

Trade Enquiries

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Interested in export of olive processing machines

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Interested in export of extra virgin olive oil

Trade Fairs and Exhibitions

Oil China 2011

7th China International Exhibition of Olive Oil & Edible Oil

Shanghai
April 18th - 20th, 2011
Beijing Regalland Convention & Exhibition Co., Ltd.
Add : Room No.438 Jin Ou Building, An Zhen Li,
Chao Yang District, Beijing 100029 China

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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



Dear Members,

The European Union, in collaboration with Italy, is financing a three year campaign "Oliveitup", to promote European olive oil in India. The activities will include training programmes, workshops, participation in exhibitions, tasting sessions, etc. The programme started with a press conference and tasting session on 29th June, 2010 in New Delhi.

We are happy to welcome M/s Borges India Private Limited as a new member of the Association.

IOA looks forward to the support of more companies joining the Association to strengthen our efforts in promoting the cause of table olives and olive oil industry in India.

V N Dalmia

News from Olive World

Australia Charts Five-Year Course for Olive Oil Industry

The Australian Government's Rural Industries and Research Development Corporation has released its latest Australian Olive Industry Research, Development and Extension (RD&E) Plan for 2010-2015.

The plan sets out objectives to help protect and advance an industry that has grown rapidly in a short period of time, yet looks set to flatten if severe drought, climate change, consumer loyalty, export competition, marketing challenges and the international financial situation are not tackled.

While olives have been a part of Australian culture since European settlement, the rebirth of the Australian olive industry began around 1995, according to the report, moving from a "cottage industry" entering its start-up phase to a technically sophisticated industry establishing Australia among the olive-growing nations.

Last year's olive oil production was estimated at 15,000 tonnes (up from 2,500 tonnes in 2004) and about 3,200 tonnes of table olives, for a combined

retail value of more than AU\$185 million (US\$164 million). Expectations are that it will develop into a "mature" industry by the end of this decade.

While the big producers, less than 20 located in north-central Victoria and in Western Australia north of Perth representing more than 70% of the country's annual production, are becoming recognized for their efficient and modern production and processing methods, smaller producers - are finding it difficult to compete in the supermarkets on price.

The plan encompasses four objectives - Market Research and Product Development; Economically and Environmentally Sustainable Olive Industry; Dealing with Climate Change and Variability; and Communication, Co-ordination and Training - each of which has several strategies.

Source: oliveoiltimes.com

Mediterranean Diet Set for Place on World Heritage List

The UNESCO world heritage list is normally associated with towering



religious monuments and ancient Greek temples, crumbling castles and areas of outstanding natural beauty.

Now Italian officials are certain the UN will add a salad of tomato and mozzarella, topped off by a splash of olive oil to its list of global patrimony worth protecting. The Mediterranean diet, with its mix of fresh fruit and vegetables, grilled fish and olive oil faces a final vote in November for ranking on UNESCO's list of "intangible" cultural heritage, launched in 2003 to complement the collection of monuments and natural wonders, and covers oral traditions, performing arts, social practices, rituals and festivals.

A plate of pasta washed down with a glass of wine could join the list of 178 cultural experiences including the tango, the polyphonic singing of the Aka Pygmies of central Africa and Croatian lacemaking.

Source: guardian.co.uk

Israel-Palestine 2010 Olive Harvest Campaign

At a time of increasing violence in the West Bank, the International Solidarity Movement is issuing an urgent call for volunteers to participate in the 2010 Olive Harvest Campaign at the invitation of Palestinian communities.

The olive tree is a national symbol for Palestinians. As thousands of olive trees have been bulldozed, uprooted and burned by settlers and the military – (over half a million olive and fruit trees have been destroyed since September 2000) – harvesting has become more than a source of livelihood; it has become a form of resistance.

International and Israeli volunteers join Palestinians each year to harvest olives, reduce the risk of violence from settlers and the army and supports the locals' assertion of their right to earn their livelihood.

International solidarity activists engage in non-violent intervention and documentation and this practical support enables many families to pick their olives. In addition The Olive Harvest Campaign also provides a wonderful opportunity to spend time with Palestinian families in their olive groves and homes, which is an experience in itself.

The campaign will begin on the 8th or 9th of October and run for approximately 6-8 weeks, depending on the size of the harvest.

Source: palsolidarity.org

Spanish Olive Oil Exports to the U.S. Showing Strong Gains

Spanish customs announced that exports of olive oil to the United States have increased by 17% in the first half of the year. The increase is a huge gain for the Spanish industry, which began exporting high-priced olive oil to the US in the 1960s in exchange for cheap soybean oil.

Customs says the increase is a result of both economic circumstances and a massive boom in marketing. Spanish companies have lifted their olive oil marketing campaign in the US in recent years to capitalize on recent trends.

Spanish olive oil is now much more affordable for Americans. The cooperatives and mills are now selling the oil much cheaper, which is providing more marketing options for olive oil companies albeit at the expense of farmers' incomes.

Supermarket operators are now deciding to buy more olive oil, recognizing that Americans will buy a higher-quality and healthier product that costs much the same as the fats they are already consuming, or at least those traditionally linked to the American culture. The economic crisis has also helped exportation between European countries and the US as the dollar has proved more solid in the international financial markets than the euro.

While the price of olive oil relative to foreign exchange is variable, so the success of exports must be determined over a long period of time, indications are that the momentum of olive oil sales in the US is here to stay.

This is largely thanks to Spanish companies' determination to build their business with the US rather than allowing the commercial gains to go to a foreign operator. Spain is by far the largest olive oil producing country in the world, responsible for nearly half of the global production.

The ambitious promotional campaign launched, in part, by non-profit organization Interprofesional del Aceite de Oliva Español cannot be easily dismissed.

In March, the Institute of Foreign Trade (ICEX), the Spanish Association of Industry and Olive Oil Exporters (ASOLIVA), Extenda Trade Promotion Agency of Andalusia, the Inter-Organization of Spanish Olive Oil and the Junta de Comunidades de Castilla-La Mancha joined forces to launch a campaign to strengthen the positioning of Spanish olive oil in several European

Union markets, the United States, Australia and Brazil, and stepped up promotional activities in markets with high growth potential such as Russia, China, India, Mexico and Ukraine.

Source: oliveoiltimes.com

Italy to Fund Olive Cultivation Project in Pakistan

Pakistan has been identified as having great potential for growing olives and, if exploited, this source will considerably reduce the country's import bill for edible oils. A Rs.382 million project of commercialisation and promotion of olive and olive products for an area of over 800,000 hectares in 28 districts of Balochistan and Khyber-Pakhtunkhwa has been planned. The identification of the huge potential was possible after the completion of a one-year project of 'Promotion, production and commercialisation of olive oil in Pakistan,' funded by the Italian government.

Under the project, an olive oil extraction plant of 400-kg per hour capacity has also been commissioned at the Tarnab farm of Pakistan Oilseed Development Board (PODB) near Peshawar.

The success of the project has encouraged the Italian government to fund another project aimed at utilising the cultureable wastelands, forest lands and sub-mountainous areas for large-scale cultivation of olive.

The Rs.382 million project commercialisation and promotion of olive and olive products for economic development and poverty alleviation is in final stages of approval.

The project, to be funded under the Pakistani-Italian Debt Swap Agreement, also aims at strengthening partnership with the private sector for olive cultivation and oil extraction through public-private partnership arrangements.

The foremost priority would be to meet the demand of olive oil within the country. Pakistani olive oil would find best market in China being a neighbour having land route.

Source: dawn.com

Price of Olive Oil Skyrockets as Greece Financial Crisis Grows

In an unexpected spin-off from the Eurozone contagion hitting Mediterranean countries, Greek producers uncertain about the future of the debt-laden state are hoarding stocks of olive oil rather than selling them on the open market.

As a result, and because of growing demand for olive oil worldwide, prices have risen 20 per cent in a year. Greece is a source of high quality extra virgin oil and this is putting additional pressure on prices. At some point the oil will have to be sold but in the short term it could cause a spike in prices.

Source: ktradionetwork.com

Olive Oil Ideal for Hair Treatment

While the average person loses close to hundred hairs in a day, in the case of some, hair loss occurs in excess. There are many known factors that cause excessive hair loss, such a stress, pollution, strong chemicals present in hair products, skin conditions such as dandruff, allergies, skin infections, etc.

Happily, olive oil provides a solution to many of these problems. Everyone is aware that olive oil is a rich source of antioxidants, making it ideal for nourishing one's hair. But in addition to this, the anti-bacterial and anti-fungal properties of olive oil help combat dandruff and head lice, making it an ideal hair treatment oil.

Source: buzzle.com

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Interested in export of olive oil

