



MARIO SOLINAS EXTENDED DEADLINE



MARIO SOLINAS QUALITY AWARD IS THE IOC EVOO INTERNATIONAL COMPETITION THE DEADLINE TO SEND IN DOCUMENTS AND SAMPLES HAS BEEN EXTENDED TO 14 FEBRUARY 2020

Madrid - The international competition for extra virgin olive oils leading to the Mario Solinas Quality Award of the International Olive Council (IOC) is based on Decision No DEC-1/82IV/00, which the Council adopted on 8 June 2000. Its chief objective is to select the extra virgin olive oils entered for the competition from both hemispheres that display the best organoleptic characteristics in each of the categories established in these rules.

For further information about the rules and guidelines, click the link below.

- https://www.internationaloliveoil.org/wp-content/uploads/2019/12/SOLINAS-2020_ENG.pdf
- <https://www.internationaloliveoil.org/wp-content/uploads/2019/12/SOLINAS-2020-FR-.pdf>
- <https://www.internationaloliveoil.org/wp-content/uploads/2019/12/SOLINAS-2020-ESP.pdf>
- https://www.internationaloliveoil.org/wp-content/uploads/2019/12/solinas_ar-4.pdf



ECONOMIC AND PROMOTIONAL ACTIVITIES LED BY THE IOC IN CHINA AND JAPAN

The Executive Secretariat of the International Olive Council carried out various activities in China and Japan in December 2019, following its programme for the year.

Workshops in Beijing, Shanghai and Guangzhou – CHINA

In December, the IOC held three workshops in Beijing, Shanghai and Guangzhou, aimed at importers, distributors, consumers, nutritionists and journalists.

The guests took part in a tasting session where they tried four oils: one with a defect, one composed of a blend of refined olive oil and virgin/extra virgin olive oil and two extra virgin oils. The IOC representatives gave a detailed presentation on changes in the olive oil market in China and around the world. Participants also had the opportunity to attend a cooking demonstration where renowned chefs recreated local recipes with olive oil and nutritionists explained the health benefits of olive oil.



The IOC also took part in a meeting in Beijing organised by the Vegetable Oil Association. In attendance were Mr Gu Shaoping, the Deputy Director General of the State Administration for Market Regulation of the People's Republic of China, Department of Food Production Safety Regulation; representatives of importing companies, producing regions, such as Longnan, Gansu and the Forestry Academy; and officials from the Spanish Embassy in Beijing.

The event saw the first ever discussions on including sensory analysis in the Chinese national standard and a certification programme for extra virgin olive oil. This programme would start as a project in a producing company in the Gansu region and could later be applied to both domestically produced oils and imported oils.



JAPAN

The IOC also held key events in Tokyo, Japan. On 19 December 2019, the IOC gave a seminar entitled "Evolution of Current Markets, Expansion of Olive Oil in Japan and the World", followed by a reception. The event united stakeholders from the Japanese olive sector: from national and regional parliamentary representatives to producers and importers.

The IOC was represented by its Deputy Executive Director, Jaime Lillo, and by the Head of the Economy and Promotion Unit. In attendance were Takeo Kawamura, a member of the House of Representatives of Japan, Chair of the Olive Study Group; Akira Kurokawa, from Kagawa Prefecture; Naoto Motokawa, from the Ministry of Agriculture; Akira Saito, General Manager of JOPA; representatives of JOPA member companies; and the press. The Ambassador of Tunisia, H.E. Mohamed Elloumi, represented the IOC member countries.

Speeches were given by Mr Lillo; Mr Saito, the Director General of JOPA; and Mr Shibata, the Chief Researcher and Group Leader of the Government of Kagawa Prefecture. All three stressed the importance of relations between Japan and the IOC, highlighting the importance of drawing up a new standard based on the IOC model for olive oils in Japan.



In his presentation, Mr Saito said that JOPA members were working on developing a new standard for olive oil, in collaboration with the CAA and the JAS (under MAFF), based on the IOC standard. The representative of Kagawa Prefecture stressed the importance of demonstrating the quality of olive oil in the region, using the same language, which is the same as the IOC standard used worldwide. For this reason, JOPA decided to study the IOC standard, to set up an IOC-approved panel and develop a stricter standard for Kagawa olive oil based on the IOC standard. In their speeches as special guests, MP Kawamura and Mr Urano, Deputy Director General of MAFF, both referred to the importance of the IOC standard for the development of the Japanese olive oil industry and continued collaboration with the IOC.



AMBASSADOR OF BOSNIA AND HERZEGOVINA VISITS THE IOC

Madrid - H.E. Ms **Danka Savic**, Ambassador of Bosnia and Herzegovina in Madrid, paid a visit to the headquarters of the International Olive Council on 29 January 2020. She was welcomed by the Executive Director, **Abdellatif Ghedira**, and by the Deputy Executive Director, the Head of the Legal Department and the Head of the External Relations Department.

After the customary greetings, the Executive Director informed the Ambassador about the mission of IOC and its activities, as well as the benefits that the adhering members get in terms of expertise and technical cooperation.

The Ambassador thanked the Executive Director for this information and expressed her government's interest in the Organisation. She indicated that the purpose of her visit was to gather information on the role of the IOC with a view to her country joining as soon as possible and more specifically during her term of office in Madrid.

At the end of the meeting, photos were taken and the Executive Director presented his guest with a bottle of olive oil, the winner of the Mario Solinas Quality Award.





IOC AND WCO STRENGTHEN COLLABORATION

Different categories of olive oil were presented according to the IOC trade standards, as well as the approval of physico-chemical and organoleptic laboratories.



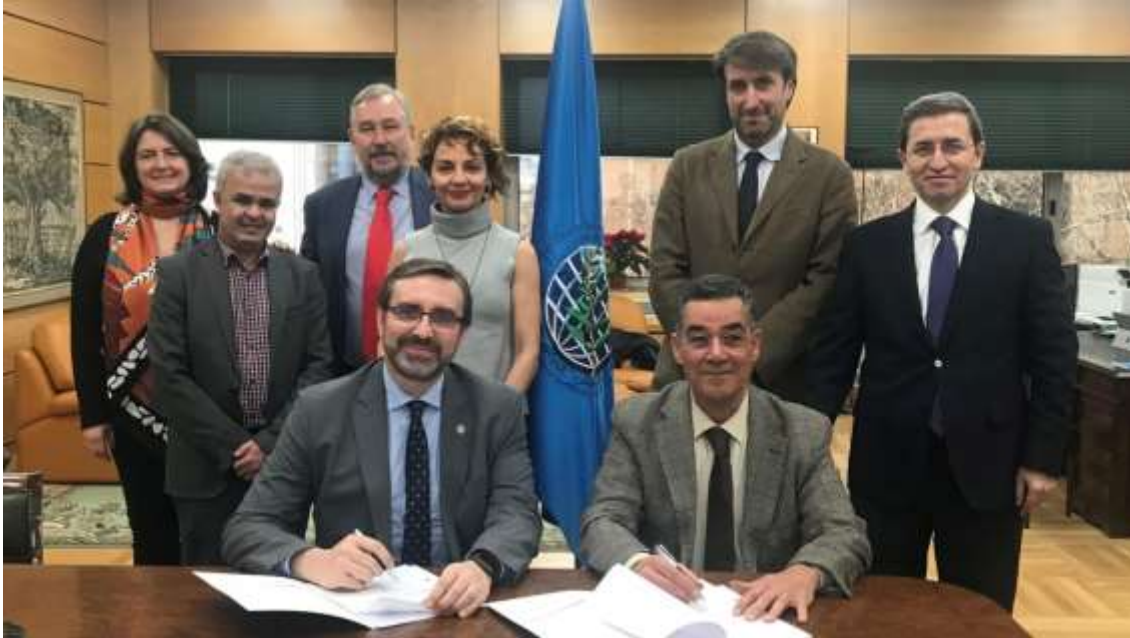
BRUXELLES - On the invitation of the World Customs Organization, the Standardization and Research Unit attended a workshop on the modernization and standardization of the Customs Laboratory. The event also saw the adoption of the IOC's proposal on custom codes.

The Unit gave a presentation on its activities as well as those of the IOC as a whole, including the new agreement and recent accessions. The different categories of olive oil were presented according to the IOC trade standards, as well as the approval of physico-chemical and organoleptic laboratories. An introduction to sensory analysis was given, explaining the positive and negative attributes that distinguish the various categories of oil.

The presentation was followed by an open tasting session of olive and vegetable oils to raise awareness and show participants how they differ. Finally, the session was closed with a fruitful discussion between the different participants who showed great interest in continuing their learning.



IOC SIGNS MOU WITH UNIVERSITY OF JAÉN



MADRID - A Memorandum of Understanding between the International Olive Council (IOC) and Universidad de Jaén (UJA) has been signed, respectively represented by the Executive Director Abdellatif Ghedira and the Rector Juan Gómez Ortega. Both are pictured with Marta Romero Ariza, the Director of the International Projects Department at UJA; the two IOC Deputy Executive Directors Jaime Lillo and Mustafà Sepetci; the Head of the Legal Department Eduardo Muela; the Head of the Training Department Catarina Bairrao Balula; and the Head of the Technology Unit, Abdelkrim Adi.

The aim of this MOU is to lay down the arrangements for collaboration between both Parties with a view to creating synergies in activities related to training, research and technical cooperation as well as activities implemented within the framework of bilateral and regional development projects. With a view to defining the terms of their collaboration, both Parties agree on types of cooperation and joint activities. The list below shall be neither restrictive nor binding in that both Parties may undertake other types of activities and projects in other spheres.

In the light of the challenges facing the olive sector and the capabilities of UJA and the IOC, both Parties hereby agree to:

1. Types of cooperation

- Promote technical cooperation and research and development, innovation and technology transfer in the olive sector by collaborating on joint initiatives;
- Foster the transfer of technology through training activities in the fields connected with the olive sector by organising international, regional and national activities;
- Develop long-term training activities or short-term specialised training activities and distance learning modules (e-learning, webinars, etc.);
- Propose inclusive learning paths for UJA students within the framework of the research or projects;
- Mobilise respective scientific and technical expertise in order to conduct studies, research or development projects;



- Share information and knowledge relating to the olive sector;
- Organise and participate in events (seminars, conferences, etc) of importance to the olive sector;
- Compile technical guides and publications for the sector;
- Help each Party promote their activities to their respective networks.

2. Joint Priorities

- Continue the contribution of the IOC to the *Diploma de Especialización en Cata de Aceites de Oliva Vírgenes* ("Convenio de Colaboración entre la Universidad de Jaén y el Consejo Oleícola Internacional para la Concesión de Becas en el Curso de Experto en Cata de Aceites de Oliva Vírgenes")^[1] that will be given by the UJA simultaneously in both English and Spanish from its 18th edition onwards;
- Collaborate on the *Master universitario en olivar y aceite de oliva* by participating in its inauguration, on-going activities and any other needs that may be identified by the Parties;
- Collaborate on the prospective creation of new joint international educational programmes and studies, international networks, research and development, and scientific symposia that are in line with IOC and UJA strategic positions;
- Participate in the UJA OLEA Initiative which promotes the joint participation of researchers, SMEs, public administrations, universities and research institutes in research and development and innovation project proposals in the olive sector, through institutional presence in the activities organised;
- Facilitate information on IOC traineeship opportunities and coordinate with the UJA voluntary traineeship;
- Provide institutional presence in cultural activities organised by the UJA regarding olive oil and the olive grove;
- Exchange non-confidential information on the olive sector between both institutions;
- Contribute to IOC technical and scientific publications and activities;
- Participate in promotional activities of the UJA regarding the olive sector, as well as provide support in the dissemination of its scientific research results.

This Memorandum of Understanding shall not constitute any mutual financial obligation. The actions provided for herein shall be initiated in light of the resources, particularly budgetary, that can be made available and in compliance with the financial rules, procedures and standards of both Parties. The arrangements for the execution or implementation of the specific programmes/projects/activities shall be specified in detailed agreements.



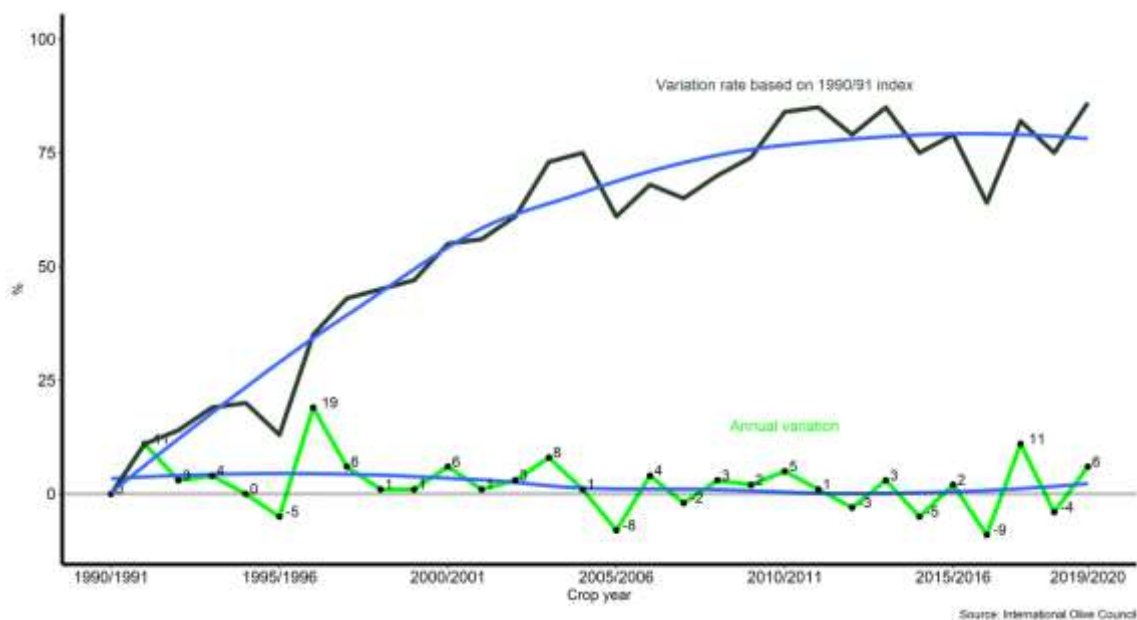


The international market

Source: economy and promotion unit

CHANGES IN THE CONSUMPTION OF OLIVE OIL AND TABLE OLIVES

Consumption of olive oil has increased by 82.4% since the 1990/91 crop year. Provisional data for the 2018/19 crop year point to a 4.3% fall, leaving consumption at 2 909 000 t. Estimates for the 2019/20 crop year put consumption above 3 000 000 t.



Graph I – Changes in consumption of olive oil. Annual variation rates and with baseline 1990/91.

1. Olive oil – Provisional data 2018/19 crop year and estimates 2019/20

According to official country data and estimates by the Executive Secretariat, global consumption may reach 3 094 000 t in the 2019/20 crop year, an increase of 6.4% on the 2018/19 crop year. Although data is not final, world consumption is set to reach 2 909 000 t in the 2018/19 crop year, which is 4.3% or 130 000 t less than the previous crop year. Consumption in IOC member countries totalled 2 009 500 t that crop year, a fall of 8%. The total for Europe stands at 1 433 000 t, a fall of 10.2%. Consumption in the rest of IOC member countries fell by 2.2% to 576 500 t. In the remaining non-IOC countries, consumption is set to be around 899 500 t, 5.3% up on the previous crop year.



Consumption (≈1000tn)	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019(p.)	Average	2019/2020(e.)	%variation rates
EU, of which:	1 404.7	1 466.4	1 402.2	1 395.1	1 432.8	1 339.0	1 573.4	↑ 4.7%
SPAIN	492.2	404.5	442.9	475.1	514.8	484.5	560.0	↑ 6.8%
ITALY	571.7	595.1	436.9	500.0	395.7	517.0	500.0	↑ 38.4%
GREECE	130.0	140.0	105.0	130.0	123.1	125.6	125.0	↑ 1.5%
FRANCE	106.0	113.4	108.0	102.0	105.3	107.7	101.0	↓ -6.7%
PORTUGAL	70.0	70.0	70.0	75.0	61.2	69.2	80.0	↑ 30.7%
Non-producers	221.0	227.4	219.3	214.7	210.3	218.0	201.0	↓ -4.4%
Deficit producers	13.8	17.0	17.1	15.3	16.4	15.9	15.4	↓ -0.3%
Other IOC countries, of which:	484.0	502.5	503.5	589.5	576.5	531.2	580.0	↑ 0.8%
TURKEY	125.0	116.0	150.0	176.5	163.0	146.1	170.0	↑ 4.3%
MOROCCO	120.0	120.0	120.0	120.0	150.0	125.0	120.0	↓ -20.0%
ALGERIA	65.0	60.0	67.0	62.5	65.5	76.0	64.0	↓ -1.8%
TUNISIA	30.0	35.0	21.0	40.0	40.0	33.2	43.0	↑ 7.5%
JORDAN	22.0	29.0	19.0	22.0	31.0	22.6	29.0	↑ 28.1%
EGYPT	20.0	16.5	22.0	40.0	12.0	22.1	25.0	↑ 108.0%
ISRAEL	20.0	20.0	21.0	21.0	22.0	20.0	22.0	↓ 0.0%
LEBANON	18.0	18.0	20.0	20.0	20.0	19.2	20.0	↓ 0.0%
Non-IOC producers, of which:	534.0	548.5	548.5	540.5	566.5	547.6	578.0	↑ 2.0%
USA	295.0	321.0	315.0	315.0	331.0	315.4	330.0	↓ -0.3%
SYRIA	126.0	104.0	96.0	80.0	75.0	96.6	96.0	↑ 14.7%
CHINA	33.5	39.0	44.0	44.0	51.5	42.4	52.0	↑ 1.2%
AUSTRALIA	37.0	42.0	45.0	48.0	50.0	44.4	51.0	↑ 2.0%
SAUDI ARABIA	25.0	25.0	20.0	33.5	37.5	29.8	36.0	↑ 1.3%
Non producers, of which:	293.5	268.5	272.0	314.0	333.0	296.2	363.5	↑ 5.2%
BRAZIL	66.5	50.0	59.5	76.5	66.0	67.7	90.0	↑ 4.7%
JAPAN	50.0	53.5	54.5	55.5	60.0	58.3	75.0	↑ 6.7%
CANADA	37.5	41.0	39.5	47.0	45.5	42.3	47.0	↑ 1.7%
RUSSIA	19.0	19.5	19.5	20.5	24.0	20.5	23.5	↓ -2.1%
TOTAL	2 916.2	2 979.0	2 726.2	3 009.1	2 908.8	2 914.0	3 093.9	↑ 6.4%

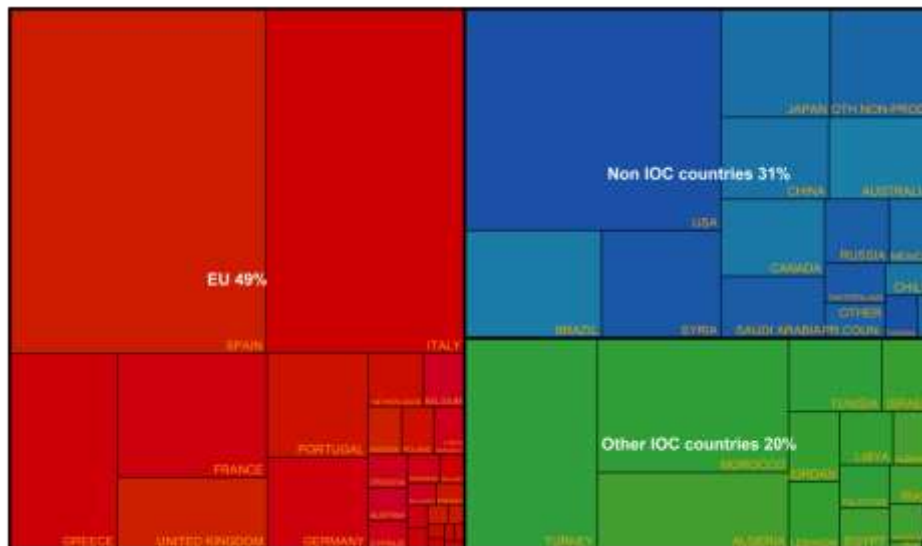


Table 1- Consumption of olive oil
 Grafico 2 – Consumo de aceite de oliva 2018/19



2. Table olives – Provisional 2018/19 crop year and estimates for 2019/20

The largest increase in consumption was found in the main producer member countries of the IOC. Big boosts to production have led to higher consumption in some countries. Egypt went from consuming 11 000 t in the 1990/91 crop year to 450 000 t in the 2018/19 crop year. Algeria has increased its consumption from 14 000 t to 305 000 t in the same period, and Turkey from 110 000 t to 360 000 t. Consumption is likely to increase by 2.1% in the 2019/20 crop year.

Consumption (×1000tn)	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019(p.)	Average	2019/2020(e.)	%variation rates
EU, of which:	541.8	578.8	572.0	596.1	576.0	572.7	588.5	↑ 2.2%
SPAIN	169.3	162.7	191.0	191.9	155.8	188.1	190.0	↑ 2.3%
ITALY	101.0	126.3	84.7	106.8	89.4	101.6	94.0	↑ 8.2%
FRANCE	60.0	65.0	65.0	65.0	70.0	65.0	70.0	↓ 0.0%
GREECE	20.0	15.0	15.0	16.0	16.0	16.4	18.0	↑ 12.5%
PORTUGAL	5.0	5.8	6.0	6.0	6.0	5.8	6.0	↓ 0.0%
Non-producers	162.1	178.3	204.4	203.5	202.9	190.2	204.7	↑ 9.9%
Deficit producers	4.4	5.7	5.9	6.0	5.9	5.6	5.8	↓ -2.2%
Other IOC countries, of which:	1 242.0	1 175.0	1 328.5	1 514.0	1 410.5	1 334.0	1 439.5	↑ 2.1%
EGYPT	369.0	319.0	400.5	555.0	450.0	418.7	500.0	↑ 11.1%
TURKEY	330.0	318.5	332.0	305.0	360.0	339.1	330.0	↓ -0.2%
ALGERIA	240.0	234.0	297.0	300.0	305.0	275.2	303.0	↓ -0.7%
IRAN	67.0	58.5	71.0	55.0	60.5	62.4	57.5	↓ -8.0%
ARGENTINA	25.0	35.0	40.0	40.0	35.0	35.0	35.0	↓ 0.0%
MOROCCO	30.0	31.0	31.0	32.0	32.0	31.2	32.0	↓ 0.0%
ALBANIA	31.0	30.0	31.5	31.5	31.5	31.1	31.5	↓ 0.0%
TUNISIA	26.0	23.0	20.0	25.0	20.0	22.6	25.0	↑ 28.0%
LEBANON	19.5	20.0	22.0	24.5	24.0	22.0	24.0	↓ 0.0%
IRAQ	30.0	23.5	23.5	23.5	24.0	24.9	24.0	↓ 0.0%
JORDAN	28.0	32.5	16.0	23.0	22.0	24.3	26.0	↑ 27.3%
ISRAEL	22.0	22.0	20.0	22.0	21.0	21.4	22.0	↑ 4.8%
Non-IOC producers, of which:	480.0	521.0	565.0	520.5	480.5	509.4	508.5	↑ 6.4%
USA	185.0	215.0	206.0	216.0	182.0	200.8	207.5	↑ 14.0%
SYRIA	92.0	147.0	185.0	105.0	100.0	125.8	100.0	↓ 0.0%
PERU	40.0	32.0	45.0	60.0	60.0	48.4	60.0	↑ 8.3%
SAUDI ARABIA	34.5	30.5	32.5	32.0	32.5	32.4	32.5	↓ 0.0%
CHILE	38.0	27.5	28.0	30.0	32.5	31.2	29.0	↓ -18.8%
Non producers, of which:	236.0	228.0	258.5	248.5	267.5	247.1	257.5	↓ -5.7%
BRAZIL	103.0	102.0	114.0	110.0	117.5	109.3	110.0	↓ -0.4%
CANADA	29.0	30.0	28.5	31.5	32.5	30.3	31.0	↓ -4.8%
RUSSIA	23.0	22.0	25.0	25.0	25.0	24.0	25.0	↓ 0.0%
TOTAL	2 479.8	2 499.8	2 724.0	2 878.1	2 734.5	2 663.2	2 792.0	↑ 2.1%

TABLA III – Consumo de aceituna de mesa

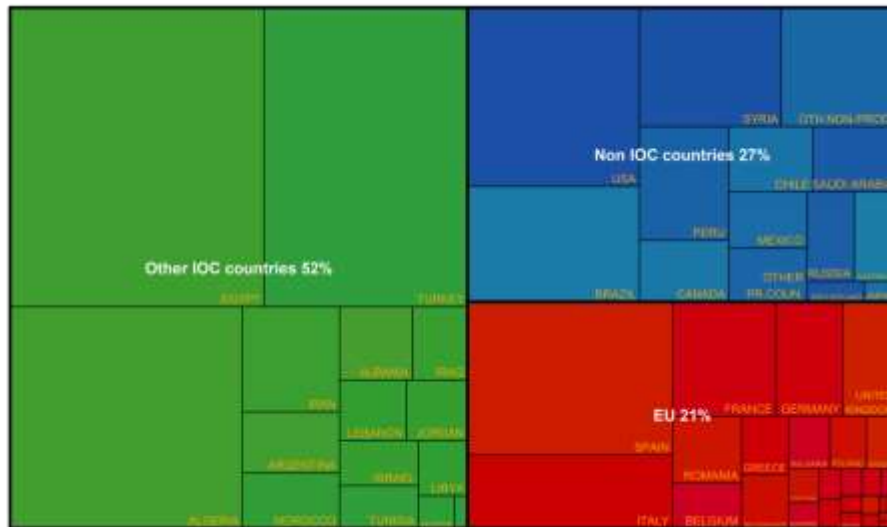
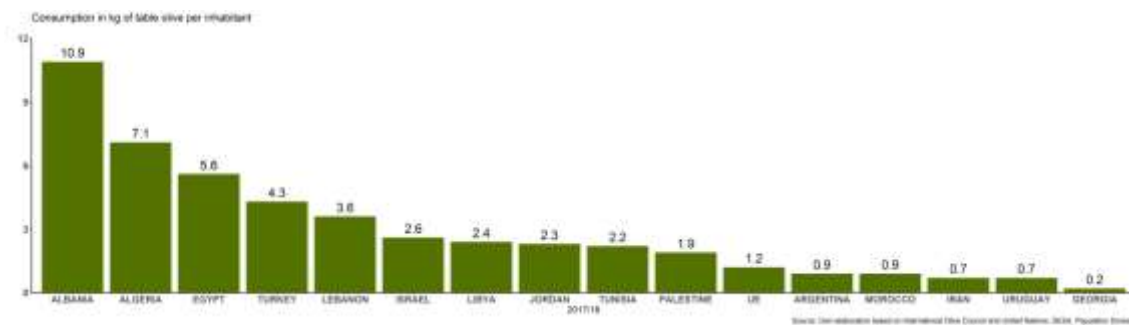


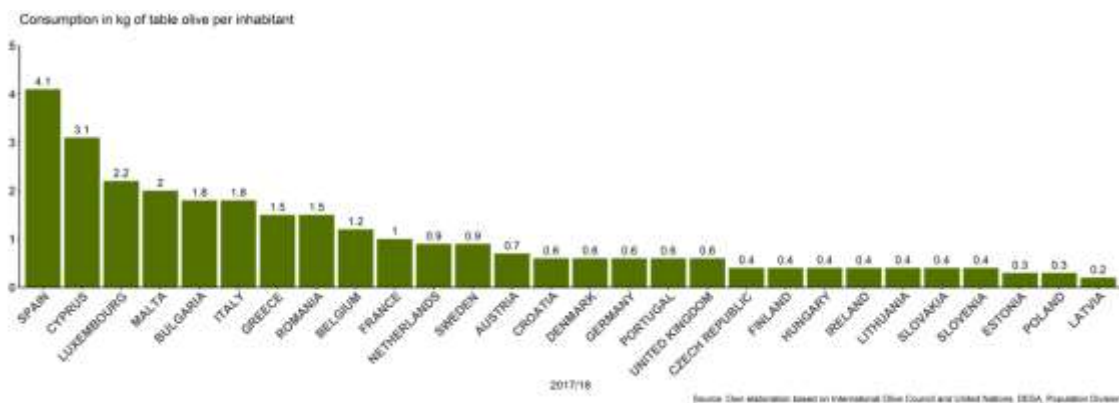
Grafico 3 – Consumo de aceituna de mesa 2018/19

Albania was the highest per capita consumer in 2018 with 10.9kg, followed by Algeria. With a population of 42 million, Algeria consumed a total of 305 000 t, or 7.1kg per person, followed by Egypt with 5.6kg, Turkey with 4.3kg and Lebanon 3.6kg. The remaining countries consumed below 3 kg per capita.



Graph 5- Consumption in kg of table olives per inhabitant/year in 2018 in IOC member countries

Consumption in the EU rose by 66.2% between 1990/91 and 2018/19, going from 346 500 t in 1990/91 to 576 000 t in 2018/19. Per capita consumption stood at 1.2kg in 2018.

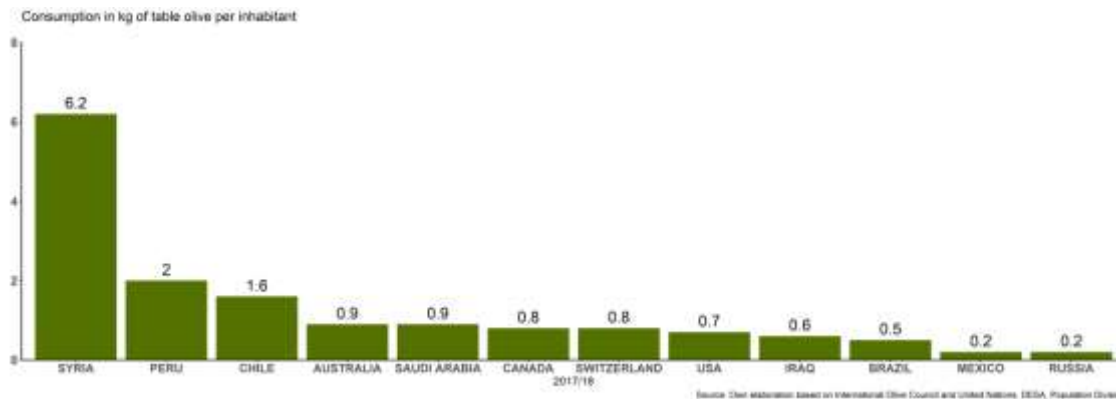


Graph 5- Consumption in kg of table olives per inhabitant/year in 2018 in IOC member countries (EU)



As for non-member countries, Syria leads with an impressive 6.2kg. Peru and Chile are next, with 2kg and 1.6kg respectively, while Australia, Saudi Arabia, Canada, Switzerland, the United States, Iraq and Brazil consumed between 0.5kg and 1kg.

Graph 6- Consumption in kg of table olives per inhabitant/year in 2018 in non-member countries of the IOC.



I. WORLD TRADE IN OLIVE OIL AND TABLE OLIVES

1. OLIVE OIL – 2019/20 CROP YEAR

The table below shows trade figures for olive oil and olive-pomace oil in the top eight markets in the first month of the current crop year (October 2019). Increases were found in China (+28%) and Brazil (+1%). Imports fell in some non-member countries, such as Australia (-32%); Russia (-7%); the USA (-5%); Japan (-3%); and Canada (-3%).

In the first month of the current crop year (2019/20), extra-EU imports increased by 3% compared to the same period the previous crop year¹.

Olive oil imports (including olive-pomace oils) (t)

No	Importing country	October 18	October 19
1	Australia	3343,7	2275,4
2	Brazil	8245,6	8334,3
3	Canada	4663,2	4516,1
4	China	2495,9	3203,8
5	Japan	5142,4	4963,1
6	Russia	3058,9	2834,2
7	USA	34986,8	33224,7
8	Extra-EU/28	12787,9	13189,7
	Intra-EU/28	89163,6	n.d
	Total	163888,0	72541,3

¹ EU data were not available for the month of October 2019, when this newsletter went to print.



2. TABLE OLIVES – 2019/20 CROP YEAR

The table below shows trade in table olives in the 2019/20 crop year (September 2019 – October 2019)². Increases were found in the US (+35%) and Brazil (+4%) compared with the same period the previous crop year. However, imports fell by 23% in Australia and 2% in Canada.

In the 2019/20 crop year (September 2019), intra-EU acquisitions fell by 8% and extra-EU imports increased by 11% compared to the same period the previous crop year³.

Table olive imports (t)

No	Importing country	September18	September19	October 18	October 19
1	Australia	1598,5	1177,7	1462,9	1187,7
2	Brazil	9521,8	9869,7	12056,6	12570,2
3	Canada	2702,7	2310,2	2641,3	2934,7
4	USA	9902,5	14549,7	11907,0	14945,7
5	Extra-EU/28	6523,2	7232,8	8807,6	n.d
	Intra-EU/28	29234,7	26860,7	31315,6	n.d
	Total	59483,4	62000,9	68191,0	31638,2

II. PRODUCER PRICES - OLIVE OILS

Graph 1 shows the weekly producer price movements of extra virgin olive oil in the top three producer countries of the EU and Tunisia. Graph 3 shows the weekly producer price movements of refined olive oil in the top two producer countries of the EU. Price movements by month can be found in graphs 2 and 4.

Extra Virgin Olive Oil - Producer prices in **Spain** in the fourth week of December stood at €2.15/kg, a 23% fall compared to the previous crop year (Graph 1).

Italy - Prices in Italy in the second week of December 2019 stood at €3.20/kg, a 46% fall compared to the previous crop year.

Greece - Prices in Greece in the second week of December 2019 stood at €2.35/kg, down 15% on the previous crop year.

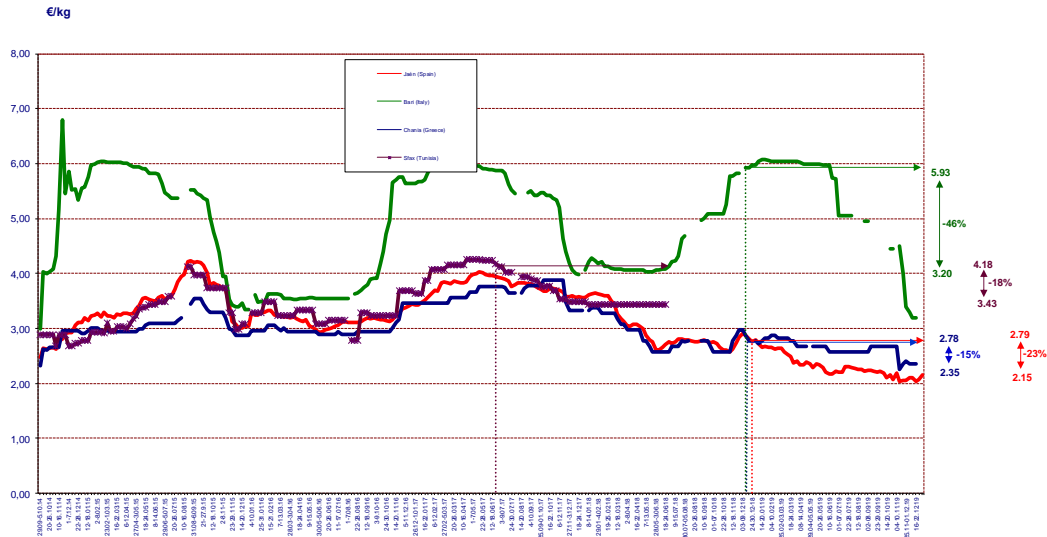
Tunisia - Prices in Tunisia were stable in the last weeks of June 2018, coming in at €3.43/kg, an 18% fall compared to the previous crop year.

² According to the new provisions of the International Agreement on Olive Oil and Table Olives, 2015, which came into force on 1 January 2017, "table olive crop year" means the period of twelve months from 1 September of one year to 31 August of the next.

³ EU data were not available for the month of October 2019 when this newsletter went to print.



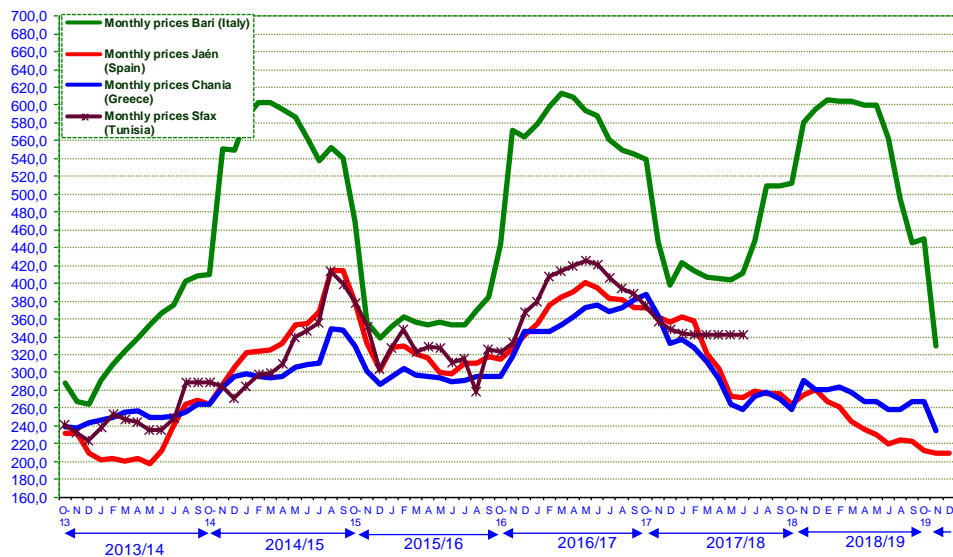
2014/15, 2015/16, 2016/17, 2017/18, 2018/19 & 2019/20 CROP YEARS EXTRA VIRGIN OLIVE OILS Weekly producer price movements Bari, Chania, Jaen and Sfax markets



Graph 1

MOVEMENTS IN PRODUCER PRICES EXTRA VIRGIN OLIVE OIL Average monthly prices

Euros/100 kg

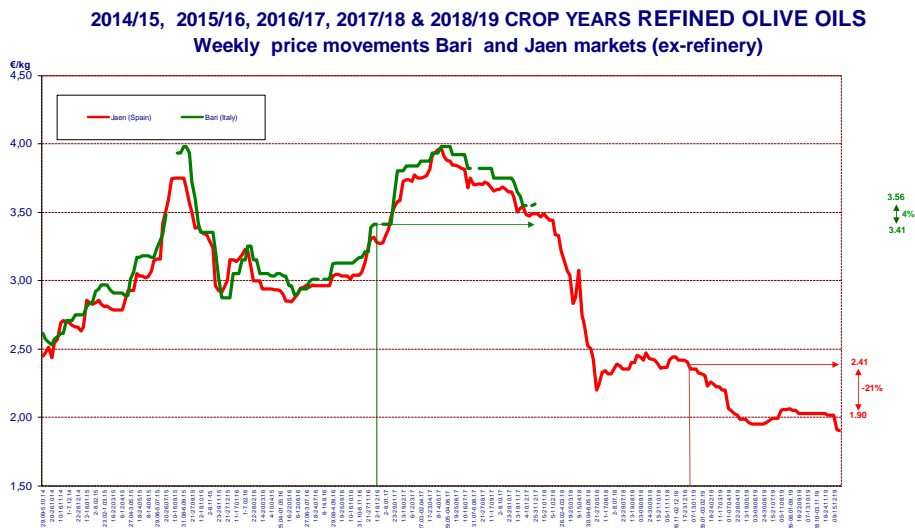


Graph 2

Refined olive oil: Prices in Spain stood at €1.90/kg in the fourth week of December, a fall of 21% compared to the same period the previous crop year. Data for Italy have not been available since late December 2017, when they had risen by 4% to €3.56/kg.

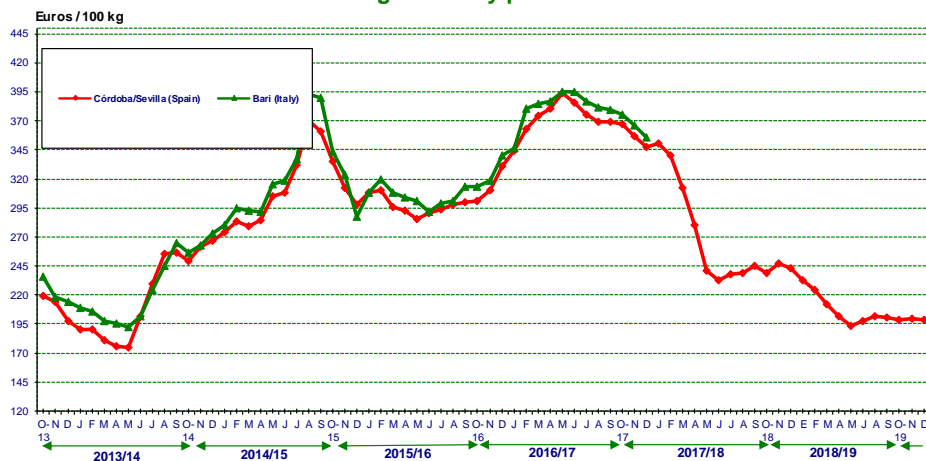


By the fourth week of December 2019, the price difference in Spain between extra virgin olive oil (€2.15/kg) and refined olive oil (€1.90/kg) was €0.25/kg. In Italy, the difference in December 2017 was €0.43/kg (see Graph 3).



Graph 3

MOVEMENTS IN PRODUCER PRICES REFINED OLIVE OIL Average monthly prices



Graph 4



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■ The International Olive Oil Council's headquarters in Calle Príncipe de Vergara 154 in Madrid