



Interreg
Mediterranean



ARISTOIL PLUS

Project co-financed by the European
Regional Development Fund

MARIA LISA CLODOVEO
UNIVERSITY OF BARI
10th DECEMBER 2021
Training of Trainers

Interreg
Mediterranean

ARISTOIL PLUS

Project co-financed by the European
Regional Development Fund

... .. in 2050 we will be 10 billion
people in the worldtraduzione
We have to face a double challenge:









SCHOOL OF LAW
EQUIS ACCREDITED

**Master Universitario di I livello in
FOOD SCIENCE**

Nuovi processi e nuovi prodotti
funzionali: gestire
l'innovazione dal laboratorio di
ricerca all'industria alimentare

Webinar
giovedì
11 gennaio
ore 18:00
in diretta sul canale
YouTube

Prof.ssa Maria Lisa Clodoveo
Università di Bari "A. Moro", Associato di Scienze e Tecnologie Alimentari
Nuovi processi e nuovi prodotti funzionali: dal laboratorio all'industria

L' **alimento funzionale** è un cibo che in virtù della presenza di molecole biologicamente attive, non solo nutre, ma determina un effetto benefico in termini di riduzione di rischio o prevenzione delle malattie





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L'EFSA è chiamato a esprimere il proprio Parere nell'autorizzazione delle
richieste di health claims per le diverse molecole bioattive

to live a longer life of better quality



- Consumers are now generally aiming to live a longer life of better quality.
- For many, this means adopting an alternative lifestyle, consuming more “functional” foods to help deliver the desired quality and also to cope with their increasing health problems.

*to live a longer life of
better quality*



- Changes in lifestyle, including improper nutrition and inadequate physical activity, have resulted in the epidemic of non-infectious diseases being a cause of several health problems and even death

Functional foods



- The term «functional food» refers to fresh or processed foods that, if included in a balanced diet, can help to improve the consumer well-being and state of health
- A scientific consensus was reached on the definition of functional food.
- Specifically a food can be defined as functional «if a beneficial effect on one or more biological functions of the organism is demonstrated»

Functional foods



- Approximately 2500 years ago, Hippocrates, who is regarded as the founder of medicine., said
- “Let food be thy medicine and medicine be thy food,” Since consumers who care about their health have really comprehended the importance of foods, the use of functional foods in many countries is rapidly increasing

Functional foods



- Countries where the sale of functional foods is growing include the United States of America, European countries and Japan.
- Since 2003, these countries have comprised 90% of the global demand for functional foods.

Functional foods



- The functional food market size
- was valued at \$177,770.0 million in 2019, and
- is estimated to reach \$267,924.4 million by 2027,
- registering a Compound Annual Growth Rate of 6.7% from 2021 to 2027.

Functional foods



- Customers consider the various associated aspects, including potential benefits and risks, before deciding to buy a food product
- The success of FF depends both on its efficacy and ability to meet the demands of consumers
- The changes in attitudes of consumers and—as a result—purchase decisions cannot occur without knowledge of their motivations and expectations.

Functional foods



- In recent decades, agri-food companies have relied on health features in an attempt to create greater value for the consumer and differentiate their offerings.
- However, this strategy found a constraint in the credence nature of functional foods health attributes, because not all consumers believe in the health benefits associated with functional foods.
- Consumers are not able to fully assess the health effects of functional foods.
- In fact, the conditions are created for a possible market failure due to an asymmetry of information.

REGULATION (EC) No 1924/2006 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
of 20 December 2006
on nutrition and health claims made on foods

- Legislation governing health claims related to food and beverages in the European Union was introduced
- to provide consumers with access to reliable information and
- help manufacturers understand how and what they can communicate.



Did the
regulation
achieve
these two
objectives?





Getting a health claim approved in Europe is no mean feat.

- Since the health claims regulation was introduced in 2007, thousands of applications have been submitted.
- Only around 260 claims have received the green light.

HEALTH CLAIMS MADE ON FOODS: LEGAL FRAMEWORK

Regulation (EC) No 1924/2006

Health claims should only be authorised in the EU after **a scientific assessment of the highest possible standard**

Claims substantiated
by



generally accepted scientific evidence



totality of the available scientific data



weighing the evidence

EFSA NDA Panel adopts scientific opinions



AUTHORISATION: by Commission/Member States, European Parliament scrutiny

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PRINCIPLES FOR SCIENTIFIC SUBSTANTIATION

General scientific guidance for stakeholders on health claim applications

A food/constituent



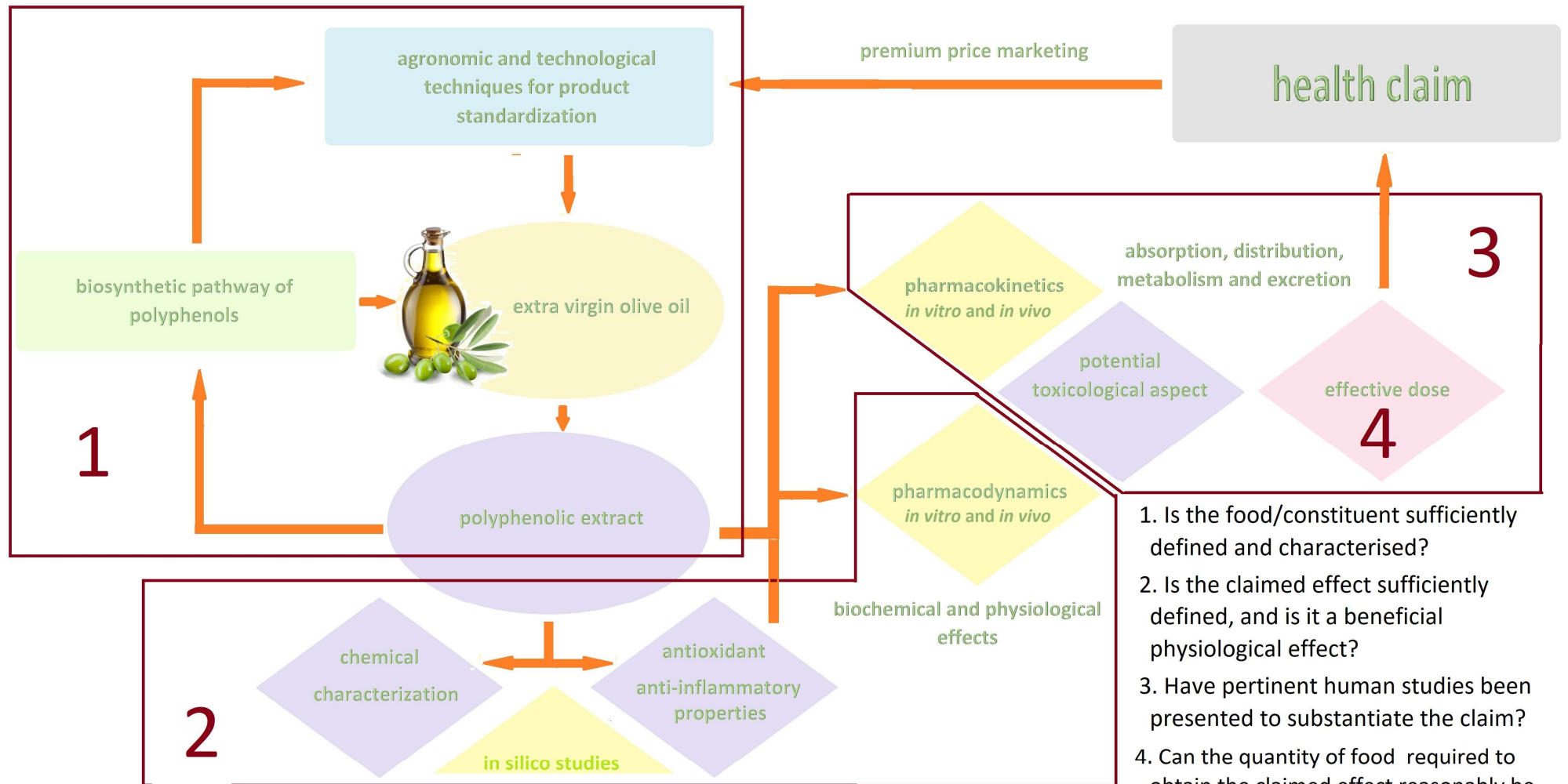
A claimed effect

1. Is the food/constituent **characterised**?
2. Is the claimed effect based on **the essentiality of a nutrient**? OR
Is the claimed effect **defined** and is it a **beneficial physiological effect**,
and can **be measured *in vivo* in humans**?
3. Is a **cause and effect relationship** established between the consumption
of the food/constituent and the claimed effect?
✓ for the **target population** and under the **proposed conditions of use (CoU)**

**Scientific substantiation (positive outcome) requires a favourable outcome
to ALL three questions**

the long and
winding road
to the
approval of a
health claim





1. Is the food/constituent sufficiently defined and characterised?
2. Is the claimed effect sufficiently defined, and is it a beneficial physiological effect?
3. Have pertinent human studies been presented to substantiate the claim?
4. Can the quantity of food required to obtain the claimed effect reasonably be consumed within a balanced diet?



SOCIAL AND ECONOMIC DEVELOPMENT



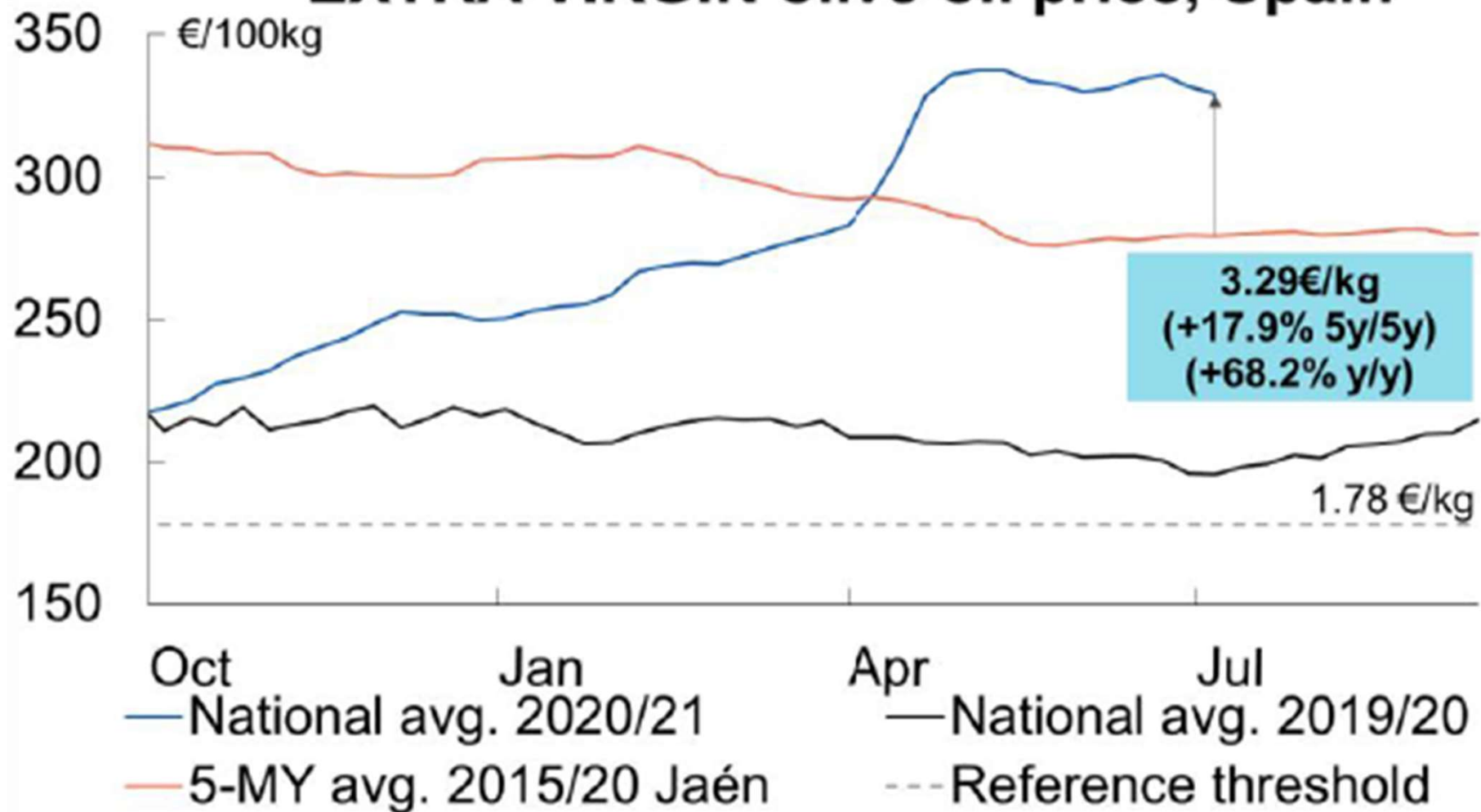
Can an approved health claim be an effective commercial win to create opportunities for food manufacturers?

- The vigour of the health claims process is meant to provide European consumers with assurance that on-pack claims are reliable.

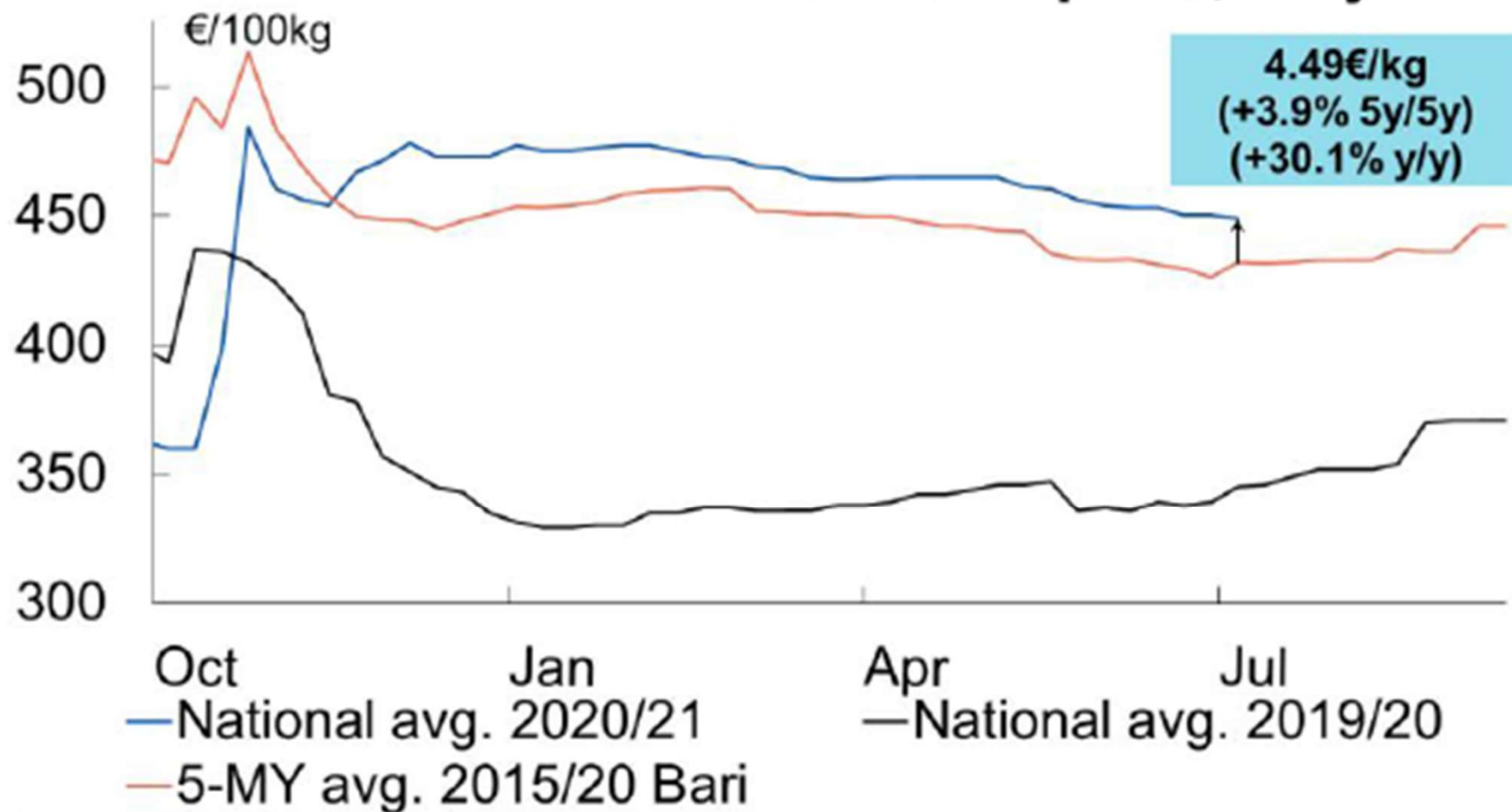


CASE STUDIES OF OLIVE OILS

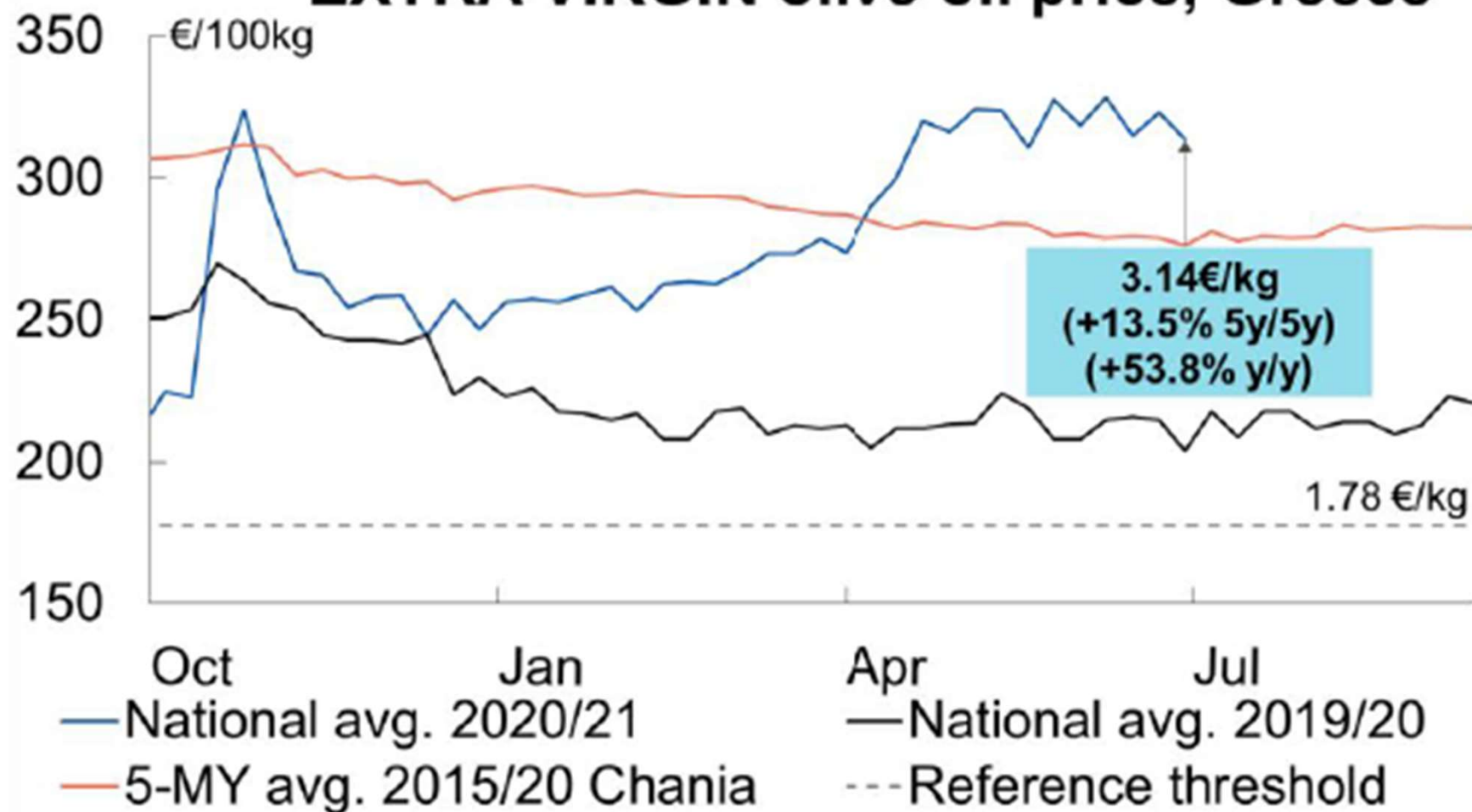
EXTRA VIRGIN olive oil price, Spain



EXTRA VIRGIN olive oil price, Italy



EXTRA VIRGIN olive oil price, Greece



- The production costs of extra virgin olive oil vary from 3.4 to 8.5 euros / kg depending on the areas.-
- Labor is the cost item that affects the total cost of farm activities that varies greatly depending on the production areas.-
- For the mills, the acquisition of the raw material is the cost item with the greatest incidence.

Costi di produzione: l'analisi di Ismea

I costi di produzione dell'olio extravergine variano dai **3,4 agli 8,5 euro/kg** a seconda delle aree.

- La manodopera è la voce di costo che incide di più sul costo totale della aziende agricole che varia molto a seconda delle zone di produzione.
- Per i frantoi è l'acquisizione della materia prima la voce di costo con l'incidenza maggiore.

Ripartizione dei costi delle aziende agricole

Voci di costo	% costo totale
Carburanti	5,9%
Manodopera indipendente	30,3%
Manodopera dipendente	25,6%
Concimazioni	5,9%
Trattamenti fitosanitari	2,1%
Diserbo chimico	0,4%
Altri Costi diretti (irrigazione)	4,0%
Conto Terzi (raccolta)	1,0%
Ammortamenti	17,0%
Spese di manutenzione	3,0%
Oneri assicurativi	1,0%
Spese per assistenza fiscale	2,0%
Certificazioni	26,0%
Quote associative	0,0%
Altri costi indiretti (smaltimento rifiuti; consulenze tecniche)	1,0%
Totale costi variabili	75,2%
Totale costi fissi	24,8%

Ripartizione dei costi dei frantoi

Voci di costo	% costo totale
Consumo idrico	0,4%
Consumo energetico	2,8%
Smaltimento sottoprodotti	0,6%
Materiali di consumo	7,0%
Totale manodopera	8,3%
Manodopera salariata	6,0%
Manodopera familiare	2,3%
Ammortamento	9,0%
Affitti	0,2%
Altri costi aziendali	5,5%
Totale costi di processo	33,8%
Acquisto di materie prime	66,2%

Fonte: Ismea, Scheda di Settore Olio di Oliva, novembre 2019. Stime della ripartizione dei costi basate sull'ultimo quadriennio.

ITALIAN weaknesses



- Most Italian olive-producing farms and processing plants are small and situated in hilly areas;
- The introduction of innovations both in farming systems (application of the best agronomic practices) and in milling plants (application of the best milling technologies) is particularly slow.
- the coordination mechanism within the supply chain is poor
- the ability to develop market niches for higher quality products that could better stand up to the external competition is poor



Market Threats



- The current competitive scenario is characterized by:
- the internationalization of the olive oil market, which is increasingly dominated by the strategies of multinational industrial bottling companies and
- by modern retailers that have become the key players in the olive oil supply chains



Market Threats



- The olive-oil industry complains a market condition that is not able to ensure a fair income to olive oil producers
- EVOO is often offered at bargain prices, often lower than the cost of production, used to attract customers. It is a practice of effective promotion for retail chains, but that cheapens the product and the supply chain (





Olio extra vergine di oliva Carapelli frantoio delicato 1 l €2,99

Prezzi tonde
oltre 1000 prodotti in offerta

TUTTO
a partire da
0,50 euro

Sottocosto
e oltre 1000 prodotti in offerta

GROS
Una grande tradizione per la spesa.

LILIA €1,19
KIMBO €0,75
Carapelli €2,99

SOTTO COSTO
LA CONVENIENZA SIAMO NOI

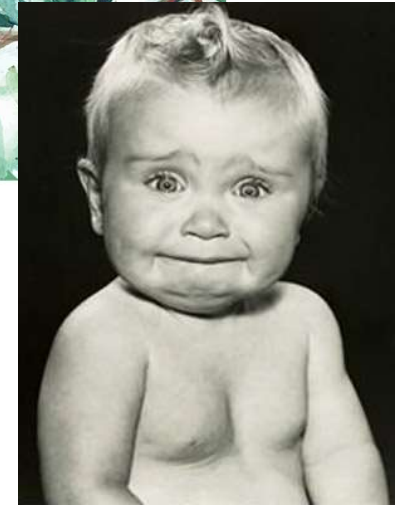
DANTE €2,49

-50% -30% -40%

con Carta Verde €1,99

Olio extra vergine di oliva "collezione speciale" €2,98

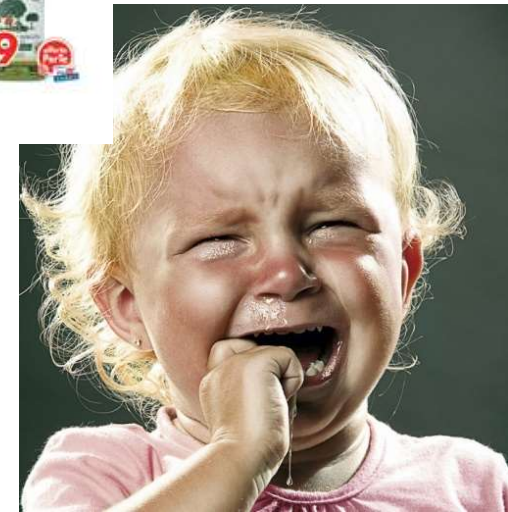
Olio extra vergine di oliva "collezione speciale" €2,98



erre
diterran



ne European
Fund



Olio extra vergine di oliva
Carapelli
frantolio/delicato
1 l

€2,99



Prezzi tonde
oltre 1000 prodotti in offerta

Pasta di semola di grano duro la Molisana 1 kg

TUTTO
a partire da
0,50 euro

Olio Extravergine di oliva Natura 1L

3 QUANTITÀ

Detersivo liquido per lavatrice Dash 3 pezzi da 25 lavaggi nel 30 lavaggi. 60 lavaggi 12

Sottocosto*
e oltre 1000 prodotti in offerta

Olio Extra Vergine di Oliva Bertoli Gentile 1L

SOTTO COSTO
280.000 Pz*

2,79 €

LA CONVENIENZA SIAMO NOI

GROS
Gruppo Romano Supermercati

Una grande tradizione per la spesa.

€1,19
LILIA
Giovani fiori di Glicerio

6 BOTTIGLIE

€0,75
MUTTI
PASSATA

€2,99
Carapelli
Frantolio Extra Vergine

2
KIMBO
VERCELLA
Scotti

olio extra vergine di oliva "collezione speciale" Basso 1 l di olio sconto 30%

€2,98

Offerta valida dal 6 al 14 Dicembre

Gallico Penettoni

€2,99

San Giorgio

Prodotto dalla San Gennaro DOP

SOTTO COSTO
€2,49

DANTE
OLIO EXTRAVERGINE

6 BOTTIGLIE

OLIO EXTRA VERGINE DI OLIVA DANTE 1L

40.000 PEZZI DISPONIBILI

-50%
-30%
-40%

Olio extra vergine di oliva San Giovanni Desantis 1000 ml €3,99

-50%
€2,98

OLIO EXTRA VERGINE DI OLIVA SAN GIOVANNI DESANTIS

olio extra vergine di oliva "delizia" Carapelli 750 ml €2,65

con Carta PerTe

€1,99



offerta PerTe

eg
anean
ARISTOIL PLUS

Volantino Auchan

[illegible]

**Volantino
Coop**

PIÙ CONVENIENZA PER TUTTI

**PASTA DI SEMOLA
RISCOSSA**
formati normali - 500 g

0,33 €

0,66 € il kg



NUMERO PEZZI 101445

**MINESTRE DI VERDURE
BIOLOGICHE ALCE NERO**
lqt vari - 200 g

3,19 €

6,38 € il kg

NUMERO PEZZI 2184



**FRAG. VEGETALE
BIOLOGICHE ALCE NERO**
200 g

Anteprima 2,69 €

1,99 €

3,98 € il kg

NUMERO PEZZI 314

**SCONTO
26%**



CIUFFE DI BUDINO KNORR
vari gusti - 6x25 g

0,99 €

2,48 € il kg

NUMERO PEZZI 3167



**PASSATI DI POMODORO
LA VERDACE CIBO**
vetro - 200 g

0,78 €

1,56 € il kg

NUMERO PEZZI 10174



**PASTA DI SEMOLA
DE CECCO**
tagliati, dritti, spaghetti,
spaghetti a ponte rigati - 1 kg

Anteprima 2,19 €

1,29 €

NUMERO PEZZI 10138

**SCONTO
40%**

**PASTA DI SEMOLA
DOLCETTA SENSIVORE
CAPPELLI ALCE NERO**
pasta corta, liscia
- spaghetti - 100 g

1,59 €

3,18 € il kg

NUMERO PEZZI 621



SEGO STAR
lqt vari - 400 g

1,59 €

3,98 € il kg

NUMERO PEZZI 3140



**POLPA DI POMODORO
METTI**
3x400 g

Anteprima 1,70 €

1,19 €

1,49 € il kg

NUMERO PEZZI 7530

**SCONTO
30%**



**PASTA DI SEMOLA MASSERIE
DEL SALENTO MANTIANI**
formati speciali - 500 g
in esemplari vari (in vendita)

1,69 €

3,38 € il kg



PASTA ALL'UNIVO DE CECCO
tagliati - tagliati e liscia -
500 g

Anteprima 1,95 €

1,29 €

2,58 € il kg

NUMERO PEZZI 1012

**SCONTO
35%**



**OLIO EXTRA VERGINE
DI OLIVA PANTALEO**
liscia - 1 litro

Anteprima 5,20 €

3,29 €

NUMERO PEZZI 10031

**SCONTO
36%**



**Volantino
Carrefour
Market**

The flyer is set against a bright pink background with white starburst patterns. It features four main product offers:

- Kaki Vaniglia**: A basket of ripe, orange-colored kakis. Price: **Offerta € 1,38** al kg.
- Basilico Bouquet**: A bunch of fresh green basil leaves. Price: **Offerta € 0,98** al bouquet.
- Caffè Rosè Armonioso**: A box of coffee next to a white cup of coffee. Price: **Offerta € 1,45** al kg (5,50 €).
- Olio Extra Vergine di Oliva**: A bottle of Arioli olive oil. Price: **Offerta € 2,99** al litro.

A large yellow circle is drawn over the bottom half of the flyer, highlighting the coffee and oil products. At the bottom left, there is a small logo for Carrefour Market and the website carrefour.it.

Volantino
Esselunga

40%

3° APPUNTAMENTO

 <p>OLIO EXTRA VERGINE ORUM FABBRI 75 cl € 4,99</p> <p>SCONTO FIDATY 40% € 2,99</p>	 <p>OLIO PER FRITTURA BENFRITTO COMPELLI 2 litri € 4,49 (€ 2,24 al litro)</p> <p>SCONTO FIDATY 40% € 2,69</p>	 <p>ACETO BALSAMICO DI MODENA IGP DEL DUCA 250 ml € 6,39</p> <p>SCONTO FIDATY 40% € 3,83</p>
 <p>SALSA DI POMODORO TIVO DE RICA 1,5 litri € 1,99 (€ 1,33 al litro)</p> <p>SCONTO FIDATY 40% € 1,19</p>	 <p>OLIVE DI GRECIA 1,5 litri € 4,99 (€ 3,33 al litro)</p> <p>SCONTO FIDATY 40% € 2,99</p>	 <p>L'ORTOGHIOTTO PEPERLIZIA PONTI con verdure grigliate e funghi, 385 g € 6,65 (€ 17,27 al kg)</p> <p>SCONTO FIDATY 40% € 3,99</p>
 <p>CARCIOFI DI PUGLIA PUGLIESE in olio, 370 g € 6,79 (€ 18,35 al kg)</p> <p>SCONTO FIDATY 40%</p>	 <p>FUNGHI PORCINI TAGLIATI NESTI all'olio d'oliva, 270 g € 9,98 (€ 36,96 al kg)</p> <p>SCONTO FIDATY 40%</p>	 <p>FUNGHI PORCINI SPECIALI AQUILOTTO seccati, 50 g € 6,49 (€ 12,98 all'etto)</p> <p>SCONTO FIDATY 40%</p>

Volantino Conad



GRANDI MARCHE
SOTTO
COSTO

Venduto in confezione di
varie misure. Il prezzo è
in euro (IVA e imposte 2003)
e IVA.
Le marchiati presenti sono
interni al numero di prezzo
comprendente il peso netto
e tutti i componenti. Con ad
cette, acqua e sale.
Biscotti, pasta, dolci,
tutti e della provincia
di Napoli. Napoli, Napoli,
Napoli e Napoli.
I prezzi disponibili per
una settimana solo
e non sono nel posto.
Verde.

 SALICCIA CASARECCHIA SALPI dolce, piccante, 350 g circa 7,70 al kg	 PEZZE MARGHERITA BELLI IN PASTA DUTTO 4 x 6, 400 g 2,49 al kg € 3,77
 CORNO DI FILETTO DI NASELLO CONAD 300 g 2,49 al kg € 8,30	 TENTONI CASAMITENA prosciutto cotto-mozzarella 150 g 1,65 al kg € 11,00
 CREMA DI YOGURT MULLER MIX vari gusti, 150 g x 4 1,99 al kg € 3,32	 WURSTEL FAMILY POLLO E TACCHINO ALA 500 g 1,49 al kg € 2,98
 CERTOSA CLASSICA GALBANI 140 g 0,99 al kg € 8,00	 LATTE UHT PARMALAT pastorizzato scremato 1 l 0,78 al kg € 8,00
 nutella 450 g 3,29 al kg € 7,31	 LIQUOR SANT' ABBI vari gusti, 4 x 6, 300 g 1,25 al kg € 4,30
 NESQUIK PLUS 500 g 2,59 al kg € 5,18	 BISCOTTI PLASMOM 350 g 4,49 al kg € 12,80
 OLIO DI SEMI DI TOPAZIO 1 l 0,95 al kg € 9,50	 POLPA DI POMODORO MUTTI 400 g x 3 1,59 al kg € 1,33
 RIO MARE 80 g x 4 2,95 al kg € 9,20	 OLIO EXTRAVERGINE DI OLIVA 1 l 3,49 al kg € 3,49
 RIO MARE 80 g x 4 2,95 al kg € 9,20	 LIQUOR 750 g 7,69 al kg € 10,28

DAL 13 AL 22 NOVEMBRE 2014

**Volantino
Famila**

Peperoni rossi o gialli solo € **1,19** al kg.

Broccoletti solo € **0,99** al kg.
ricchi di vitamina C e antiossidanti

Extravergine classico **DESANTIS 1 LITRO**
Solo a € **3,69**

Frutta a VENTURA SCONTO 20%

Arachidi Israeliane con guscio **G.250** (al kg. € 7,02)
€ **1,98** anziché € 2,49

Mandorle tostate e salate con guscio **G.200** (al kg. € 15,50)
€ **3,10** anziché € 3,89





The question is to understand the reasons why the average consumer has difficulties to recognize the right value to a high quality product

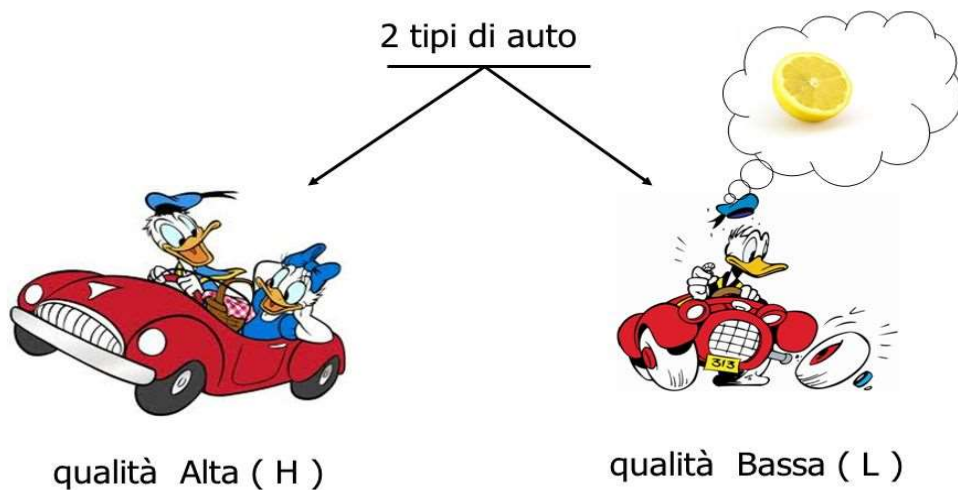


this phenomenon depends
on the information
asymmetry:
-who sells knows exactly
what he is selling ...
-but whoever buys, he does
not know what he is buying!





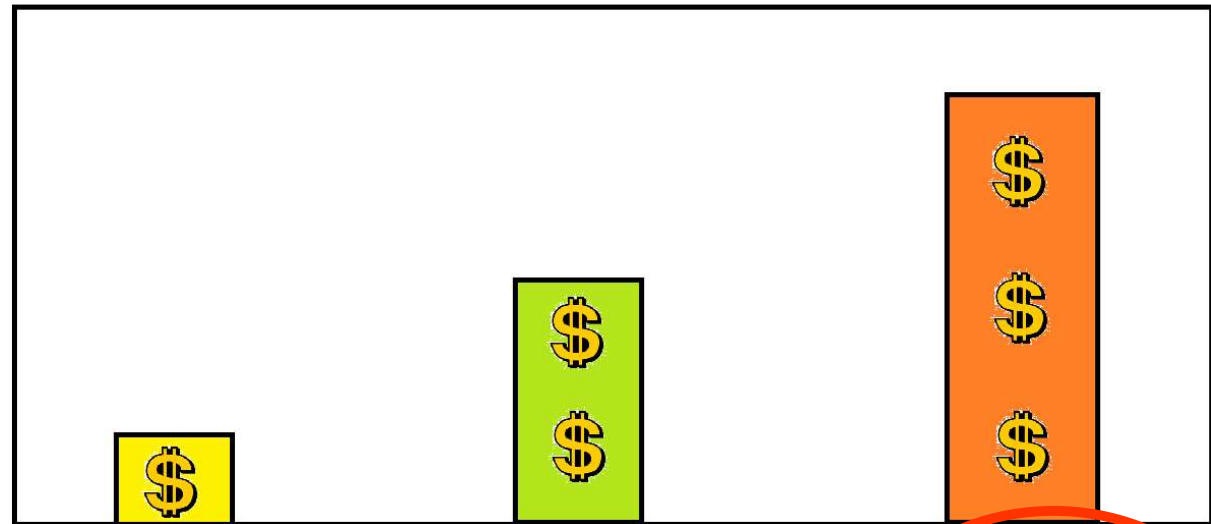
The theory of Information Asymmetry was born to analyze the used car market in America



Used cars can be of "high quality" or "lemon" (a car with defects)



good car sellers
cannot sell the
product below a
certain price
threshold: the price
of a good product
will therefore be on
average higher than
the market average

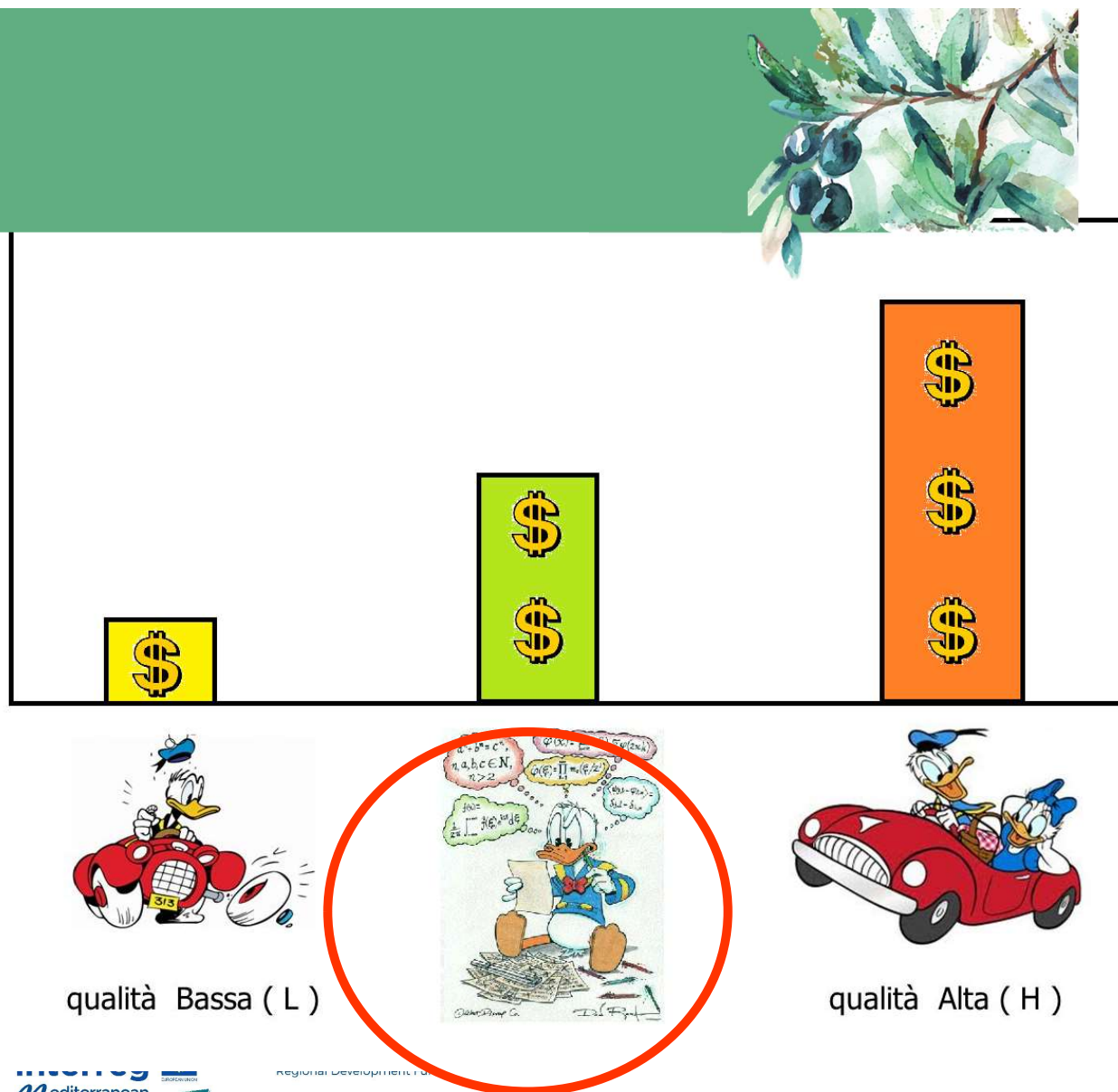


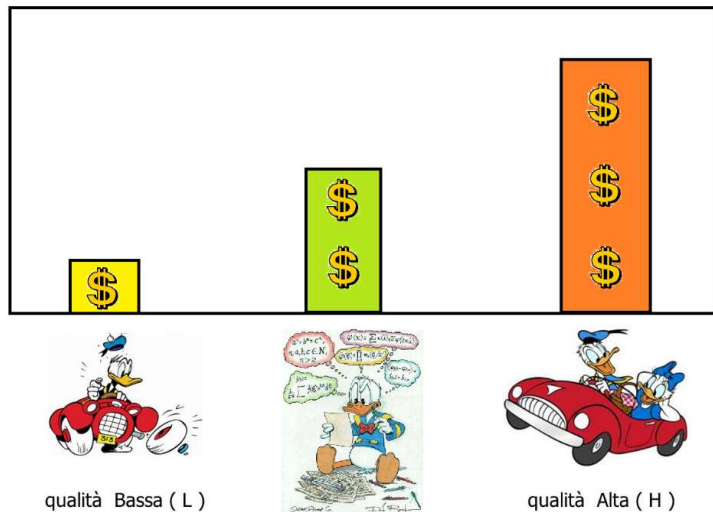
qualità Bassa (L)



qualità Alta (H)

Potential buyers do not know if the car they are buying is of good or bad quality: they are in a situation of information asymmetry





... .Therefore they will be willing to spend an "average price" between the price of the sellers of good cars and the price of the sellers of "lemons".

But with this price you will only be able to buy bad quality cars!



qualità Bassa (L)



qualità Alta (H)



qualità Alta (H)



qualità Alta (H)



qualità Bassa (L)



qualità Alta (H)



qualità Bassa (L)



qualità Bassa (L)



qualità Alta (H)



qualità Bassa (L)



qualità Alta (H)



qualità Alta (H)



qualità Alta (H)



qualità Bassa (L)

.... Thus the sellers of good cars will leave the market, leaving only the sellers of low quality cars

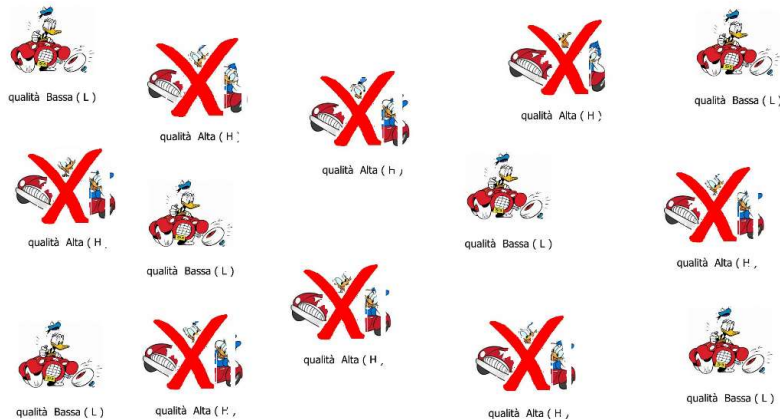


.... Over time,
therefore, the
good cars will be
withdrawn from
the market,
replaced by
"lemons", and this
will lead to a
lowering of the
market price!





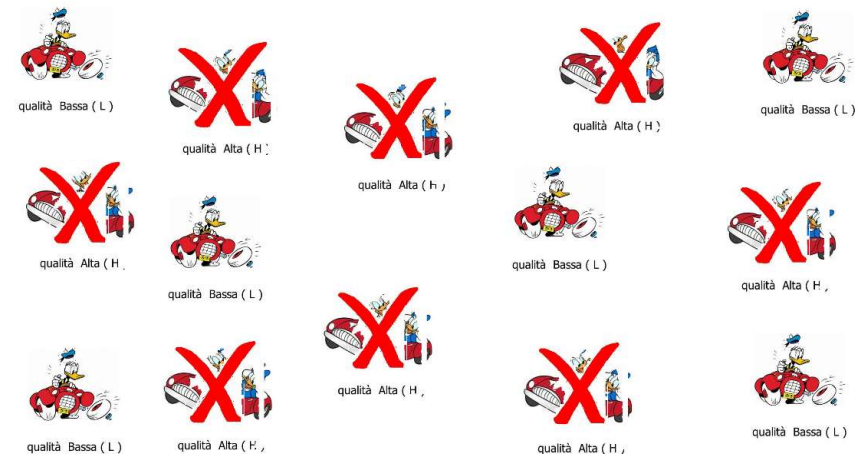
.... The wide range of qualities of oils that can be marketed as extra virgin weakens the competitiveness of producers of superior quality extra virgin olive oil, giving an advantage to large companies of bottlers who can sell products at low cost which, although falling into the extra virgin category, have qualitative parameters at the limits of the category and do not contain healthy molecules

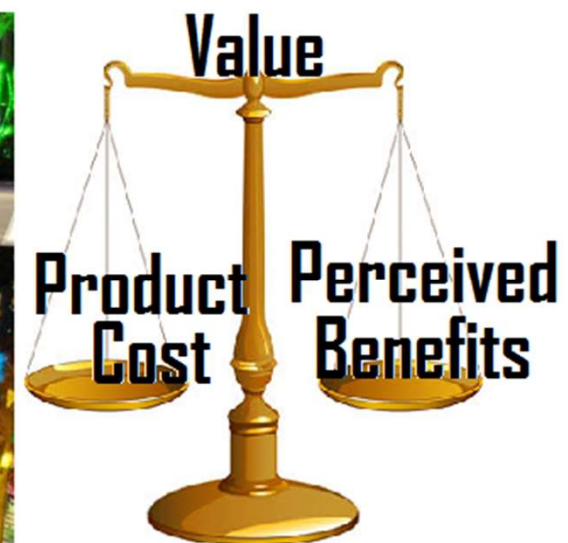




The result is once again the same:
the average quality of the EVOOs in the market is lowered

while the best products are excluded from the market ...







How is it possible to reduce the information asymmetry to increase consumers' willingness to pay?

COMMUNICATING THE DISTINCTIVE QUALITIES



NOT ALL EXTRA
VIRGIN OLIVE OILS
are effectively
healthy!

12 Benefits of Olive Oil



If incorrect, the communication on the health virtues of EVOO can become a....

Boomerang

NOT ALL THE EXTRA VIRGIN HAVE A HEALTHY effectsOnly the extra virgin olive oils obtained apply the best agricultural and technological practices

In ambito "salute" la comunicazione
non è mai creativa.

MITO

REALTÀ



Project co-financed by the European
Regional Development Fund

ARISTOIL PLUS

statements that can be
sanctioned by law



The image shows a close-up of a nutrition facts label for Extra Virgin Olive Oil. The label is bilingual, with English and French text. It includes a 'CERTIFICATO BIOLOGICO' logo and a European Union Protected Designation of Origin (PDO) logo. The label lists various nutrients and their values per 100 ml and per 10 ml. It also includes a section for Polyphenols and a health claim.

Nutrition Facts Extra Virgin Olive Oil Valeur Nutritive Huile d'Olive Extra Vierge		
	100 ml	10 ml
Per tsp (10 mL) / pour 2 c. à thé (10 ml)		
Calories/Calories	824	82,4
Fat/Lipides	91,6	9,16
Saturated/Saturés	15g	2,3
Polyunsaturated/polyinsaturés	8	0,8
Omega-6 / oméga-6	0,8	0,08
Omega-3 / oméga-3	0,1	0,01
Monounsaturated/monoinsaturés	8	0,8
Carbohydrate/Glucides	0	0
Protein/Protéines	0	0
Vitamin A - Vitamin C	0	0
Sodium	0	0
Vitamin E	15	1,2
Calcium	0	0
Iron	1%	0
Polyphenols/Polyphenols: Monterisi ≤500 (average/moyenne 160)		
Helps the Heart and Helps Prevent Cancer. Aide le coeur et combat contre les tumeurs.		
Da consumarsi preferibilmente entro: 31-07-2019		

statements that can be
sanctioned by law



THE health CLAIMS inside the EVOO supply CHAIN



- To date, it is possible to insert four types of health claims on the EVOO label.
- Two claims refer to polyphenols and vitamin E, components of the unsaponifiable fraction, while the other two are attributable to the lipid fraction, in particular oleic acid and unsaturated fatty acids.
- Of the four claims that can be used on the label, the most important, due to marketing implications, is the claim of polyphenols.
- The interesting aspect is that it is an exclusive claim for olive oil, and cannot be extended to other food products, as is the case for vitamin E and oleic acid.

Table 1

List of permitted health claims for olive oil.

Claim type	Nutrient, substance, food or food category	Claim
Functional health claim (art. 13.1)	Olive oil polyphenols	Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress.
Functional health claim (art. 13.1)	Oleic acid	Replacing saturated fats in the diet with unsaturated fats contributes to the maintenance of normal blood cholesterol levels. Oleic acid is an unsaturated fat.
Functional health claim (art. 13.1)	Vitamin E	Vitamin E contributes to the protection of cells from oxidative stress.
Reduction of disease risk claim (art. 14)	Monounsaturated and/or polyunsaturated fatty acids	Replacing saturated fats with unsaturated fats in the diet has been shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease.

Source: European Food Safety Authority

THE health CLAIMS inside the EVOO supply CHAIN



Since the phenolic molecules are hydrophilic, the producers know well how difficult it is to obtain oils rich in these antioxidants, whose presence in the oil is a function, as well as the varietal origin, of agronomic practices (pruning, fertilization, irrigation and phytosanitary treatments) and technological practices (from crushing of olives to stabilization of oils).

A well-known law of the oil mills says: “oil yield and phenols content are always antithetical aspects in the production of oil”.

So, olive miller needs to choose obtaining:

- A lot of oil with a low content of polyphenols
- A small quantity of oil with a high content of polyphenols

THE health CLAIMS inside the EVOO supply CHAIN



Only the best extra virgin olive oils, obtained by early harvesting the drupes, working the product promptly, reducing the process water as much as possible, and limiting the re-heating of the pastes, will be able to maintain a content of bioactive phenolic substances useful for the application of the claim.

THE health CLAIMS inside the EVOO supply CHAIN



The interesting aspect is that the application of all the aforementioned good practices also positively affects the other parameters required by the law for the product classification of virgin olive oils (acidity, number of peroxides, specific extinction coefficients in ultraviolet).

The claim of polyphenols lends itself to being a legislative tool useful for the segmentation of the category of extra virgin olive oil, allowing the consumer to recognize in the oil that carries the health indication approved by EFSA, the highest grade, "the high quality", within the product category of extra virgin olive oil.

THE health CLAIMS inside the EVOO supply CHAIN



Considering that the current product classification of olive oils, conceived in 1991, is obsolete and inadequate to adequately describe the qualitative differences of the products on the market, the claim of polyphenols represents, in fact, a useful differentiation tool for the consumer to award the product with a premium prize.

Bueno para tu Corazón

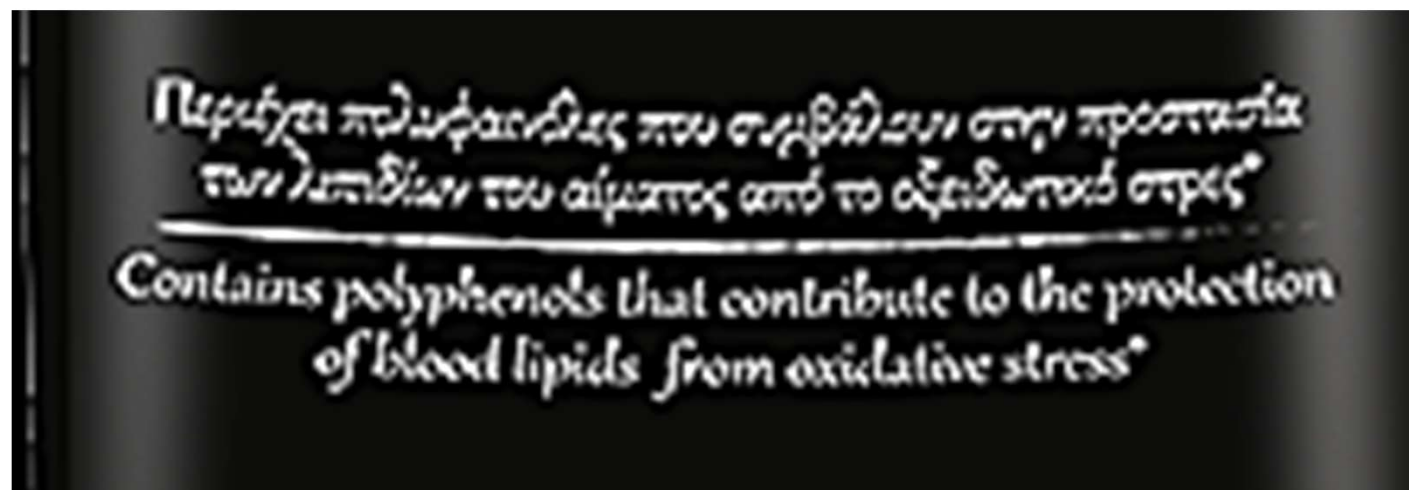
Good for your heart

Los polifenoles del aceite de oliva contribuyen a la protección de los lípidos de la sangre frente al daño oxidativo. El efecto beneficioso se obtiene con una ingesta diaria de 20 g de nuestro aceite de oliva.

Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress. The beneficial effect is obtained with a daily intake of 20 g of our olive oil.

*EU 432/2012







L 136/26

EL

Επίσημη Εφημερίδα της Ευρωπαϊκής Ένωσης

25.5.2012

Θρεπτικά συστατικά, ουσίες, τρόφιμα ή κατηγορίες τροφίμων	Ισχυρισμός	Όροι χρήσης του ισχυρισμού
Πολυφαινόλες ελαιόλαδου	Οι πολυφαινόλες ελαιόλαδου συμβάλλουν στην προστασία των λιπιδίων του αίματος από το οξειδωτικό στρες	Ο ισχυρισμός μπορεί να χρησιμοποιείται μόνο για το ελαιόλαδο το οποίο περιέχει τουλάχιστον 5 mg υδροξυτυροσόλης και παραγώγων της (π.χ. σύμπλοκο ελαιουρωπαίνης και τυροσόλης) ανά 20 g ελαιόλαδου. Για να χρησιμοποιηθεί ο ισχυρισμός αυτός, θα πρέπει να παρέχεται στον καταναλωτή η πληροφορία ότι τα ευεργετικά αποτελέσματα εξασφαλίζονται με την ημερήσια πρόσληψη 20 g ελαιόλαδου.



K232 max 2.5 • K270 max 0.22 • DK max 0

Προέρχεται από ελιές καλλιέργειας
Πιστοποιημένης με το Σύστημα
Ολοκληρωμένης Διαχείρισης
GLOBAL G.A.P.

ΠΙΣΤΟΠΟΙΗΣΗ ΜΕΤΑΠΟΙΗΣΗΣ:
ΕΦΑΡΜΟΖΕΙ ΤΟ ΣΥΣΤΗΜΑ ΔΙΑΧΕΙΡΙΣΗΣ
ΣΥΜΦΩΝΑ ΜΕ: ΕΛΟΤ EN ISO 22000:2005

ΠΙΣΤΟΠΟΙΗΣΗ ΤΥΠΟΠΟΙΗΣΗΣ:
ΕΦΑΡΜΟΖΕΙ ΣΥΣΤΗΜΑ ΔΙΑΧΕΙΡΙΣΗΣ
ΣΥΜΦΩΝΑ ΜΕ: ISO 9000:2005

ΙΣΧΥΡΙΣΜΟΣ ΥΓΕΙΑΣ
Οι πολυφαινόλες ελαιόλαδου συμβάλλουν
στην προστασία των λιπιδίων του αίματος
από το οξειδωτικό στρες



ΕΛΛΗΝΙΚΟ ΠΡΟ

ΦΥΛΑΣΣΕΤΑΙ ΣΕ ΜΕΡΟΣ ΔΡΟΣΕΡΟ ΚΑΙ

ΠΑΡΑΓΕΤΑΙ ΑΠΟ



NATURALLY CONTAINS POLYPHENOLS

Olive oil polyphenols, contribute to the protection of blood lipids from oxidative stress. The beneficial effect of olive oil polyphenols, is obtained with a daily intake of 20 g of olive oil, with Polyphenols (Hydroxytyrosol and its derivatives) content of at least 5 mg, while maintaining a varied and balanced diet and a healthy lifestyle

THE EFFECT IS
EXPLAINED IF EVOO
OIL IS CONSUMED
RAW IN THE
CONTEXT OF A
HEALTHY DIET AND A
BALANCED LIFESTYLE





FONDAZIONI IN RETE
PER LA RICERCA
AGROALIMENTARE



Med-Index:

a food labeling system to promote adherence to the Mediterranean diet by encouraging producers to make healthier and more sustainable food products

Dipartimento interdisciplinare di medicina

Università degli studi di bari – aldo moro

PRODUCTS THAT ARE
HEALTHIER
CHOICES

PRODUCTS THAT
ARE **LESS**
HEALTHY CHOICES

NUTRI-SCORE

A B C D E

The rating is based
on positive nutrients
(fruits, vegetables, nuts,
fibers, proteins)

And on nutrients to
limit (energy, sugars,
saturated fatty acids,
sodium).

NUTRI-SCORE
A B C D E
Olio Evo



NUTRI-SCORE
A B C D E
Mozzarella



I prodotti "sani"

NUTRI-SCORE
A B C D E
Pepsi
light



NUTRI-SCORE
A B C D E
Coca Cola
Zero



NUTRI-SCORE
A B C D E
Red Bull
sugar free



NUTRI-SCORE
A B C D E
Parmigiano
Reggiano



NUTRI-SCORE
A B C D E
Prosciutto
San Daniele



NUTRI-SCORE



**EXTRA VIRGIN
OLIVE OIL**

VS

**REGULAR
OLIVE OIL**

NATURAL



100% NATURAL OLIVE JUICE. NO
HEAT, CHEMICAL ADDITIVES OR
PROCESSES ARE INVOLVED



LOADED WITH
HEALTH BENEFITS

CHEMICALLY
REFINED



MIXTURE OF LOW GRADE
DEFECTED OLIVE OILS AND
CHEMICALLY REFINED LAMPANTE
OILS



ZERO HEALTH
BENEFITS

NUTRI-SCORE



STRENGTHENS THE ASYMMETRY OF INFORMATION DESPITE SCIENTIFIC
LITERATURE SHOWS DIFFERENT HEALTH EFFECTS BETWEEN THE TWO PRODUCTS

interreg



interreg

ARISTOIL PLUS

Project financed by the European
Regional Development Fund

Progetto **AGER Competitive**.
COMPETITIVE - Claims of Olive oil to
iMProvE The markeT ValuE of the product

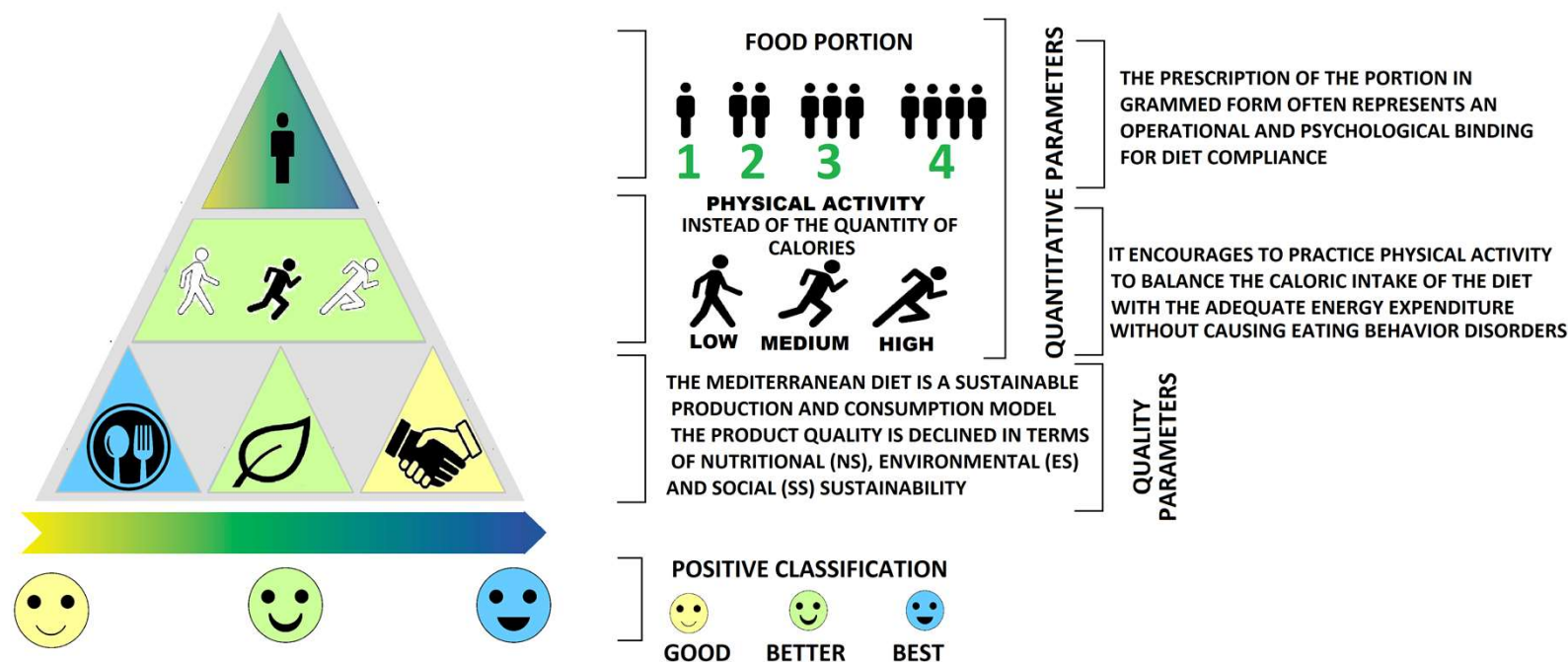


2017 -2021



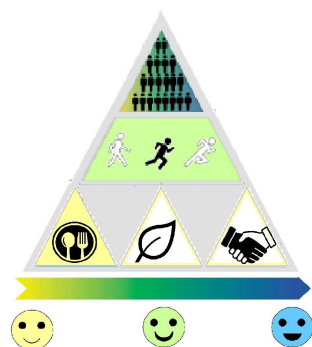
FONDAZIONI IN RETE
PER LA RICERCA
AGROALIMENTARE





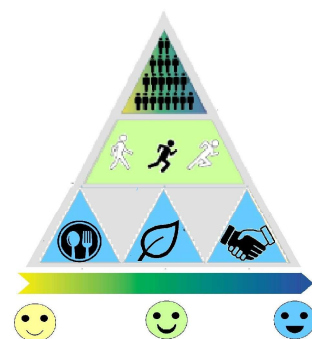
THE **MED-INDEX** IS A NUTRITIONAL LABELING SYSTEM THAT

- CONTRIBUTES TO EDUCATE CONSUMERS BY PROPOSING A HEALTHY AND SUSTAINABLE DIET MODEL AND
- ENCOURAGES PRODUCERS TO IMPROVE PRODUCTS AND PROCESSES
- IN COHERENCE WITH THE EUROPEAN "GREEN DEAL", "FARM TO FORK" AND "BIODIVERSITY" STRATEGIES



A

The Med Index of the oil in promotion (A) thanks to the iconographic code instantly delivers the following information to consumers: extra virgin olive oil is a condiment and as such the package contains numerous doses. The recommended daily dose, also by EFSA, 20 g / day, being made up of triglycerides, will require to be balanced by moderate intensity physical activity in order to achieve the balance between ingested calories and energy expenditure. Although it does not have distinctive elements relating to certifications of origin, environmental or health claims, it is a good choice because extra virgin olive oil is the main lipid source in the basket of products suitable for the Mediterranean diet.



B

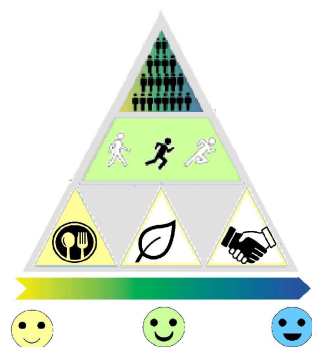
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PLUS

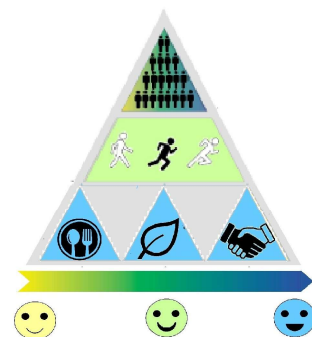


COMPETITIVE

Claims of Olive oil to iMProvE The market ValuE of the product



A



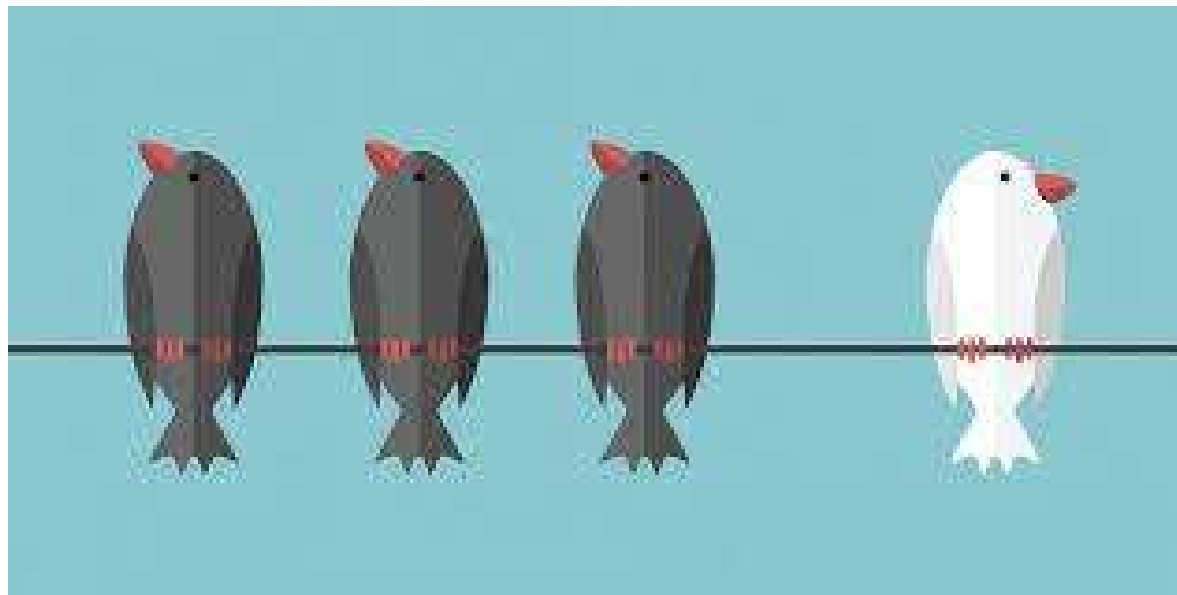
B

The Med Index of high QUALITY evoo (B) thanks to the iconographic code instantly delivers the following information to consumers: extra virgin olive oil is a condiment and as such the package contains numerous doses. The recommended daily dose, also by EFSA, 20 g / day, being made up of triglycerides, will require to be balanced by moderate intensity physical activity in order to achieve the balance between ingested calories and energy expenditure. The product in question, extra virgin olive oil, in addition to being the main lipid source in the basket of products suitable for the Mediterranean diet, is equipped with numerous distinctive elements relating to certifications of origin (DOP), environmental certifications (it is an organic oil with sustainability certification) and reports three health claims (polyphenols, vitamin E and oleic acid), elements that overall make it the best choice, and in terms of value guarantee a premium price.

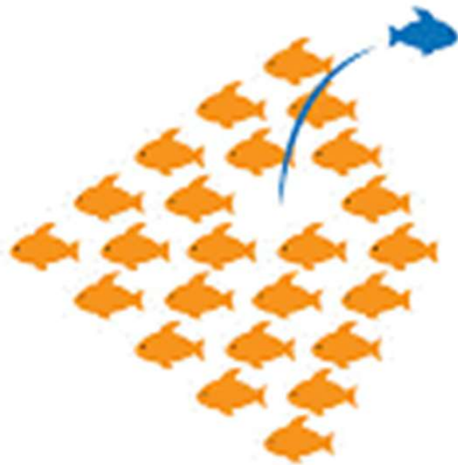
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PLUS

THE DIFFERENTIATING MESSAGE CAN HELP DISTINGUISH A COMPANY in the EVOO MARKET



The storytelling to the customer from the field to the bottle



Writing the health claim on
the bottle label is not
enough ... you have to
explain why it is difficult to
bring the polyphenols from
the fruit to the bottle

The storytelling to the customer from the field to the bottle

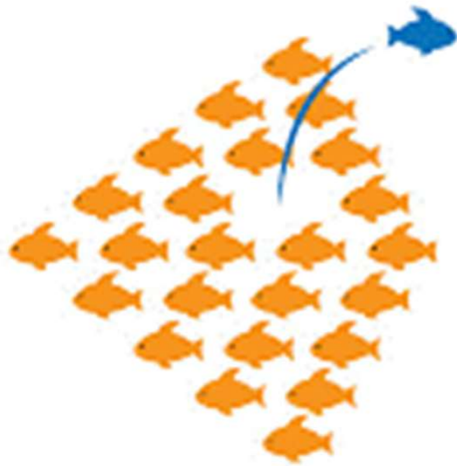


REMEMBER THE MESSAGE

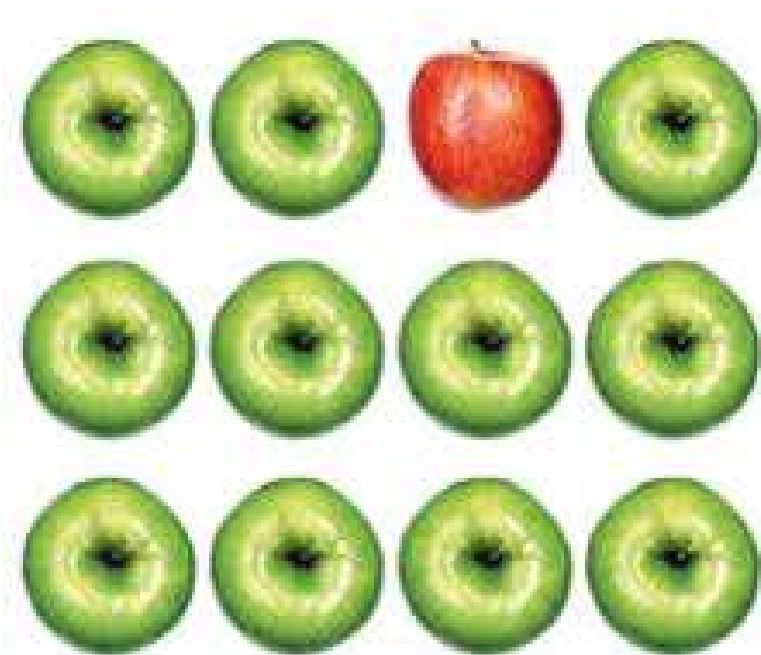
“oil yield and phenols content are always antithetical aspects in the production of oil”.

So, THE olive miller needs to choose obtaining:

- A lot of oil with a low content of polyphenols
- A small quantity of oil with a high content of polyphenols



The storytelling to the customer
from the field to the bottle



SO... NOT ALL EVOOS ARE
CREATED EQUAL ... SO...
NOT ALL EVOOS HAVE THE
SAME VALUE

THE VALUE IS STORED IN
TENS OF DECISIONS THAT
ARE NEEDED TO PRODUCE
HEALTHY OILS



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A top-down view of a workspace. In the center is a white spiral-bound notebook with the text "STORYTELLING IS THE BEST MARKETING" written in bold, black, sans-serif capital letters. The notebook is surrounded by various objects: a cup of brown coffee in a white mug with a dark handle is at the top right; several green leaves are on the left; four wooden clothespins are at the top; three crumpled yellow paper balls are on the left and bottom; four pushpins (two yellow, two red) are at the bottom; and four colored markers (red, blue, green, pink) are at the bottom right. Two yellow and green paper clips are on the right side of the notebook. A black stapler is partially visible on the right.

**STORYTELLING IS
THE BEST MARKETING**

The storytelling to the customer
from the field to the bottle



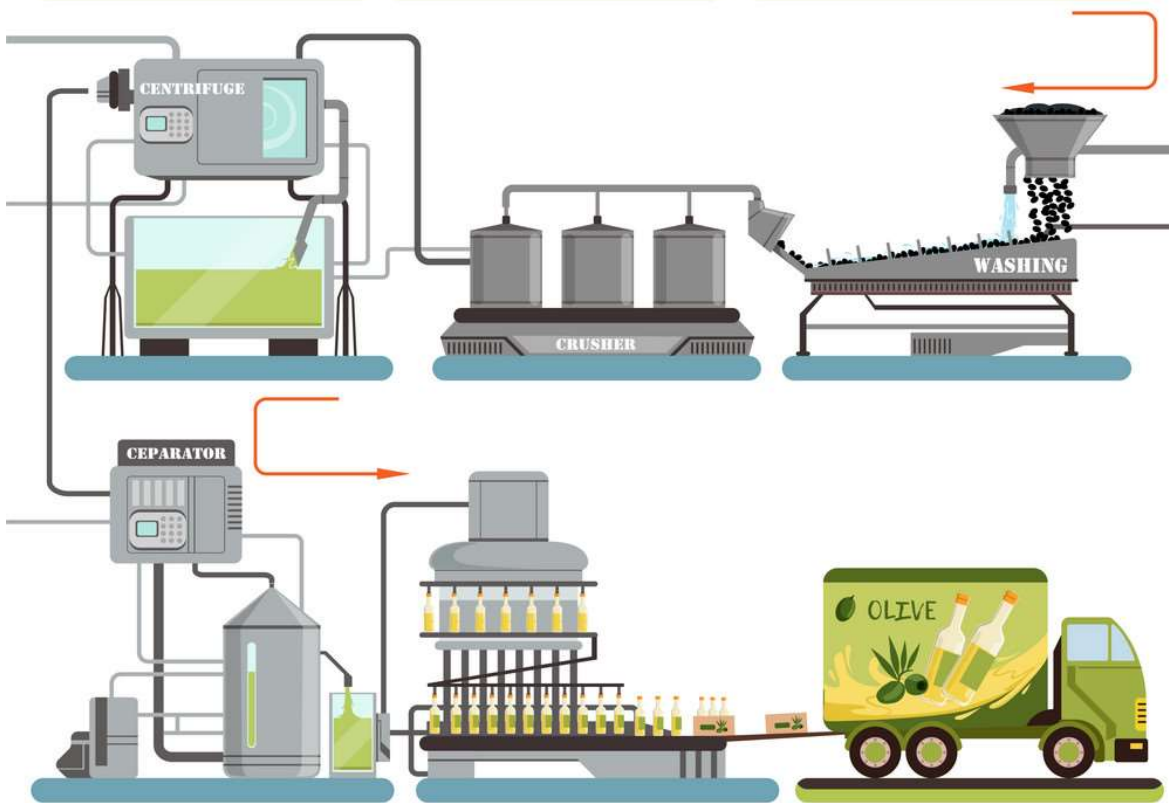
Increase Sales With Better Storytelling on the efforts to produce EVOO rich in polyphenols



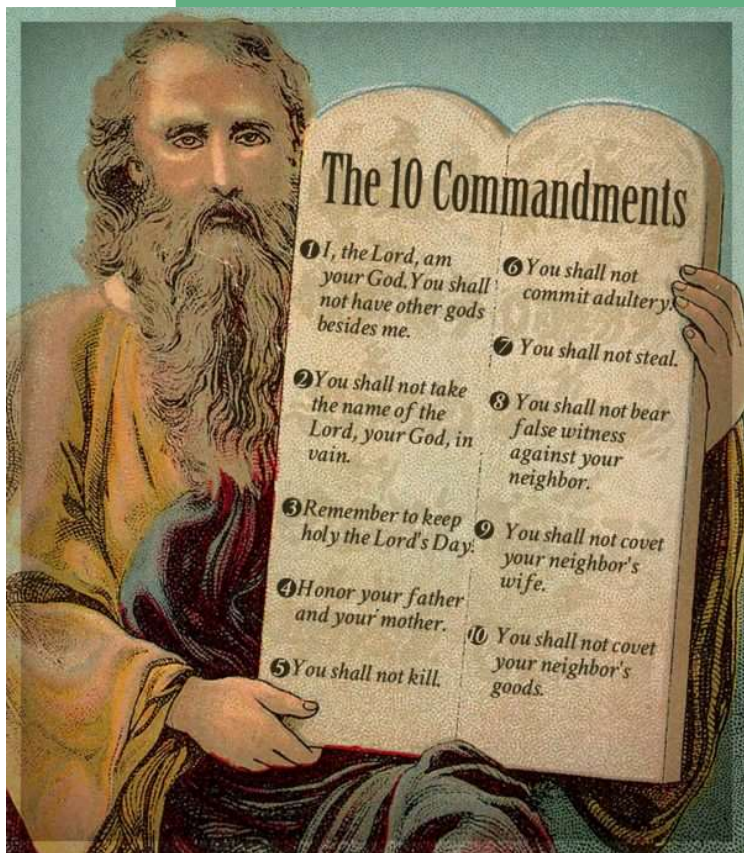


why is more expensive
making a healthy EVOO
than a standard EVOO?

Tell to your customers
how many choices you
made before getting the
best result!



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THE 10 COMMANDMENTS FOR THE AGRONOMIC MANAGEMENT OF THE OLIVE GROVE aimed TO INCREASE THE CONTENT OF POLYPHENOLS IN EXTRA VIRGIN OLIVE OILS



Interr
Mediterra

ARISTOIL PLUS

1



Variety Choice:

All varieties have the potential to help produce healthful oil. However, there are some varieties that genetically have significantly higher polyphenol values in olives. In any case, with the same cultivar, the harvest time is decisive



reduce the information asymmetry by explaining how the price is generated



- EARLY FRUIT HARVESTING REDUCES OIL YIELD



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

2



latitude and altitude:

Prefer the northernmost
areas and
remember that the areas
in the hills are better.



3



nature of the soil:

Prefer loose soils or soils with prevalent skeleton.

In soils that are loose and rich in organic material, roots spread freely and can pull water and nutrients from a large area.

Water is able to enter loose soils easily and is stored in organic matter until plants need it.



4



climate:

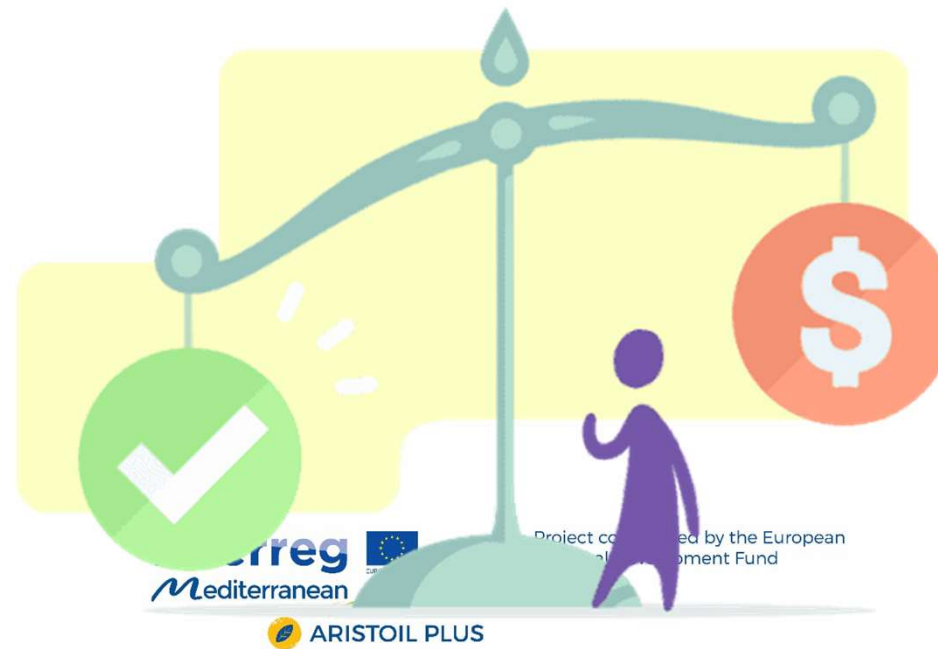
Dry autumns increase the health value.



reduce the information asymmetry by explaining how the price is generated

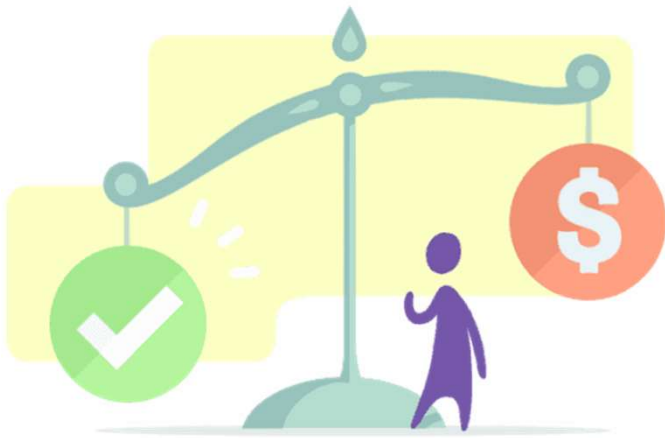


- COMMUNICATE IN DETAIL THE CHARACTERISTICS OF THE PLACE OF ORIGIN



- EXPLAIN THE UNIQUE FEATURES OF THE TERROIR
- THE GENIUS LOCI

reduce the information asymmetry by
explaining how the price is generated



• TERROIR / GENIUS LOCI

- IS A VIRTUOUS MIX OF MATERIAL AND IMMATERIAL FACTORS SUCH AS:
- GEOGRAPHIC SPACE
- ECOLOGY (FLORA, FAUNA...)
- SUBSOIL
- CLIMATE (HUMIDITY, TEMPERATURE AND TEMPERATURE RANGE, EXPOSITION TO THE SUN AND WINDS...)

Interreg
Mediterranean



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HISTORY, TRADITIONS, AND CULTURE, BUILT IN CENTURIES OF
HUMAN ACTIVITY

5



Irrigation:

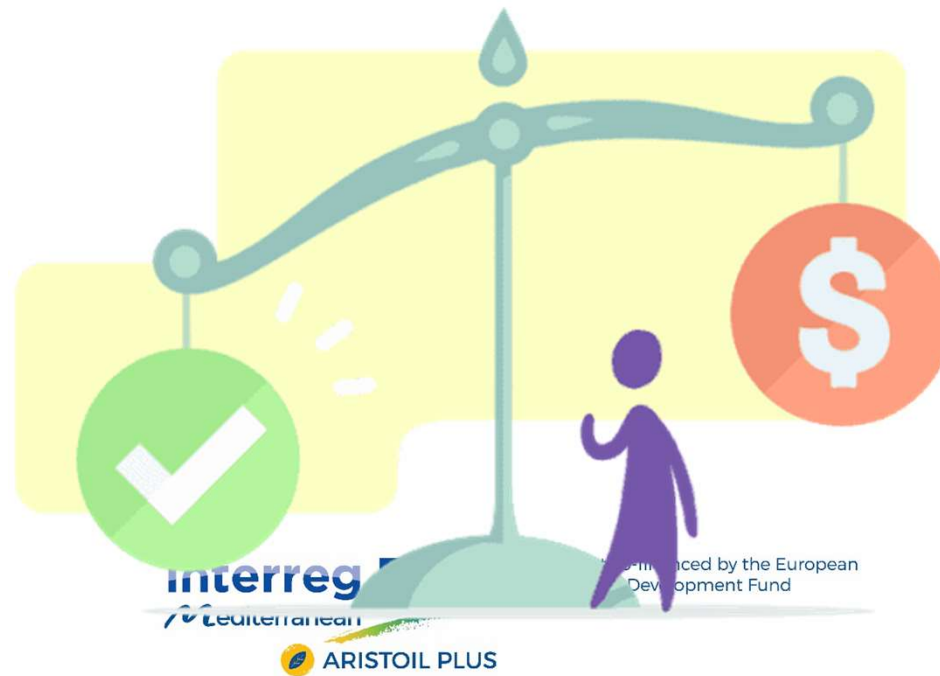
Each contribution of 500 cubic meters per hectare of irrigation water results in a reduction of polyphenols in the oil of between 50 and 100 ppm compared to dry conditions..



reduce the information asymmetry by explaining how the price is generated



- IRRIGATION MANAGEMENT CAN INCREASE THE HEALTH VALUE OF THE EVOO
- IRRIGATION MANAGEMENT IS A COMPLEX TECHNICAL SKILL THAT REQUIRES THE ADVICE OF AN EXPERIENCED AGRONOMIST
- PROFESSIONAL CONSULTANCY AFFECTS PRODUCTION COSTS



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

6



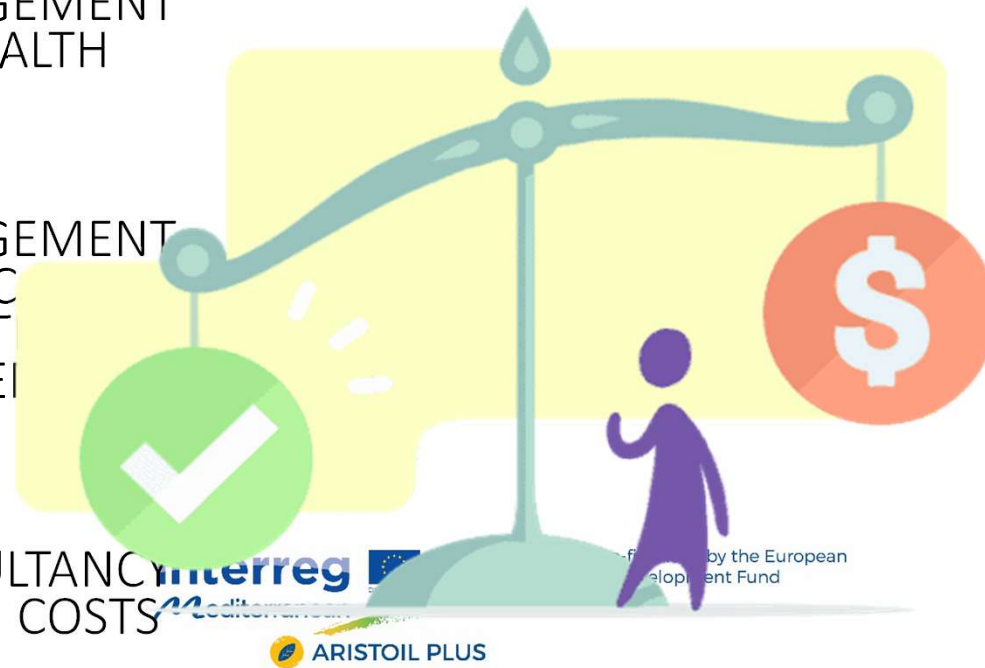
Fertilization:

Do not exceed the maximum doses provided for by the integrated production regulations.

reduce the information asymmetry by
explaining how the price is generated



- FERTILIZATION MANAGEMENT CAN INCREASE THE HEALTH VALUE OF THE EVOO
- FERTILIZATION MANAGEMENT IS A COMPLEX TECHNIC SKILL THAT REQUIRES THE ADVICE OF AN EXPERIENCED AGRONOMIST
- PROFESSIONAL CONSULTANCY AFFECTS PRODUCTION COSTS



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

7



Phytosanitary defense:

Comply with the Integrated Pest Management rules provided for by the national regulations on pesticides.



reduce the information asymmetry by explaining how the price is generated



- PHYTOSANITARY DEFENSE MANAGEMENT CAN INCREASE THE HEALTH VALUE OF THE EVOO
- PHYTOSANITARY DEFENSE MANAGEMENT IS A COMPLEX TECHNICAL SKILL THAT REQUIRES THE ADVICE OF AN EXPERIENCED AGRONOMIST
- PROFESSIONAL CONSULTANCY AFFECTS PRODUCTION COSTS



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

8



Harvesting period:
When the color of the fruit has ripened, with a pigmentation index between 2 and 3 at the most.



reduce the information asymmetry by explaining how the price is generated



- THE CORRECT DEFINITION OF MATURITY INDEX CAN INCREASE THE HEALTH VALUE OF THE EVOC

- THE CORRECT DEFINITION OF MATURITY INDEX IS A C TECHNICAL SKILL THAT F THE ADVICE OF AN EXPE AGRONOMIST

- PROFESSIONAL CONSULTANCY AFFECTS PRODUCTION COSTS

- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER



9

Harvesting method:

Mandatory from the tree; in no case should the olives be allowed to come into contact with the ground; therefore, they must always be intercepted before they reach the ground. Harvesting can be either manual, facilitated or mechanical, depending on the cultivation system adopted.



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reduce the information asymmetry by explaining how the price is generated



- CORRECTLY MANAGING THE HARVESTING PHASE BY LIMITING THE TIME AND MECHANICAL DAMAGE ON THE FRUIT REQUIRES INVESTMENTS IN LABOR, MODERN TECHNOLOGICALLY ADVANCED MACHINES OR THE PURCHASE OF THESE SERVICES ON BEHALF OF THIRD PARTIES



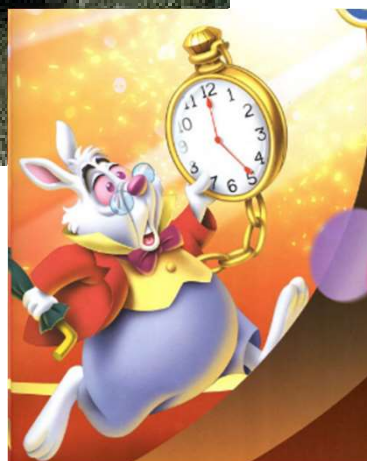
- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

10



Delivery:

The olives must be transported to the mill in rigid containers, preserving the integrity of the drupes which must be pressed within 12 hours of harvesting.



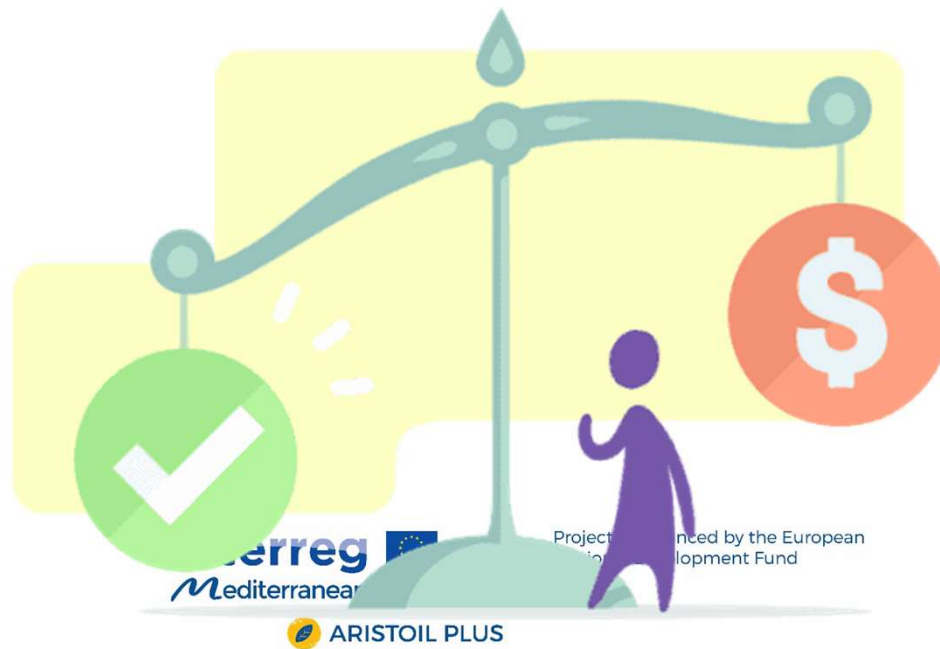
Project co-financed by the European
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OIL PLUS

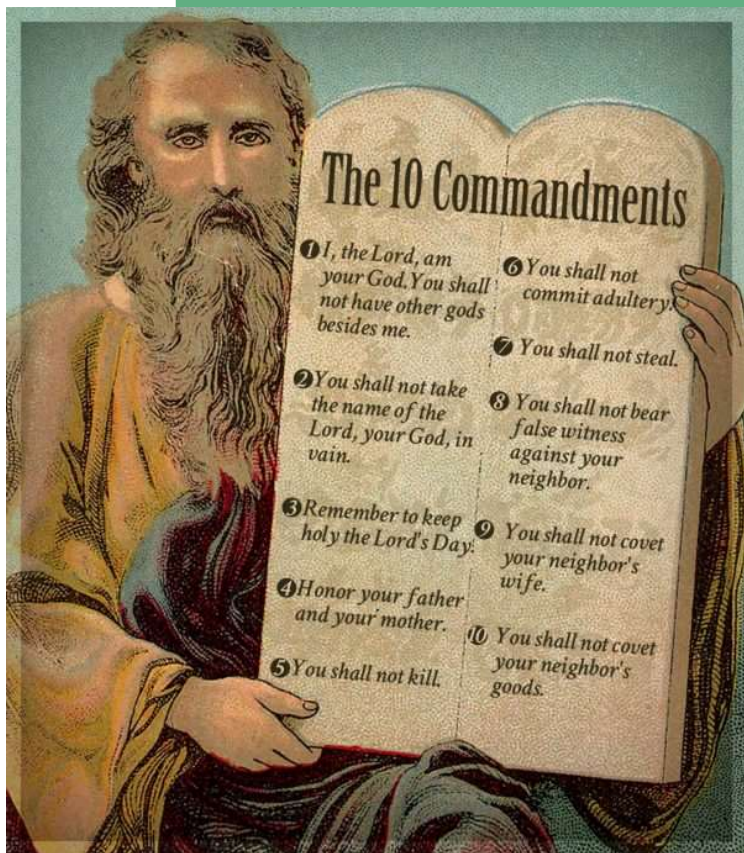
reduce the information asymmetry by explaining how the price is generated



- LIMITING THE TIME AND MECHANICAL DAMAGE ON THE FRUIT DURING THE TRANSPORT REQUIRES INVESTMENTS IN LABOR, MODERN TECHNOLOGICALLY ADVANCED MACHINES OR THE PURCHASE OF THESE SERVICES ON BEHALF OF THIRD PARTIES

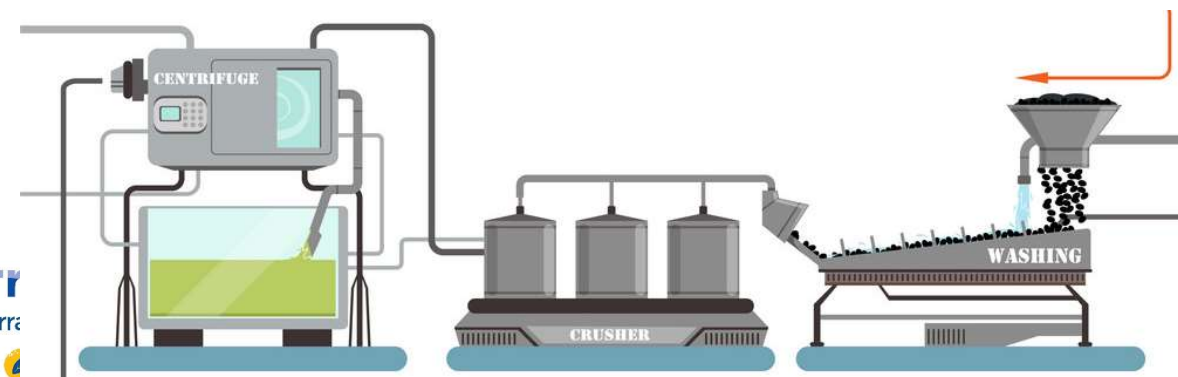


- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER



THE 10 COMMANDMENTS FOR THE TECHNOLOGICAL MANAGEMENT OF THE OPERATIONS IN THE OIL MILL TO INCREASE THE CONTENT OF POLYPHENOLS IN EXTRA VIRGIN OLIVE OILS

Interr
Mediterr

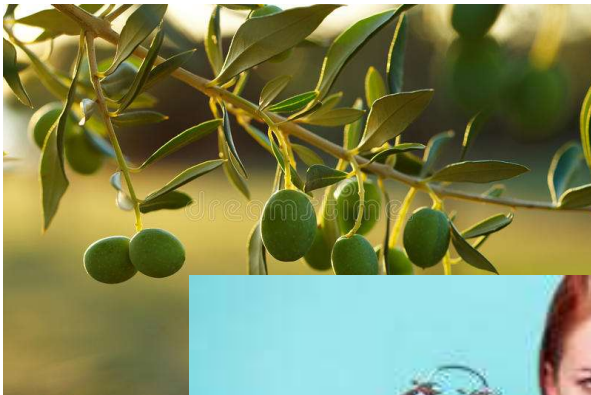


1



Olive fruit quality and Timing:

Always choose olives that are not too ripe and picked from the tree;
there is no process that generates high quality EVOO from bad olives
Reduce holding time after transport, and keep the olives only in bins not filled over $\frac{3}{4}$ of the volume in a cool and dry place;



2



health means no pesticides:

Start from healthy olives with zero residue of pesticides or from organic cultivation



reduce the information asymmetry by explaining how the price is generated



- THE ORGANIC MANAGEMENT OF THE OLIVE GROVE CAN AFFECT PRODUCTIVITY, LIMITING FRUIT YIELD AND CONSEQUENTLY THE EVOO YIELD

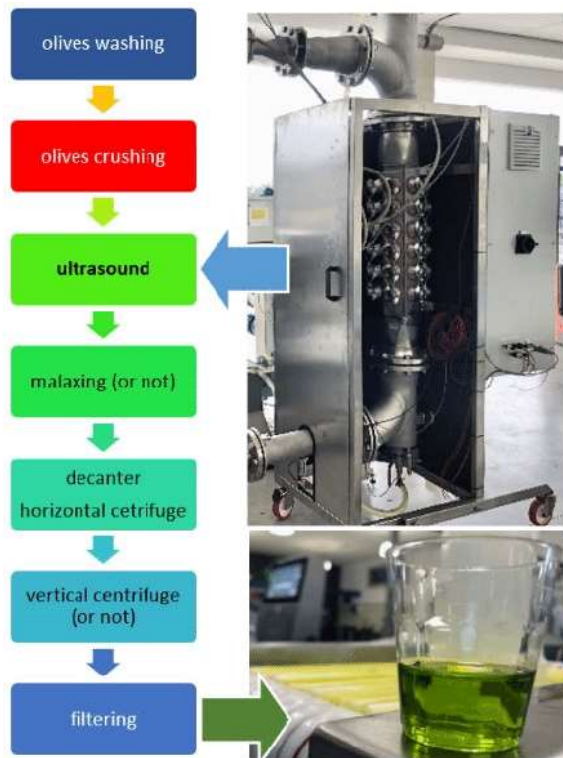


- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

3

the high health quality requires the high technology of the oil mill:

high technology allows to modulate macroscopic parameters (time, temperature, atmosphere, specific energy) for the control of microscopic biochemical reactions (lipoxygenase pathway, polyphenoloxidase, peroxidase)



interreg
Mediterranean

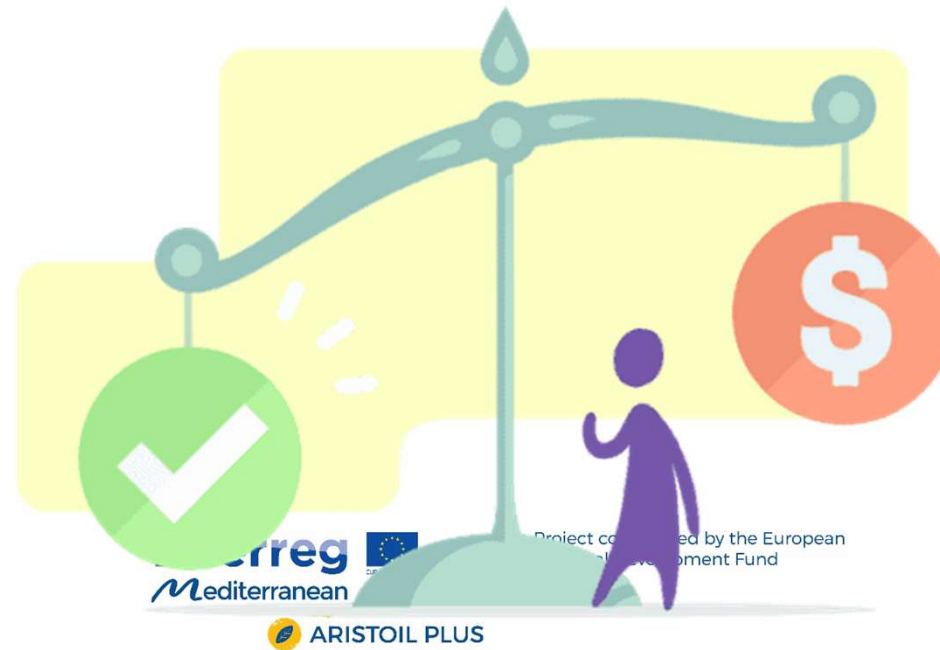
ARISTOIL PLUS

Project co-financed by the European
Regional Development Fund

reduce the information asymmetry by explaining how the price is generated



- HAVING THE MOST MODERN PLANT TECHNOLOGY IN THE OIL MILL REQUIRES LARGE INVESTMENTS IN EQUIPMENT



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

4



hygiene:

Keep all the machines and spaces of the oil mill rigorously clean;



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reduce the information asymmetry by explaining how the price is generated



- GUARANTEEING HIGH HYGIENIC STANDARDS REQUIRES:
- NUMEROUS MACHINE STOPS
- AND GREAT MANPOWER WITH A CONSEQUENT INCREASE IN PRODUCTION COSTS



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

5



Olive washing:

If it is not possible to guarantee the renewal of the water every 4 hours, it is better to eliminate the washing machine;

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reduce the information asymmetry by
explaining how the price is generated



- GUARANTEEING WASHING MACHINE CLEANING REQUIRES:
- NUMEROUS MACHINE STOPS
- AND GREAT MANPOWER WITH A CONSEQUENT INCREASE IN PRODUCTION COSTS



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

6



Crushing system:

It is better to use mechanical crushers and the destoner machine than the olive millstone to obtain harmonic oils, in which the bitter and spicy component is in balance with the aromas;



reduce the information asymmetry by explaining how the price is generated



- THE DESTONER MACHINE IN THE FACE OF A HIGHER QUALITY OF THE PRODUCT CAUSES A LOSS OF EVOO YIELD WHICH LEADS TO AN INCREASE IN THE COST OF THE PRODUCT



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

7



malaxation:

The malaxers must be hermetically closed to ensure the synthesis of aromas while preserving the polyphenols from oxidation;

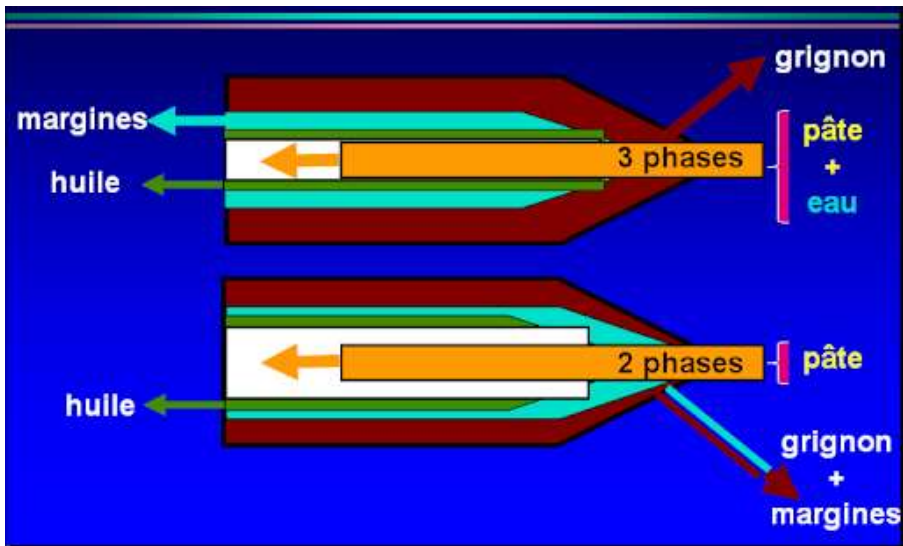


8



Evoo extraction:

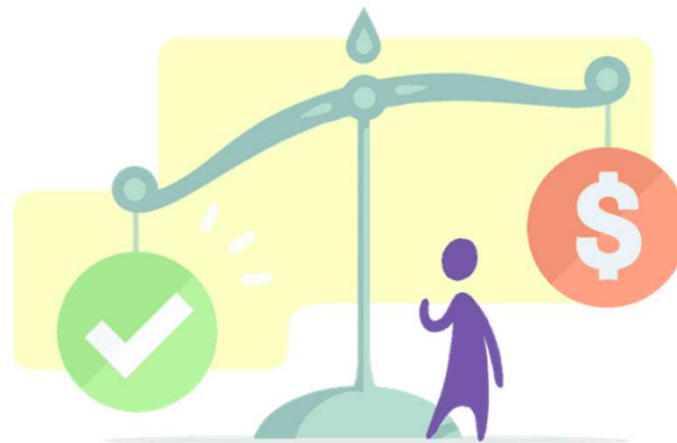
The two-phase decanter is better than the three-phase one, the addition of process water washes out the polyphenols



reduce the information asymmetry by explaining how the price is generated



- THE TWO-PHASE DECANter PRODUCES A VERY HUMID POMACE THAT IS NOT COLLECTED BY THE COMPANIES THAT PRODUCE OLIVE POMACE OIL. THIS CHOICE INVOLVES REORGANIZING THE LOGISTICS OF THE OIL MILL BY IDENTIFYING MORE SUSTAINABLE SOLUTIONS TO DISPOSE OF THE POMACE SUCH AS BIOGAS PLANTS, VERIFYING THE READINESS OF THIS PLANT FOR THE COLLECTION OF THE BY-PRODUCT.



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

9



filtration:

Filter the evoo immediately after extraction, the spontaneous decantation allows the enzymes and bacteria dispersed in the pulp and in the vegetation water to alter the product;



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reduce the information asymmetry by explaining how the price is generated



- FILTRATION IS A NECESSARY OPERATION TO ENSURE THE PROTECTION OF POLYPHENOLS OVER TIME FILTRATION IS A VERY EXPENSIVE OPERATION DUE TO THE HIGH COST OF THE FILTER DIAPHRAGMS, TO THE AMOUNT OF OIL THAT IS LOST IN THE FILTER DIAPHRAGMS, TO THE COST OF DISPOSING OF THE FILTER DIAPHRAGMS



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER

10



storage:

Store the oil in steel tanks under nitrogen and in an environment with a temperature between 13 and 18 ° C.



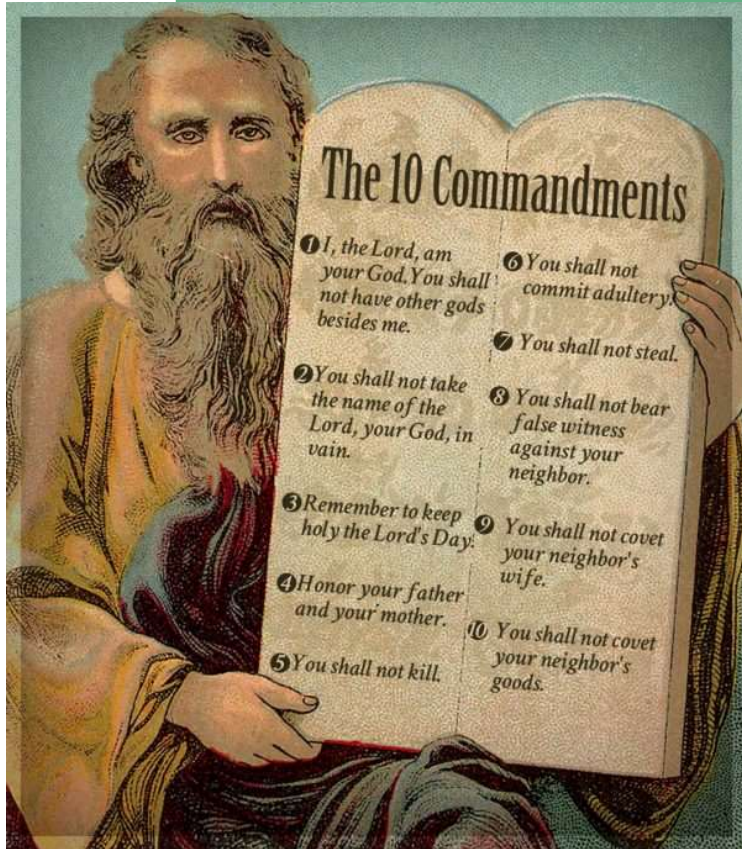
reduce the information asymmetry by explaining how the price is generated



- STEEL TANKS EQUIPPED WITH SATURATION SYSTEMS WITH INERT GAS, AND PLACED IN ENVIRONMENTS NOT SUBJECT TO THERMAL EXCURSIONS, ARE THE ONLY STORAGE STRATEGY USEFUL FOR PROTECTING POLYPHENOLS OVER TIME



- THIS PRODUCTION CHOICE INCREASES THE COST PER LITER



THE 10 COMMANDMENTS FOR THE MANAGEMENT OF MARKETING STRATEGIES AIMED AT INCREASING THE COMPETITIVENESS OF EVOO COMPANIES

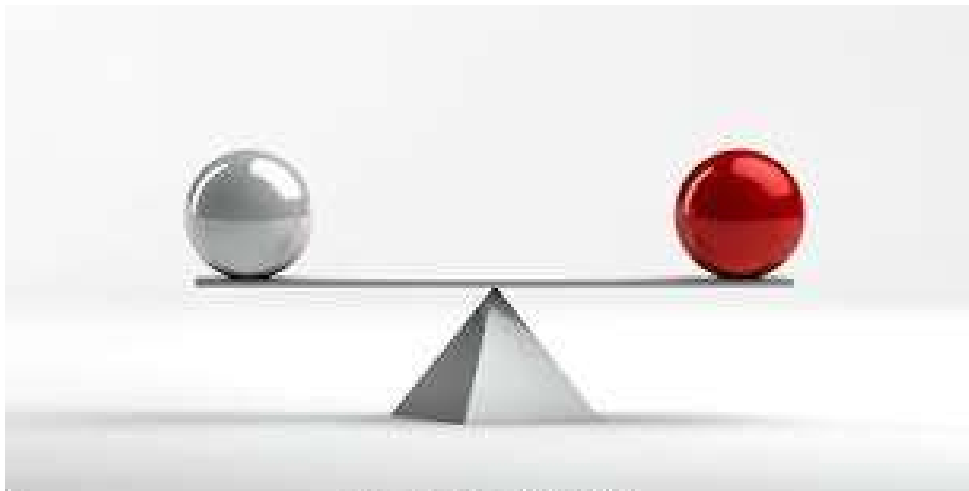


1



marketing goals:

Search for the right balance between oil yield and healthy quality on the basis of the types of product you intend to make;



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2



product
segmentation
strategies:
Differentiate the
company offer
according to the
cultivars and
harvesting times.



OTTOBRE		NOVEMBRE		DICEMBRE	GENNAIO
Extravergine					Lampante

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product segmentation strategies



- Not all customers are the same.
- Along with differing personalities comes differing needs and preferences.
- Product segmentation is a great way to cater to all the preferences in your market space.

product segmentation strategies



OTTOBRE		NOVEMBRE		DICEMBRE	GENNAIO
Extravergine					Lampante
					

- What is product segmentation?
- Product segmentation is when you offer different versions of your product to different groups of people.

product segmentation strategies



- What is product segmentation?
- Product segmentation is when you offer different versions of your product to different groups of people.
- Product segmentation, particularly when built around your core buyer personas, allows you to bridge the gap between those two extremes, acquire more customers, and better retain the ones you have.

3



product offering :
Design your product offering qualitatively and quantitatively production according to the different market targets;



4



Differentiation logistic strategy: storage room



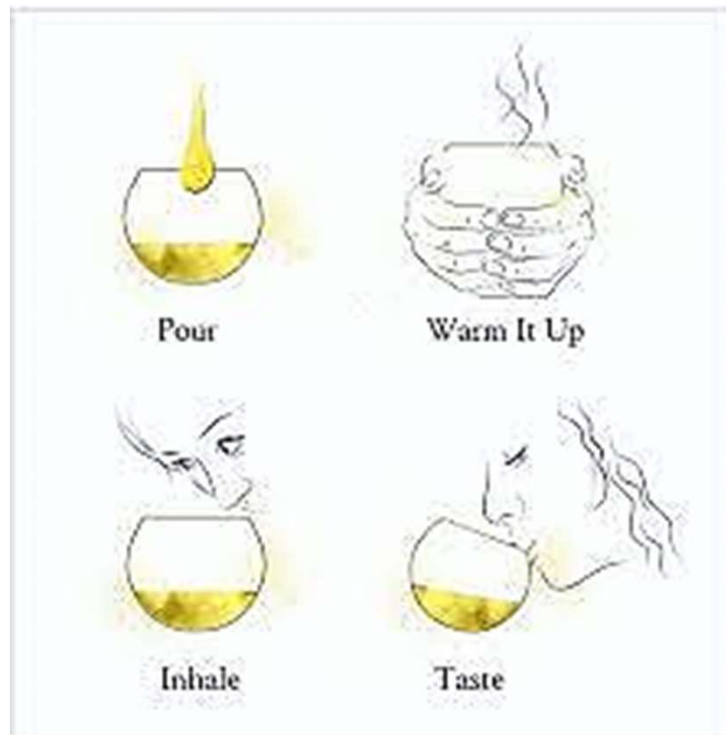
Invest in oil storage rooms by differentiating postures by capacity;

5



The value of know-how:

Learn the science of sensory analysis and use it to characterize your products;



6



Olive mill Plant investments:

Invest in the improvement of production plants by solving the system criticalities that constitute a threat to the final quality of the product;.



7

sales strategies:

Tries to progressively increase the share of evoo sold in packaged form, thus reducing the sales of bulk oil;

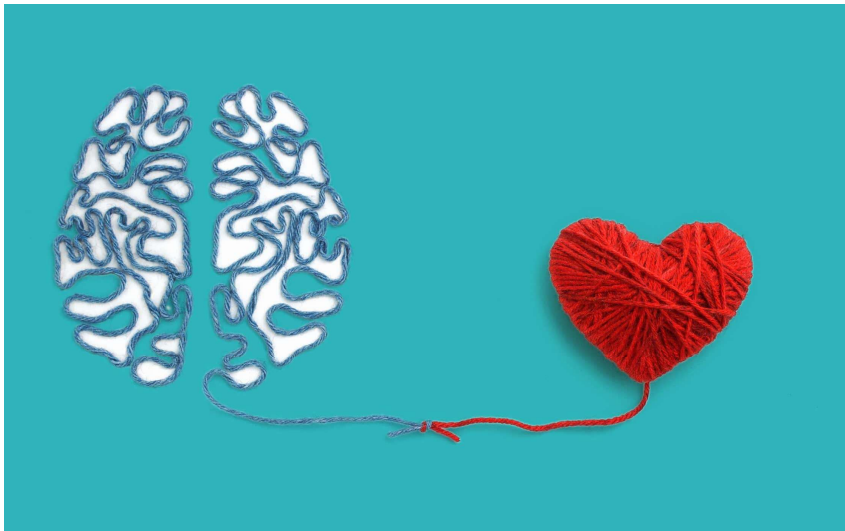


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8



emotional marketing:
tell your story, the story of
your company and
the increase the value of your
products by enriching them
with qualitative elements of
an intangible information
about the territory



9

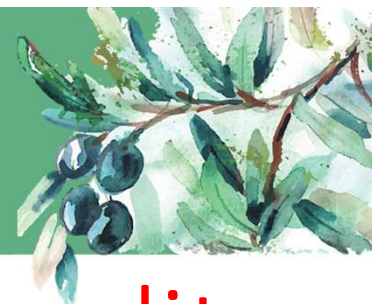


The value of alliances:

Create networks and alliances within the supply chain and the territory with the various stakeholders (olive growers, other oil millers, restaurateurs, distributors, universities, policy makers, consumers) highlighting all the valuable elements of your offer and of the territory in which it is made.



10



multifunctionality:

Transform your oil mill into a multifunctional company capable of offering services, even of an intangible nature, to the community in which you operate.

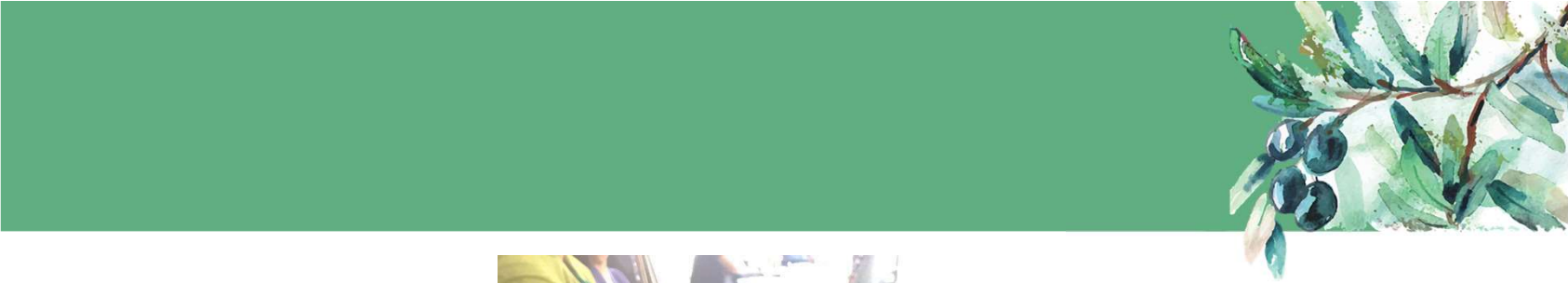


The value of alliances

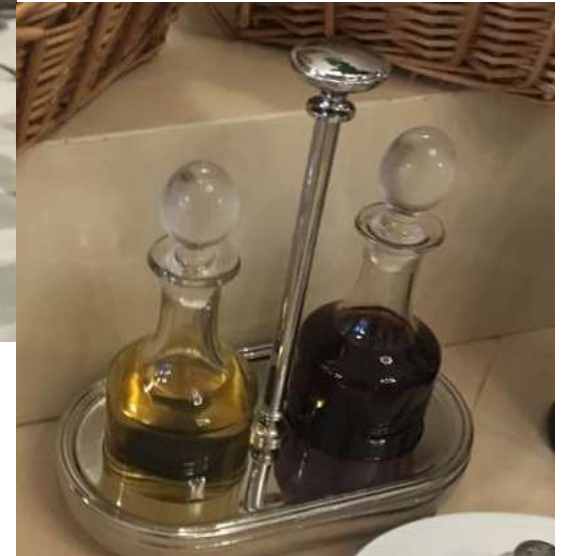


Evoo at the RESTAURANTS: “between hedonism and health”



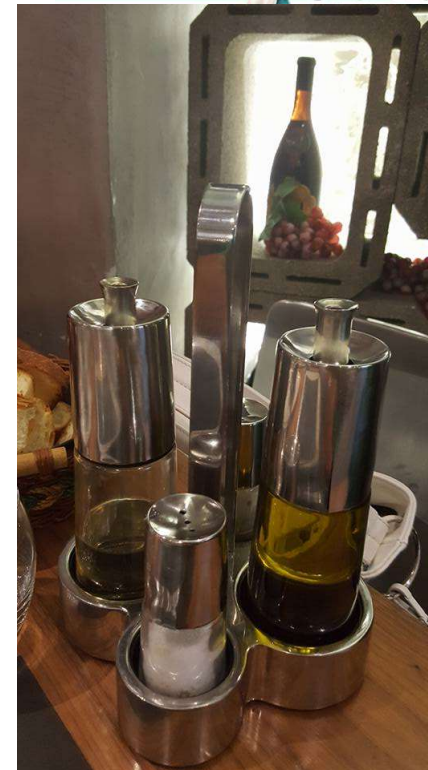


often in the
restaurants the
EVOO is not
presented in an
elegant way and is
presented in
anonymous dirty
bottles





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Anti-refill cap

Anti-refill cap in Italy is mandatory since 25 November 2014

extra virgin olive oil, as well as virgin olive oil, must be offered to the consumer with the Anti-refill cap

Penalty is from 1000 to 8000 euros. Yet three out of four restaurateurs are outlawed.

This is what emerges from a sector survey.

The Anti-refill cap is a protection for producers, consumers and restaurateurs against unfair competition from those who sell a low quality product as extra virgin.





it is necessary to understand how to transform the heritage of taste and health into the right income for all the players in the oil supply chain

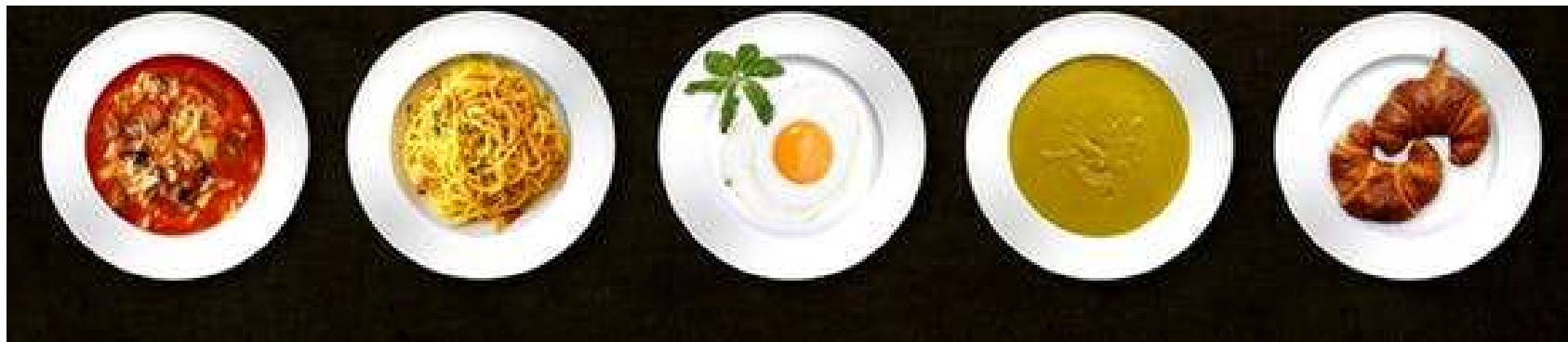


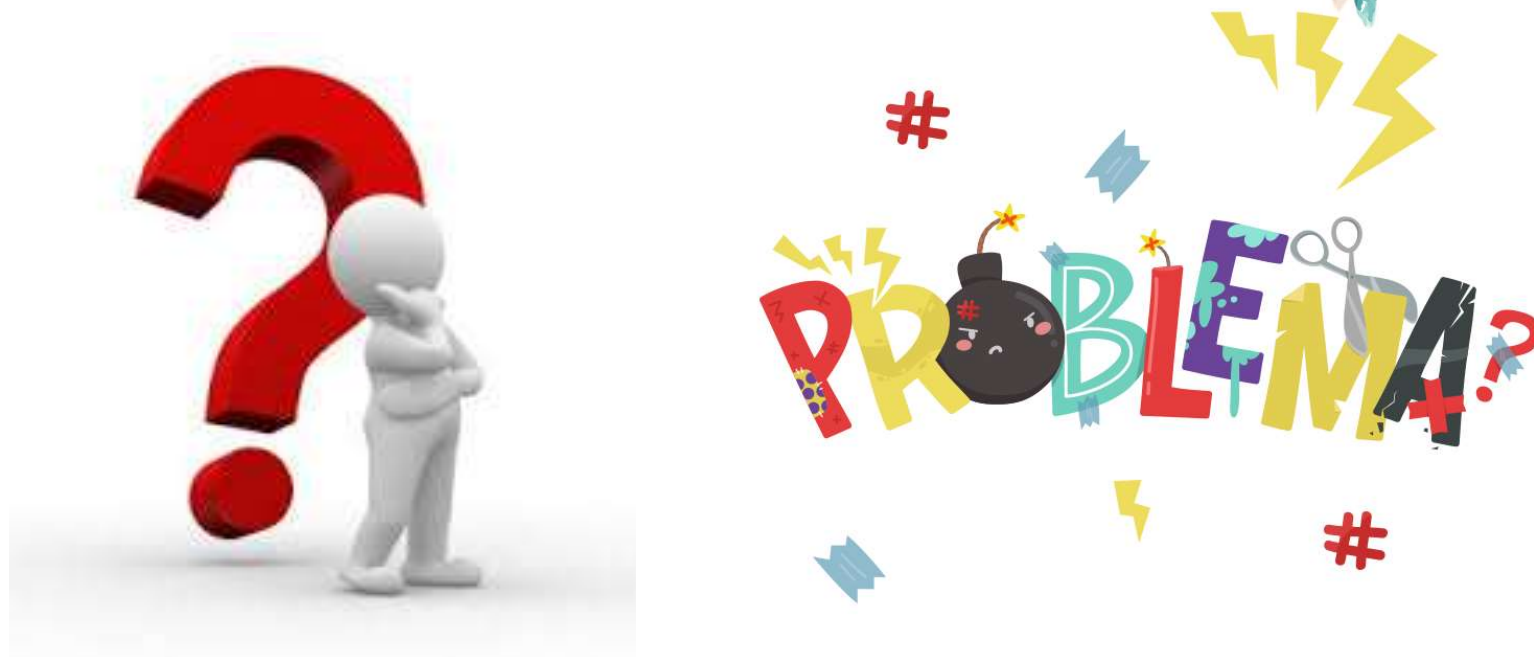
EVOO is a "social" food
It cannot be consumed
alone

But it looks for
ingredients with which
to be consumed
IT'S A CONDIMENT!



**SEASONING a dish IS A NOBLE ACTION,
it means making a dish pleasant, enriching with aromas and
flavors, and this can only be done with a fresh and high quality
EVOO. Extra virgin olive oil is the only oil rich in antioxidants and
that is good for your health, natural because it is extracted only
by mechanical means, rich in thousands of years of history, able
to generate memories, emotions, taste expectations.**





where does the problem
arise in the restaurants?



EVOO at the restaurant is
FREE of charge



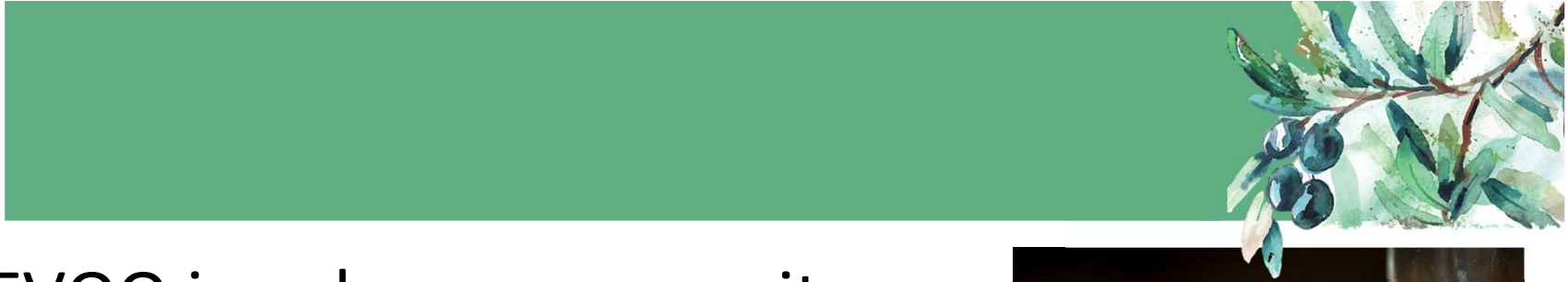


Is EVOO really free?

Today EVOO is free in the
restaurant.

The free EVOO is a paradox in an
environment where even water is
not free!





Since EVOO is only an expense item, the restaurateur chooses low-cost products

The consumer realizes that it is the only food that is offered without being included in the bill, as, today, it happens for water and bread, so he accepts in silence



Is EVOO really free?



"Cheap food is an illusion. There is no such thing as cheap food. The real cost of the food is paid somewhere. And if it isn't paid at the cash register, it's charged to the environment or to the public purse in the form of subsidies. And it's charged to your health."

Michael Pollan



The more you spend,
the less you spend

A poor evoo can make
even a GREAT dish
BAD.



Restaurateurs can become ambassadors of the quality of health oil if they transform a cost item into a profit item, the EVOO purchased, like wine, by choosing it under the guidance of the Maître



If the menu of the EVOOs aims to enhance the characteristics of the different varieties, the producer, the extraction system, must guarantee a model of conservation and service that keep the extra virgin olive oil away from light, heat, oxygen that oxidize. polyphenols and determine the loss of health characteristics





If the EVOO is in a bottle that has been open for some time, it loses its volatile molecules, losing the complexity of the olfactory profile and, due to the faster oxidative processes, it loses its taste and can manifest defects, even by absorbing odors from the surrounding environment.



- Would you drink mineral water taken from a bottle placed on another diner's table at the restaurant?





- Would you drink a glass of wine from a long-open bottle in which the aromas have now been replaced by defects?





- Selling the EVOO in a restaurant means being able to offer the exclusivity of a small volume bottle to be opened in the presence of the customer



The exclusivity of opening a bottle (or more) per table requires that the EVOO bottles have to be small, no more than 100 mL, with the advantage that a small price for the single bottle means an interesting value per liter for the producer

(if the bottle with a volume of 100 ml oil is sold for 3 euros, would mean reaching a value of about 30 euros per).



A closed bottle will assure:

- **TRANSPARENCY** The closed bottle keeps the promise of the product description shown on the card or illustrated by the person in charge of the oil: the customer does not feel cheated and justifies the price
- **SAFETY** The customer is certain of the relationship between the content of the bottle and the declarations on the label
- **CLEANLINESS** The sealed bottle not touched by dozens of unknown diners guarantee high hygienic standards
- **IMAGE** The sealed bottle makes the product unique, distinct and recognizable.



No restaurant is an island!





Interreg
Mediterranean



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Project co-financed by the European
Regional Development Fund

THANKS YOU FOR YOUR ATTENTION!

MARIA LISA CLODOVEO

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Interreg



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