# Indian Olive Association

Newsletter

January - September 2020

## From the President's Desk

Dear Friends,

I do hope that you, your families and colleagues in office are in good health. The past few months have been difficult for all sectors of the economy. Not only the public health has been affected, but the supply and value chain across sectors has got impacted due to the spread of CORONA and resulting lockdown. In particular the importers faced the challenge of delayed clearances at customs and ports and test results and shortage of manpower and other logistics. The import of vegetable oils during August 2020 was down by 14 compared to August 2019 and the overall import of vegetable oils during November 2019 to August 2020 is reported to be down by 13% compared to the same period of last. However, as a category, the retail sale of Olive oils was not harshly impacted as the e-commerce trade gained strength and kept the momentum going. However, some members did experience a downward trend in Institutional sales as the food service sector remained under lockdown.

Earlier under ASEAN Agreement and MICECA Agreement, Government reduced Import Duty on RBD Palmolein from 50% to 45% and on Crude Palm Oil from 40% to 37.5% with effect from 1st January 2020. The duty difference between Crude and Refined Palm Oil has been reduced to 7.5% as against 10% earlier. This would make Import of Refined Palmolien much more attractive and will seriously hurt domestic refining Industry and may affect the pomace oil sector.

As the apex organization for promotion of Olives and Olive oils, the association is committed to protect the interests of its members and customers alike. The Association has been keeping the members and other stakeholders updated about the olive oil imports by disseminating the import data on a regular basis.

Rahul Upadhyay

| | | TOTAL IMPORT BY INDIA Value in US $ million | | | ITALY | | SPAIN | | TUNISIA | |
|---|---|---|---|---|---|---|---|---|---|---|
| HS Code | Commodity | FY 2017-18 | FY 2018-19 | FY 2019-20 | FY 2018-19 | FY 2019-20 | FY 2018-19 | FY 2019-20 | FY 2018-19 | FY 2019-20 |
| 15091000 | VIRGIN OLIVE OIL | 8.62 | 8.47 | 6.12 | 2.43 | 2.21 | 5.29 | 3.6 | 0.11 | 0.13 |
| 15099010 | OLIVE OIL AND ITS FRACTIONS(EXCLUDING VIRGIN)OF EDIBLE GRADE | 39.67 | 39.38 | 18.85 | 3.94 | 1.34 | 34.89 | 16.96 | 0.05 | 0.03 |
| 15099090 | OTHER OLIVE OIL AND ITS FRACTIONS(EXCLUDING VIRGIN) | 1.19 | 0.55 | 1.27 | 0.1 | 0.26 | 0.27 | 0.94 | Nil | 0.04 |
| 15100091 | OTHER OIL(EXCLUDING CRUDE OIL)OF EDIBLE GRADE NOT CHEMICALLY MODIFIED FOR OLIVES | 4.95 | 8.11 | 5.15 | 5.46 | 3.83 | 2.41 | 1.19 | 0.11 | 0.04 |
| 15100099 | OTHER OIL OTHER THAN EDIBLE GRADE(EXCLUDING CRUDE OIL)FROM OLIVES | 0.32 | 1.46 | 1.82 | 0.28 | 0.86 | 1.09 | 0.9 | Nil | Nil |

## What's up @ IOA - SNAPSHOTS

**Annual Public Session**

IOA organized its 'Annual Public Session' on Friday, 13th December 2019 at LPS Auditorium, PHD House, New Delhi. The session was presided over by Mr Rahul Upadhyay, President, along with Mr Akshay Modi, Vice President. Chef Davinder Kumar, Vice President-F & B Production, Hotel Le Meridien- New Delhi & President-Indian Culinary Forum was the Chief Guest along with the Ambassador of Tunisia, Mr Nejmeddine Lakhal. A Nutrition Workshop with renowned celebrity Chef Dr Anjali Hooda was organised and one to one nutrition consulting was provided to all the delegates. A number of media persons and social media influencers joined the session. Mr Akshay Modi, gave an insightful presentation on the theme – "Production of olive oil". A Panel discussions on "Olive Oil In India-2.0" was moderated by Ms Rupali Dean, senior food & travel writer. Eminent personalities like Chef Neeraj Tyagi, Ms. Neha Deepak Shah, Ms. Sangeeta Khanna, Dr.Anjali Hooda joined the session as panelists. The session concluded with Cocktails and dinner. Members of the Executive Council encouragingly supported the initiative by their participation and sponsorship.

Mr V N Dalmia, Founder President, was the special invitee and was felicitated for his contribution to the Association and to the Olive Oil category. The main motive of the event being educating consumers about olive oil and its benefits, along with other information such as making people aware of the variants such as Virgin Olive Oil, Extra-Virgin Olive Oil, Pomace Olive Oil etc. and inform people about olive oil's versatility and how it is suitable for Indian cooking as it could be used for cooking in high heat and frying. Below are few glimpses from the event :

## Glimpses of Annual Public Session


**Annual General Meeting of IOA**

Prior to the Annual Public Session, the IOA convened the 12th Annual General Meeting of Indian Olive Association on 15th October 2019 at PHD House, New Delhi. Mr. Rahul Upadhyay, President presided. Other members of the Executive Council were present. Mr. Rahul Upadhyay was elected as the President and Mr. Akshay Modi was elected as the Vice President of the Indian Olive Association for the year 2019-20.

**Emergency Executive Council Meeting**

An emergency Executive Council meeting was held on 13th December 2019, which was attended by Mr Akshay Modi, Modi Naturals Ltd. Vice President – IOA ;Mr. Vishal Gupta ,Borges India Pvt Ltd.; Mr. Vaibhav Rajput, Cargill India Pvt. Ltd.; Mr S N Bahadur ,Manisha International P Ltd ; Mr. Abhinav

Deepankar, Bharti-Delmonte, Field Fresh Foods; Mr. V N Dalmia, Dalmia Continental Pvt. Ltd.

The meeting was conducted to inform the members and notify the change in the Secretariat. Ms Mallika Verma, Director, PHD Chamber, was appointed as the new Secretary of the Association. Mr Modi apprised the members on the development and progress of marketing and promotional activity of the Olive Oil category to enhance its reach in different categories through a digital marketing campaign, Mr Akshay Modi who is also chairing the GST committee at SEA informed that GST hike will be for all categories of oils and therefore it is suggested that a wait and watch strategy may be followed. Since the Association had received complaints from consumers regarding the quality of Olive oil being sold by some brands, copies of such complaints were shared with members, it was also shared that the Association has got a few accredited labs to pick samples and test them, the result of food testing has confirmed the consumer complaints. Members agreed that the Association should write to the brands for corrective action before forwarding the complaints to FSSAI

## News in Brief

**Modification in Rules for availing Preferential Rate of Duty under Trade Agreements**

The Central Board of Indirect Taxes through the Department of Revenue, in the Ministry of Finance has issued Notification No. 81/2020-Customs (N.T.) dated 21st August 2020 Notifying Customs (Administration of Rules of Origin under Trade Agreements) Rules, 2020 which comes into effect from 21st September 2020 which modifies the Rules for availing Preferential Rate of Duty under Trade Agreements. Besides other conditions as stated in the Notification in order to claim preferential rate of duty under a trade agreement, the importer or his agent at the time of filing bill of entry will have to:-

(a) make a declaration in the bill of entry that the goods qualify as originating goods for preferential rate of duty under that agreement;
(b) indicate in the bill of entry the respective tariff notification against each item on which preferential rate of duty is claimed;
(c) produce certificate of origin covering each item on which preferential rate of duty is claimed; and
(d) enter details of certificate of origin in the bill of entry, namely:
(I) certificate of origin reference number;
(ii) date of issuance of certificate of origin;
(iii) originating criteria;
(iv) indicate if accumulation/cumulation is applied;
(v) indicate if the certificate of origin is issued by a third country (back-to-back); and
(vi) indicate if goods have been transported directly from country of origin


As per this Notification, (https://www.cbic.gov.in/resources/htdocs-cbec/customs/cs-act/notifications/notfns-2020/cs-nt2020/csnt81-2020revised.pdf) the importer claiming preferential rate of duty will also have to possess information,(as indicated in Form I, given in the notification) to demonstrate the manner in which country of origin criteria, including the regional value content and product specific criteria, specified in the Rules of Origin, are satisfied, and submit the same to the proper officer on request.

**No restriction on inter-State and Intra-State movement of persons and goods**

Ministry of Home Affairs, Government of India has issued the circular D.O. No. 40-3/2020-DM-I(A) dated 22nd August 2020 dated to the Chief Secretaries of all the States regarding guidelines which clearly state that there shall be no restriction on inter-State and Intra-State movement of persons and goods. No separate permission/ approval/ e-permit will be required for such movements.

**FSSAI Advisory to check the adulteration**

The Food Safety and Standards Authority of India (FSSAI) has asked States to step up surveillance and enforcement to curb adulteration in edible oils, especially in Mustard oil. FSSAI has advised to strictly monitor the production process of all vegetable oil refineries and blending units through surveillance through indicators like presence of glycerine in the oil mills, presence of oryzanol in the mustard oil products of such mills/Food Business Operators and ensure prevention of use of any synthetic oil for adulteration with any edible vegetable oil including mustard oil.

**Validity of the Export Import Policy 2015-2020 and Handbook of Procedures 2015-2020 was extended to 31st March 2021**

Food Safety and Standards Authority of India has issued an order No 1-1771/FSSAI/Imports dated 3rd march 2020 advising authorised officers of FSSAI at various ports to cleared the consignments of Imported Crude Oils and Food items without waiting for the analysis report from the laboratory.

## Olive and Olive Oil News from Around The World

**TUNISIA - Exports on Record-Breaking Pace (olive Oil Times, 31 August 2020)**

It was reported that Tunisia is on pace to export a record-setting 340,000 tons of olive oil in the 2019/20 crop year, according to figures published by the country's National Olive Oil Board (ONH). Mr Chokri Bayoudh, the CEO of the ONH, told the local TAP news agency that the exports would be worth more than two billion dinar ($730 million) and the revenue created by the sales would make up roughly 4.25 percent of the government's budget. While the vast majority of these exports are made up of bulk olive oil sales, Bayoudh pointed out that sales of packaged olive oil are also on the rise. Bayoudh partially attributed this record-setting year to lockdowns in Europe implemented as a result of the COVID-19 pandemic as well as a bumper crop enjoyed by Tunisian producers.

**ISRAEL – A rising producer of Olive Oil**

Israel is one of the cradle countries of olive oil. Olive oil production in the land of Israel goes back to the Neolithic era – 6,000 B.C. During the Roman era this area was an important source of olive oil, exported to many Roman provinces. With the political instability of the area after the decline of the Roman Empire, and later, as the area lost its importance in the eyes of the Ottoman Empire, olive oil production declined too.

With the emergence of new agronomic and extraction techniques, which improved the yields, lowered the alternation between following years, improved the oil taste and allowed new economic horizons – the olive oil sector the State of Israel rose its head again with total planted area of 35000 hectares of which more than 8000 hectares is planted in the last 20 years. Another 2000 hectares are olive groves for table olives, again, spread in all cultivated areas. Olive oil production in Israel is between 15000-18000 tons annually. The new intensive and super-intensive groves put Israel again in a position of supplying its own olive oil consumption once more, depending less on import from other Mediterranean countries. Israel also imports 8000 tons of olive oil mostly from Spain as the average consumption is 2.4 kg per capita.

More and more olive oil producers are shifting their focus from quantity to quality. The potential of the Israeli olive oil is unlimited, and some producers are already touching the highest olive oil qualities, waiting to be followed soon by many others. The future of olive oil in Israel is all in all bright.

**California Olive Ranch Announces Return of Iconic Flagship 100% California Extra Virgin Olive Oil**

California Olive Ranch announces the return of its iconic flagship line of 100% California Everyday extra virgin olive oil, an essential for every kitchen. This mild and fruity oil has been lauded for years by notable press, award-winning chefs and home cooks alike.The company's '100% California' line begins shipping to retailers nationwide starting in February 2020, and will be available online late-January to consumers via their online shop www.californiaoliveranch.com.

https://www.streetinsider.com/PRNewswire/California+Olive+Ranch+Announces+Return+Of+Iconic+Flagship+100%25+California+Extra+Virgin+Olive+Oil/16334200.html

**Uruguay becoming a premium olive oil production and exporting country**

Olive oil producers in Uruguay enjoyed a record-setting harvest in 2019, according to a new report compiled by Uruguay's Ministry of Livestock, Agriculture and Fisheries. In effect Uruguay produced 2,775 tons of extra virgin olive oil, according to the report, an increase of more than 360% over the rolling five-year average.

https://en.mercopress.com/2020/01/13/uruguay-becoming-a-premium-olive-oil-production-and-exporting-country

**'Extraordinary Plan' to Revitalize Olive Trees in Puglia**

Italy's General Confederation of Agriculture, Confagricoltura, has drafted new plans to support the regrowth of olive trees in Xylella fastidiosa-ravaged region of Puglia. The new plan proposed by the Confagricoltura for 2020 through 2021 would reallocate financial resources in the region to address the crisis, with €300 million ($332 million) budgeted for restoration, compensation, re-planting, and research. This provisional addition to the agricultural budget was intended to meet farmers' requests for financial assistance to replace infected trees, with the creation of a special task force to address replanting applications.

https://www.oliveoiltimes.com/business/extraordinary-plan-revitalize-olive-trees-puglia/77764

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