



## Indian Olive Association

### Trade Fairs and Exhibitions

#### SISAB 2011

International Trade Fair for Portuguese Food and Beverage Products

21 to 23 of February, 2011, in Lisbon, Portugal

SISAB - Mundiventos Lda.

Av. Elias Garcia, 57- 7°

1049-017 Lisboa, Portugal

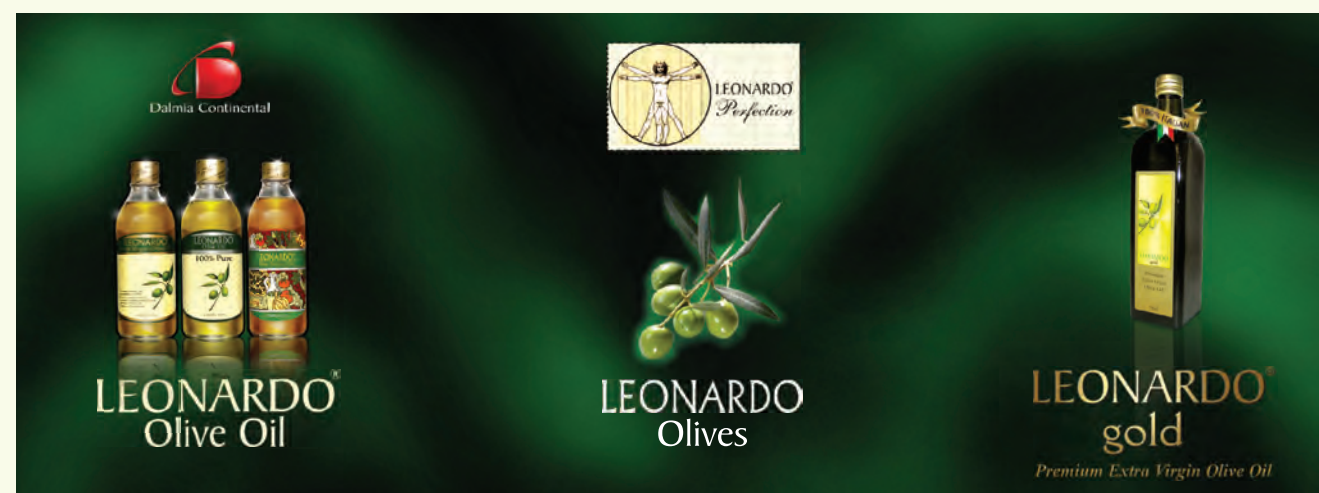
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(Information regarding trade enquiries and exhibitions are based on information received by IOA. The Association does not guarantee factual accuracy or endorse individual parties.)



### From the President's Desk



I would like to express my grateful thanks to the members for reposing their confidence in me and re-electing me as the President of the Association. It would be my privilege to work towards taking forward the interests of the olive oil sector in India.

During the calendar year 2009, India's olive oil imports from Italy and Spain were 2,617 tonnes - almost the same as 2,634 tonnes in 2008. Table Olive imports from Spain, the largest exporter, were 435 tons in 2009 as compared to 446 tons in 2008. As is evident, minor declines were witnessed in both sectors.

I am happy to inform that IOA has become a signatory to the Quality Control Agreement of the International Olive Council. Requirements will be communicated to members in due course.

We are happy to welcome, M/s Cargill India Pvt. Ltd (brand: Oliante) 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

### Executive Council for the Year 2009-2010

At the 2nd Annual General Meeting of the Indian Olive Association held on 31 March 2010, at PHD House, New Delhi, the following were unanimously elected as President and Vice President:

**Mr V N Dalmia,**  
Dalmia Continental Pvt. Ltd. : **President**

**Mr Rahul Aggarwal,**  
Manisha International Pvt. Ltd. : **Vice President**

The following were unanimously elected to the Executive Council:

1. **Mr. Murali R Parthasarathy**, Dhanya Associates
2. **Mr. Yogesh Bellani**, Fieldfresh Foods Private Limited
3. **Mrs. Farhat Saxena**, R R Oomerbhoy Pvt. Ltd.
4. **Mr. Suku Shah**, Olive Tree Trading Private Limited

At the first Executive Council meeting held immediately after the Annual Session, the following members were co-opted to the Executive Council:

1. **Mr Balkrishna Adukia**, Consumer Marketing (India) Pvt Ltd
2. **Mr. S Viraraghavan**, Cargill India Pvt. Ltd

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## News from Olive World

### Standards for olive oil Published in the USDA Federal Register

While the Indian Olive Association continues to pursue the amendment of Indian standards with the concerned government agencies, standards for olive oil were published in the USDA Federal Register on April 28, 2010. The standards will take effect from October 24, 2010.

This is an historic achievement for the California olive oil industry as well as consumers and retailers. The petition, filed by the California Olive Oil Council in August 2005, sought to set in place standards for grades of olive oil in the United States, especially extra virgin. Heretofore, the absence of federal standards allowed some unscrupulous importers to flood the US market with mislabeled oils and misleading claims.

The standard will:

- ▶ Provide legal reference definitions for any government agency that takes enforcement action against mislabeling
- ▶ Provide buyers in commerce with a common language of clearly defined US grades of olive oil
- ▶ Serve notice to unscrupulous importers that the United States will no longer be a haven for mislabeled low grades of olive oil or other oils claiming to be olive oil
- ▶ Raise public awareness of the differences between extra virgin and other grades of olive oil
- ▶ Inform the consumer by including taste (organoleptic) as well as chemical testing requirements for olive oil
- ▶ Become the foundation on which an infrastructure of grading and testing can be built

### Australia on track for record olive oil crop

Following a record extra virgin olive oil harvest of 15 million litres in 2009, good rainfall and climate conditions this season means that Australia is on track for another bumper year with 17 million litres predicted for 2010. Harvesting is underway in most states and will continue across Australia through to July.

Most of Australia's olives are grown in the east, south and west of the country, with Victoria producing a significant majority of olive oil. Most of the world's major olive varieties (cultivars) are grown here and harvest time varies according to state.

### Spanish Olive Oil output rises

Spanish olive oil output has risen from last year despite farmers' reports of storm damage in the world's biggest producer, but looks like missing bottlers' forecasts of a bumper harvest, according to official data.

The Agriculture Ministry estimated that by the end of February, farmers had produced 1.083 million tonnes, compared to 1.03 million in the prior 2008/09 campaign.

The olive harvest begins on Nov. 1 and most of the crop is usually in by the end of February. Olive oil has been an essential part of the Mediterranean diet for thousands of years and olive trees throng many hillsides in southern Spain, which are often unsuitable for growing other crops.

### Olive oil production increases by 48% in 2009 in Jordan

Olive oil production from the 2009 harvest season increased by 48 per cent to 16,760 tonnes from 11,292 tonnes in 2008, according to figures issued by the Department of Statistics (DoS).

The DoS report also showed that the Kingdom's total olive production increased by 30 per cent last year, reaching 135,000 tonnes compared with 94,000 tonnes in 2008. Of which 69 per cent, or 92,000 tonnes, was used for extraction of oil.

Despite a 16 per cent drop in production, the northern Governorate of Irbid registered the highest production of olive oil last year with 3,429 tonnes, followed by Jerash and Ajloun with 2,656 and 2,576 tonnes respectively, the figures indicated.

The southern governorates of Aqaba, Tafileh and Karak registered the lowest olive oil production levels in the country in 2009, although their production increased significantly over the previous year, the figures showed, indicating that Aqaba produced 78 tonnes compared with only 20 tonnes in 2008, Tafileh 105 tonnes compared with 21 tonnes and Karak 544 tonnes compared with 217 tonnes.

## Trade Enquiries

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**Interested in exporting olive oil to India**

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**Looking for a distributor / partner in India**

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**Interested in exporting olive oil to India**

Bring health to your table

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