



IOC

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**NEW MEETING OF
THE ADVISORY COMMITTEE**



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THE 60TH MEETING OF THE ADVISORY COMMITTEE ON OLIVE OIL AND TABLE OLIVES IN NICOSIA (CYPRUS)



NICOSIA (CYPRUS) / 25.05.2023

The 60th meeting of the International Olive Council (IOC) Advisory Committee (AC) on Olive Oil and Table Olives took place on Thursday 25 May, 2023, at the invitation and with the active collaboration of the Cypriot Ministry of Agriculture.

The Executive Director of the IOC, **Abdellatif Ghedira**, launched the meeting by welcoming the representatives of the AC and thanking the Cypriot authorities for their hospitality. He further added that around 85 people were participating in the meeting, representing 21 Member and Observer countries. He recalled that the current President of the Republic of Cyprus, **Nikos Christodoulidis**, visited the IOC headquarters in Madrid when he was Minister of Foreign Affairs. The Executive Director also took this opportunity to thank the Ambassador of Cyprus to Spain, **Helena Mina**, for her contribution to the realisation of the meeting at hand.





The Minister of Agriculture, Rural Development and Environment of Cyprus, **Petros Xenophontos**, took the floor and welcomed the meeting participants and the representatives of the AC on behalf of his government. He recalled the importance of olive cultivation for the island, where there is evidence of the existence of the olive tree dating to 4800 BC and where 9000 hectares of olive trees are cultivated, making it the country's principal crop.

The Chairman of the Council of Members, **Khaled Hanifet**, Jordanian Minister of Agriculture, also welcomed the meeting participants by means of a pre-recorded video from Amman. He recalled the importance of the mission of the AC and underlined its fundamental role for olive products, which are now marketed in 174 countries.

The President of the AC, **Abdelassem Loued**, stressed the importance of the olive sector on the economic, social and environmental levels. He also recalled that the olive tree is a common ground for representatives of such different origins and cultures.

The former President of the Council of Members, **George Svanidze** from Georgia, joined the meeting virtually from Tbilisi to wish the AC representatives a successful gathering. The IOC Executive Director thanked him for his work in the Caucasus region to raise awareness of the importance of the olive sector in new countries.

The welcoming speeches were followed by an exchange of gifts between the IOC, the AC Chairman and the Cypriot authorities.



A PROMISING IOC PROMOTION CAMPAIGN IN AUSTRALIA WITH EXCELLENT PERFORMANCE INDICATORS

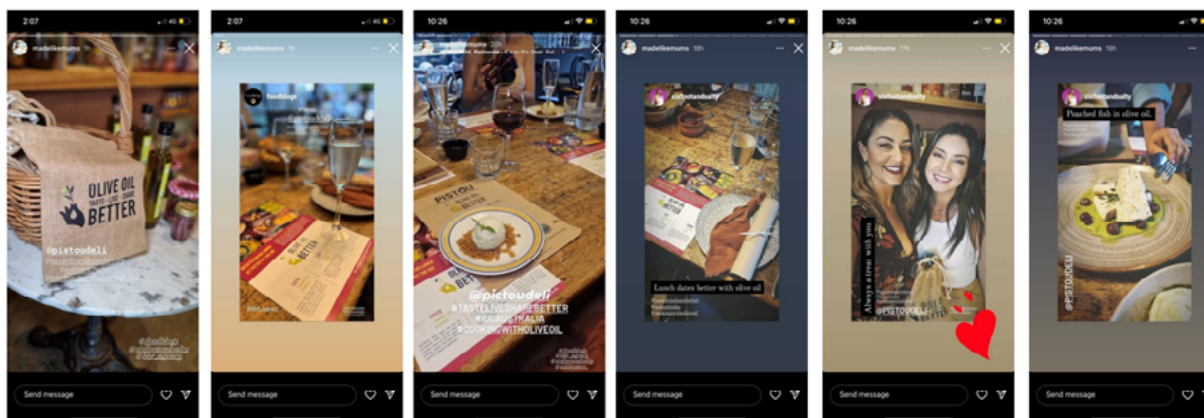


SYDNEY (AUSTRALIA)

Two major promotional activities were successfully carried out in Sydney, Australia, between October and December 2022, using an effective marketing strategy based on a multi-channel communication approach that provided clear and engaging information, as well as messages tailored to the target audience.

The overall objectives of these two events were to provide information on the different categories of olive oil referred to in the International Olive Council (IOC) trade standard; to increase the consumption of olive oil; and to inform producers on the best practices for producing quality olive oil along the value chain, in accordance with the IOC standards, using consumer protection as the key argument. The aim of the campaign was also to raise consumer awareness about the health and environmental benefits of consuming olive oil and to strengthen the ties between producers, importers, the Australian government and the IOC.

The announcement of a new brand image with a slogan and logo, as well as the appointment of a Chef Ambassador, **Mark Olive**, took place on the occasion of the [campaign launch event](#). The success of this event was ensured by building strong relationships with key Australian stakeholders, particularly journalists and media personalities, government officials, industry leaders and brands.





TRIPLE THREAT

Olive oil makes everything taste better, it's sustainable, and it also helps protect you from a range of diseases and health conditions.

Mark Olive, also known as the 'Black Olive', is an iconic ambassador for indigenous food. With over 25 years of experience, Mark, a Bundjalung man, has made his impact in the Australian and international chef scene. Specialising in signing the flavours of olive oil and olive infusions, he creates world-renowned recipes that pay homage to the cultural and small culinary techniques of First Nations people, like the perfect olive oil-based oyster recipe here that is sure to become a firm summer entertaining favourite. Mark is an advocate of olive oil-based cooking due to both its health properties and to the sustainability of this remarkable oil.

HEALTHY & SUSTAINABLE
No Mediterranean diet is complete without olive oil. Rich in antioxidants and monounsaturated fat, it helps protect the body from a range of health conditions and diseases. Compared with other cooking oils, it is also the most sustainable crop, as olive trees have the ability to act as a carbon sink and are highly efficient in the use of water, tolerating drought and low water conditions.

While olive oil is a pantry staple all year round, it can really shine during summer drizzled over salads, as a dipping oil for vegetables and pastas, and for sautéing the seafood.

As well as its health benefits and delicious flavour, another bonus of olive oil is its high smoking point, making it perfect for deep, shallow and stir frying. And of course no baked good is complete without this multipurpose staple, whether it's

keeping your baked pastas, crisps, or your cakes and muffins moist. Olive oil's natural aromas enhance any food it is paired with.

Virgin olive oils are the oils obtained from the fruit of the olive tree (Olea europaea L.) solely by mechanical or other physical means under (particularly thermal) conditions that do not lead to alterations in the oil, and which have not undergone any treatment other than washing, decantation, centrifugation and filtration.

"Olive oil shines during summer drizzled over salads or as a dipping oil for crusty breads."

WHICH OIL?
Olive oil and extra virgin olive oil are both made from olives, but the method of extracting the oil is different. Extra virgin olive oils have undergone the least processing but to extract the oil without heat or chemicals is time consuming. Virgin olive oils are rich in antioxidants and phenolic compounds with high biological value. The best quality of these oils, are the extra virgin oils - their delicious taste makes them perfect for uncooked dishes like dips and dressings. Olive oil is a blend of refined olive oil and virgin olive oils fit for consumption as they are. Olive oils are also perfect for cooking, baking, sautéing and deep frying.

To learn more, visit internationaloliveoil.org/olive-world/olive-oil



Oysters with Extra Virgin Olive Oil Sauce
S47 ver. 4

24 Oysters
125ml white wine vinegar
110g ground lemon myrtle
Pinch of salt/bush
100mg of honey
3 drizzles wasabi paste
30ml soy sauce
Spritz of lime juice
50ml tamarind apple syrup
50ml Extra Virgin Olive Oil
Pinch of pink lake salt

Shuck the fresh oysters. Clean and set aside.
In a bowl, place the vinegar, ground lemon myrtle and salt/bush. Add honey and whisk until dissolved. Whisk through the wasabi, soy sauce, lime and tamarind apple syrup. Strain through the olive oil. Chill and spoon over the fresh oysters, adding a pinch of salt.



A strong collaborative network and communication strategy (emails, follow-ups, informal calls scheduled throughout the campaign, etc.) was put in place.

The launch event was a success in terms of participation, content and engagement. The new campaign highlighted the IOC's key messages: health, sustainability, the different uses of olive oil (with a particular focus on the use of extra virgin olive oil in cooking), etc. To analyse the success of the campaign, the IOC Executive Secretariat set **key performance indicators (KPIs)**. KPIs are measurable values used by marketing teams to monitor and evaluate their performance and progress in achieving the objectives set. They also help teams to monitor the effectiveness of their campaigns and initiatives, and identify areas for improvement. The results of the IOC campaign in Australia are summarised below:

All invited guests attended the launch event, which means that 100% of the KPIs were achieved.

Given the high visibility of the articles published and stories shared by **Chef Ambassador Mark Olive** and other influencers, 188% of the KPIs set were achieved.

In terms of public relations and advertising, both KPIs were achieved at 104%, having established successful collaborations with several Australian magazines and **Ambassador Mark Olive**, helping to ensure that the message was properly conveyed to the public during and after the event.

An additional budget also enabled the organisation of the following promotional activities:

BtoC advertorials: Two articles (print and digital) were published to raise awareness among Australian consumers about the positive health and environmental (sustainability) aspects of olive oil. To this end, a partnership was established with [Mindfood](#), a renowned multimedia platform in Australia that caters to an educated audience and defines itself as "the leading site for thought-provoking content". The platform offers recipes, health tips, news, games, how-to videos, etc. The two articles published, which referred to Chef Ambassador Mark Olive's contribution to the IOC campaign in Australia, highlighted the qualities of olive oil as a healthy and environmentally friendly food product. The digital article can be accessed [here](#).

BtoB online: This promotional activity focused on a BtoB strategy. To this end, a partnership was established with [Food & Beverage](#), a well-respected Australian food and beverage media outlet read by key IOC campaign stakeholders in Australia, such as Cobram Estate. Three different digital tools were developed: a banner for the e-newsletter, an online article and a leaderboard (mega-banner) on the website.



**TASTE
LIVE
SHARE
BETTER**

**MEDITERANEAN LUNCH
AT PISTOU BY THE IOC**

The TASTE - LIVE - SHARE - BETTER campaign is part of a worldwide incentive which aims to develop the build up the awareness of Olive Oil and its benefits and increase loyalty and consumption in Australia. The campaign is here to show Aussies that Olive oil is the choice of creativity, health and sustainability.

**OLIVE OIL
TASTE - LIVE - SHARE
BETTER**

TASTE
"ENHANCE THE
FLAVOURS"

Sunshine, clean water and rich soil combined with passion and care ensures olive oil has an exceptional quality, aroma and taste without the use of any heat or chemicals.

LIVE
"THE HEALTHY
CHOICE"

In addition to be a deliciously fruity flavoured oil, olive oil is a great addition to a nutritious diet. Loaded with good fats, it has been linked to a long list of benefits.

SHARE
"SHARING IS
CARING"

Olive oil finds its natural place in every home. For all dishes from salad to deep fry meal to cake on the menu, the olive oil is always an invaluable companion!

This campaign is brought together by the IOC.

HEALTH AND SUSTAINABILITY

No Mediterranean diet is complete without olive oil. Rich in antioxidants and monounsaturated fat, it helps protect the body from a range of health conditions and diseases.

Compared with other cooking oils, it is also the most sustainable crop, as olive trees have the ability to act as a carbon sink and are highly efficient in the use of water, tolerating drought and low-water conditions.

WHICH OIL ?

While olive oil is a pantry staple all year round, it can really shine during summer dressed over salads, as a dipping oil for crusty breads, as a finishing oil for vegetables and pastas, and for sautéing the seafood. But Which oil for when?

Olive oil and extra virgin olive oil are both made from olives, but the method of extracting the oil is different. Extra virgin olive oils have undergone the least processing but to extract the oil without heat or chemicals is time consuming. Virgin olive oils are rich in antioxidants and phenolic compounds with high biological value. The best quality of this oils are the Extra virgin olive oils.

These top quality oils are perfect for using raw or for cooking, baking or deep frying. Olive oil is the oil consisting of a blend of refined olive oil and virgin olive oil's fit for consumption as they are. This oil has the same fatty acid composition as virgin olive oils, but the polyphenols and antioxidants are removed with the refining process. Olive oils are also perfect for cooking, baking, sautéing and deep frying.



Influencer lunch: A lunch was organised with food influencers to promote the key messages of the campaign to their online communities. The event consisted of the presentation of three recipes that the influencers shared about on their social media. The posts covered the following activities:

A menu developed by the famous [Pistou](#) restaurant, a Mediterranean bistro in Sydney's fashionable Newtown neighbourhood.

Recipes elaborated which highlight the different uses of olive oil and showcase olive oil as a staple food in the kitchen.

A live demonstration given by the restaurant's chef of how to prepare a tapenade.

A gift bag with a bottle of olive oil and tapenade given to participants for additional media coverage.

The performance targets for the PR campaign were achieved:

For the event organised with the supplementary budget, both advertorials (print and digital) achieved their target, reaching 100% of the set KPIs in terms of readership and 121% of the KPIs in terms of page views for the online articles. These variables demonstrate the success of the campaign and the profitability of the partnerships established, both in terms of content (qualitative) and reach and circulation (quantitative).

In addition, with regard to the online BtoB partnership with Food&Beverage, the banner and the mega-banner on the website generated almost 50,000 impressions, an extremely positive result for just a single month of activity. The realisation rate of the KPIs in terms of number of impressions is 132% and in terms of number of clicks 165% (quantitative), due to the content quality.

The influencer lunch also communicated the key campaign messages, as influential guests attended and gave the event an overall rating of 4.9/5 in the satisfaction forms. The KPIs set for the number of publications (clippings) were exceeded by far, reaching a rate of 400%, giving an overall KPI achievement rate of



102%. The PR value shows an overall result of 561% of the set KPIs, thanks to the high number of clippings generated by the participants and the coverage of the event by the restaurant Pistou – the event venue in Sydney – on their social networks.

The main objective of the event was to announce the IOC campaign in Australia and to establish sustainable BtoB partnerships with relevant stakeholders. This activity positively influenced the participants' perception of olive oil, increasing the likelihood of its future consumption, and also enabled the sharing of new knowledge about the product with the wider Australian community.

LA NOCHE DEL ACEITE - A NIGHT RICH IN FRUITFUL EXCHANGES TO ADDRESS THE FUTURE OF THE OLIVE OIL SECTOR



JAÉN (SPAIN) / 09.05.2023

In the wings of the **Expoliva International Fair of the Olive Oil and Allied Industries**, a roundtable was held on 9 May 2023 with olive oil professionals from Andalusia to discuss the problems facing olive oil producers and the industry as a whole, and to consider possible solutions. The Head of the Promotion Department of the International Olive Council (IOC) Executive Secretariat, **Imene Trabelsi**, was invited to this meeting centred around technology, science and the environment.

Drought, a drop in production and consumption rates, confusion when it comes to labelling, and rising prices were the main problems discussed during the meeting led by **Montse Godoy**, director of MG Talent, and by the journalist **David Baños**.



The aim of this event was precisely to note the opinions of professionals, experts and high officials of the different divisions of the olive sector so as to identify solutions that can be adopted to respond to the challenges and difficulties currently faced by the olive industry.

Several solutions were proposed by the meeting participants, mainly centred around the axes of sustainability and the circular economy, the role of cooperatives, technological innovations and scientific research, as well as promotion and marketing strategies.

The Head of the IOC Promotion Department stressed the need to adopt an effective marketing strategy to counteract the problems affecting the entire olive production value chain, pointing out the essential role of this type of action in educating and raising consumer awareness, ensuring a more competitive positioning at national and international levels, and stimulating demand for a product that stands out from other products due to its superior quality (in terms of its nutritional, health and sustainability value).

As a university professor specialised in agri-food marketing, **Imene Trabelsi** stressed the importance of scientific research and technology transfer in order to boost the sector and achieve the objectives of effectiveness and efficiency targeted by all sector stakeholders. She encouraged the meeting participants to allocate specific and substantial budgets to marketing, in a similar way as to product quality.

Finally, she highlighted the great importance given to this strategic axis by the IOC, in particular by the Executive Director of this intergovernmental organisation, **Abdellatif Ghedira**, and by the Deputy Executive Director responsible for operational aspects, **Jaime Lillo**, both of whom are convinced of the need to implement well-considered and targeted promotional actions.





Ms. **Trabelsi** took this opportunity to showcase the different promotional activities designed by the IOC in favour of its member countries, as well as in countries that are not members of the Organisation, while stressing the importance of the IOC's promotional campaigns to raise consumer awareness of the positive role of olive oil on health and the environment.

Finally, she concluded by highlighting the work of the IOC in ensuring uniformity between the IOC trade standard and the national standards of non-member countries, in order to ensure fair international trade and consumer protection.

The participants of this roundtable showed great interest in this information and expressed their willingness to be informed about future IOC projects in the field of promotion.

The President of the Diputación de Jaén, **Francisco Reyes**, also took the opportunity to express his satisfaction at the profound changes in an increasingly competitive olive sector and encouraged the region's producers to continue improving the quality of their products, insisting that "quality is more important than quantity".

Following the presentations, participants were invited to a blind tasting of four original aperitifs featuring extra virgin olive oils produced from different local varieties.

IOC EXECUTIVE DIRECTOR RECEIVES IRANIAN AMBASSADOR TO SPAIN

MADRID (SPAIN) / 27.04.2023

The Ambassador of the Islamic Republic of Iran to Spain, H.E. **Reza Zabib**, visited the Executive Director of the International Olive Council (IOC), **Abdellatif Ghedira**, at the Organisation's headquarters in Madrid.

The Ambassador stressed that the development of the olive sector in his country was a key priority and welcomed the strengthening of cooperation between the IOC and the Ministry of Agriculture Jihad of the Islamic Republic of Iran. This bilateral meeting was the second official visit of the Ambassador since he took office in Spain on 24 April 2023. He expressed his hope that he could count on the support of the IOC to develop the olive industry in Iran through multiple collaborative actions, including the creation of an international olive collection in the country and the transfer of technical knowledge from IOC experts to national experts through specialised training courses.





The IOC Executive Director welcomed the Ambassador's visit and his recent appointment, and reassured him of the continued positive collaboration between the IOC and Iran, which have already established multiple avenues of cooperation. These include: collaboration in the framework of the olive germplasm bank network and the "True Healthy Olive Cultivar (THOC)" project; the IOC recognition of five olive oil sensory analysis laboratories; the participation of Iranian physico-chemical analysis laboratories in several ring tests; and the visit of two IOC experts in July 2022. In addition, the visit of another IOC expert to Tehran is planned in the near future with the aim of evaluating the potential creation of an international olive tree collection.

Mr. **Ghedira** confirmed his availability to pay an official visit to Iran in the coming months, where he will take part in a number of activities currently being prepared with the competent authorities, including the inauguration of a "Garden of Peace" and the Iranian School of Olive Growing in the province of Golestan.

At the end of the meeting, the Executive Director invited the Ambassador to visit the Organisation's headquarters and its various departments and units, and to admire the Organisation's "Garden of Peace".

VISIT OF A DELEGATION FROM PAKISTAN TO IOC HEADQUARTERS

MADRID (SPAIN) / 28.04.2023

Pakistan's Ambassador to Spain, **Shujjat Ali Rathore**, visited the IOC headquarters accompanied by several of his country's senior officials – **Muhammad Sualeh Ahmed Faruqui**, Secretary of Commerce; **Omar Ha-meed**, Minister Counsellor for Economy at the Embassy of Pakistan in Brussels; and **Ahmad Affan**, Counsellor for Trade and Investment at the Embassy of Pakistan in Madrid – for talks with the Organisation's Executive Director, **Abdellatif Ghedira**.

This meeting follows several meetings and missions organised between the country's representatives and the IOC, and further reaffirms Pakistan's interest in joining the International Agreement on Olive Oil and Table Olives.

A delegation had already visited the IOC just one year ago and met with the Executive Director and his Deputy, **Jaime Lillo**, as well as the Heads of the different Units and Departments of the Executive Secretariat, before making a technical visit to the olive-growing regions of southern Spain (information [here](#)).



Another visit took place earlier that year with the aim of explaining to the Pakistani delegation the steps to be taken for the country's accession to the International Agreement (information [here](#)).

During his [mission](#) to Pakistan in 2021, the IOC Executive Director was able to take stock of the importance of olive growing in this large country, with its varied climates and landscapes, of the progress of the development plan for the olive sector, as well as of the research carried out in this field by the national institutes.

In anticipation of the country joining the Organisation in the near future, Mr. **Ghedira** and his team – the Heads of the Technology and Environment Unit, the Economics and Promotion Unit and the Chemistry and Standardisation Unit, as well as the Heads of the Legal and External Relations Departments – reiterated the IOC's support for Pakistan's IOC membership process. On their end, the Pakistani delegation took note of the IOC standards and signalled that special importance would be given to their application.



WELCOME TO THE NEW HEAD OF THE OLIVE OIL TECHNOLOGY AND ENVIRONMENT DEPARTMENT

MADRID (SPAIN) / 16.05.2023

The Executive Secretariat of the IOC welcomed **Juan Antonio Polo Palomino** as the new Head of the [Olive Oil Technology and Environment Department](#), working as part of the team under the Head of the Olive Growing, Olive Oil Technology and Environment Unit, **Lhassane Sikaoui**, together with the Head of the Technical Cooperation and Training Department, **Catarina Bairrão Balula**. This Unit is coordinated by the IOC Deputy Executive Director, **Jaime Lillo**, and the Executive Director, **Abdellatif Ghedira**.



J.A. Polo Palomino, who has a long career in the olive sector, particularly focused on sustainability and the carbon balance, will be contributing to the essential work carried out by the Unit in projects related to the identification, conservation and use of olive genetic resources; the study of the behaviour of the olive tree in the face of climate change; ways of reusing the by-products of the olive industry; assessment of the carbon balance, the removal of CO₂, and carbon credit markets, etc.

IOC EXECUTIVE DIRECTOR PARTICIPATES IN THE “CIRENE PROJECT – A PACT FOR WOMEN’S HEALTH IN THE MEDITERRANEAN”

ROME (ITALY) / 06.05.2023



The Mediterranean diet continues to be recognised and promoted for its health benefits and its key role in preventing many diseases. On a weekly basis, the International Olive Council (IOC) reports through the Olive Health Information System ([OHIS](#)) platform created in collaboration with the University of Navarra on the results of research carried out on the “Mediterranean diet”, which was included in the 2010 UNESCO list of Intangible Cultural Heritage of Humanity.

In the framework of the 24th edition of “Race for the Cure 2023” at the Circo Massimo in Rome, the world’s largest event for the fight against breast cancer, the CIHEAM of Bari, a long-standing partner of the IOC, organised an event entitled “Cirene Project – a pact for the health of Mediterranean women”, in collaboration with Komen Italia, the A. Gemelli IRCCS Hospital, the Pandolea Association, the Food and Agriculture Organisation (FAO) and the Italian Ministry of Foreign Affairs and International Cooperation, on 6 May 2023. The Executive Director of the IOC, **Abdellatif Ghedira**, was invited to participate in said event.

[Race for the Cure](#)® is Europe’s largest sporting event for women’s health. Its aim is to help breast cancer organisations and hospitals raise funds and awareness. As the promoters of this initiative point out, “with 500,000 new diagnoses and 125,000 people dying from breast cancer in Europe every year, these funds are vitally important.” To this end, an increased exchange of knowledge is needed among Mediterranean populations, especially among young women, who are the true heirs and keepers of these cultures.



It is in this context that the **Cirene project** seeks to protect women's health and promote positive synergies between various organisations and associations, all committed to the common goal of increasingly spreading healthy eating habits and lifestyles, particularly across southern Mediterranean countries. On this basis and given that one cannot talk about the Mediterranean diet without talking about olive oil, the Italian association of olive oil women, [Pandolea](#), was invited to the Cirene event, along with other distinguished guests, including the Director of the IOC, the only international organisation in the world working for the promotion and standardisation of olive oil. Mr. **Ghedira** congratulated the President of the association, Ms. **Loriana Abbruzzetti**, and celebrated the commitment of the Pandolea association, which is celebrating its 20th anniversary this year. "Pandolea," said the IOC Director, "represents a virtuous model and has inspired the birth of other similar movements in the Arab countries and the United States, which the IOC has been supporting for several years. In olive growing, the presence of women has been and continues to be fundamental, especially in food education programmes for new generations of consumers and in training programmes."

OLIVE OIL AND THE PLANT-FORWARD KITCHEN: STRATEGIES AND TECHNIQUES FOR LEVERAGING FLAVOUR IN MEDITERRANEAN-INSPIRED COOKING

NAPA VALLEY, CALIFORNIA (USA) / 18 - 20.04.2023



The [Menus of Change](#) conference, part of a joint initiative of the International Olive Council (IOC) and the [Culinary Institute of America](#) (CIA), took place in California (Napa Valley, USA) from 18 to 20 April 2023.

Representatives of the American olive oil sector participated in a session titled "Olive Oil and the Plant-Forward Kitchen: Strategies and techniques for leveraging flavour in Mediterranean-inspired cooking", where the IOC was represented by the Head of the [Standardisation and Research Unit](#), Dr. **Mercedes Fernández Albaladejo**.

On the occasion, Dr. **Fernández** presented the IOC's activities and objectives, in particular relating to standardisation, quality and health. She also focused on olive oil in food and explained the ways and means of tasting olive oil.

She then led a tasting session where participants had the opportunity to taste the award-winning olive oils from the 2022 Mario Solinas Quality Award following the IOC method for the organoleptic assessment of virgin olive oil (COI/T.20/Doc. No 15).





INTERNATIONAL
OLIVE
COUNCIL



GLOBAL PLANT-FORWARD
CULINARY SUMMIT

This conference, part of the joint initiative [‘Olive Oil and the Plant-Forward Kitchen’](#), falls under a multi-year collaboration agreement signed between the IOC and the CIA. The project aims to create flavour-matching strategies to help chefs move beyond a one-size-fits-all approach to olive oil. This initiative will help chefs build flavour portfolios with a variety of oils that meet different needs in their kitchens and on their menus, ultimately leading them to make healthier and more sustainable menu choices.

Some of the objectives under this agreement are to continue to disseminate scientific information, in particular on IOC standards and the physico-chemical, organoleptic and nutritional characteristics of olive products; to encourage technology transfer, research, education, harmonisation and the dissemination of information on the importance of olive oil and its impact on society; and to increase and improve technical knowledge about olive oil and quality thanks to the contributions of influential figures from the world of gastronomy in the United States.

A meeting was also held for guests attending in-person and through videoconference to discuss the needs of the US olive sector, its progress and other topics of interest, such as standards in the US.



PRESENTATION OF THE IOC-PANEL PLATFORM

JAÉN (SPAIN) / 11.05.2023

The sensory analysis platform used by the International Olive Council (IOC) was presented by the [Fundación del Olivar](#) on 11 May within the framework of the 21st edition of the **International Fair of the Olive Oil and Allied Industries, Expoliva** (Jaén, Spain, 10 – 13 May 2023). The IOC was represented on this occasion by the Deputy Executive Director, **Jaime Lillo**, the Head of the Department of Olive Chemistry, **Yusra Antit**, and the Head of the Laboratory and Panel Management Section, **Ibtihel Khemakhem**. The Fundación del Olivar was represented by its Director, **Javier Olmedo Hernández**, and the Head of its IT Department, **Miguel Ángel Romera Ortega**.



This digital sensory analysis platform for virgin olive oils for the **management, control and harmonisation of virgin olive oil tasting panels** was selected by the IOC through a public tender and is part of the Organisation's activities aimed at harmonising IOC-recognised tasting panels and minimising discrepancies between their results. The tender was awarded to the Fundación del Olivar in July 2022. It has already been used in [two workshops for the harmonisation of IOC-recognised panels](#) with satisfactory results.

The Deputy Executive Director, who stressed the importance of sensory analysis, recalled that the IOC is the intergovernmental organisation responsible for developing standards, defining categories and elaborating methods of analysis – including sensory analysis – and that more than 100 tasting panels have been recognised by the IOC.

The representatives of the Fundación del Olivar explained the aim and the mode of usage of the platform, insisting on its utility during daily tasting sessions given that it saves time and facilitates the work of panel leaders by helping them to better manage the tasting sessions and the tasters.





INTERNATIONAL WORKSHOP – CARBON BALANCE OF THE OLIVE SECTOR: PART OF THE SOLUTION AGAINST CLIMATE CHANGE

It is known today that the relationship between agriculture, in particular olive growing, and climate change is bidirectional. On the one hand, the high dependence of olive trees on climatic conditions makes them vulnerable to climate change; but on the other hand, olive groves are able to capture carbon dioxide (CO₂) from the atmosphere and store it in the permanent vegetative structures of the olive trees, thus increasing their organic matter content and transforming them into permanent reservoirs of CO₂.

According to the 2017 study of the [CO₂ balance of olive oil](#) in the world carried out by the International Olive Council (IOC), the **world olive-growing area**, which spans 10.5 million hectares according to IOC data, is **capable of capturing 47 million tons of CO₂ per year**. This means that, on average, one hectare of olive grove can capture 4.5 tons of CO₂ per year. Taking into account the total life cycle of olive oil, it can be argued that the production of one kilogram of olive oil removes 10 kilograms of CO₂ from the atmosphere.

Recently, several initiatives have emerged to generate 'carbon credits' from agriculture. These could hypothetically be monetised on the voluntary emissions market. The European Union (EU) is at present working on a framework for certifying carbon removals.





Therefore, we are currently at a crucial moment for the olive grove to obtain recognition of its fundamental environmental role. This recognition could have a positive effect on farmers, as their sustainable and positive agronomic practices would allow them to obtain additional income.

The current situation is an ideal scenario for the IOC to contribute to the development of the methodological and policy frameworks aimed at enhancing the role of olive groves as an effective strategy to achieve the United Nations climate goals, in line with the adaptation measures recently described in the [sixth synthesis report](#) of the Intergovernmental Panel on Climate Change ([IPCC](#)).

It is in this context that the IOC has decided to organise an international workshop entitled **"CARBON BALANCE OF THE OLIVE SECTOR: PART OF THE SOLUTION AGAINST CLIMATE CHANGE"** at the Organisation's headquarters in Madrid (Spain), as well as online, from **17 to 19 October, 2023**. The working language of the workshop will be English.

As the world's only intergovernmental organisation in the field of olive oil and table olives, the IOC occupies a fundamental position in the olive sector, providing its Member States with technically contrasted tools, developed according to recognised and validated standards and that are easily accessible to the end user.

The workshop will provide a unique opportunity for participants to exchange on their experiences, to reflect on the position of the olive oil and table olive sector in terms of its contribution to the achievement of the "CO2 neutrality" objectives, as well as on how the current situation can benefit the sector as a whole.

The workshop aims to bring together stakeholders in the olive sector – experts, lawyers, policy makers, project coordinators, private company representatives, and others – who are interested in the assessment of the carbon balance, the removal of CO2, carbon credit markets, etc., with a view to creating a platform for reflection on these issues.

All key players in the field of sustainability in the olive sector are invited to participate in this workshop which aims to identify avenues of mutual understanding and collaboration and to promote synergies that will strengthen the study of the carbon balance in the olive sector.

If you are interested in this topic and **would like to participate in the workshop**, please write to us before 20 June 2023 at iooc@internationaloliveoil.org, with the addresses l.sikaoui@internationaloliveoil.org, c.bba-lula@internationaloliveoil.org and ja.polo@internationaloliveoil.org in copy. Selected participants will be evaluated according to their profile and their interest in the field.

To this end, please include your Curriculum Vitae (CV) highlighting your work in the olive sector, particularly in terms of the carbon balance, as well as a brief paragraph explaining your motivation to participate. Due to budgetary restrictions, the IOC will not be able to cover the travel and accommodation costs of all participants. If these costs can be covered by the interested participant, please also mention this in your email. Selected workshop participants will be contacted by 20 July 2023.



STANDARDISATION AND RESEARCH UNIT: OUTCOME OF THE MEETING OF IOC EXPERT CHEMISTS



MADRID (SPAIN) / 26 – 27.04.2023

The Executive Secretariat (ES) of the International Olive Council (IOC) held a hybrid meeting with expert chemists from around the world. The meeting was attended by observers from several countries, including Australia and the United States (US), as well as representatives from the Codex Alimentarius, the International Organization for Standardization ([ISO TC34 SC11](#)) and the IOC Advisory Committee.

The meeting started with a discussion amongst the experts on the documents adopted at the 116th session of the Council of Members and the documents that will be presented at the forthcoming 117th session, including draft revisions of methods and parameters.

The attendees discussed matters of interest in the areas of **standardisation, research and the study of methods of analysis** to guarantee the quality and authenticity of olive oils and olive-pomace oils. The chair of the electronic Working Group (eWG) of the Codex Committee on Fats and Oils ([CCFO](#)) presented the group's work and the next steps to be taken in the lead up to the 28th session of the Committee planned for 2024. The representative of the Codex Secretariat presented a detailed timetable.

Among the presentations given were the conclusions of the analysis of data from different countries and the responses to the second-year survey regarding **sterols** that the IOC ES sent to countries in which it enquired, following the established protocol, on data and samples of oils with a sterol content outside the prescribed limits.

The Italian delegation expressed its concern regarding this issue, supporting their arguments with relevant data, and requested that it be resolved while also committing itself to provide the IOC ES with samples. It is worth recalling that the Head of the Standardisation and Research Unit was invited to a workshop on "The absolute content of sterols in olive oils; past, present and future" organised by the Italian Society for Fats and Oils Research, held in Rome, Italy, on 24 January 2023, during which she participated in a roundtable discussion on future perspectives and possible solutions.

The IOC expressed that finding a satisfactory solution for all parties involved that safeguards both the quality and the authenticity of the oils is as a priority for the Organisation.



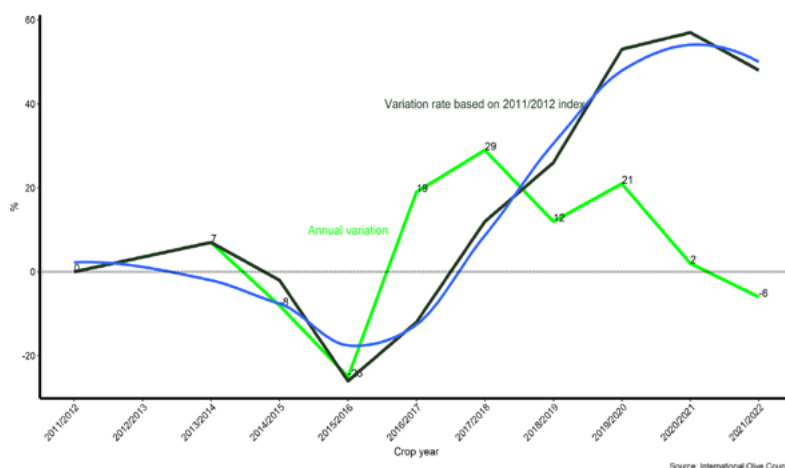
Participants also discussed about a range of **other issues**, such as the results of the collaborative trial on volatile compounds; the MOSH/MOAH issue; the public consultation of the European Food Safety Authority (EFSA) on the update of the risk assessment of mineral oil hydrocarbons (MOH) in food, PC-0400; the results of the [Sensolive](#) project; the harmonisation of international standards; future priorities; creating new specific eWGs; and the organisation of collaborative trials.



THE WORLD MARKET OF OLIVE OIL AND TABLE OLIVES

I. BRAZIL - OLIVE OIL IMPORTS

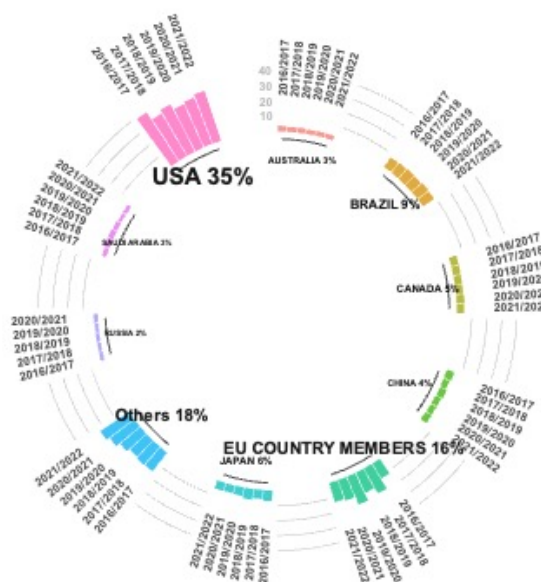
Olive oil imports by Brazil have decreased by 6% in the 2021/22 crop year, compared to the 2020/21 crop year, reaching 100,573 tons.



Graph 1 - Evolution of olive oil imports by Brazil

1. OLIVE OIL AND OLIVE POMACE OIL

Brazil contributes about 9% of the world olive oil imports, occupying the third place behind the United States (US) with 35% and the European Union (EU) with 16%. It is positioned ahead of Japan, who contributes 6%, and Canada with 5%. These five countries together contribute 71% of world imports.



Graph 2 - Share of world imports of olive oil and olive pomace oil (average of the last 6 crop years)



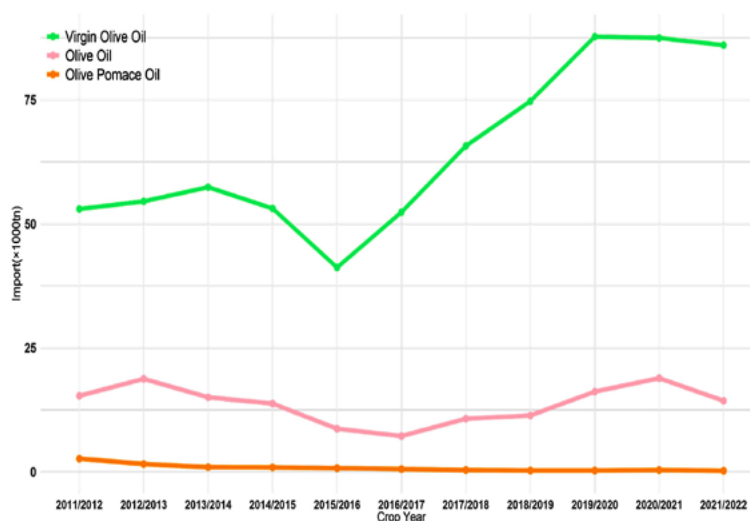
Imports of olive oil and olive pomace oil to Brazil decreased by 5.8% in the last crop year. The olive oil market in Brazil was characterised by strong growth during the period 2015/16 - 2019/20, with the exception of the 2015/16 crop year, when the country exported only 50,649 tonnes, 31% less than the previous crop year. This decline is attributed to the economic crisis and the devaluation of the Brazilian currency. During the last crop year, Brazil imported 100,573 t of olive oil, 98.6% more than in 2015/16.

Table 1 shows the evolution of imports over the last seven crop years. It can be seen that Portugal, despite a 15.8% decrease compared to the previous crop year, remains Brazil's main supplier.

| | 2015/2016 | 2016/2017 | 2017/2018 | 2018/2019 | 2019/2020 | 2020/2021 | 2021/2022 | %Variation Rates |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------------|
| PORTUGAL | 29034 | 34209 | 45184 | 55721 | 69211 | 66578 | 56037 | ↓ -15.8 |
| SPAIN | 9471 | 12226 | 12382 | 13150 | 17200 | 18328 | 18183 | ↓ -0.8 |
| ARGENTINA | 5208 | 5379 | 7594 | 6293 | 6930 | 9276 | 11129 | ↑ 20 |
| CHILE | 3070 | 3670 | 5654 | 5164 | 4453 | 4917 | 6590 | ↑ 34 |
| ITALY | 3075 | 3800 | 4250 | 4141 | 4244 | 4825 | 5644 | ↑ 17 |
| TUNISIA | 320 | 402 | 951 | 1269 | 1637 | 1947 | 1983 | ↑ 1.9 |
| Others | 472 | 454 | 801 | 625 | 505 | 859 | 1006 | ↑ 17.2 |
| Total | 50649 | 60140 | 76817 | 86362 | 104179 | 106730 | 100573 | ↓ -5.8 |

Table 1 - Olive oil and olive pomace oil imports by country of origin (2015/16 - 2021/22)(t)

In terms of volumes by product category, 85.5% of total imports were virgin olive oils, followed by olive oil with 14.3%, and olive pomace oil with 0.2%. The evolution of virgin olive oil imports has followed a positive trend in recent years.



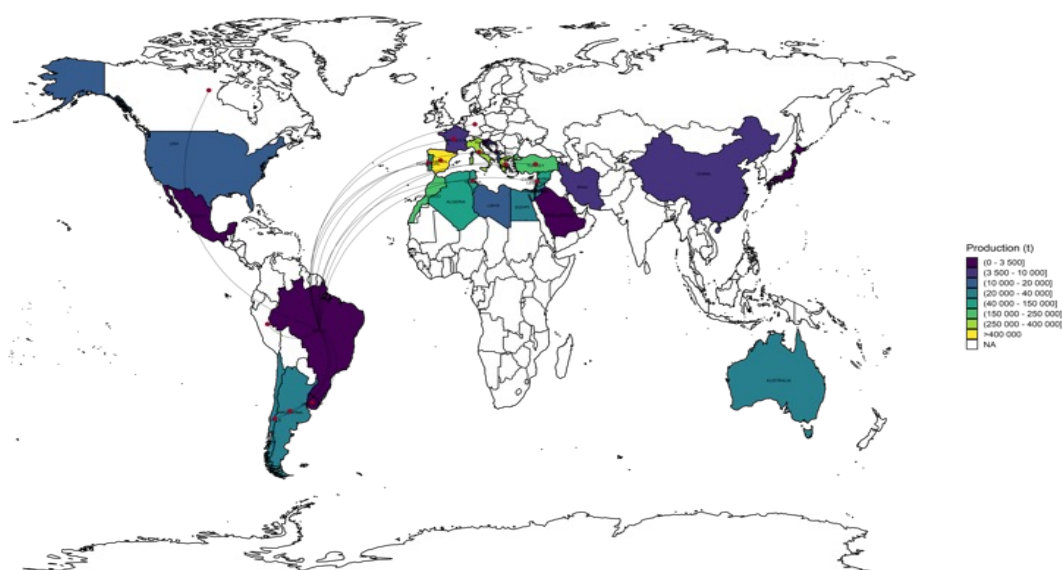
Graph 3 - Evolution of imports by product category 2011/12 - 2021/22 (x1000 t)



| Country | OLIVE OIL | | OLIVE POMACE OIL | TOTAL |
|--------------|-------------------------|------------------|-------------------------|---------------|
| | 150910 VIRGIN OLIVE OIL | 150990 OLIVE OIL | 151000 OLIVE POMACE OIL | |
| PORTUGAL | 43582 | 12399 | 57 | 56037 |
| SPAIN | 17218 | 868 | 97 | 18183 |
| ARGENTINA | 10193 | 936 | 0 | 11129 |
| CHILE | 6590 | 0 | 0 | 6590 |
| ITALY | 5442 | 123 | 80 | 5644 |
| TUNISIA | 1983 | 0 | 0 | 1983 |
| TURKEY | 358 | 1 | 0 | 359 |
| GREECE | 352 | 0 | 0 | 352 |
| URUGUAY | 185 | 0 | 0 | 185 |
| LEBANON | 67 | 0 | 0 | 67 |
| PERU | 43 | 0 | 0 | 43 |
| OTHERS | 0 | 1 | 0 | 1 |
| TOTAL | 86012 | 14328 | 233 | 100573 |

* Source: Own elaboration based on Ministerio do Desenvolvimento, Industria e Comercio Exterior, Brasil

Table 2 - Breakdown of imports by product type and country (2021/2022)(t)



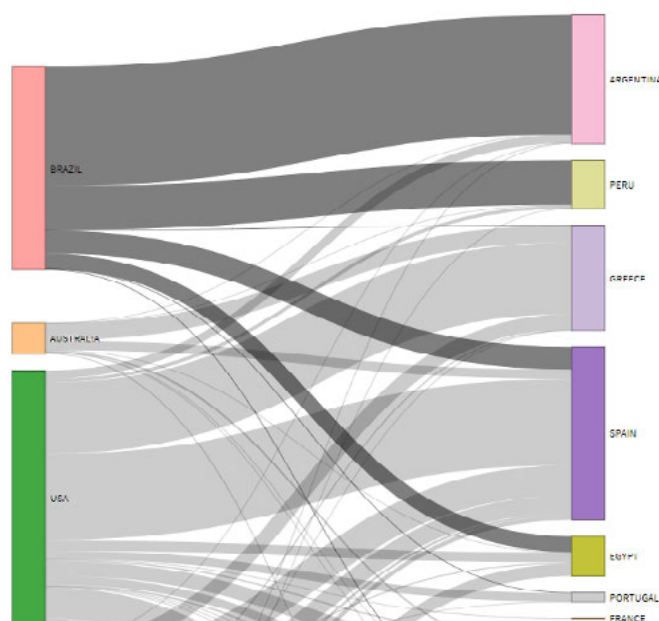
Source: IOC own elaboration based on United States Department of Agriculture Foreign Agriculture Service

Map 1 - Import flows to Brazil and global production - 2021/22



2. TABLE OLIVES

The Brazilian market for table olives has stood around 120,000 tonnes in recent years, reaching 125,323 tonnes in the last crop year (September 2021 - August 2022), which represents around 18.1% of global imports. The main suppliers to this market are Argentina, Egypt, Spain and Peru.



Graph 4 - Table olives import flows to Brazil (2021/2022)

<https://www.internationaloliveoil.org/what-we-do/economic-affairs-promotion-unit/#prices>

II. WORLD TRADE IN OLIVE OIL AND TABLE OLIVES

1. OLIVE OIL - 2022/23 CROP YEAR

The exchanges of olive oil and olive pomace oil on the 8 markets indicated in the table below since the beginning of the 2022/23 crop year (October 2022 - February 2023) have increased by 5% in Australia, by 20% in Brazil, by 5% in Canada and by 2% in the US, compared to the same period of the previous crop year. In contrast, imports fell by 7% in Japan and 14% in China.

As regards EU trade for the 2022/23 crop year, intra-EU purchases increased by 1% and extra-EU imports decreased by 16% compared to the same period of the previous crop year.



| No | Importing country | October 21 | October 22 | November 21 | November 22 | December 21 | December 22 | January 22 | January 23 | February 22 | February 23 |
|----|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|----------------|
| 1 | Australia | 3385,1 | 2687,1 | 2254,0 | 3071,9 | 2809,0 | 2423,4 | 1942,9 | 3220,5 | 2453,0 | 2141,9 |
| 2 | Brazil | 8137,6 | 8488,4 | 8895,7 | 12979,1 | 7465,7 | 9772,4 | 9219,6 | 7735,8 | 6199,6 | 9010,5 |
| 3 | Canada | 3195,9 | 4845,4 | 3628,6 | 5634,9 | 3209,7 | 3862,3 | 5417,4 | 3935,3 | 5294,5 | 3476,8 |
| 4 | China | 3156,3 | 3447,5 | 5464,2 | 7032,8 | 8439,6 | 6035,3 | 4931,3 | 3220,7 | 2931,0 | 1691,7 |
| 5 | Japan | 4567,0 | 5555,5 | 6856,5 | 3476,5 | 4514,3 | 4508,3 | 3690,9 | 4092,4 | 3557,2 | 3838,6 |
| 6 | Russia | 3227,1 | n.d | 3393,8 | n.d | 2805,4 | n.d | 2220,1 | n.d | n.d | n.d |
| 7 | USA | 24667,7 | 37568,0 | 32101,5 | 32131,2 | 25586,4 | 24321,7 | 41415,3 | 32843,2 | 31094,2 | 30683,6 |
| 8 | Extra-EU/27 | 15418,9 | 10879,0 | 9681,7 | 9374,4 | 28845,2 | 29095,3 | 14900,6 | 8375,4 | 14814,2 | n.d |
| | Intra-EU/27 | 81263,4 | 86190,7 | 98173,2 | 101980,4 | 116706,2 | 116557,8 | 96943,8 | 92295,8 | 113380,0 | n.d |
| | Total | 147019,0 | 159661,6 | 170449,1 | 175681,3 | 200381,5 | 196576,5 | 180682,0 | 155718,9 | 179723,6 | 50843,1 |

Imports of olive oil (including olive-pomace oil)(t)

2. TABLE OLIVES - 2022/23 CROP YEAR

Trade in table olives for the 2022/23 crop year (September 2022 - February 2023) on the markets indicated in the table below has increased by 3% in Australia, 6% in Brazil and 22% in the US compared to the same period of the previous crop year. In contrast, imports decreased by 1% in Canada.

As regards trade in table olives in the EU during the 2022/23 crop year, intra-EU purchases increased by 11% and extra-EU imports fell by 1% compared with the same period in the previous crop year.

| No | Importing country | September 21 | September 22 | October 20 | October 22 | November 21 | November 22 | December 21 | December 22 | January 22 | January 23 | February 22 | February 23 |
|----|-------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 1 | Australia | 1622,4 | 2366,1 | 1120,8 | 996,5 | 1277,0 | 1600,5 | 1531,5 | 1547,0 | 1296,8 | 1221,0 | 1565,2 | 909,0 |
| 2 | Brazil | 11770,4 | 11432,5 | 10495,0 | 8957,5 | 13417,9 | 10838,6 | 9812,7 | 11057,8 | 5484,3 | 9922,8 | 8182,5 | 10303,6 |
| 3 | Canada | 2581,3 | 3172,0 | 2396,9 | 2872,2 | 3150,3 | 3459,8 | 3032,9 | 2661,1 | 3320,0 | 2827,9 | 2403,6 | 1759,6 |
| 4 | USA | 12274,1 | 14272,0 | 11534,0 | 13449,3 | 10713,6 | 17146,0 | 12419,3 | 13606,8 | 11211,4 | 12173,9 | 9804,7 | 12385,0 |
| 5 | Extra-EU/27 | 8335,4 | 8262,9 | 8858,6 | 9177,3 | 9328,5 | 8683,8 | 8114,0 | 8982,9 | 8747,8 | 8034,1 | 9371,0 | n.d |
| | Intra-EU/27 | 28211,0 | 28224,8 | 33305,3 | 50645,7 | 39645,5 | 31851,5 | 26423,6 | 32850,1 | 22988,4 | 23537,5 | 24904,0 | n.d |
| | Total | 64794,6 | 67730,2 | 67710,6 | 86098,4 | 77532,7 | 73580,1 | 61334,0 | 70705,7 | 53048,6 | 57717,1 | 56231,0 | 25357,2 |

Table olive imports (t)

III. PRODUCER PRICES - OLIVE OILS

The monthly evolution of prices for extra virgin olive oil and refined olive oil is illustrated in Graphs 1 and 2.

Extra virgin olive oil - In Spain, during the week of April 10-16, 2023, extra virgin olive oil was traded at €5.22/kg, an increase of 49.4% compared to the same period of the previous crop year.

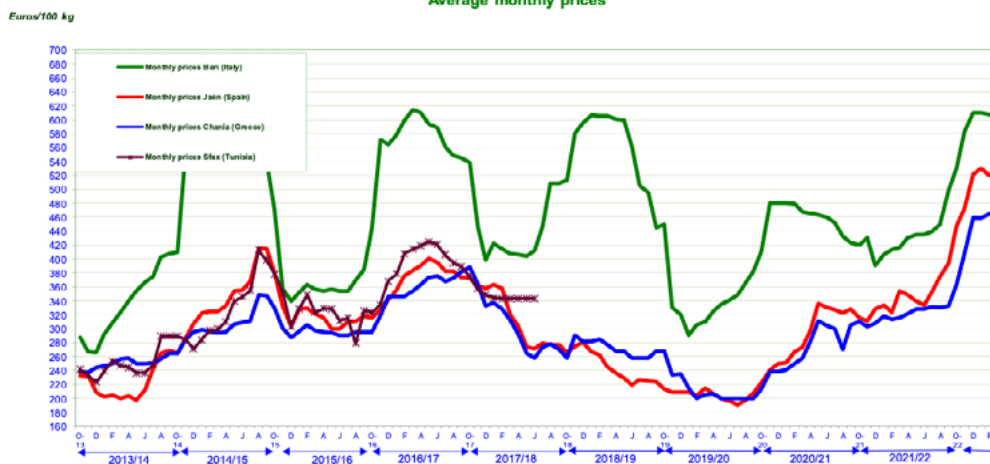
Italy - The producer price for this category in the week of 17-23 April 2023 was €6.08/kg, 41.4% higher in comparison to the same period the previous crop year.

Greece - The price of extra virgin olive oil was at €4.8/kg during the week of 17-23 April 2023, that is to say an increase of 47.7% compared to the same period of the previous crop year.

Tunisia - The price recorded for this category during the week of 20-26 March 2023 was €5.18/kg.



MOVEMENTS IN PRODUCER PRICES EXTRA VIRGIN OLIVE OIL Average monthly prices

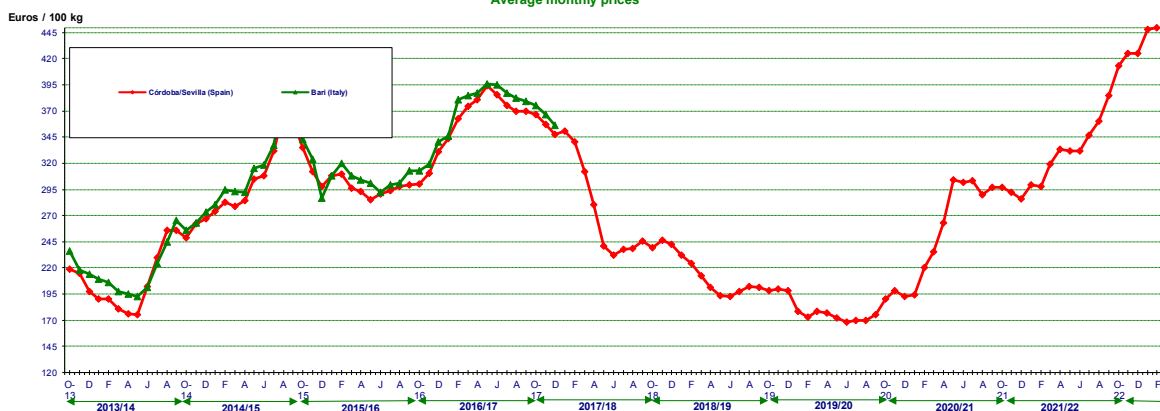


Graph 1

Refined olive oil: The producer price of refined olive oil at production was €4.81/kg in Spain during the week of April 4-16, 2023, implying an increase of 41.9% compared to the same period of the previous crop year. Data from Italy for this category is not available since the end of December 2017, when its price increased by 4% to €3.56/kg.

The difference between the price of extra virgin olive oil (€5.22/kg) and the price of refined olive oil (€4.81/kg) is €0.41/kg in Spain. In Italy, this difference was €0.43/kg in December 2017 (Graph 2).

MOVEMENTS IN PRODUCER PRICES REFINED OLIVE OIL Average monthly prices



Graph 2

https://www.internationaloliveoil.org/what-we-do/economic-affairs-promotion-unit/#prices



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