC, for instance, did magnificent work, there was much at stake for the member

regions and they were better positioned to lobby directly themselves. In response to criticism that the CAP payments prop up olive farms otherwise not financially viable, Romero said that there were many reasons to justify subsidies. Among these were the importance of the olive oil sector in maintaining rural communities and preventing land abandonment, particularly in areas of Spain where the land was sloped and very difficult to farm profitably yet the olive oil produced was exceptional. She said the position paper, which would be released for discussion in the sector, would set out necessary changes under five main headings: quality, promotion and information, trade and agreements with non-EU countries, research, and the CAP reform (...). Source : Olive Oil Times - <http://www.oliveoiltimes.com/olive-oil-business/europe/olive-regions-joint-strategy-eu-subsidies/25672>

Bruselas anuncia un plan de acción de apoyo al olivar - El comisario de Agricultura, Dacian Ciolos, ha anunciado que en mayo presentará en la Comisión Europea un plan de acción con medidas de apoyo al sector del olivar que "favorezca la estructuración" y "una mejor adecuación entre la oferta y la demanda". Posteriormente se reunirá con los ministros de Agricultura de los países productores de aceite de oliva. Así lo ha destacado este lunes en Córdoba tras reunirse con el ministro de Agricultura, Alimentación y Medio Ambiente, Miguel Arias Cañete; la consejera de Agricultura y Pesca de la Junta de Andalucía, Clara Aguilera, y otros representantes institucionales y de la Interprofesional. Ciolos ha detallado que es una iniciativa que comprende diversos aspectos con "una serie de medidas de financiación dentro de la política de desarrollo rural para que los países puedan elaborar medidas sectoriales que ayuden al sector", de manera que "haya mayor organización del sector a través de las organizaciones profesionales o intersectoriales para facilitar la concentración de la oferta y mejorar la calidad del producto". En concreto, apuesta por "valorizar mejor la calidad del producto a través de la estandarización del aceite de oliva; llevar a cabo una serie de análisis sobre los parámetros físicos o químicos del aceite de oliva para detectar mejor las mezclas ilegales con aceite de oliva;

mejorar la clasificación; que haya mayor control de la calidad, pues ahora mismo no hay control obligatorio". Además, se pretende "trabajar con el **Consejo Oleícola Internacional (COI)** para desarrollar conjuntamente una serie de medidas para ayudar a los productores y los consumidores, más allá de Europa, porque hay otros productores que queremos que compartan las mismas normas para desarrollarlas y aplicarlas a todos los niveles" (...). Source : *Expansión* - http://www.expansion.com/agencia/europa_press/2012/04/23/20120423163154.html

Cioloş Promises Shake-Up - Beefed up testing, better classification of olive oil and reaching out to non-EU producers are among a package of measures promised by European Commissioner for Agriculture Dacian Cioloş after meeting in Córdoba today with members of Spain's olive oil sector including its *Interprofesional del Aceite de Oliva Español* (Interprofessional). (...) Among his promised measures was the restructuring of the sector and improved "standardization of olive oil to promote quality." Specifically, Cioloş spoke of "carrying out a series of physical and chemical tests to better detect illegal blends with olive oil; improved classification; and more quality control, because right now there are no mandatory checks." Also needed was "better adjustment of production to demand so as to enhance quality and standardization. Cioloş also said he wanted to work with the **International Olive Council (IOC)** to jointly develop a series of measures to help producers and consumers beyond Europe, "because we want other producers to share the same standards so we can implement and apply them at all levels." (...). Source : *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-business/europe/ciolos-promises-shake-up/26260>

France : El aceite de oliva aliña el glamour de París - Dicen de París que es la ciudad del amor, de la moda, del estilo, de los aromas y del gusto. Se le atribuyen decenas de atributos sensoriales difíciles de describir, pero fáciles de concebir. Los científicos aseguran que al aceite de oliva extra le pasa algo parecido. Ahora, los dos se unen. Comienza la campaña de promoción del aceite de oliva en

Francia. Empieza en París con una muestra gastronómica que sirvió para mostrar sus bondades culinarias a más de un centenar de expertos en comunicación (...). Source : *El Diario de Jaén* - <http://diariojaen.es/index.php/menujaen/25-notlocales/50827-el-aceite-de-oliva-alina-el-glamour-de-paris>

Italia: La cosecha de aceite en Italia - segundo productor del mundo tras España y principal comprador de graneles españoles-, caerá un 40 % en regiones como Marche, Toscana, Lacio y Cerdeña, aunque a nivel nacional el recorte sólo será del 6 % gracias a las cifras que aportará Puglia, Calabria o Sicilia. Así lo estima el Instituto de Servicio para el Mercado Agrícola Alimentario de Italia (Ismea) -con datos de finales de enero de 2012-, que cuenta con la colaboración estadística de entidades sectoriales del país como el consorcio olivícola Unaprol. Source : *Agroinformación* - <http://www.agroinformacion.com/subcanal/1/agricultura/9/olivar.aspx>

Tunisie: L'Office National de l'Huile (ONH) et l'Office du Commerce de Tunisie (OCT) entament, à partir de mardi 3 avril, la vente de l'huile d'olive extra vierge en bouteilles (plastiques) d'une capacité d'un litre, au prix de 3,600 dinars. La vente sera effectuée à partir des centres de l'OCT dans toutes les régions du pays. Le ministère de l'Agriculture a précisé, dans un communiqué, que cette mesure vise à encourager la consommation nationale de l'huile d'olive extra vierge conforme aux normes à «un prix adéquat», tout en assurant l'approvisionnement de toutes les régions du pays en ce produit à travers les circuits de distribution en gros et au détail. Source : *Espace Manager* - <http://www.espacemanager.com/divers/tunisie-lhuile-dolive-a-3600-dt-le-litre.html>

Pays non membres du COI/IOC non-Members

Chile: Today, Chile Oliva, the Chilean Association of Growers and Producers of Olives and Olive Oil, launches its first consumer campaign in the U.S., which asks the question "How Virgin is Your Extra Virgin?" - The mission of the campaign is to expand the position of Chilean extra virgin olive oil into new

markets, with a focus on New York, Miami and Boston. The campaign was created by Vivaldi Partners Group, a global brand strategy and marketing consulting firm. The campaign challenges savvy gourmets to test their palettes to see what truly extra virgin olive oil should taste like. Online and offline activities will engage these discerning consumers through ChileOliveOil.com, Twitter parties, live tasting events and with tips from a distinguished chef. Consumers will be able to enter sweepstakes, enjoy tasting tips and host a house party supplied with the smoothest and boldest olive oils from Chile. In producing its high-quality olive oils, Chile's advantages are many. Olive groves in the Chilean valleys are insulated by the Andes Mountains to the East, Pacific Ocean to the West, Atacama Desert up in the North and Patagonia in the South. These natural boundaries form a shelter to grow any cultivar under optimal growing conditions. (...). Source : press release - <http://www.marketwatch.com/story/chile-oliva-launches-truly-extra-virgin-campaign-2012-04-10>

Chile lanza campaña "Extra virgen de verdad" - Con la pregunta a los consumidores "¿Cuán Virgen es tu Aceite Extra Virgen?" se lanzó la campaña de la nueva Marca Sectorial del aceite de oliva chileno en Estados Unidos. El objetivo es posicionar el producto. La campaña desafía a los expertos gourmets a poner a prueba sus paladares para que sientan como un verdadero aceite de oliva virgen debe saber. Su objetivo es expandir el posicionamiento del producto en nuevos mercados, con un enfoque en Nueva York, Miami y Boston. Se realizarán actividades en línea que involucrarán a estos consumidores más exigentes, a través ChileOliveOil.com, de Twitter, eventos en vivo de cata y con consejos de un distinguido chef. Los consumidores podrán participar en sorteos, disfrutar de consejos de degustación y ser anfitriones de una fiesta en su propia casa donde se les suministrarán los aceites de oliva más suaves y audaces de Chile. En la producción de alta calidad de sus aceites de oliva, las ventajas de Chile son muchas. Los olivares en los valles chilenos están aislados por las montañas de los Andes en el oriente, el Océano Pacífico al oeste, el

desierto de Atacama en el Norte y la Patagonia en el Sur. Estos límites naturales forman un refugio para cultivar cualquier variedad en óptimas condiciones de crecimiento (...). "Una de las razones que el aceite de oliva extra virgen de Chile sea extra virgen de verdad es el corto tiempo entre la cosecha del árbol y la producción del aceite, lo que toma menos de 24 horas. Menos tiempo de viaje significa un aceite más fresco" continúa Arturo Leiva. "Es importante que los consumidores se eduquen y lean las etiquetas de sus productos para saber de dónde viene y cómo se hace su comida para así asegurarse que está obteniendo el producto más fresco y de mejor calidad por su dinero. Nuestros aceites de oliva son cultivados y producidos sólo en Chile". Métodos de recolección minuciosos para preservar la integridad de la aceituna natural, así como la ausencia de plagas, tales como la mosca del olivo, ayudan a crear un entorno en Chile. La producción optimizada del Nuevo Mundo con molinos en el campo permite a las aceitunas chilenas transformarse rápidamente en aceite. Todo el proceso, el prensado en frío y embotellamiento, es realizado en los mismos olivares. "La industria chilena de aceite de oliva continúa su trabajo para lograr aún más excelencia e integridad en el producto, esto se ha traducido en un crecimiento fabuloso del mercado", explica Félix de Vicente, Director de ProChile, organismo encargado de la promoción de exportaciones de Chile, cuya misión es hacer de Chile una potencia alimentaria mundial con una tentadora variedad de productos sanos. "Ha habido un aumento de 1.000% en toneladas exportadas desde 2007 hasta 2011 y el tamaño total del plantaciones se ha quintuplicado desde 2005. Estamos muy orgullosos de nuestros productores y socios, y entusiasmados por el futuro en los EE.UU. y en los otros 40 países donde se vende nuestro aceite de oliva". La sección de medios sociales de la campaña incluye el sitio web y una aplicación móvil para los adictos al aceite de oliva. Los gourmets fanáticos del aceite de oliva pueden acceder y subir recetas, noticias, concursos e invitaciones a eventos especiales. Habrá recursos adicionales como twitter y en facebook. Source: www.prochile.gob.cl – in *Portalolivicola* - <http://www.portalolivicola.com/2012/04/16>

[/chile-lanza-campana-extra-virgen-de-verdad/](#)

Japan: Toshiya Tada's Olive Japan -

This morning olive oil judges from Spain, Italy, Israel, Turkey, Australia and California are making their way across the world's oceans to congregate in a narrow two-story building on a modest lane in the heart of one of the most luxurious shopping districts in the world — Tokyo's energetic Ginza. Top tasters from Japan will join them to form four tasting panels at the headquarters of the Olive Oil Sommelier's Association of Japan for the First Annual Olive Japan International Competition. The Olive Japan 2012 competition and the two-day consumer Marché which follows is the culmination of three years of work developing olive oil appreciation in Japan by OSAJ's flamboyant and dynamic Founder and Chairman, Mr. Toshiya Tada, with the assistance of the earnest and engaging School Dean, Ms. Tomomi Endo. A regular fixture in Italy, Turkey and California, Chairman Tada can be spotted wearing his signature bright colors and bringing his joyful approach to sharing olive culture with all people in the world. The former JP Morgan executive and import consultant seems to have found his true passion with olive oil. "Really, it is quite an honor for us to have such support from olive professionals around the world. People are surprised that there is such interest here, but in fact Japan has had a history with olive oil for over a hundred years because of the Mission Olive farmers on Shodoshima Island." (...) Source: *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-basics/toshiya-tada/26163>

USA: Pompeian First for USDA Quality Monitoring Program for Olive Oil -

The United States Department of Agriculture (USDA) [announced Tuesday](#) that it has expanded its fee-based [Quality Monitoring Program](#) to include olive oil products. The service, which was started in 2008, currently monitors 90 commodities for producers and suppliers of fresh and frozen fruits and vegetables. Pompeian, Inc., the privately-held olive oil importer based in Maryland, is the first company to participate in the program. Randy Macon, acting director of the USDA's Processed Products Division described the monitoring program

as a rigorous audit of good practices based on particular industry needs. The two-phase process begins with a detailed quality control questionnaire, an in-plant audit and product sampling to pre-screen the company's established quality control practices. During the initial assessment, two lots are sampled and graded using a battery of chemical tests and flavor panel analysis. Both lots must successfully pass the initial assessment in order for the company to officially move into the program and sign a monitoring contract. (...). Source : *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-basics/pompeian-usda-olive-oil-monitoring/25740>

Inventories climb despite woes - Table olive distributors still have 7 million cans in storage despite another disappointing crop in 2011, the head of a state marketing group said. Growers in California ended up with just under 27,000 tons from last year's harvest, noted Alexander Ott, executive director of the California Olive Committee. That's a mere drop in the bucket compared to the record 195,000 tons harvested in 2010. Still, inventories grew from the 5.3 million cans on hand after last season, Ott said, which is causing the committee to ramp up its marketing programs. The panel is using Twitter and Facebook and attending blogger conferences to reach younger consumers who aren't as aware of California olives, even though they've long been grown in the state. "It's really starting to put a face to the industry," Ott told about 100 growers during a seminar here April 18. "I couldn't tell you how many times I've been to a conference and people have said, 'Really, California grows olives? I didn't know that.'" The efforts come as California, which produces nearly all of the nation's commercial table olives, has suffered through poor crops in four of the last six seasons. Adverse weather during the bloom stifled the 2011 crop as orchards were already stressed from the previous year's heavy loads and an early-winter frost in 2010. In a typical year, nearly 60 percent of California olives go into oil while the rest is canned for table olives, according to the California Farm Bureau Federation. Struggles have caused some growers to bulldoze orchards. As many as 1,400 acres were taken out last year. California's estimated 28,000 acres of olives for

canning during last year's harvest was down from a peak of nearly 40,000 acres in the 1980s, according to Adin Hester of the Olive Growers Council of California. Still, California ripe olive producers contribute nearly \$500 million a year and 3,555 jobs to the state's economy, according to a report earlier this year commissioned by the California Olive Committee. The committee, which was created under a federal marketing order, is promoting olives to school lunch programs and at cooking shows and expos, and a couple of "Farm to Fork Harvest Tours" will introduce bloggers and other media to farms and canning operations, Ott said. The committee is also funding research, including for solutions to olive knot, a bacterial disease that is on the rise in the Central Valley. The pathogen enters trees through freeze injuries or scars and affects fruit yield and quality. Source : *Capital Press* - <http://www.capitalpress.com/content/TH-coc-w-photos-infobox-042012>

Olive oil production booms in Yolo County - Driven by rising consumer demand for olive oil, growers are buying land for olives or adding olive acreage at a swift pace — allowing them to diversify with a crop that uses relatively little water and thrives in low-quality soil. The California Olive Oil Council estimates that 5,000 new acres will be planted each year in California through 2020. It estimates olive oil production will hit 2 million gallons for this year's crop, up from 1.4 million gallons for 2011-2012. While much of the growth is in the San Joaquin Valley and in Glenn and Tehama counties, Yolo County is ... Source : *Sacramento Business Journal* - <http://www.bizjournals.com/sacramento/print-edition/2012/04/06/olive-oil-production-booms-yolo-county.html>

Science et technique/Science & Technology

'Zapping' May Make Olive Oil Extraction Faster, Cheaper - 'Zapping' olive paste via a non-thermal technology called pulsed electric fields (PEF) shows promise in improving virgin olive oil yield while reducing energy use and preserving quality, two European projects suggest. PEF is already used in food processing for sterilization and preservation and has been shown to increase yields in the extraction of

other juices, such as from oranges. Now research reveals its potential for making olive oil. According to European Commission research portal CORDIS, the potential spin-offs from one recent EC-sponsored PEF project include reduction in olive paste temperature during processing, providing energy and time savings – compared to thermal or enzyme treatment – and improving oil quality while retaining yield. PEF also has potential to increase the oil's phytonutrient content, "to improve consumer health benefits and olive oil shelf life," CORDIS reports. And last month in "Food and Bioprocess Technology", scientists from Spain's University of Zaragoza reported that their own studies had found that PEF allowed the use of lower temperatures during malaxation, the extraction stage where the oil droplets agglomerate. This is important because higher temperatures increase oil yield but harm quality, and European Union regulations say that to use the term "first cold pressing" or "cold extraction", the oil must be obtained at a temperature below 27°C (80 °F). In their article, Effects of Pulsed Electric Field on Yield Extraction and Quality of Olive Oil, the researchers said they tested different intensities (0–2 kV/cm) of PEF on Arbequina olive paste with different malaxation times (0, 15, and 30 min) and temperatures (15 and 26°C). They explained PEF as the application of direct current, high-voltage pulses, in short bursts ranging between micro- and milliseconds. In their tests, extraction yield improved 54 percent when the olive paste was treated with PEF (2 kV/cm) without malaxation. When combined with malaxation at 26°C, PEF treatment did not increase the extraction yield compared with a control. But at 15°C, PEF of 2 kV/cm improved the extraction yield by 14.1 percent – corresponding to 1.7kg more oil per 100kg of olives. Parameters such as for acidity, peroxide, K232 and K270 were not affected by PEF and a sensory analysis found no bad flavor or taste in the oil. "The application of a PEF treatment could permit reduction of the malaxation temperature from 26 to 15°C without impairing the extraction yield," the researchers said. Source : *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-making-and-milling/zapping-olive-oil-extraction/25781>

An Internet Lesson in Olive Oil Tasting

– A box arrived in the mail a few days before the lesson. Inside there were 10 small plastic bottles, each marked with a number and filled with oil. There was a glossary of olive oil tasting terms on International Olive Council letterhead, and 10 plastic cups bearing the logo of the L'Organizzazione Nazionale Assaggiatori Olio di Oliva (National Association of Olive Oil Tasters) — Italy's venerable school for those training to be experts in olive oil sensory analysis. The lesson was held at 3:30 PM in Milan, or 9:30 in the morning in New York. When the Skype call came, I clicked on the answer button and was face to face with four other students in various places around Europe, and Fabrizio Vignolini, ONAIO's director. Vignolini began by explaining that the school was the oldest of its kind. It would have to be, I thought, to get such an enviable domain name, oliveoil.org — an address a certain Madrid-based organization probably wouldn't mind having. The introduction was brief and we quickly turned to working our way through the oils. This was not a course on olive oil appreciation — it was a session to help participants identify the positive and negative attributes in olive oil samples. (...). Source : *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-basics/internet-lesson-olive-oil-tasting/26020>

La Universidad de Jaén presenta diversas investigaciones relacionadas con el mundo de la generación de biocombustibles a partir de residuos del olivar. (...).

Este grupo de investigación lleva más de dos décadas trabajando en el aprovechamiento de todo el material residual procedente del olivar y su transformación en biocombustible a través de una vía bioquímica, proceso que se puede integrar con la vía termoquímica. Considerando el estado actual de la tecnología y la viabilidad económica del proyecto, la vía termoquímica es la que consigue un más eficiente aprovechamiento de los residuos del olivar, principalmente de la poda de olivo, de la que por término medio se obtienen unos 3.000 kilos por hectárea y año. Es por ello que, aparte de considerar la vía bioquímica, se están realizando investigaciones a través de un proceso de gasificación que podría instalarse en cualquier almazara. Sánchez

ha apuntado que en una instalación de 'gasificación', partiendo de una biomasa (astillas de poda de olivar, fragmentos de hueso de aceituna, etc.) hay un proceso químico que origina un gas de síntesis (también denominado 'gas pobre') constituido fundamentalmente por hidrógeno, monóxido de carbono, metano e hidrocarburos de dos átomos de carbono, aparte de otros componentes no combustibles como dióxido de carbono y nitrógeno. A partir de este gas de síntesis se puede poner en marcha un motor de combustión interna, o generar energía eléctrica utilizando un motor generador o una microturbina. "De esta manera, las almazaras no solo producirían aceite de oliva, si no que al mismo tiempo también proporcionarían energía eléctrica, y en un futuro puede existir la posibilidad de generar un combustible líquido", ha explicado el investigador. Source : La Información -

http://noticias.lainformacion.com/medio-ambiente/recursos-energeticos/la-universidad-de-jaen-presenta-en-bioptima-un-punto-de-recarga-para-coches-electricos_OCKQ9WFqZqEoTXPyhMH1f6/

Pathogen-combatting ultrasound wash system could provide organic alternative - 'Organic' processors could be set for a "significant improvement" in the protection of produce against pathogens through the development of new wash system practices using ultrasound. (...). Source :

<http://www.foodproductiondaily.com/Quality-Safety/Pathogen-combatting-ultrasound-wash-system-could-provide-organic-alternative-developer>

Spanish Researchers Develop Portable 'Electronic Nose' - Spanish researchers have developed a cheap, portable 'electronic nose' they say has great promise for use in organoleptic testing and food quality control. While so-called e-noses themselves are not new, the University of Extremadura Sensory Systems Research Group says its system reduces the time and cost of testing. In a recent press release, researcher Jesus Lozano said that the new system – which mimics the human nose – could not only deliver quantitative results in a minute, it cost ten times less than existing methods to set up. "The

disadvantage of this portable device...is that, as with the mammalian sense of smell, the 'electronic nose' needs to be sensitized with known samples, and the more tests it does the more accurate its results," he said. Apart from use in water analysis, the system would be very useful for quality control in the food industry, the evaluation of the organoleptic properties of wine, detection of explosives and diseases, and the development of fragrances and cosmetics, the university said. Hugo Regojo, general manager of the Bogaris olive oil group in the U.S., recently called for the olive oil sector to harness such technology. At the [Olive Oil Flavor and Quality Seminar](#) held in St. Helena in January, he said there was a "need to improve the electronic nose, and electronic detection of sensory defects in oil technology, to control fraud in the industry." The [International Olive Council](#) is currently reviewing new and existing methods of analysis designed to improve the quality and authenticity of olive oils and olive pomace oils but has yet to make details public. [IOC Executive Director Jean-Louis Barjol](#) said last week that there was no prospect of it abandoning the use of sensory panels in determining olive oil quality. "We think very highly of our sensory testing method...and we consider it to be an essential quality criterion," he said. Source : *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-basics/world/electronic-nose/25652>

Less Watering Improves Olive Oil Quality, Study Finds - A study developed by the ACEVIN Research Group at Spain's Universidad de Extremadura (UEx), in conjunction with Finca La Orden, has observed a correlation between reduced irrigation and olive oil quality. According to the study, reducing water for irrigation by 25 percent to 90 percent resulted in a loss of production (measured in total weight of harvested olives) of 36 percent to 50 percent respectively. However, higher quality oils were obtained from olives that received less water. "Despite decreases in olive volume, the oil yield obtained was higher in deficit treatments, partially offsetting the loss of crops," said UEx researcher Michael Concepcion. The researchers found that oils obtained from olives that received less water had higher concentrations of phenolic compounds,

which provide valuable [health benefits](#). These olives had higher concentrations of certain color-intensifying pigments as well, a characteristic commonly associated with olive oil quality. The [extra virgin](#) oils obtained from these olives were more bitter, stable and color intensive than those that were more heavily irrigated, the study concluded. "Restrictive irrigation treatments allowed for increases in the parameters that define oil quality, such that all samples taken attained a grade of extra virgin," the UEx said. Funded by the National Research Institute for Agriculture and Food Technology, the study was conducted in order to better understand the influence of irrigation water management on the composition and quality of olive oil. Source: *Olive Oil Times* - <http://www.oliveoiltimes.com/olive-oil-making-and-milling/less-watering-improves-olive-oil-quality/25670>

Autres/Miscellaneous

Arab diets: Feast and famine - The biblical seven lean and seven fat years are occurring simultaneously. TYRE is a small province on Lebanon's border with Israel, a place of poor tobacco farmers and tin-roofed shacks. Only about half the population has enough to eat. Many say that, in the past six months, somebody in the household has spent a day without food or gone hungry to bed. But there is something odd about the burden of malnutrition. While in hungry households just over a quarter of children under five are too short for their age—a classic symptom of malnutrition—a third are overweight, malnourished in the opposite sense. Tyre is suffering malnutrition and obesity simultaneously. This "dual burden" is growing everywhere, but nowhere as quickly as in the Arab world. Between 15% and 25% of Arab children under five are too short for their age and between 5% and 15% are underweight. Almost half of pregnant Egyptian women are anaemic, reflecting an iron deficiency often caused by poor diets. Yet a survey in 2006 reckoned that 30% of Egyptian adults were obese. Obesity estimates for Jordan, Kuwait, Saudi Arabia and the United Arab Emirates were even higher: between 35% and 45%. The most obvious explanation for this paradox is that the two problems exist in separate realms: obesity among the well-

to-do, under-nutrition among the poor. Yet this is not the whole story. Obesity and malnutrition exist not only in the same country but within the same community, the same household and even, strange as it may seem, in the same person. A study by Hala Ghattas of the American University of Beirut looks at three marginal populations in Lebanon: the villages of Tyre, a group of Bedouins and Palestinian refugees. All are relatively poor, but a third of the worst-off Bedouin were still obese and another quarter were overweight. In Tyre, some villages are largely unaffected; one, called Taysr Harfa, is many times worse off than its neighbours. Problems of under- and over-nutrition appear in the same communities. But how can they appear in the same household? It is largely because of the way the body reacts to changing diets. If a woman is severely malnourished in the womb or during her first two years of life, her metabolism will change permanently. She will store spare calories as fat—an insurance against future hard times. If 20 years later the family gets a more plentiful yet still poor diet (with a lot of calories but not many micronutrients, such as iron or vitamins) she will become overweight or obese, while her children will suffer nutritional deficiency, such as anaemia or blindness. They will be undernourished and she will be obese. As countries move from extreme poverty to middle-income status, this move from starvation rations to calorie-rich, nutrition-poor diets has become more common. In Egypt, 12% of children are stunted and have obese mothers. The mothers will not escape problems from nutritional deficiency. They still have an unhealthy diet. In Egypt, Peru and Mexico, about half the women with anaemia are overweight or obese. They are simultaneously over- and underfed: too many calories, not enough micronutrients. Source: *The Economist* - <http://www.economist.com/node/21549018>

Report Reveals Foods Most Likely To Be Fraudulent - An analysis of the first known public database collecting reports on food fraud and economically-inspired adulteration in the industry has revealed the ingredients most likely to be at the center of such scams, the US Pharmacopeial Convention ([USP](#))— the organization that created the database — announced in an April 5 [press release](#). According to the

USP's review of scholarly journal reports, the full results of which were published in the April issue of the [Journal of Food Science](#), the seven ingredients most involved in cases of food fraud are: olive oil, milk, honey, saffron, orange juice, coffee, and apple juice. A [Huffington Post](#) report listed some of the primary adulterants in each of those seven ingredients:

- Olive oil – deodorants, corn oil, hazelnut oil and palm oil
- Milk – whey, bovine milk protein, melamine and cane sugar
- Honey – high-fructose corn syrup, glucose, fructose, and more
- Saffron – sandalwood dust, starch, yellow dye, gelatin threads, and more
- Orange juice – fungicide, grapefruit juice, marigold flower extract, corn sugar and paprika extract
- Coffee – chicory, roasted corn, caramel, malt, glucose, leguminous plants and maltodextrins
- Apple juice – arsenic, high-fructose corn syrup, raisin sweetener and synthetic malic acid

[MSNBC.com](#)'s Rob Neill notes that the study was commissioned by the [Department of Homeland Security](#). For the purposes of the study, food fraud is defined as a "collective term that encompasses the deliberate substitution, addition, tampering or misrepresentation of food, food ingredients or food packaging, or false or misleading statements made about a product for economic gain," the Huffington Post added. "This database is a critical step in protecting consumers," Dr. John Spink of [Michigan State University](#), one of the researchers involved in the study, said in a statement. "Food fraud and economically motivated adulteration have not received the warranted attention given the potential danger they present." "We recently defined these terms and now we are defining the scope and scale," he continued. "As many do not believe a concept or risk exists if it does not appear in a scholarly journal, we believe that publication of this paper in the [Journal of Food Science](#) will allow us to advance the science of food fraud prevention." "Well-designed compendial testing approaches can be very powerful tool for guarding against food fraud," added lead author Dr. Jeffrey C. Moore. "Their potential to detect both unknown and known adulterants is a significant benefit in

an environment where no one knows and is worried about what harmful adulterant criminals will use to create the next generation of fake food ingredients." The USP Food Fraud Database can be viewed online at www.foodfraud.org. Source: *RedOrbit Staff & Wire Reports* - <http://www.redorbit.com/news/health/1112509339/report-reveals-foods-most-likely-to-be-fraudulent/>