

News from Olive Oil World

To this end, the government attempted to play a larger role in the support of the entire olive oil production chain, from the grove to the packaging and marketing, for which the development of a national brand name was planned.

The export ban not only has put a halt to the international presence of Libyan olive oils, but has also had repercussions in the industry's ability to obtain the

income, including foreign currency, which is necessary to invest in resources required for the sector's sustainability, such as replacement parts for equipment, specialized bottling and packing plants and irrigation for the very dry areas where olive trees can be planted.

Source: <https://www.oliveoiltimes.com/olive-oil-basics/export-ban-adversely-impacts-libyas-olive-oil-industry/66563>

Did you know?

Researchers Use Mathematical Models to Optimize Olive Oil Production

A group of researchers from Spain's University of Jaén have developed new mathematical models that can help to predict the quality of extra virgin olive oil and optimize its production.

The researchers developed these models using response surface methodology (RSM), which explores the relationship between independent and dependent variables involved in the production process and is often used to maximize the yield of a specific substance.

"RSM allows us to obtain information that we will miss when employing classical methodology," Francisco Espínola Lozano, a professor at the University of Jaén and lead researcher on the study, told Olive Oil Times.

Espínola Lozano said that the study explored, for the first time, a combined research of four technological factors: the size of the sieve and of the hammer mill that grinds the olives; the time and the temperature at which the olive paste is malaxed; and the doses of technological adjuvant used to improve the performance of the olive.

"Talc and caolítica clay are already authorized as technological adjuvants, but we used calcium carbonate and had better results," he said. "This represents a promising research line."

According to Espínola Lozano, the use of different mathematical models during the investigation allowed the researchers to discover the relationship between these technological and agronomic factors. For this reason, the models can determine the effects that olive

variety, degree of ripeness, kind of cultivation (traditional, intensive, super intensive) and the use or lack of irrigation will have on the oil production process.

By applying RSM to a previously designed statistical experiment, the researchers also developed models that can predict the effect of the variation certain technological aspects have on the oil.

An example of this is the model's ability to increase or reduce certain phenolic compounds with antioxidant and anti-inflammatory properties, such as oleocanthal, allowing for the creation of products with specific traits and variances, both in terms of flavor and health properties.

"In addition to yields, we studied regulated quality parameters and the contents of phenolic compounds (natural antioxidants) and volatile contents, which are responsible for aromas, evaluating more than 30 responses," Espínola Lozano said.

These new models not only help predict the quality of olive oils, but also facilitate the automation of olive oil production at the mills.

Espínola Lozano emphasized that mills currently handle olive production more as an artistic undertaking, which trusts the experience and intuition of olive masters, rather than as a process that must be handled with a scientific and technological approach.

In his view, it is important that the companies involved in olive production learn about the many possibilities scientific research opens and maximize their advantages.

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Indian Olive Association

From the President's Desk



Dear Friends,

The Association circulated the comparative data on import of olive oil with Italy and Spain breakups for the period April-September 2018-19 and April-September 2017-18 as well as for the crop year October 2017-September 2018. India's imports of table olives were also circulated. Details are given below.

The olive oil industry saw a steep decline in volume imports in FY2017-2018 as compared to FY2016-2017. Since last 18 months, the industry has coped with record high commodity prices at source, steep depreciation of rupee against EURO & lastly very steep increase in custom duties & surcharge across all olive oil variants. As olive

oil is a highly priced commodity, the impact of the above factors is enormous and left no option but to increase the retail prices of the products on the shelves, thus impacting category growth.

This year's harvesting season has brought some much needed good news & the commodity prices have eased out and are stable as of now compared to last year's record highs. Though, high customs duties is still a big damper, I expect that stable commodity prices at source this year will help bring the olive oil category back on positive growth trajectory.

The Association has been playing an active role in its endeavor to increase awareness and to educate consumers about the numerous health benefits of these products. The Association has started to undertake marketing and promotional activities in terms of digital campaign for the promotion and growth of olive oil category. The efforts are also in place to expand the membership base of the Association. The Association has decided to focus on the following three pillars and we seek your continued support.

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


Rahul Upadhyay

Data on Olive Oil and Table Olive Imports

Olive Oil

Financial Year

Total olive oil imports by India during April-September 2018, as per Department of Commerce, Government of India, were 7231.98 MT as compared to 5740.71 MT in the same period last year, registering an increase of around 26%. The shares of Spain and Italy for this period stood at 68.18% and 27.74% respectively.

Total olive oil imports by India during the last financial year April-March 2017-18, as per Department of Commerce, Government of India, were 10,914.86 MT as compared to 12,812.55 MT in the same period last year, witnessing a decline of around 17.3%.

Crop Year

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%.

Table Olives

Total imports of table olives by India during April-September 2018, as per Department of Commerce, Government of India, stood at 1607.4 MT, with table olive imports from Spain amounting to 1402.7 MT.

Total imports of table olives by India during the last financial year April-March 2017-18, as per Department of Commerce, Government of India, stood at 3,346.74 MT, witnessing a decline of 2.22% from last year.



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Global Olive Oil Production to Dip in 2018-19

Global olive oil production is estimated to decrease by 5.5 percent in the 2018-19 harvest season, according to the International Olive Council (IOC).

The data indicates that IOC member nations and selected non-IOC members will produce 3.130 million tons this crop year, compared with 3.314 million tons last year. However, this crop year's olive oil yield was still higher than the 2016-17 yield and the 2014-15 yield, both of which were also off-years for many global producers.

The largest decreases took place in Tunisia and Argentina, with this year's harvest dropping 57 and 54 percent, respectively. Both countries enjoyed strong harvests in the 2017-18 crop year and were expecting a drop this year due to the alternate bearing nature of olive trees.

Elsewhere, production fell by 49 percent in Palestine; 38 percent in Italy; 35 percent in Greece and 30 percent in Turkey.

According to Coldiretti, an Italian farmers' association, bad weather damaged about 25 million olive trees in the country and largely caused a sharp decrease. In spite of this, Italy remains the second largest global olive oil producer after Spain.

In Turkey, the decrease was also attributed to the alternate bearing nature of the trees. However, Turkish olive oil production continues to trend upwards with this crop year's harvest increasing by three percent compared with the 2016-17 campaign and 14 percent compared with the 2014-15 campaign.

Other countries to register production decreases were Egypt (-28 percent), Portugal (-15 percent), Algeria (-7 percent), Israel (-6 percent) and Jordan (-2 percent).

The IOC figures also indicate that some countries experienced notable production increases. Libya enjoyed the largest of these increases, with production rising by 41 percent. Morocco also experienced an increase, but much more modest, of about four percent. Both North African countries have been steadily investing in olive oil production as new markets in East Asia have opened up and traditional Mediterranean producers have suffered setbacks from weather and disease.

After several tough years for olive oil producers in Spain caused mainly by drought and disease, olive oil estimates for the 2018-19 crop year reached 1,598,900 tons, an increase of 27 percent

compared with the previous campaign and the highest level of production since 2013-14.

Source: <https://www.oliveoiltimes.com/olive-oil-business/global-olive-oil-production-to-dip-in-2018-19/66039>

Morocco is World's 4th Largest Olive Oil Producer

Morocco has harvested an estimated 2 million tons of olives this season, an increase by 28 percent compared to the crop last year. During his visit to El Attaouia province in El Kelaa des Sraghna, in the Marrakech-Safi region, at the 5th National Fair of the Olive Tree, Minister of Agriculture Aziz Akhannouch said that the increase in olive production is due to the "favorable weather conditions."

The olive tree thrives in the Mediterranean climate with yearly temperature between 15 and 20 degrees Celsius, rainy winters followed by sunny springs, and hot summers.

At the closing ceremony of the fair, Akhannouch said that Morocco has become the 4th biggest olive oil producer in the world.

Akhannouch emphasized the significance of the main fruit tree cultivated in Morocco. It covers more than 1.07 million hectares, accounting for 65 percent of the tree species in the country.

The olive sector is also a major source for employment, providing 380,000 permanent jobs. Women make up 20 percent of workers in the field.

The sector contributes to the trade balance by ensuring the inflow of foreign currency estimated at MAD 1.8 billion annually.

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Morocco's main regions for olive production are Marrakech, Fez, Meknes, and Casablanca. Akhannouch emphasized that olive trees in the Marrakech-Safi region cover an area of 223,600 hectares, constituting 20 percent of the olive areas in Morocco and contributing 487,000 tons, 24 percent, of the national olive production.

Source: <https://www.morocoworldnews.com/2018/12/259466/morocco-world-4th-largest-olive-oil-producer/>

Olive Oil Imports Reach Record in Brazil

Brazilian olive oil imports have been steadily increasing over the past several years. Over the course of the 2017-18 crop year, they rose by 28 percent to a record high of 76,816 tons.

Only the United States and Italy import more olive oil than Brazil does and its consumption is continuing to grow in Latin America's most populous country. Domestic production continues to slowly increase but accounts for less than one percent of what Brazilians consume.

Imported oils fare quite well in Brazil because they are generally much cheaper than domestic oils, for which there is not much demand.

"Brazil has a repressed demand for good quality products and whenever the economy is good people will buy more of those, regardless of the origin," he said. "However, not all consumers that buy imported olive oil can afford Brazilian olive oil, which is usually at least 50 percent more expensive than a typical imported oil."

According to the International Olive Council, 82 percent of imported olive oil in Brazil comes from Europe. Portugal is the leading exporter, responsible for 59 percent of Brazilian imports. Spain (16 percent), Italy (6

percent) and Greece (1 percent) are the other major European exporters. The remaining 18 percent of Brazilian imports come mostly from Argentina and Chile, at 10 percent and seven percent, respectively.

Source: <https://www.oliveoiltimes.com/olive-oil-business/south-america/olive-oil-imports-reach-record-high-in-brazil/65892>

Export Ban Impacts Libyan Olive Oil Industry

After years of optimism derived from government plans to strengthen the country's olive oil sector, particularly in export markets, Libyan olive oil producers are now struggling to survive.

Many say this is a direct result of an export ban imposed in 2017, which is having a negative impact on the olive industry.

The restriction of olive oil exports stemmed from an apparent shortage of olive oil supplies for the domestic market. This has been attributed to exports in bulk at low prices, which the government believes did not add value to the Libyan economy.

This shortage has led to an increase in foreign olive oil imports at higher prices in order to satisfy domestic demand. The government subsequently banned exports in order to protect local production and guarantee an adequate stock of locally-produced olive oil to supply the domestic market.

The ban of olive oil exports has not yet been lifted and there are no signs that it will be lifted anytime soon. This has worried local farmers and producers who think that enough olive oil is produced in Libya to meet both export and domestic consumption demands and that this ban will impact the olive oil industry long-term.

Libya is the world's eleventh largest olive producer with an estimate eight million olive trees. Only 20 percent of the country's olive production is transformed into oil. According to figures from the International Olive Council (IOC), annual production more than doubled from the 1990/91 to the 2018/19 oil campaigns, growing from 7,000 to 18,000 tons.

Olive oil helped diversify Libyan exports, which had relied strongly on crude oil exports since the fall of Muammar Gaddafi in 2011.

In 2013, the Libyan government announced plans to strengthen olive oil exports by improving the quality of olives and olive oil production with a view to increasing the value of global exports and expanding them internationally to boost the country's economy.

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SINGLE VARIETY EXTRA VIRGIN OLIVE OIL

EXTRA VIRGIN OLIVE OIL OF THE YEAR

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