



## Looking to the Future

**T**he 2006/2007 campaign has thankfully been much less quieter than the previous one which has in turn had a positive effect on sales both at home and abroad. It is interesting to note that bottled oil exports continue to rise which makes us optimistic when establishing our policy for higher added value sales (the pertinent figures are available elsewhere in this report).

In short, some of the forecasts set out in our newsletter N° 3 of December 2006 entitled "The 2006/2007 Production Campaign" have come true whereas other aspects concerning the need for a medium- and long-term sector strategy have not.

We are now embarking on a new campaign with favourable forecasts not unlike the previous season, i.e. practically unanimous harvest and stock estimates of around 1,250,000/1,300,000 tonnes and 250,000 respectively as well as more stable prices, fewer uncertainties concerning the campaign's development, etc.

If all this brings greater peace of mind to all the economic agents directly involved in the campaign then maybe we will be able to enjoy a suitable framework which will allow us to enter a period of reflection in order to view our more or less immediate future without the day-to-day worries which concern us most.

This future covers the next five years taking us through to 2013, a date which has been earmarked by the European Commission to roll out its new Common Agricultural Policy which is currently undergoing a so-called "CAP Medical Check-up".

Here we can cite a number of factors and/or "new" conditions, which will be key to the sector's future performance both at home and abroad.

The first, which is already a fact is what we might call the internationalisation and globalisation of olive oil which covers various aspects with the most obvious one being the marked growth in consumption in virtually all non-producing countries.

Then there is production where, except for Spain where it has doubled to an average of one million tonnes in the past five years, there are very few traditional producer countries, i.e. Morocco, Tunisia, Syria, etc., which do not plan to expand growing pro-

grammes. On the other hand we have the new producer countries (Argentina, Australia, Chile, USA, etc.) where output is constantly rising and whose oils are now making headway into the major foreign markets.

Other recent trends include the spread of intensive and super-intensive cultivation, organic production, mechanised olive harvesting processes and the spread of Denominaciones de Origen (Designations of Origin or DOs) in EU producer countries.

Also with regard to production, we must remember that EU aid has been decoupled and the forthcoming CAP reform will mean more uncertainty for

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EU production and its ability to compete with non-EU countries.

We must also consider the marketing aspect as not all importer countries are alike. Each segment within a market must be analysed, i.e. distribution, food service, the gourmet circuit and industrial usages, before drawing up a strategy to successfully place our olive oils.

For example, in the United Kingdom private labels comprise nearly 70% of the retail segment while in the US half of all imports are marketed in the food service industry.

Neither is the industrial and distribution sub sector immune from the changing circumstances of the olive oil sector which led to foreign investment (in EU countries or otherwise), joint ventures, subsidiaries in downstream markets, etc.

One final issue which affects the sector and has a bearing on its future is the competition from alternative edible oils and functional foods which increasingly focus on health issues as part of their marketing strategy.

It is against this global backdrop that Spanish olive oil must leverage its leadership position, one which is so often talked about yet still far from becoming a reality. Many people believe that, just because Spain is the world's leading producer, it automatically enjoys all the attributes usually associated with leadership. In fact, in most cases, references to the situation of the Spanish olive oil market only concentrate on ex mill prices with the value chain merely focusing on obtaining raw materials. It is as if we were to analyse the shoe market and only concentrate on the situation in the leather market.

In light of the above, the industry would like to propose the following, notwithstanding a study together with the rest of the sector and maybe also the Public Administration:

*“Economic agents and Public Authorities must establish a single promotional and marketing strategy which will help individual companies determine their strategy”*

- In line with the principles of the new CAP proposed by the EU Commission, the sector should focus on competitiveness and market trends.

As a result, we propose an in-depth study on the projection of Spanish and international production taking into account new cultivations and new farming techniques and also domestic and international consumption trends.

- In order to respect free trade regulations all operators must enjoy the same conditions throughout the value chain, e.g. farming, transformation or marketing etc., unaffected by discriminatory grants or public aid packages which affect the equality of operators.
- Equal conditions must also be encouraged on an international level. The current EU import duty makes it difficult for local exporters to withstand increased competition from abroad. The import duty should be abolished to promote greater freedom of international supply and demand.
- After assessing the situation of our market and of our competitors, we believe there should be a single promotion and marketing campaign coordinated by economic agents and the Public Authorities which would also help individual companies determine their strategy in order to boost the market share of Spanish olive oil in importer countries.

The relationship between the amount the sector invests in promotion and the volume of business deserves a separate article.

- It goes without saying that our major customer is the domestic market and merits an in-depth study of future consumer trends as well as distribution and marketing trends and promotion needs.
- We have already mentioned the need to invest more in marketing. No less important is the attention and means needed to carry out research largely focusing on the healthy properties of olive oil, the quality of the product and its safety.

This newsletter does not aim to be dogmatic. We merely wish to point out that endless events, seminars, awards, etc. are not practical if the sector's interest groups which comprise the value chain fail to agree on a framework which will give us a policy for the future and transform all this rhetorical leadership into reality. This would give us a sustainable policy and enable us to face the threats mentioned above.

Looking ahead to the industry's future we are optimistic and convinced of success, both for the product in general and Spanish olive oil in particular against a backdrop of greater freedom for supply and demand, unaffected by grants or other discriminatory measures.

# ANIERAC's Sales

## Eleven Months of the 2006/2007 Campaign

The 332 million litres of olive oil sold between November 2006 and September 2007 confirm the recovery of the domestic market following the marked fall during the previous campaign.

Pending figures for October, olive oil sales have risen and comparing figures for the 11 months, this means a 7.64% increase which does not offset the 12 point drop during the 2005/2006 campaign.

Looking at the breakdown of sales to September we can see an upturn in the "extra virgin" and "mild" oils while sales of "intense" and "virgin" oils have fallen with the latter barely present in the market.

Sales of "extra virgin" oil totalled 106.5 million litres, a notable increase on the previous campaign. This is an increase of over 25 million or 31%.

"Mild" olive oil continues to lead the market with 146 million litres sold during the 11-month period. To September, sales had risen by 9 million litres

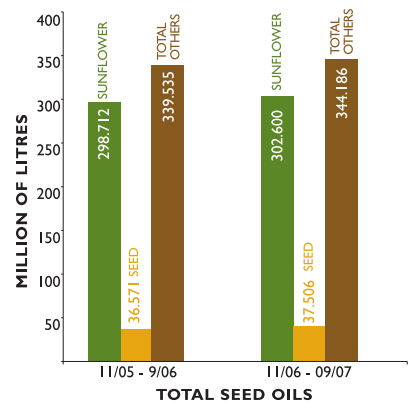
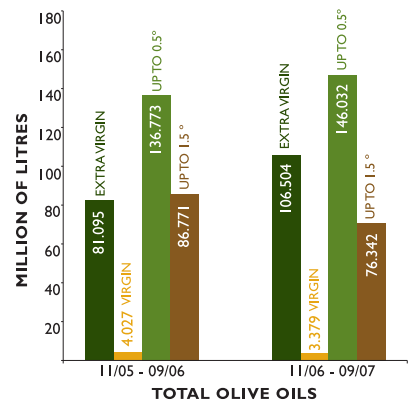
(6.7%) compared to the 2005/2006 campaign.

Overall olive oil sales have failed to affect sales of "intense" oils which continue to drop, posting a 12% decline in the period.

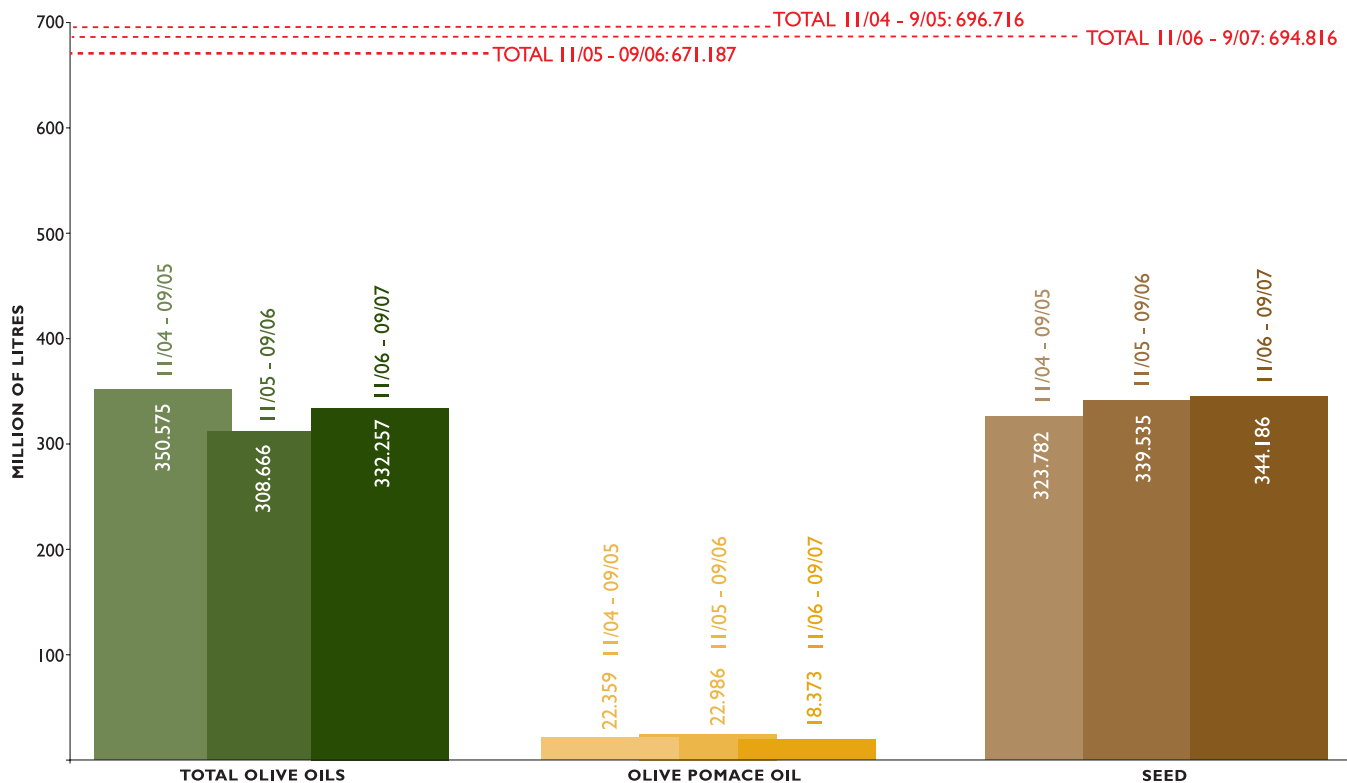
Nevertheless, despite this relative improvement in sales we are still below the figures seen during the 2004/2005 campaign. Then, ANIERAC companies sold 350 million litres of olive oil during the 11-month period compared to the 332 million sold in the current campaign.

Sales of olive pomace oil have also fallen to 18.3 million litres, down 20%.

Meanwhile, sales of seed oils have improved slightly with 344 million litres sold, some 4.6 million more than the first 11-month of the previous campaign. Unlike the falls suffered by olive oils during the 2005/2006 campaign, seed oil sales showed sustained growth of 4.64% in the previous campaign vs. 1.37% in the current campaign.



### Year-to-date Sales. 11 Months.





# Interview with Ángel Martín Acebes,

Vice Chairman of ICEX



*ICEX is celebrating its 25th anniversary by helping open up new markets for Spanish companies. What do you think its main achievements are and what challenges does it face in the future?*

If we concentrate on olive oil, this is a strategic sector within Spanish foodstuffs due to its weight in the Agricultural Trade Balance and Spain's position as the world's top olive oil producer and exporter.

ICEX mainly collaborates with the olive oil sector via its "Sector Plan" programme which it coordinates with the sector's association ASOLIVA. This collaboration began in 1986 and is still going strong. Together we carry out Generic Promotional Campaigns or Generic-Brand Campaigns in those markets which we have identified in conjunction with the association and its members.

In the past three years ICEX and the sector have invested some 7.5 million euros in the Sector Plan. This amount does not contemplate the fact that some companies are present at a number of Official Pavilions at International Fairs and that this sector is always present at activities organised by Commercial Offices' Promotional Centres. The sector collaborates with the magazine "Spain Gourmetour" and is one of the sectors which is most visited by opinion makers and specialist press through our Inward Trade Missions programme. Finally, ICEX also supports the sector via various company

programmes: Export Consortia, the Brand Plan, the Implementation Plan, the PIPE Programme, etc.

Now having said that and returning to your question, I should point out that the Generic Promotion Campaigns intend to foster an image for the short and long term. Its results can likewise be gauged in terms of image and with a more long-term focus. I would like to highlight two results:

1. The high level of awareness among professionals (media, hotels and restaurants, commercial distributors) and Spain's leadership in terms of production and exports. This has helped make Spain one of the essential sources of olive oil. These professionals are vital for marketing our sector to the end consumer.
2. The better positioning of Spanish olive oils on the international stage compared with its competitors in terms of flavour (wide range of indigenous varieties with contrasting aromas) and origin (terroir). This market positioning is key to encouraging customers to buy the product and is unique to Spanish olive oil which therefore allows us to differentiate ourselves from other olive oils.

From a quantitative point of view, these results depend on a large number of factors of which promotion is mere-

ly one more. We would point out however that in recent years huge efforts have been made by companies (improved presentation, marketing and distribution, setting up export departments, etc.) and Institutions which have yielded very positive results.

Bottled oil exports have soared as a result, doubling in the past ten years. Even more important is the increased weight of virgin olive oil exports and the increasing distribution of Spanish oils to the gourmet segment. We are not just exporting a value added product and, therefore, one that is more profitable, but we also influence the improved image of Spanish olive oil as a quality product which has an indirect positive effect on exports of other categories of oils.

From my point of view, and in terms of promotion, our major challenge will be to strike a balance between our position as the world's leading country in production and international consumers' perception of us as a producer of quality olive oil. Italy is still the benchmark but I have to say that the gap has closed in recent years thanks to the efforts of the sector as a whole, the companies and Institutions.

*What sort of image do you believe foreign markets associate with such a Spanish product as olive oil? And how has this changed over the past 25 years?*

As I have said before, our aim to create an image and place Spanish olive oil in the highest and most sophisticated segments abroad is not a short-term issue and the results must be appraised over the medium and long term. I would highlight the high level of awareness among professionals and Spain's leadership in terms of production and exports. Over the years we have laid the groundwork to successfully position Spanish olive oil based on messages such as health, flavour and origin.

*How would you rate the Sector Plans which ICEX and ASOLIVA have implemented abroad?*

Our collaboration with ASOLIVA, which dates from 1986, has been, and

still is excellent. This association represents the sector's and companies' interests in a transparent manner enabling us to coordinate various programmes and mutually benefit from our knowledge and the results we have obtained year after year.

Over the years we have been flexible in establishing our priorities and correcting our strategy when faced with the changing circumstances which the overseas markets often throw up. We have launched innovative programmes and improved the tools we use both generically and also those which we offer companies who are entering the international scene.

#### *Where do you think Spanish olive oil can most succeed abroad?*

The markets are chosen by volume and/or potential based on the following criteria: size, growth, consumption and competition. These markets are then divided into two groups:

1. Generic preferential markets: the US, Brazil, France, Germany, the UK, China, Japan and Australia.
2. Individual preferential markets: America (Canada, Puerto Rico, Mexico, Panama, Costa Rica, Dominican Republic, Chile, Colombia), Asia (Taiwan, Singapore, Korea, the Philippines), Scandinavia (Norway), Eastern and Arab countries.

The main olive oil importing countries (bulk and bottled) are Italy, the US, France, Germany, Portugal, the UK, Japan and Australia. Of these, Italy and Portugal mostly buy in bulk. Even though France manufactures olive oil, it is an important market for bottled olive oil while the UK, which does not manufacture olive oil, buys large amounts of the product in bulk.

With regard to Spanish olive oil, I should point out that Spain is the leading exporter overall (bulk and bottled). However, Italy exports more bottled olive oil than Spain which often comes from other Mediterranean countries. Another factor to bear in

mind is that while Italian bottled olive oil is largely exported to the US market, Spanish olive oil exports are more diversified covering over 100 countries on five continents.

Bottled Spanish olive oil is mostly exported to France, Australia (where it is leader) and the US, along with Japan, Brazil, Portugal, Mexico, the UK, etc.

I would highlight the case of the US given that it is the largest importer of bottled olive oil and its ability to set trends and fashions. The sector, companies and ICEX are currently making a concerted effort there to distinguish between our olive oil and that of other countries by promoting the "Spanish Olive Oil" category in order to improve its image and help Spanish companies and brands penetrate the market and improve their positioning. We are therefore working closely with ASOLIVA and the companies.

I would also like to point out that olive oil is relatively new to interna-

I believe it is imperative to continue with the generic promotion of this product and of Spanish olive oil in particular, as well as helping the companies in this task and establishing a correct framework in order to reach a wider public (end consumer) in more markets.

#### *In addition to promotion, what measures should the companies adopt in order to improve the positioning of Spanish olive oil in importing countries?*

It's hard work positioning the product abroad as it's a long process. From a qualitative point of view we have noticed a marked change in companies' way of thinking as they become more aware that it's not enough just to export olive oil but that they also need to have a clear strategy and the pertinent knowledge. Companies must be committed to increasing the value of the product by investing in their own brand and they must understand that when they export they must partici-

*"Our major challenge will be to strike a balance between our position as the world's leading country in production and consumers' perception of us as a producer of quality olive oil"*

tional expansion and we must expand its future by incorporating:

- New countries, as purchasing power increases there, for example India and Russia, where we have already launched promotional campaigns.
- New segments of the population in existing markets as awareness of the gastronomic qualities of olive oil increases (in addition to the healthy properties which are already widely known).
- Increased consumption by traditional consumers given that more information is available on the wide variety of uses for olive oil.

pate permanently in different markets and become a market leader. Only then will they be able to raise prices and reap stable earnings which are necessary to ensure its long-term viability.

*Do you believe the various state and regional bodies should join forces or coordinate their promotion activities in general and for olive oil in particular?* Collaboration with state and regional bodies is a priority and we are always prepared to work together in the interest of Spanish companies. The activities of the various bodies must be complementary and we are working to coordinate the programmes so we don't duplicate our efforts but take advantage of the synergies available.

# Olive Oil Exports\*

**D**uring the first 11 months of the 2006/2007 campaign (November to September), exports by ASOLIVA member companies rose 20.58% (273,170.20 tonnes vs. 226,537.95 tonnes in 2005/2006).

Exports of olive oil sold in containers of less than five litres to EU countries rose 4.60%. Some 47,737.60 tonnes have been exported to these countries during this period compared to 45,637.59 during the previous campaign. Exports to non-EU countries rose by 23.90% during the period with 71,754.86 tonnes exported compared to 57,912.45 during the same period in the previous campaign).

Exports of bottled olive oil, regardless of destination, advanced 15.40%. This means that a total of 119,492.46 tonnes were exported during this campaign, compared to 103,550.03 tonnes last year.

Exports of bulk olive oil to EU countries rose 25.39%. Figures for the first 11 months of the campaign show that 124,573.99 tonnes were exported compared to 99,353.16 during the same period in the previous campaign. Exports to non-EU countries totalled 29,103.75 tonnes (+23.14%) compared to 23,634.76 tonnes last year.

Exports of bulk olive oil, regardless of country of destination, rose by 24.95%. So far this campaign, 153,677.74 tonnes have been exported compared to 122,987.92 in the same period the previous year.

Total exports of olive oil to the EU, either bottled or bulk, rose 18.84% during this period (172,311.59 tonnes vs. 144,990.74 during the same period the previous year) while non-EU exports advanced 23.68% (100,858.61 tonnes vs. 81,547.21).

Total olive oil exports, regardless of country of destination or type of container, rose 20.58%. A total of 273,170.20 tonnes were exported during this campaign, compared to 226,537.95 tonnes last year.

According to customs official data, during the first nine months of the 2006/2007 campaign (November 2006 to July 2007), Spain exported 441,851 tonnes of olive oil compared to 322,153 tonnes the previous campaign, a 37.15% increase.

Of the export figures recorded by ASOLIVA members during the current campaign (November 2006 to March 2007), we would highlight that 119,492.45 tonnes in containers of less than five litres were exported to all destinations, of which 76,354.80 tonnes were exported as extra virgin olive oil, accounting for 63.90% of the total exported in containers of less than five litres.

## Comparison of Olive Oil Exports during the 2005-2006 and 2006-2007 Campaigns, and 2006-2007\*

Figures in tonnes

Month/Year	Under 5 litres			Over 5 litres			Total		
	EU	3 <sup>rd</sup> Countries	Total	EU	3 <sup>rd</sup> Countries	Total	EU	3 <sup>rd</sup> Countries	Total
11-12/2005	8,365	11,169	19,535	14,814	4,191	19,005	23,179	15,360	38,540
01-09/2006	37,272	46,743	84,015	84,539	19,444	103,983	121,811	66,187	187,998
<b>Campaign T.</b>	<b>45,637</b>	<b>57,912</b>	<b>103,550</b>	<b>99,353</b>	<b>23,635</b>	<b>122,988</b>	<b>144,990</b>	<b>81,547</b>	<b>226,538</b>

Month/Year	Under 5 litres			Over 5 litres			Total		
	EU	3 <sup>rd</sup> Countries	Total	EU	3 <sup>rd</sup> Countries	Total	EU	3 <sup>rd</sup> Countries	Total
11-12/2006	8,696	11,761	20,457	21,105	7,122	28,226	29,801	18,883	48,684
01-09/2007	39,042	59,994	99,035	103,469	21,982	125,451	142,511	81,976	224,486
<b>Campaign T.</b>	<b>47,738</b>	<b>71,755</b>	<b>119,492</b>	<b>124,574</b>	<b>29,104</b>	<b>153,677</b>	<b>172,312</b>	<b>100,859</b>	<b>273,170</b>

<b>% Campaign</b>	<b>4.60</b>	<b>23.90</b>	<b>15.40</b>	<b>25.39</b>	<b>23.14</b>	<b>24.95</b>	<b>18.84</b>	<b>23.68</b>	<b>20.58</b>
<b>% Year</b>	<b>4.75</b>	<b>28.35</b>	<b>17.88</b>	<b>22.39</b>	<b>13.05</b>	<b>20.65</b>	<b>16.99</b>	<b>23.85</b>	<b>19.41</b>



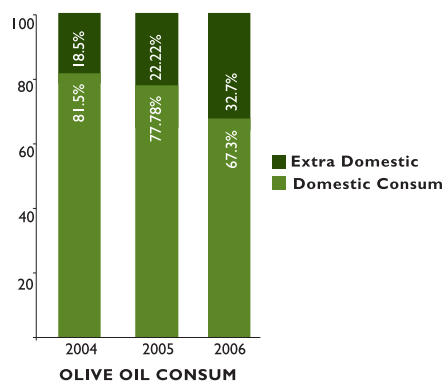
# A New Consumer Model in Spain

**I**t goes without saying that the domestic market is important to marketing olive oils. Every campaign, over half of the production is sold in the domestic market, mostly bottled.

However, when we look at marketing campaigns we often find that more attention is paid to exports with scant attention paid to the domestic market. We would appear to be content and satisfied, having no doubts about the future of a market where we sell 600,000 tonnes every year.

Some 900 million litres of edible vegetable oils are marketed every year in Spain with olive oil accounting for around 60%, while the rest is mainly sunflower oil (36%). These figures show how important it is to heed trends in Spain and consumer habits here.

Spanish eating habits have changed, especially in the past 10 years. This particularly affects oils with a notable decrease in their weighting in household spending based on two factors which affect consumer choice: health and speed. Changing habits have also had an affect, such as consumers eating out more.



According to the Ministry of Agriculture, Fisheries and Food today over 32% of oils are consumed outside the home while this was barely 18% just three years ago. Sunflower oil is the most widely used oil in hotels and restaurants (50%) followed closely by olive oil at 43%.

However, in Spanish homes, the opposite is true: olive oils (66.5%) far outnumber sunflower oil (28%). Even though these are promising figures, we must not forget that, according to the National Statistic Institute, in 1958 Spaniards spent 8.5% of their food budget on oil, today this is only 2.5%.

These figures reflect the overall situation but they do not show the huge

differences according to type. Sunflower oil predominates in homes with young children while olive oil is preferred by middle-aged couples with children and retired people. Overall these homes account for over 40% of total olive oil consumption.

We must also consider the current and future situation of the nearly five million immigrants living in Spain (10%) who prefer seed oils both due to tradition and the associated cost savings.

We are going to see a dramatic change in the current structure in the near future and we must be prepared. We must therefore assess the strategy we are to adopt in the future. We will undoubtedly continue to innovate in terms of formats, labelling, the type of information included etc. but this may not be enough. We must look at the framework in which we will develop our activity over the next 10 years. We must face this situation and improve the information and promotion of our oils but we must go further. We must also assess the development of products which meet consumers' demands and be able to face the competition head on with a sophisticated technological base.

## THE SUPREME COURT CONFIRMS THAT THE OLIVE POMACE OIL ALERT WAS ILLEGAL

In July the Spanish Supreme Court ruled in favour of a Madrid Court which had declared that the resolution taken by the General Director for Public Health and Consumption at the Ministry of Health activating an olive pomace oil alert was illegal.

The alert stated that it was unhealthy and advised the Autonomous Communities to remove the product from the market. This had serious consequences for olive pomace oil which practically disappeared from the market for a few years after July 2001. This led to huge losses for companies in the sector and harmed the image of a product which is hard to regain. The Supreme Court's ruling confirms ASOLIVA's

theory that the product did not represent a serious or imminent risk and the alert, which is only used for situations of risk, should not have been activated.

The ruling that the decision to activate this alert was illegal was made based on the following:

In the first place, despite the alert being merely advice passed on to the Autonomous Communities, it was really a decision taken by the State and left the former no choice but to follow it. We would recall that some Autonomous Communities have been ordered to pay the sector millions of euros in compensation.

Secondly, the withdrawal of this product from the market cannot

merely be explained by the proviso "products must be safe" instead of presenting a serious and extraordinary risk to public health. In this case, there was no serious and extraordinary risk to public health and we believe the order to immediately remove the product from the market was unjustified and blown out of proportion.

Given this precedent, we hope that all the related claims still pending, including ANIERAC's, are resolved accordingly and favour the industry. We hope that by correctly publicising these rulings, the image of olive pomace oil in Spain will improve and that consumption which suffered due to an unjustified move by the Government can be re-established.

# Overseas Promotion of Olive Oil

**T**he 2007 Sector Plan which ASOLIVA is implementing together with ICEX continues, with campaigns in Germany, France, the US, Brazil, Japan, Australia, Russia, Central America and India.

The following activities have taken place over the past three months:

In **Central America**, an area where generic promotion activities have been carried out for the first time this year, we held a gastro information seminar on Spanish olive oil on 11 October with a tasting of the different varieties followed by a lunch which included dishes prepared with olive oil. A large number of professionals attended the event (journalists, importers, current and potential distributors, etc.) which was packed out. ASOLIVA members were invited to send samples of their products. As a result of this seminar, not only were articles published in the press but guests were invited to take part in a television programme and two radio programmes to discuss the virtues of Spanish oils and how these can be used in local cooking.

In **India**, which is also a newcomer to this type of activities, we held a lively and informative cocktail evening on 28 September at the Ambassador's residence in New Delhi. The event was aimed at the professional press and public and ASOLIVA members were invited to send samples of their products or attend in person. The benefits of olive oil were explained and the event received good press coverage with the participating companies mentioned in many cases.

A press conference on Spanish olive oil had been arranged for the week before at the Trade Office of the Spanish Embassy which was attended by the country's five most important

media to coincide with the promotional event held by the IOC in New Delhi, that led to numerous articles in the country's press.

Elsewhere, in the **US**, nine brands have participated in the Gourmet Plan which is aimed at increasing sales of high-quality Spanish olive oils by building a brand. In addition to the various incentives aimed at encouraging retailers to stock various brands as well as tasting and promotional events at the point of sale, other events were also organised:

- Participation in the "StarChefs.com International Chef Congress" in New York on 16 September where the nine participating brands were used in various creative cooking seminars and master classes hosted by guest chefs. Press packs and pamphlets were distributed to all guests.
- Participation in two "Great Match" events (New York and Chicago, 20 and 27 September, respectively) where we organised a display/tasting stand with the participating brands.
- A collaboration with cook book authors and chefs, and, taking advantage of the presentation of the English version of Simone Ortega's "1,082 recipes", we offered a tasting session followed by a lunch at Casa Mono (New York) on 5 November where chef Andy Nusser, who collaborated with the book, prepared specific recipes for guests.

In **Germany** we have updated our website and particularly information on companies and brands ([www.asoliva.de](http://www.asoliva.de)).

In **France** we signed a collaboration agreement with Paris-based Spanish chef Antonio Herraiz, who has prepared specific recipes using the different varieties of Spanish olive oil. These recipes can be found at [www.huilesdolividespaigne.fr](http://www.huilesdolividespaigne.fr) which has also been updated.

In **Russia**, which has been included in the Spanish olive oil promotion campaigns for the first time with events aimed at the end consumer and professionals, we offered two seminars/tastings in Moscow and St. Petersburg on 23 and 25 October, respectively, to coincide with the "Spanish Wines and Gourmet Products Exhibition". Following a presentation of Spanish olive oil and its role in the world guests were invited to sample the various varieties.

There is now a Russian edition of ASOLIVA's general brochure which can be handed out at events as well as a Russian edition of the Spanish Olive Oil DVD which can be distributed to professionals at specialist events (such as the "Wine and Products Exhibition" and "SpainGourmetour") or inserted into professional magazines such as "Moyo Delo Magazin", "Chef", etc.

We are also organising Inward Trade Missions for overseas professionals to come to Spain to visit companies and attend olive oil seminars/tastings. Journalists and chefs/restaurant owners will be invited.

And finally, initiatives aimed at the end consumer include the insertion of an advertorial infomercial on olive oil in the magazine "Gastronom" which is the sector leader with a monthly circulation of 180,000 copies and widely consulted by culinary-aware housewives and end consumers.

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