



Economy and Promotion Unit workshops

- Data collection in the olive sector
- Protected designations of origin and protected geographical indications: experiences and tools

Date: 10 and 11 June 2026

Location: International Olive Council (IOC) Headquarters, Madrid

Format: In person and online participation available

Languages: English, French and Spanish

Draft workshop agenda

Wednesday, 10 June 2026

09:30-10:00 Registration and welcome coffee

Opening session

- **10:00- 10:15** Welcome address by the Executive Director/Deputy Executive Director (IOC)
- **10:15- 10:45** Keynote speech: Reliable data and analysis for policymaking and market transparency in the agricultural sector.

Speaker: Patrick Westhoff, Emeritus Professor Food and Agriculture Policy Research Institute, (FAPRI), University of Missouri, USA).

Session 1: International market monitoring and national methodologies for olive sector data

- **10:45 – 11:15** Monitoring and assessing the international olive oil market.

Speaker: Di Yang. Expert from the Food and Agriculture Organization. Economist at the Markets and Trade Division (FAO).

- **11:15– 12: 00** Round table: Improving data systems for the olive sector

Objective: To discuss how countries can improve the reliability, comparability and usefulness of olive sector data for policymaking, market transparency and sector development.

Moderator: Representative of the Spanish Ministry of Agriculture, Fisheries and Food (MAPA)



Participants:

- Juan Bascón Fernández, representative from the Junta de Andalucía (crop forecasting experience)
- Di Yang, representative from the Food and Agriculture Organization
- Gabriel Vigil, expert from the European Commission Directorate-General for Agriculture and Rural Development (EU market monitoring)

Session 2: Crop forecasting in olive groves: different approach

- **12:00-12:30 Towards EU-wide forecasting of olive yields and production**

Speaker: Wassim Ben Aoun, Project Officer from the Joint Research Centre (JRC); Brussels, Belgium.

12:30-13:30: Break

- **13:30 – 14:00 Forecasting olive harvests: the Andalusian olive grove yield survey (Aforo) methodology and its role in market transparency**

Speaker: Juan Bascón Fernandez, expert in olive cultivation and olive production systems at the Junta de Andalucía

14:00 – 14:30 Aerobiological monitoring for olive crop forecasting in Tunisia: the Aeropollen approach

Speaker: Ali Ben Dhiab, researcher at the Institut de l'Olivier in Sfax, specialised in aerobiology and olive pollen monitoring.

- **14:30- 15:00: Greek approach to olive crop forecasting**

Speaker: Georgios Koubouris, researcher, Head-Olive Cultivation Lab Elgo Dimitra, Institute of Olive Tree, Subtropical Crops & Viticulture.

Conclusions of the day: Defining next steps and future IOC activities

15:00-15: 40 Summary, final conclusions and next steps

Speaker: Abderraouf Laajimi, Deputy Executive Director (IOC)



Thursday, 11 June 2026

Session 3: Insight into protected designations of origin (PDO) and geographical indications (GI)

- **10:00 -10:25 Protected designations of origin in the olive oil sector: an IOC study.**
Speaker: María Juárez, Head of the Economic Affairs and Promotion Unit, IOC Executive Secretariat.
- **10:25 – 10:45: Insights into a PDO: Tradition, Regulation and Innovation in Spain**
Speaker: José Manuel Bajo Prados, expert from the Secretary General of the Baena Designation of Origin, Spain
- **10:45 – 11:05: PDOs and PGIs in Greece: Heritage, Identity and New Perspectives**
Speaker: Ioanna Pappa, Greece, General Director on Food, Hellenic Ministry of Rural Development and Food, Greece (TBC)
- **11:05 – 11:25: Insights into a PDO: Emerging Experiences and Future Perspectives in Morocco**
Speaker: Abderraouf El Antari, expert from the National Institute of Agronomic Research, Regional Centre for Agricultural Research in Marrakech, Morocco
- **11:25–11:45: The Emergence of New GIs in Argentina**
Speaker: Celina Garcia, Head of Quality at Solfrut (one of the largest olive oil producing companies in Argentina)
- **11:45-12:05: The Italian Experience with PDOs and PGIs in Olive Oil and Table Olives**
Speaker: Roberto de Andreis - Dop Riviera Ligure de aceite de oliva y Azeitonas Taggiasca IGP
- **12:05 –12:30 Coffee break**
- **12:30 – 13:00 Round table: the role of PDO and GI in the olive sector**
The round table will discuss the role of PDO in the olive oil sector, including governance, certification and contributions to reliable production and market data. It will also cover legal frameworks, quality standards, innovation and international experiences. *Participants (TBC): Representatives from PDO and GI of Italy (Roberto de Andreis), Morocco (Abderraouf El Antari), Argentina (Celina Garcia), Greece (Joanna Pappa), Spain (José Manuel Bajo Prados)*
Moderator: Mercedes Sanchez García, Professor at the Public University of Navarra (UPN), Spain.



Conclusions: Defining next steps and future IOC activities

- 13:00-13:20 Summary, final conclusions

Speaker: Abderraouf Laajimi, Deputy Executive Director (IOC)

- 13:20- 13:30: Closure
