

Innovation and adaptation of PDO oil to new market demands

Summary

The creation and coordination of the Operating Group is focused on the development of a great innovative project to reduce the cost of Extra Virgin Olive Oil production using a system of concentration and improvements in methods of preparation. To study and extract a specific product from a zone or area, a distinct variety. Also, to find options of reference in both national and international markets. Working meetings held with the participating members involved with the project, will elect a leader, a coordinator and have a consulting company contract to draft meetings and working arrangements. Approve the points or bases of the different phases of the project which are summarised in:

The 1st phase of the project: from now on, study the cost savings of production with the collection of olives of the region of the Terra Alta at a mill in the same geographic field of the Protected Designation of Origin (DOP) of the Terra Alta and increase in production and quality of oil (tracking samples, organoleptic and physical - chemical, study of savings with the extraction of waste).

The 2nd phase: study to find a quality oil specific to the geographic area with its surface in the biosphere reserve of the Terres de l'Ebre. Establishing differentiating parameters which characterise the oil extracted in respect of oil extracted in the biosphere reserve. Having information available that allows documentation and justify this relationship - area - product variety.

The 3rd phase: study to identify the market forces of the oil and its demands as a premium product of maximum quality.

Objectives

Create an Operating Group to coordinate and organise the structure the studies of the project "innovation and adaptation of the oil and its quality specifically (variety-area-product)" with a prior commercial study of our innovative oil in a creative market.

The territorial field consists of some 7000 producers of oil within the geographical area of the DOP oil of the Terra Alta with some 17 companies collaborators-distributors that could benefit from the results of the project and of the creation of the Operating Group with more production of Empeltre oil and quality. An oil of unique quality has a value which adds to the product with possibility of increased demand.

Conclusions

-You get the best results when you work in team: assembling the sector means more representative olive oil from the area with a collective effort. So will optimise resources and its costs are reduced.

-The Operating Group believes that the way forward is innovation and the model of development has to be more profitable, economic and more sustainable with a combination of actions of traditional farming but with the improvements of modern technology, in a way which optimises all the processes of collection, the transportation of the product, production and oil commercialisation, an extra virgin olive oil of maximum value, uniform and with its organic characteristics present and its own standards of quality physical-chemical organoleptic.

-It's essential to develop a pilot project plan to perform these studies and get the best results.

-The results of the pilot project plan have to be shared with olive oil makers and operators to increase the production of olive oil and its quality.

Operational Group Leader

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Tipologia d'entitat:

Indústria agroalimentària

Keyword-category

Agricultural production system
Supply chain, marketing and consumpt

Territorial scope

<i>Província</i>	<i>County</i>
Tarragona	Terra Alta

Project dissemination *(publications, seminars, multimedia...)*

Es va redactar una nota de premsa la qual ha estat publicada en diferents mitjans de comunicació. S'adjunt una notícia.:

<://www.aguaita.cat/noticia/6531/projecte/pilot/millorar/qualitat/oli/dop/terra/alta>

Es projectaran jornades de divulgació del projec

Project website

Es publicarà a les diferents webs dels membres del Grup Operatiu i del Lider

Other project information

Project period

Starting date (month-year): Novembre 2015

End date (month-year): Setembre 2016

Project status: *Finalised*

Approved budget

Total budget: 21.400,00 €

Funding source DARP: 8.538,60 €

Funding source EU: 6.441,40 €

Own funds: 6.420,00 €

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Ordre ARP/258/2015, de 17 d'agost, per la qual s'aproven les bases reguladores dels ajuts a la cooperació per a la innovació a través del foment de la creació de grups operatius de l'Associació Europea per a la Innovació en matèria de productivitat i sostenibilitat agrícoles i la realització de projectes pilot innovadors per part d'aquests grups, i es convoquen els corresponents a 2015.

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