International Seminar on

Present and future of Mediterranean olive sector

Mediterranean Agronomic Institute of Zaragoza
26-28 November 2012

Organised by:

Mediterranean Agronomic Institute of Zaragoza - International Centre for Advanced Mediterranean Agronomic Studies (IAMZ-CIHEAM)

International Olive Council (IOC)

Second Announcement

www.iamz.ciheam.org/ciheam-ioc2012
www.internationaloliveoil.org
Background and objectives of the Seminar

Olive cultivation constitutes a key element of the Mediterranean agricultural sector. Olive tree is well adapted to the Mediterranean climate, characterised by low rainfall, high temperatures in summer and mild winters, and is capable of growing in poor soils. From the almost 3.3 million tonnes of olive oils estimated by IOC to be produced in the world in the 2011/2012 crop year, 97% comes from the Mediterranean region. For table olives, the other important olive product, 83% of the 2.6 million tonnes estimated to be produced in the 2011/2012 crop year comes from this same region.

Olive oil and table olive production has increased dramatically in the last decades, with more than doubled for olive oils and 2.7 times for table olives. This increase has been partly due to the establishment of intensive olive plantations using production systems very different from the traditional and incorporating techniques as irrigation, improved genetic material, pruning, planting distances, etc., which have allowed high yields and a large degree of mechanisation. European Union subsidies have also had an important influence on these production increases as the most important ones have taken place in the Mediterranean EU. Nevertheless, the important role played by traditional olive production systems in many harsh and less favoured Mediterranean areas should be not forgotten, as these systems are multifunctional and contribute to rural development, landscape conservation and preserve environment against erosion and desertification.

Consumption of olive products has followed similar patterns, the Mediterranean region being the most important consumer, although other big countries both external to the EU such as USA (with 275 thousand tonnes of olive oil and 240 thousand tonnes of table olives consumed in the 2011/12 crop year, almost all imported), Brazil, Australia and Canada and from the EU (especially Germany and United Kingdom) are becoming important consumers and importers. This continuous growing of markets is due to gastronomical qualities of olive products and to their condition of healthy food based on their nutritional and functional properties which have been well promoted as one of the best identified elements of the Mediterranean diet. Undoubtedly there has also been an important improvement in post-harvest and processing in order to respond to the demands of high quality standards required in these very developed markets.

With this background this Seminar will prospect the future of the olive sector in the Mediterranean and the world, trying to answer the following key questions: Are intensive production systems sustainable and will the future of olive development being based on them or should there still be an important role for traditional systems? Which are the key elements to be improved in processing technologies, especially in those countries that still have an important part of their production which cannot gain access to the markets demanding a high quality? In addition to the well known nutritional and functional properties of olive products, which are their prospects as raw material base for the nutraceutical industry? Which are the keys to open new markets and to increase the share in consolidated markets?

Organisation

The Seminar is organised by the Mediterranean Agronomic Institute of Zaragoza (IAMZ-CIHEAM) and the International Olive Council (IOC), two institutions that have recently reached their 50th anniversary serving the Mediterranean region and the olive sector. The Seminar will provide 2 days of forum for scientific and technical exchanges, distributed in three sessions, with key note presentations and case studies, and one round table, and a one-day trip in the third day.

The Seminar will be held at the Mediterranean Agronomic Institute of Zaragoza, Avenida de Montañana 1005, 50059 Zaragoza, Spain. Tel: +34 976716000, Fax: +34 976716001, E-mail: iamz@iamz.ciheam.org

Scientific Committee

R. d’Andria, Italy  R. Fernández Escobar, Spain  M. Msallen, Tunisia
A. Assabah, IOC  D. Gabiña, IAMZ-CIHEAM  M. Parras, Spain
C. Bairrao, IOC  A. López-Francos, IAMZ-CIHEAM  L. Rallo, Spain

Organisation Committee

I. Romagosa, IAMZ-CIHEAM  D. Gabiña, IAMZ-CIHEAM  A. López-Francos, IAMZ-CIHEAM
J.L. Barjol, IOC  A. Assabah, IOC  C. Bairrao, IOC

The Mediterranean Agronomic Institute of Zaragoza will hold the Secretariat of the Meeting.
Provisional Programme
(In the programme only the names of the speakers appear. Most presentations will be prepared by several authors whose names will appear in the final programme and in the proceedings of the Seminar)

26 November

08:30 - 09:00 Registration

09:00 - 09:45 Opening ceremony

09:45 - 10:30 Opening presentation: Olive sector: present situation and trends. J.L. Barjol. IOC

10:30 - 10:45 Coffee break

10:45 - 15:10 Session 1. Challenges and trends in olive growing and processing

10:45 - 11:30 Evolution and sustainability of the olive production systems. R. Fernández Escobar. Univ. Córdoba, Spain

11:30 - 11:50 Case study: agroecological determination of olive oil quality. A. Leone. CNR-ISAFoM, Ercolano, Italy

11:50 - 12:35 Olive oil processing technologies and investments. M. Servili, Univ. Perugia, Italy

12:35 - 13:35 Lunch

13:35 - 14:20 Table olive processing technologies. S.I. Cillidag. Taris Olive and Olive Oil Agricultural Sales Cooperatives Union, Izmir, Turkey

14:20 - 14:40 Case study of an integrated system for by-products management. K. Gargouri. Institut de l’Olivier, Sfax, Tunisia

14:40 - 15:10 General discussion Session 1

15:10 - 15:30 Coffee break

15:30 - 18:30 Session 2. Marketing strategies

15:30 - 16:15 New global and local marketing strategies. Creating added values through differentiation and high quality products. M. Parras. Univ. Jaen, Spain


16:35 - 17:00 Coffee break

17:00 - 17:20 Case study. Second degree cooperative. The Hojiblanca experience. A. Luque. Grupo Hojiblanca, Antequera, Spain


17:40 - 18.00 Organic production marketing. R. Zanoli. Univ. Politec. delle Marche, Ancona, Italy

18.00 - 18:30 General discussion Session 2
27 November

09:00 - 12:15 Session 3. Olive oil and olives, human health and nutrition

09:00 - 09:45 Olive oil and olives, human health and nutrition. J.M. Ordovás. USDA Human Nutrition Res. Centre and Tufts University, Boston, USA

09:45 - 11:45 Case studies

Nutraceutical, cosmetic, health products derived from olive. G. Peluso. CNR Naples, Italy

Olive oil and health: Consumers’ perception. M. Fernández. IOC

Olive oil and gastronomy. J. Barbacil. Barbacil Comunicación, Zaragoza, Spain

Table olives - a natural source of health-promoting bioactive nutrients and probiotics. C. Peres. Instituto Nacional de Investigação Agrária e Veterinária, I.P., Oeiras, Portugal

11:45 - 12:15 General discussion Session 3

12:15 - 13:30 Lunch

13:30 - 15:30 Round table. Olive and olive oil development and promotion: policies and strategies

Summary presentation on national strategies. A. Assabah. IOC

Private sector strategies. J. Pont. ASOLIVA, Madrid, Spain

Synthesis and recommendations of sessions 1, 2 and 3

15:30 - 16:00 Seminar conclusions and close

16:00 Zaragoza city touristic visit

28 November

All day Technical visit. Bajo Aragon zone: traditional systems under PDO and modern intensive system including an olive oil mill (Hacienda Iber)

Language

The working languages of the Seminar will be English, French and Spanish. Simultaneous interpretation will be provided for the oral presentations.

Seminar Proceedings

The Seminar Proceedings, including the text of the conferences, and after being reviewed by the Scientific Committee, will be published in the CIHEAM journal Options Méditerranéennes. Proceedings will be in English.

Registration. Deadline: 15 November 2012

Before 15 November 2012 registration fees for the two days of seminar and the technical visit will be 150 euro. Fees include attendance to the Seminar, including the technical visit, refreshment, lunches and the social dinner, and a copy of the Proceedings.

Payment should be made by Bank transfer to the following account:

Account holder: CENTRE INT HAUTES ETUD AGRON MEDIT INST AGRON MEDITER DE ZARAGOZA
IBAN ES60 2085 1425 5603 0018 8187
Bank Name: IBERCAJA
Swift Code: CAZRES 2Z
To be indicated on the Bank Transfer: “ciheam-ioc2012”
Postal Address: Av. Montañana 290, 50059 Montañana (Zaragoza), Spain.
(Note: All transfer expenses must be paid by the sender)
For registration, fill out the Registration form (available in MS-Word format at http://www.iamz.ciheam.org/ciheam-ioc2012 and www.internationaloliveoil.org) and return it, together with proof of payment, preferably by e-mail, before 15 November 2012, to:

CIHEAM - Instituto Agronómico Mediterráneo de Zaragoza
Avda. Montañana 1005, 50059 Zaragoza, Spain
Tel: 34 976 716000 - Fax: 34 976 716001 - E-mail: iamz@iamz.ciheam.org

Accommodation. Deadline: 15 November 2012

Pre-booking at special low rates has been arranged with some hotels in the centre of Zaragoza with a shuttle service to the Seminar venue by Seminar buses. For hotel reservation see Hotel Reservation form (available in MS-Word format at: http://www.iamz.ciheam.org/ciheam-ioc2012 and www.internationaloliveoil.org).

Deadline for sending the Hotel Reservation form is 15 November 2012. Hotel reservations received after the deadline are not guaranteed.
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Registration form
Deadline: 15 November 2012

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**Registration fees**
Before 15 November 2012 registration fees for the two days of seminar and the technical visit will be 150 euro. Fees include attendance to the seminar, coffees and lunches, shuttle service from Zaragoza to the seminar venue, the social dinner, the technical visit and a copy of the Proceedings.

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Prices are per room, breakfast and taxes included, in euros. Please tick box(es) as appropriate:

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<td>Single</td>
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<td>Double</td>
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<td>Espoza y Mina, 33. Tel 976 205050 Fax 976 398597</td>
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Date of arrival............ Date of departure............. Number of nights:............

No deposit for booking is required. Full payment is to be made directly to the hotel upon checking out.

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