

## Trade Enquiries

**Mr. Dennis Koutoudis**  
Marketing / Sales Department  
I.C.B. Services Ltd (Foods Department)  
56 Kyriakou Matsi Street  
P.C. 2368 Ayios Dometios, Nicosia, Cyprus  
Tel: +357 22030412  
Fax: +357 22007922  
E-mail: info@icbfoods.com  
Website: www.icbfoods.com  
**Interested in exporting olive oil**

**Mr. Giovanni Ghinassi**  
Fiorentini Firenze s.p.a, Italy  
Tel: 00390558050374  
Website: www.fiorentinifirenze.it  
E-mail: giovannighinassi@hotmail.it,  
giovanni.ghinassi@fiorentinifirenze.it  
**Interested in exporting olive oil**

**Mr. Joaquim Gaspar**  
Lusocongelados, Lda  
Portugal  
Mob: + 351 919 542 153  
E-mail: lusocongelados@net.vodafone.pt  
**Interested in exporting olive oil**

**Mr. Franco Ciccone**  
Arcuri's Manager Marketing  
Via F. Cappellano 88040 Amato (CZ)  
Italy  
Tel: 0039-0961-993180  
E-mail: arcuriliveoil@libero.it, fr.ciccone@live.it  
**Interested in exporting olive oil**

**Mr. Tony Kara**  
Yeni Mah. 77. Sokak No:2/1  
Havran - Balikesir / Turkey  
Tel: +90 266 432 53 49

Fax: +90 266 432 53 59  
Mob: +90 532 387 46 81  
Website: www.KorfezGrubu.com  
E-mail: info@korfezgrubu.com  
**Interested in exporting oil processing machines**

**Mr. John Galanopoulos**  
Sales Manager  
Labochem Ltd  
1 Aristonikou Str., 116 36, Athens, Greece  
Tel: 0030-210-9231927 9213113  
Fax: 0030-210-9219974  
E-mail: john\_galanopoulos@labochem.gr  
**Interested in exporting olive oil**

**Mr. Tulu Delta**  
DELTA Agricultural Products INC.  
Tarim Urunleri Ihracat Ithalat Danismanlik Tic.  
1473 Street N.5/ 311 Muzaffer Tuzcuoglu Is Hani  
Alsancak 35220 IZMIR -TURKEY  
Tel: +90 (232) 463 1308  
Fax: +90 (232) 463 1309  
Mobile: +90 (538) 429 4825  
E-mail: info@deltaagrifoods.com  
Website: www.deltaagrifoods.com  
**Interested in exporting olives and olive oil**

**Mr. George N. Anastassakis**  
Export Manager  
Conal Impex Ltd  
100,Vouliagmenis Av.,  
166 74 GLYFADA - ATHENS - GREECE  
Tel: +(30210)96 23 383 Ê+(30210)96 29 374,  
Mob.: +(306936) 70 98 72  
Website: http://www.conalimpex.com  
E-mail: \*ga.origin@conalimpex.com,  
info@conalimpex.com  
**Interested in exporting olives and olive oil**

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Edited, Printed and Published by Secretary, Indian Olive Association  
PHD House, 4/2, Siri Institutional Area, August Kranti Marg, New Delhi-110016(India)  
Phone: 91-11-26863801 to 04, 49545454 (extn.-114); Fax: 91-11-26855450, 49545451  
E-mail: indolive@indolive.org Website: www.indolive.org



## Indian Olive Association

### From the President's Desk



Dear Members,

The Association organised a highly successful standing-room only Annual Session on 13th January 2012 at Hotel Lalit, New Delhi. Mr. Kishore Biyani, Chairman, Future Group was the Chief Guest on the occasion. The Ambassadors of Spain, Italy, Portugal and Syria were the Guests of Honour. Mr. Biyani promised that his retail chain would take the lead in promoting Olive Oil to Indian consumers owing to its incomparable health properties. He expected olive oil sales to double every year to reach Rs. 100 crores by 2014 at his retail chains.

Shabnam Pareek, the Secretary of the Association, and I visited Rajasthan Olive Cultivation Ltd's (ROCL) joint sector pilot olive tree plantation project in Bakalia, Nagaur District, Rajasthan. The area under plantation was around 30 hectares with 7 varieties of olive trees. It was delightful to see the successful outcome of this pioneering effort by the Govt. of Rajasthan. To take it forward, commercialization of the crop for the production of olive oil is needed and expansion of the

area under cultivation. ROCL is inviting private sector entrepreneurs to join hands with it and invest in further plantations.

Oliveitup Campaign, initiated under the aegis of Consortium of Guarantee of Quality Extra Virgin Olive Oil (EVC), Italy & the European Union, to spread awareness of Olive Oil and its health benefits organised a one day training programme in Mumbai, Bengaluru and New Delhi. The training program aimed to provide insights into European olive oil production, initiating olive oil import business, Indian trade laws, sensory evaluation of olive oil, logistics management and olive oil tasting.

The Association announced the crop year (October-September) data on Olive oil imports from Italy & Spain for the years 2009-10 and 2010-11. The total imports during the former were 2945 MT and 5181 MT during the latter amounting to a growth of 76%. The total imports between January-October 2011 were 4530 MT as compared to 3246 MT during the same period in 2010, comprising a growth rate of 40%. India also imported 493 MT of Table Olives during Jan-Oct 2011.

*V N Dalmia*  
V N Dalmia

### Annual Session of the Indian Olive Association



Mr. V N Dalmia, President, IOA, welcoming Mr. Kishore Biyani, Chairman, Future Group.



Mr. Rajneesh Bhasin, Vice President, IOA, H.E. Mr. Jorge Roza de Oliveira, Ambassador of Portugal, H.E. Mr. Giacomo Sanfelice de Monteforte, Ambassador of Italy, Mr. Kishore Biyani, Chairman, Future Group, Mr. V N Dalmia, President, IOA, H.E. Mr. Francisco Javier Elorza, Ambassador of Spain and H.E. Dr. Riad Abbas, Ambassador of Syria.



The Indian Olive Association organised its Annual Session on 13 January 2012, at New Delhi.

Mr. Kishore Biyani, Chairman, Future Group was the Chief Guest on the occasion.

While addressing the participants, Mr. Kishore Biyani said that olive oil sales at his Big Bazaar chain were growing exponentially and were set to double every year. He expects sales to cross Rs.100 crores in 2014.

Mr. Biyani said his retail group would take the lead in promoting olive oil to the Indian consumer because of its incomparable health properties. Suggesting ways to increase awareness about olive oil, he emphasized that the application of olive oil to Indian food and meals was essential. To popularise olive oil, he advocated the mention of olive oil as the cooking medium in restaurant menus, where it was used, and the use of olive oil by caterers at wedding ceremonies and banquets.

Mr. VN Dalmia, President of IOA, said that olive oil sales were growing in excess of 50% year-on-year and imports that were about 4000 tonnes in the year 2010 were expected to reach 6000 tonnes in the calendar year 2011. He added that sales of olive oil as a

category had already exceeded sales of the leading refined oil brand Saffola in Big Bazaar and almost 30% of total olive oil sales in 2010 came from modern retail. Sales in modern trade chains were growing much faster than traditional trade. He said that most people thought olive oil was expensive, but actually it was not because it was used in 1/3rd the quantity of other edible oils and could be reused 3 times thus making its effective price 1/9th of its retail price. He said that Big Bazaar was the chain originally responsible for the astronomical rise of olive oil sales in India.

H.E. Mr Francisco Javier Elorza, Ambassador of Spain, H.E. Mr. Giacomo Sanfelice de Monteforte, Ambassador of Italy, H.E. Mr. Jorge Roza de Oliveira, Ambassador of Portugal and H.E. Mr. Riad Abbas, Ambassador of Syria, were the Guests of Honour. H.E. Mr. Tarek Azouz, Ambassador of Tunisia was also present at the meeting.

Mr. Rajneesh Bhasin, Vice President of IOA, said that a few years ago China was consuming only a few thousand tonnes of olive oil, much like India, but today consumed about 30,000 tonnes and he expected Indian consumption to follow the same pattern in the next few years.

## Visit to Olive Plantation in Bakalia, Nagaur district, Rajasthan



Mr. V N Dalmia, President, IOA, Ms. Shabnam Pareek, Secretary, IOA, Mr. Gideon Peleg, Manager (Technical), ROCL and Mr. Kailash Kalwania, Manager of Bakalia Plantation.

The President and the Secretary of the Association visited the Government of Rajasthan's project of Olive tree plantation in Bakalia, Nagaur district, Rajasthan. Mr Gideon Peleg, an expert from Israel attached with the project accompanied to show the plantation. The

area under cultivation is 30 hectares with 7 varieties of olive trees.

It is interesting to note that it was earlier thought that olive trees could only grow in the Northern Hemisphere, however, now with olive tree cultivation in some of the Latin American countries and Australia this has been dispelled.

There are no strict parameters for the kind of soil and climate needed. It is however necessary to note that there is proper drainage and there is no water logging. The key issue is the temperature. Before flowering it needs moderate temperature. To transform from vegetation to productive stage chilly hours are needed. Area on Delhi-Bikaner latitude and north of that could be considered for olive cultivation.

This is a pioneering work and what is required is the commercialisation of the crop for production of olive oil. For this private sector participation in setting up oil extraction plants would be necessary.

## Visit of the Secretary, IOA to Italy

The Secretary of the Association was a member of a tour programme to Italy organized by The Consortium of Guarantee of Quality Extra Virgin Olive Oil (EVC), from 20-27 November, 2011 for journalists, nutritionists, chefs, etc.

The Consortium is an Italian organization consisting of operators from the country's olive oil sector to improve, ensure and promote the quality and knowledge of premium European olive oil.

The objective of the visit was to provide information on European olive oil with emphasis on its quality, nutrition benefits and its usage in daily cuisine and to spread awareness of the important role of Olive Oil in preventing cardiovascular diseases and obesity,

reducing the risk of cancer and its positive impact on the overall health.

The group visited Bari, Brindisi, Andria, Spoleto, Farfa, and Rome in Italy.

## News from Olive World

### Olive prices set to rise in Australia

Olive growers could be in for some good news - prices may increase above cost of production this season.

The last few years have been tough for producers, with a flood of imported olive oil and an oversupply of the fruit causing a decrease in prices.

But in that time, growers have been pruning away at their orchards, and according to a survey, there's not as much fruit going around. That should mean producers will see higher prices.

Lisa Rowntree is the CEO of the Australian Olives Association and says demand for Australian olive oil is also increasing.

"Demand is growing ... that combined with the fact that there's not a lot of fruit being harvested around Australia could actually see a situation where the demand is greater than supply."

<http://www.abc.net.au/rural/sa/content/2012/03/s3452268.htm?site=riverland>

### U.S. Olive Oil Imports Climb with Help from Spain and Morocco

Italy and Turkey have lost ground to Spain, Morocco and Tunisia in the United States olive oil and pomace import market, which has grown 11 percent in half a decade to register a record 292,049 tons last crop year.

Italy remains by far the biggest supplier for the US market. Its 149,444 tons almost all pre-bottled accounted for 51 percent of total US imports last crop

year (October to September) but that's down from 59 percent five years ago.

According to the International Olive Council's February market newsletter, the next biggest source is Spain, accounting for 23 percent up from 18 percent in 2006/07 and Morocco has toppled Tunisia to occupy third place. More than half of Spain's and almost all of Morocco's US exports are in bulk.

Morocco's explosive growth was "fueled by its olive expansion plan and higher production," the IOC said. The country has leaped from supplying less than one percent of US olive oil imports in 2006/07, with 2,002 tons, to 9.6 percent in 2010/11, with 28,156 tons.

Meanwhile US imports from Turkey have tumbled from 14,315 tons in 2006/07 to just 1,059 in 2010/11.

<http://www.oliveoiltimes.com/olive-oil-business/american-olive-oil-imports-rise/25325>

### Olive cultivation set to get boost in Oman

Although the Sultanate boasts of just 5,000 olive trees that yield roughly 1,000 litres of olive oil annually, figures too little when compared to other countries, the government of Oman has initiated efforts to promote olive cultivation in the uplands of Jabal Al Akhdar.

The Ministry of Agriculture and Fisheries, through its Centre of Agricultural Development in Al Jabal Al Akhdar, has initiated a project for the cultivation of new varieties of olive trees and better management of the process.

Source: <http://www.timesofoman.com/innercat.asp?detail=1079>

## Trade Enquiries

**Mr Jairo Tilve**  
URZANTE SL  
Spain  
Export Department  
Tel: +34 948 850 237  
Fax: +34 948 851 456  
Mob: +34 607 306 232  
E-mail: [jairotilve@urzante.com](mailto:jairotilve@urzante.com)  
Website: [www.urzante.com](http://www.urzante.com)  
**Interested in exporting olive oil**

**Ms. Lola León**  
ACEITUNAS TORRENT S.L.  
Tel: +34 957 662 020  
Fax: +34 957 662 140  
E-mail: [export@aceitunastorrent.com](mailto:export@aceitunastorrent.com)  
Website: [www.aceitunastorrent.com](http://www.aceitunastorrent.com)  
**Interested in exporting olives**