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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



As you are aware, the Association organized its Annual Session on 1 November 2012, at New Delhi. The Chief Guest was Mr. Sanjeev Kapoor, Celebrity Chef and Entrepreneur. The event was very extensively covered by the media.

The FSSAI has notified new draft standards for olive oil on 22 November 2012, made available to the public on November 27, 2012, inviting comments. This was circulated to members for their comments.

We are happy to welcome M/s Rian Imports & Marketing (Brands-RS, IBERO & TORERO) as a new member of the Association.

Officials of the Ministry of Economy, Directorate General of Export, Government of Turkey met Mr. Rajneesh Bhasin, Vice President of the Association to discuss the distribution channels for olive oil in India and the market potential.

I also take this opportunity to wish you all a very HAPPY NEW YEAR on behalf of the Association.


V N Dalmia

Annual Session of the Indian Olive Association

The Indian Olive Association organised its Annual Session on 1 November 2012, at New Delhi.



Mr. Sanjeev Kapoor, Celebrity Chef and Entrepreneur was the Chief Guest on the occasion.

While addressing the participants, Mr. Sanjeev Kapoor, pledged his support to greater use of olive oil in India. Given the alarming incidence of lifestyle diseases in India, Mr. Kapoor said that there was no alternative to using olive oil if one wished to correct that. He said that Indian food habits were changing, Indians were adopting olive oil and that olive oil's ease of use lent it great adaptability and flexibility in the Indian kitchen.

He commended the Indian Olive Association for undertaking the path-breaking initiative of introducing olive oil to Indian households as well as promoting it as a healthy medium of cooking. He mentioned that India's positive growth had to be supplemented with a healthier lifestyle.



Mr. VN Dalmia, President of IOA, said that olive oil imports were 7139 tonnes in the last financial year, up from 4299 tonnes in 2010-11, a growth of above 60%. In Q1 of the current year, April to June 12, imports were 2,300 tonnes and the Association was optimistic that total imports during the year would cross 10,000 tonnes.

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Table olive imports had been broadly stable in 2011 but were showing rapid growth in 2012. Imports from Spain, which supplies most of India's requirements, were 637 tonnes in 2010, 625 tonnes in 2011 but had reached 616 tonnes during January-August 2012. He added, however, that table olive consumption in India was restricted by high import duty rates which, at 44 to 51%, were among the highest in the world despite the fact that there was no domestic production of table olives.

He recommended the promotion of lifestyle disease prevention programmes to children through schools by the Health Ministry. Mr. Dalmia added that as olive oil is used in much lower proportion, as low as 1/3rd, of other edible oils, the perception that it is expensive to use is incorrect. However, Indian households were increasingly becoming aware of the numerous health benefits of olive oil and the consumption of olive oil was set to increase.

The Ambassadors of Greece, Italy, Tunisia and Turkey, the major olive oil producing nations, who were the

guests of honour, spoke about the importance of olive oil in their economies and the current production trends.



Mr. Rajneesh Bhasin, Vice President of IOA, said that if India took to olive oil in a big way, consumption of even 0.5 million tonnes would be nothing extraordinary but would cause serious shortages around the world. He added that olive oil gifting during the Diwali season needed to be promoted as a way of gifting health in preference to items that were unhealthy.

News from Olive World

U.S. Olive Oil Imports Continue Steady Climb

Olive oil and olive pomace oil imports into the United States are still steadily climbing, achieving 7 percent growth over last year, the latest International Olive Council (IOC) figures show. They totalled 290,227 tons for the first 11 months of the 2011/12 season and are expected to top 300,000 tons once the September figures are in.

Chinese market smaller but growing faster

China outstripped forecasts to import nearly 45,968 tons of olive oil and olive pomace oil in 2010/11, the IOC also reported.

It may not reach even a sixth of US imports but this market has seen spectacular growth of 38 percent on the previous year.

Overall world market 2011/12 crop year

The IOC reports total imports for October to August are up 13 percent into Russia, 18 percent into Japan, and 14 percent into Brazil, but still down into Canada and Australia, with declines of 4 and 3 percent respectively.

Imports into the EU are up 12 percent season-on-season, which the IOC says probably reflects "some operators' expectations of a poor harvest (in Spain) in 2012/13."

Proof of Spain's pricing impact

Producer prices for extra virgin olive oil in Italy and Greece have now reflected the rise that occurred in Spain starting in late June.

In Italy, they've risen over the last two months, climbing from €2.38/kg in the first week of August to end October at €2.84/kg, compared to €2.48/kg for Spain.

Source: <http://www.oliveoiltimes.com/olive-oil-business/north-america/united-states-olive-oil-imports-climb/30581>

Olive Farming in India's Rajasthan Rolls On

Four years ago, India's desert state of Rajasthan launched the country's first pilot project for olive cultivation. The project is now yielding promising results with the plants having matured. The oil content in the seeds under this project is averaging about 15 percent, which is well within the international standards. Project leaders are confident that the oil content will enhance as the plants mature further.

According to Ajay Pachori, COO of the project, "Out of the seven varieties of olives for which field tests were conducted, four have been found to be suitable for Rajasthan's agro-climatic conditions." The success of extensive field trials at the state-owned farms in Rajasthan has encouraged the state government to

extend the scope of cultivation of olive crop to private farms from this year.

The conditions for olive cultivation are considered ideal in the Sri Gangangar, Hanumangarh, Nagaur and Bikaner districts of Rajasthan, which experience extended periods of chill in the winter season.

Mr. Pachori said, "We are gradually introducing the cash crop to farmers in these areas. This year we have set a target of 300 hectares. Six clusters of 50 hectares each will be formed in four districts of Sri Ganganagar, Hanumangarh, Bikaner and Nagaur." Olive farming experts believe that cluster approach will be most beneficial in the region.

Rajasthan Olive Cultivation Limited (ROCL), which is spearheading the project in the state, has ambitious plans to convert this pilot project into a major commercially successful venture in the years ahead. Mr. Pachori said, "We have already received application for 200 hectares and in 40 hectares the sowing has already been completed. Our target is to bring about 5,000 hectares under olive cultivation in the next three years to make it a commercially viable venture."

Source: <http://www.oliveoiltimes.com/olive-oil-making-and-milling/rajasthan-olive-oil-project/29647>

World Olive Oil Output Set to Fall 20 Percent

Global olive oil production for 2012/13 is forecast to total about 2.75 million tons, down by about a fifth on last year's all-time high of nearly 3.39 million tons, the International Olive Council reports in its September market newsletter.

But while leading producer Spain is the country where output will fall the most, due to harsh frosts over winter then a severe summer drought, a season-on-season increase of 18.6 percent is likely in Greece. Tunisia, which exports 70 percent of its olive oil, is also expecting an excellent harvest, to the tune of 220,000 tons the IOC said.

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Table olives

Table olive production for 2012/13 is expected to be down 7 percent globally on the previous season, but Greece and Turkey are expecting increased output.

If Turkey achieves forecast production of 410,000 tonnes this harvest, it will pass Egypt (300,000 tonnes) to be second after Spain in terms of the world's biggest producers.

The figures to July show that table olive imports are up 7 percent into Brazil and 1 percent in Australia and down 7 percent in Russia and 4 percent in the US.

Source: <http://www.oliveoiltimes.com/olive-oil-business/world-olive-oil-output-set-to-fall-20-percent/29539>

Argentina Declares Olive Oil a 'National Food'

Bringing to fruition an initiative that began in La Rioja province, Argentina's National Chamber of Deputies has approved a bill to make olive oil a 'national food.' The initiative aims to promote the production, marketing and domestic consumption of olive oil products through the creation of the Federal Program for the Promotion of Argentine Olive Oil.

The new Federal Program aims to increase domestic consumption, which is currently just 125 grams (4.4 ounces) per capita annually.

Nonetheless, Argentina is the largest producer of olives in the Americas, with a harvest of 200,000 tonnes reported in 2011. The country places fourth on the list of the world's top producers, just behind the European Union, Turkey and Egypt, and contributes 6.4 percent of the total global production.

Source: <http://www.oliveoiltimes.com/olive-oil-business/south-america/argentina-declares-olive-oil-a-national-food/31035>

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