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(Information regarding trade enquiries and exhibitions are based on information received by IOA. The Association does not guarantee factual accuracy or endorse individual parties.)

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Indian Olive Association

From the President's Desk



Members will be happy to note that Olive Oil imports by India from Italy and Spain registered an enormous increase during the calendar year 2010 with a jump of 52%. Total exports by the two major olive oil producing nations from January to December, 2010 were 3988 MT against 2617 MT in 2009 based on customs data from Italy and Spain.

Italy and Spain together constitute more than 90% of India's imports. Import from Turkey, for which accurate data is not yet available, comprises 5 to 10% of the total. Imports from the other notable olive oil producing nations, viz Greece, Syria, Tunisia are virtually nil. 54% of the total during 2010 came from Spain against 46% from Italy. The corresponding percentages in 2009 were 69% from Spain and 31% from Italy.

Within the overall total, the breakup of the main grades was Virgin: 22%, Olive Oil: 50% and Olive Pomace Oil: 26%.

The International Olive Council (IOC), a UNDP promoted organization, conducted 2 major campaigns to promote the use of Olive Oil during 2007 and 2009. During 2010 - 11, three major campaigns to promote olive oil were underway in India funded by the European Union along with partner state Italy.

Members of the Indian Olive Association (IOA) have also been promoting the consumption of olive oil through the promotion of their individual brands. Under the "OliveitUp" Campaign on Promotion & Information of Olive Oil in India, EVC Operator training programmes were organised in Mumbai, New Delhi and Chennai in February. The training programme covered the product characteristics, introduction into Indian culture, technical and organizational procedures in the handling logistics of the product, storage and distribution.

At the Executive Council Meeting of the Indian Olive Association held on 25 March 2011, Mr. Micha Harari gave a presentation on Olive cultivation in North-West India. He highlighted that 250 hectares of Olive plantation in seven locations were established in Rajasthan in March-September 2008. The project is based on Israeli technology and it incorporates the leading olive cultivation technologies for arid and semi-arid areas. The projects have already yielded commercial crop from five sites out of seven which were identified for cultivation. The land available for cultivation in Rajasthan was enough to produce the world's current demand of Olive oil.

In order to obtain large scale production, the government has to support the farmers for a period of three years by providing farmers with a subsidy of 75% of the total investment in the project.

V N Dalmia
V N Dalmia

News from Olive World

Portugal doubles olive oil production in 20 years

Portugal has more than doubled its production of olive oil from 26,000 litres to 68,000 litres in the last 20 years, while the number of olive presses has halved, according to the Minister for Agriculture of Portugal. In 1990, which was "the lowest point of olive oil production," Portugal had "almost 1,000 olive presses" to produce "26,000 tonnes". Since then, the number of olive presses has reduced to "a little over 500" and olive oil production has increased to "68,000 tonnes." "Most of the presses in existence today in the country are modern, with more advanced technology,

and we are recovering the levels of production from the 60s and 70s," added Mr. Serrano.

According to the minister, olive oil production "continued to grow" last year, with the objective being to "reach 110,000 or 120,000 tonnes of olive oil within the next three years". He added that Portugal aims to become self sufficient in terms of olive oil, with high quality produce being appreciated by and exported to the international market.

Source : <http://www.theportugalnews.com/cgi-bin/article.pl?id=1096-42>

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Veteran's virgin venture pays off

Farmers in SA's mohair capital, the Eastern Cape, are taking a leaf out of the books of their Western Cape counterparts and are diversifying into olives and olive oil production.

Alicedale in the Cacadu District Municipality is famous for merino sheep, goats and cattle farming, but farmer Craig Rippon decided to break with a 100-year family tradition and started planting olive trees instead.

According to the South African Olive Industry Association, the industry is still in its infancy. In 2000, olive oil production stood at 2000 tons, and by 2009 had reached 7000 tons.

Although imports fluctuate year on year, since 2004 there has been a 40% increase in olive oil imports and a 27.5% increase in table olive imports.

Traditionally, SA has concentrated on table olive plantings, but in recent years this has swung in favour of olive oil production. At present, the plantings consist of 75%-80% oil varieties.

Source : <http://www.businessday.co.za/articles/Content.aspx?id=132318>

Australia, New Zealand Draft New Olive Oil Standards

Australia and New Zealand look set to adopt new standards that establish stringent olive oil labeling rules in a move that is also likely to affect imports into the countries.

In a copy of a draft of the new olive oil and olive-pomace oil standards, the two countries have clearly and strictly defined each class of olive oil.

If put into effect, the new standards would adopt the internationally-recognized free acidity benchmark of 0.8% for extra virgin olive oil, which some experts see as too high and unambitious for olive oil's most prestigious grade.

The permitted designations for the labeling of edible natural olive oils, refined olive oils and olive-pomace oils are: Extra Virgin Olive Oil, Virgin Olive Oil, Refined Olive Oil, Refined Olive Oil Blend, Refined Olive-Pomace Oil, and Refined Olive-Pomace Oil Blend. Any other designations (e.g. Olive Oil, Pure Olive Oil, Light or Lite Olive Oil, Extra Light or Lite Olive Oil) "are expressly forbidden," the draft standard states.

The draft standard also makes it clear that the new rules would be applied to all grades of olive oil and olive-pomace oil traded in Australia and New Zealand, not just those produced within the island nations.

The new standards come on the heels of the adoption in the United States of a new set of guidelines, and after a number of high profile studies revealed the widespread mislabeling of olive oils. In a test by Australian consumer group Choice last June, it

was discovered that half of 28 brands of EVOO sold in Australian supermarkets did not meet International Olive Council (IOC) standards for extra virgin olive oil classification.

There is currently no mandatory standard for olive oil sold in Australia.

The draft standard also sets guidelines to provide for simpler and clearer labeling to avoid misleading and confusing terms. No adjective of any kind (e.g. Premium, Super, Light, Lite, Pure) is permitted if it is presented on the same line as, or of equal or greater prominence than, the approved designation on the label.

"Words describing country or region of origin (e.g. Australian, Tuscan, Spanish, etc.), oil character (e.g. mellow, fruity, robust, etc.), and/or processing method (e.g. cold pressed, first extraction, etc.) may only be used where the information can be substantiated and does not mislead consumers."

The best-before date must be declared and supported by technical evidence. A date greater than two years from the date of bottling cannot be displayed.

The words 'first cold pressing', 'cold pressing' or similar may appear only for virgin or extra virgin olive oils obtained from a first mechanical pressing of the olive paste by a traditional extraction system using hydraulic presses. Those obtained with equipment other than hydraulic presses cannot be labeled with the words 'pressing', 'pressed' or similar.

Likewise, 'cold extraction', 'cold crushed' or similar can only be used for virgin or extra virgin olive oils obtained by percolation or centrifugation of the olive paste, and must include specific storage conditions necessary to ensure the validity of the best-before date declared on the label.

"Indications shown on the labeling shall not mislead the purchaser, particularly as to the characteristics of the oil concerned, or by attributing to it properties which it does not possess, or by suggesting that it possesses special characteristics where those characteristics are common to most oils," the draft standard states.

"This Standard recognizes that olive oil is a natural product and regularly presents variation in its chemical composition. All limits in this Standard have been established to accommodate the most common natural variations, particularly in Australia and New Zealand olive oils, without compromising the ability to detect adulteration."

The characteristics of each of the oils are:

Natural olive oils

Extra Virgin Olive Oil: natural olive oil with a free acidity, expressed as free oleic acid, of no more than 0.8 grams per 100 grams and a median of defects equal to 0;

Virgin olive oil: natural olive oil with a free acidity of no more than 2.0 grams per 100 grams and a median of defects equal or less than 2.5;

Lampante olive oil: natural olive oil with a free acidity of more than 2.0 grams per 100 grams and/or a median of defects higher than 2.5;

Refined olive oils

Refined olive oil: olive oil obtained from natural oils by refining methods that do not lead to alterations in the initial glyceridic structure with a free acidity of no more than 0.3 grams per 100 grams;

Refined olive oil blend: blend of refined olive oil and natural olive oils fit for human consumption, with a free acidity of no more than 0.6 grams per 100 grams and a median of defects equal or less than 2.5;

Olive-pomace oils

Crude olive-pomace oil: intended for refining for use for human consumption or for technical use;

Refined olive-pomace oil: obtained from crude olive-pomace oil by refining methods which do not lead to alterations in the initial glyceridic structure, with a free acidity of no more than 0.3 grams per 100 grams;

Refined olive-pomace oil blend: a blend of refined olive-pomace oil and natural olive oils fit for human consumption, with a free acidity of no more than 0.6 grams per 100 grams and a median of defects equal to or less than 2.5.

Source: <http://www.oliveoiltimes.com/features/australia-new-zealand-draft-new-olive-oil-standards/11094>

Olive growers tapping in to Asian exports

Southern olive growers battling a shrinking local market are trying to export to Asia in a bid to combat an oversupply of produce.

Encounter Olives Australia director Robin Schliebs says cheap overseas imports are making it tough for local growers to compete, with about 90 per cent of the olive oil sold in Australia produced abroad.

He said Italian and Spanish growers in particular were able to make and export oil cheaper than their Australian counterparts, which meant local supermarkets found imports more viable.

Source : <http://southern-times-messenger.whereilive.com.au/news/story/olive-growers-tapping-in-to-asian-exports/>

Spanish Olive Oil Exports Boosted by Emerging Markets

Spain, the world's leading producer of olive oil, is maintaining its position on top of the industry's pecking order, with most of its growth tied to new markets.

Recent figures from Spain's customs department show that the country's exports of bottled olive oil in 2010 increased by 10 percent to a record high €1.95 billion. The increase was even higher to countries outside the European Union; Spain's export growth to non-EU markets was 17 percent, thanks to the patronage of fast-growing markets like China, Brazil and Russia.

China is now the 10th largest market for Spanish oil exports, with sales reaching €34.6 million (\$48.8 million). Spain's exports to China have tripled since 2007.

Brazil has likewise experienced a surge in Spanish olive oil consumption. In just three years, the country's imports have almost doubled, making it the eighth largest market for Spanish oil in the world. Last year, Brazil purchased €44.8 million (\$63.1 million) worth of olive oil, up from €28.1 million (\$39.6 million) in 2007.

Source: <http://www.oliveoiltimes.com/olive-oil-business/europe/spanish-olive-oil-exports/14319>

