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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 Association organized its 3rd AGM on 16 October 2010. I am extremely grateful to all the members of the Association for re-electing me as the President of the Association and Mr Rahul Aggarwal as the Vice President. We look forward to the support and cooperation of all the members in carrying forward our common objective of promoting the interests of the olive oil sector in India.

On behalf of the Association, I wish you all a happy and prosperous 2011.

V N Dalmia

Third Annual General Meeting

The Third Annual General Meeting of the Indian Olive Association was held on 16 October 2010, at 12 Noon, at PHD House, New Delhi.



Hon'ble Mr. Ghulam Nabi Azad, Union Minister for Health and Family Welfare was the Chief Guest on the occasion. H.E. Stavros Lykidis, Ambassador of Greece, H.E. Dr. Mohamed Marzouk, Ambassador of Tunisia and H.E. Ramon Morena, Charge de Affaires, Spain were the Guests of Honour.

Mr. V.N. Dalmia, President, Indian Olive Association made a presentation on the significant growth of the olive oil sector in India and the health benefits of olive oil vis-à-vis other medium of cooking. He also spoke about the objectives of the Association in promoting the use of olive oil in India.



In his address, Mr. Ghulam Nabi Azad announced that revised trade standards for olive oil had been finalized and would be announced shortly for public consultation. He also announced that draft standards for accreditation for public and private testing labs were being constituted and this would provide a paradigm shift to the food safety initiatives in the country. He also highlighted that edible oil had a significant place in Indian cuisine and the people were yet to fully realize the benefits of olive oil. Olives were found to be a rich source of anti-oxidants and apart from its use as a cooking medium, it could also be used for hair and skin treatments.

The Ambassadors of Greece and Tunisia and the Charge de Affaires of Spain spoke about the olive oil sector in their respective countries.

Executive Council for the Year 2010-2011

At the Annual General Meeting held on 16 October 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 as members to the Executive Council:

- **Mr. Murali R. Parthasarathy**, Dhanya Associates
- **Mr Vikram Anand**, Cargill India Private Limited

At the first Executive Council meeting held on 1 November 2010, the following members were co-opted to the Executive Council:

- **Mr. Rajneesh Bhasin** - Borges India Pvt. Limited
- **Mr. Suku Shah** - Olivetree Trading Private Limited
- **Mr. K.N. Srikanta**, Amrutanjan Health Care Limited
- **Mr. Natwar Pujari** - Consumer Marketing India Pvt. Ltd.
- **Mr. Deepak Swaroop** - Fieldfresh Foods Private Limited
- **Mrs. Farhat Navlakhi Saxena** - R R Oomerbhoy Pvt. Ltd.

News from Olive World

Olive Council Predicts Increased Olive Oil Production for 2010-11

According to estimates from the International Olive Council, olive oil production around the world is predicted to increase significantly in the next season.

The IOC predicts that world leader Spain is likely to stay at about 1.4 million tons of olive oil next season.

Greece is predicted to produce some 336,000 tons in the upcoming campaign, a 5% increase from last season, 9,000 tons for Israel, (157% increase), 60,000 tons for Algeria (126% increase), Iran some 8,000 tons, (50% increase), Albania to reach 7,000 tons, (40% increase), Syria some 193,500 tons, (29% increase), Turkey 160,000 tons, (9% increase), and 15,500 tons for Argentina, which equates to a 9% jump in production. The only country set to decrease production is Tunisia, whose 120,000 tons amounts to a 20% drop in production from last season's figures.

Turkey Joins IOC

The Government of Turkey filed its instrument

of accession to the 2005 International Agreement on Olive Oil and Table Olives on 21 February 2010. Turkey thus joined the Agreement on that date. The International Olive Council welcomed back Turkey to the membership of the Organisation, which it belonged to under preceding Agreements.

This latest accession brings the membership of the Organisation to 18: Albania, Algeria, Argentina, Croatia, Egypt, Iraq, Israel, Iran, Jordan, Lebanon, Libya, Morocco, Montenegro, Serbia, Syria, Tunisia, Turkey and the European Union (with its 27 Member States).

(Source: oliveoiltimes.com)

California Survey Confirms Olive Oil Boom

The olive oil industry in California continues to expand through investment and innovation and, as the American appetite for olive oil soars, the state is in a position to meet the growing demand, according to the California Olive Oil Council (COOC) report, 2010 California Olive Oil Industry Survey Statistics.

The report says the total acreage of olive orchards

planted for olive oil production including those planted for table production is "likely higher than 32,000 acres and could be as high as 41,000 acres." California farmers are planting 8,000 acres of trees each year, many at super high-density (SHD) of 500 to 900 trees per acre that are expected to reach maturity at 4 years. The report estimates an average yield of 40 gallons per SHD acre.

The 650,000 gallons of oil produced in 2008 increased to 870,000 gallons the very next year. All signs indicate this growth will continue in the coming years.

None of this would be happening without strong consumer demand. According to the report, annual US consumption of olive oil has increased from 30 million gallons a year to almost 70 million in the last two decades. Though California produces almost all of the domestic extra virgin olive oil consumed in the country, the US imports almost 99 percent of the olive oil it consumes. That demand is fed in large part by consumer education.

(Source: oliveoiltimes.com)

Tunisia olive oil output down 31 percent

Tunisia expects its olive oil output to fall by 31.3 percent in this season but will draw on its stocks to boost its exports by 15 percent, official media reported.

Tunisia is among the world's top exporters of olive oil, a commodity that is subject to growing interest from both consumers and investors.

Olive oil output "is expected to reach ... 110,000 tonnes for the 2010-2011 season against 160,000 tonnes in the 2009-2010 season," the official TAP news agency quoted Agriculture Minister Abdesslem Mansour as saying.

Tunisia produced 200,000 tonnes of olive oil in the 2008-2009 campaign.

The country will use 25,000 tonnes of stocks to raise its exports to 115,000 tonnes during the current campaign, Mansour said. Tunisia exported 100,000 tonnes of olive oil the previous campaign, generating \$295 million in revenues.

Olive oil accounts for half of the country's agricultural exports, which together represent at least 10 percent of its total exports.

The olive oil industry relies on 65 million planted olive trees that cover around 1.6 million hectares. They provide a living for at least 500,000 families in the North African country of 10 million.

(Source: af.reuters.com)

EU leads global olive oil consumption in 2010

Global olive oil consumption in 2009/2010 hit 2.8 million tons, with EU consumption accounting for roughly 60 percent of the total.

European nations consumed more than 1.8 million tons of olive oil in 2009/2010, according figures released by the International Olive Oil Council (IOC) in the last week of November.

Within the EU, Italians lead consumption at 675,000 tons, followed by the Spanish, who consumed 550,000 tons and Greeks, who consumed 220,000 tons during the same period.

Outside of the EU, Americans are the largest consumers of the "liquid gold" - consuming about 260,000 tons of it in 2010, followed by Syrians, who consumed 120,000 and Turks, who consumed 110,000 tons.

According to the Council, global consumption will exceed production in the 2010/2011 crop year, which may mean that people can look forward to higher prices next year.

Top olive oil consuming countries (2009/2010)

Italy (675,000 tons)
 Spain (550,000)
 United States (258,000)
 Greece (220,000)
 Syria (120,000)
 France (113,000)
 Turkey (110,000)
 Morocco (90,000)
 Portugal (88,000)
 United Kingdom (55,300)

(Source: independent.co.uk)

