



# **INDIAN OLIVE ASSOCIATION**

## **ANNUAL REPORT**

**2018-19**

**INDIAN OLIVE ASSOCIATION – EXECUTIVE COUNCIL MEMBERS-2018-19**

- 1. Mr. Rahul Upadhyay** - **President**  
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**9. Mr Rohit Dubepatil**

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**10. Mr. Nikhil Asrani**

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**11. Mr. Paul Thachil**

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**PATRON MEMBERS**

*Ambassadors representing countries which are members of International Olive Council*

➤ Albania	➤ Iran
➤ Algeria	➤ Iraq
➤ Argentina	➤ Israel
➤ Egypt	➤ Jordan
➤ European Union	➤ Lebanon
- Austria	➤ Libya
- Belgium	➤ Morocco
- Bulgaria	➤ Serbia & Montenegro
- Croatia	➤ Syria
- Cyprus	➤ Tunisia
- Czech Republic	➤ Turkey
- Denmark	
- Estonia	
- Finland	
- France	
- Germany	
- Greece	
- Hungary	
- Ireland	
- Italy	
- Latvia	
- Lithuania	
- Luxembourg	
- Malta	
- Netherlands	
- Poland	
- Portugal	
- Romania	
- Slovakia	
- Slovenia	
- Spain	
- Sweden	
- United Kingdom	

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## **Overview**

The Indian Olive Association (IOA), the national apex Association of olive oil producers, growers, distributors, importers, users and consumers in India, works to promote the consumption and expand the market for olive oil and table olives.

During the year, the Association focused on the problems confronting this emerging sector in India. Macro-economic factors like GST, Import Duty and issues with respect to import of both table olives and olive oil were taken up by IOA with multiple authorities to streamline the import process and ensure a steady growth for this category. IOA also disseminated information on important aspects such as growth trends in olive oil, trade statistics, important government notifications, food standard parameters, mandatory packaging and labelling laws amongst others.

The Executive Council of the IOA has pleasure in presenting the 12<sup>th</sup> Annual Report for the period October 2018 to September 2019 in which the important activities organized during the period and the final statement of accounts for the year ending 31<sup>st</sup> March 2019 (Annexure) are covered.

## **Marketing & Promotion**

The Association has been focussing on undertaking promotional activities in terms of awareness campaign / digital campaign / collective PR initiative on the growth of olive oil category / fund collection, etc. and in the last year, there have been discussions on the following three pillars:

1. Drive association growth, awareness and membership
2. Promote the olive oil category
3. Regulatory support to category

There were several meetings held to discuss about the proposed marketing initiatives of the Association in terms of creation of Facebook page by the name of "Olive Oil & India – A Healthy Affair" and the sample posts made for uploading on Facebook. However, due to the delay in the implementation of the campaign, it was decided to change the model and outsource to a professional agency on a commission basis.

## **Misrepresentations / Mislabelling**

It was brought to notice by some members that a few companies are indulging in mislabelling. Since one of the aims of the Association is to establish procedures to assure accurate labelling for the various grades and types of olives and olive oil and lay down quality standards and encourage their adoption, it was discussed that samples of these products be tested and checked for fatty acid profile to find adulteration and that warnings also be sent to concerned companies for mislabelling.

Members suggested reviving the Quality Seal Programme of the Association which was initiated to add value to the membership of the Association by providing credibility to the products of members and by giving an option to put a seal on their bottles saying that the company is a member of the Indian Olive Association. It was felt desirable to get quality checks on samples, etc. before giving the Quality Certificate.

It was pointed out that there are some brands that are selling substandard/adulterated oil instead of olive oil. It was decided to appoint an independent agency (Lab) to choose random samples from the market including such brands and get it tested as per the FSSAI standards. IOA will then disseminate this information to government agencies, retailers, embassies and other stakeholders.

It was advised by members to take this initiative forward which will not only help the objective of creating awareness with respect to the different brands conforming to FSSAI standards but is also beneficial from the consumer point of view.

#### **Meeting at the Embassy of Italy, New Delhi**

Indian Olive Association was invited by the Embassy of Italy, New Delhi for a meeting on 28th May 2019 at the Italian Embassy Cultural Centre, New Delhi to discuss the olive oil duties issues.

Mr Vishal Gupta, Executive Council Member, Indian Olive Association and Mr Niraj, Secretary, Indian Olive Association represented the Association at the meeting. Mr Vishal Gupta delivered a comprehensive presentation on the olive oil market in India and on the trends in custom duty rates from 2009 till date. He also talked about the impact of high consumer pricing, shift of consumers to lower prices health oils like rice bran, canola etc and the de-growing category. He also highlighted the rationale for decrease in olive oil duties in view of the following:

- Olive oil forms a miniscule fraction of larger edible oils market.
- Olive oil does not substitute any other oil and it is not a domestic crop that it can affect the Indian farmer.
- The base price of the oil is high unlike other oils, thus any increase in duty percentage increases the final price heavily.
- Health benefits of olive oil are immense and there is no substitute to it.

The Delegation of the European Union sought assistance from Indian Olive Association for a comparative analysis of import duties in India and in its neighbouring countries.

#### **Data on Olive Oil and Table Olive Imports**

##### **a. Olive Oil**



**Financial Year Data (April-March 2018-19)**

Total olive oil imports by India during April-March 2018-19, as per Department of Commerce, Government of India, were 11,669 MT as compared to 10,915 MT during FY 2017-18. The shares of Spain and Italy for this period stood at 65% and 30% respectively. Given below is the percentage contribution of different commodities for the periods FY 2017-18 and FY 2018-19 as well as the breakup for Spain and Italy.

**Crop year Data (October 2017-September 2018)**

Total olive oil imports by India during the Crop Year October-September 2017-18 were 12,406.83 MT as compared to 12,281.43 MT during Crop Year 2016-17, registering a mere growth of 1%.

**b. Table Olives**

Total imports of table olives by India during April-March 2018-19, as per Department of Commerce, Government of India, stood at 3,289.90 MT, witnessing a decline of 1.70% from previous year. Total imports of table olives by India during the last financial year April-March 2017-18 were 3,346.74 MT. Table olive imports from Spain this year amounted to 2,815.77 MT.

**Executive Council**

The lists of the Executive Council of IOA for the year 2018-19 and Ambassadors in India of olive producing countries, which are members of the International Olive Council & Patrons of IOA, are given at the beginning of the Report.

**Executive Council Meetings**

During the year, the Executive Council met three times and discussed several issues at length.