



Interprofesional - a Step Forward

After several years and not a few aborted attempts, the Organización Interprofesional del Aceite de Oliva Español ("Interprofesional," the multi-sector Spanish olive oil organisation) arrived at an agreement that has enabled them to present, through the appropriate administrative channels, a proposal to expand the regulation approved by the Spanish Ministerial order dated 1 August 2008 and published in Official State Gazette No. 198 dated 16 August. The agreement, without entering into the details of how it would be implemented, sets takings of six euros per ton, which allows us to estimate income of around six million euros for each year of the three during which the extension of the regulation will be in force.

Although it would have been better if the sector had not taken such a long time to reach an agreement, from a positive viewpoint, we could say that the generation of financial resources derived from the implementation of the extended regulation arrives at just the right moment, for several reasons.

Indeed, it is a firmly established fact that Spain's average annual production exceeds one million tons and that domestic consumption is practically stable, so exporting is the only way to prevent chronic surpluses above the level needed to maintain carry over stocks.

We are also seeing an increase in production in non-Community countries, in traditional producer countries and new producer countries. Global consumption, however, is increasing at a slower pace than production or, at least, it is not registering a trend that will make it easy to absorb production increases.



The dollar's unfavourable rate to the euro and, more recently, the global economic crisis has contributed to this situation. It should not be forgotten that olive oil is the most expensive edible fat on the market, nor that new potential markets, i.e. Russia, India and China, are picking up only slowly.

In this new international framework in which the olive oil industry moves, we also need to take into account the latest trends in food and eating habits, such as the growing market for functional foods, prepared and precooked food, and food with nutritional and health benefits claims. All this tends to counteract the health benefits of olive oil, on the one hand, and its culinary uses, on the other.

The above is just a brief outline of the fact that olive oil, like most products, comes with a set of strengths and weaknesses which economic agents must work with, and a highly competitive globalised market where industries need to be dynamic to make up for their weaknesses and take advantage of their strengths.

It is well known that Spain, the world's biggest olive oil producer, is also the country with the biggest surplus between production and domestic consumption. Therefore, it has a higher stake in increasing consumption in the markets, in promoting the use of olive oil in new markets, in announcing scientific knowledge -which, fortunately, is solid and plentiful with regards to the health benefits of olive oil- and, in short, in any actions that promise to attain a balance between production and consumption at the international level.

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Important changes are also taking place in olive growing, with the increasing use of intensive and super-intensive growing methods, not only in Spain but also in the majority of producer countries. This is leading to significant differences in production costs and, therefore, to profitability gaps between traditional crops and those where the aforementioned modern methods are used.

When studying the current situation of the olive oil industry, we should not forget the impact of the Common Agricultural Policy on a sector with a common market organisation, such as ours. In the medium term, we see an element of uncertainty insofar as we do not know the future of the CAP, in general, nor how it applies to the olive oil industry, in particular.

Thus, Interprofesional will commence its activity in the context of a situation that requires concrete action, which is why it was described above as the right moment. However, we cannot expect Interprofesional to be a panacea for all our problems now or in the very near future.

To cite Article 2.9 of the above-mentioned Ministerial Order, "...Interprofesional shall allocate at least 80 percent of all contributions to the promotion of olive oil and its consumption, and the remaining 20 percent to information and market studies as well as programmes for research, development and technological innovation".

Undoubtedly, an effective utilisation of the resources available to Interprofesional, targeting the instruments prescribed in the Ministerial Order, could achieve a balance between production and consumption, improve Spanish olive oil's positioning and penetration in foreign markets, and increase profitability for all the operators involved in our product's value chain.

Although Interprofesional only recently got underway, we have already taken a series of decisions, particularly in the area of promotion, to start promotional campaigns in the domestic and foreign markets as soon as possible. Likewise, we have taken several steps to obtain other sources of financing in addition to the own resources coming from the implementation of the extension to the regulation.

With regard to the domestic market, under the Community regulation on the

Interprofesional can make a decisive contribution to improving the position of our bottled olive oil on certain consolidated markets and open new markets with significant potential for consumption.

To that end, we are in the final stages of drafting an overall plan to promote Spanish olive oil in "new markets" such as India, China, Russia and other more traditional countries, including Australia, Brazil and any others that could be added. We are pleased to highlight that the plan is expected to be financed and implemented jointly by the Spanish Institute for Foreign Trade (ICEX)/the Spanish Olive Oil Exporters Association (ASOLIVA), the Spanish Investment Promotion Agency (Extenda) and Interprofesional, to align the strategy and financial resources for optimal outcomes.

In conclusion, the answer to whether Interprofesional can make a decisive

"Effective use of the resources that will be available to Interprofesional can help attain a balance between production and consumption, a better position of Spanish olive oil in foreign markets and higher profitability for Spanish operators"

promotion of produce, we have already presented a proposal through the MARM for a promotional campaign in Spain, as well as in France, United Kingdom, the Netherlands and Belgium. Since the proposal will take several months to process, Interprofesional is preparing a campaign, this time for Spain only, which can be executed during the current crop year.

Bottled oil exports have evolved very positively over the past few years but remain a relatively small share of the total volume exported by Spain. Therefore,

contribution to the olive oil sector's future development in Spain is yes, beyond any doubt. It not only can; it should. However, as we have repeatedly pointed out, the sector should also give thought to the strategic lines we should follow to attain previously outlined goals. In other words, the sector should prepare a strategic plan based on olive oil's new international context and with the above-mentioned overall features. By sector, we mean all the economic actors concerned, from those growing the olives to those placing the product at the point of sale.

ANIERAC's Sales

2007/2008 crop year

During the 2007/2008 olive crop year, the ANIERAC bottling companies put 365.9 million litres of olive oil on the Spanish market, a volume almost identical to that of the previous crop year, which totalled 365.3 million litres. The stability in the volume of bottled olive oil sold on the domestic market is more significant in the context of the Olive Oil Agency's estimated overall figures for domestic sales, since in this crop year the volume of olive oil destined for the Spanish market dropped 5.9%.

ANIERAC's sales structure has experienced slight variations over the previous crop year. Combined sales of "extra virgin" and "virgin" olive oil attained 31.41% of the market, which represents a fall of 2.14%. The share lost by the "virgin" olive oils is split almost evenly between "mild" and "intense" olive oils which attain 44.90% and 23.69%, respectively.

This decrease in the sales of the "extra virgin" and "virgin" categories as a whole is driven by a drop in "extra virgin" olive

oil which, at 111 million litres, fell by 6.21%. On a far more modest scale, sales of "virgin" olive oil attained 4.73 million litres, an increase of 25.94%.

"Mild" virgin olive oil continues to lead the sales of the ANIERAC member companies in the domestic market with 163.85 million litres, 4.2 million litres more than during the 2006-2007 crop year. "Intense" olive oil sales increased by 2.76 million litres to approximately 86.26 million.

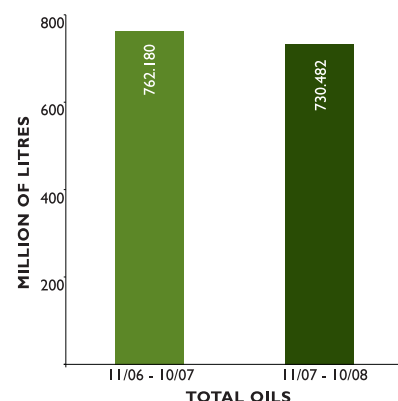
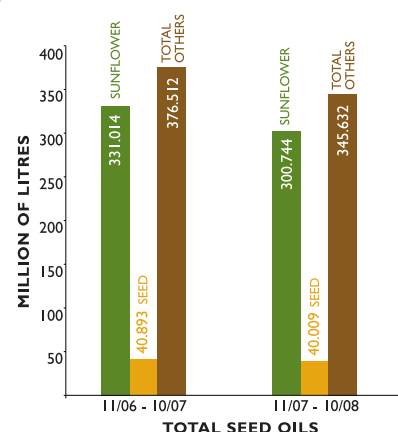
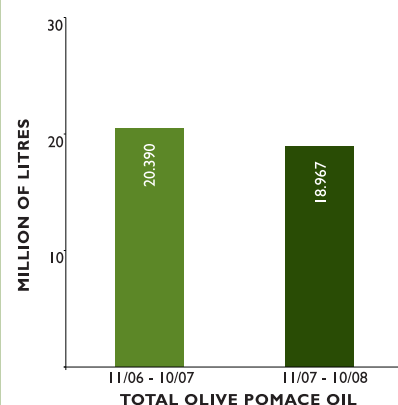
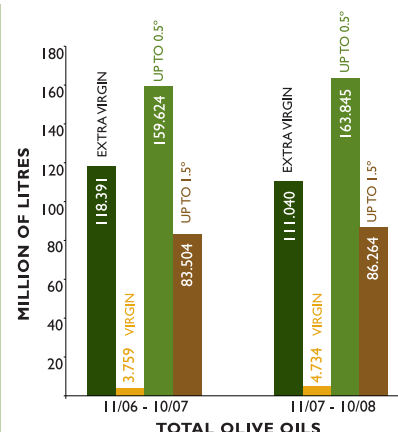
The sale of olive pomace oil during this crop year was 18.96 million litres, pointing to a further eroding market for this category, which shrunk 6.98% compared to the previous crop year.

The sale of refined seed oils for the period was 345.63 million litres, compared to 376.5 million sold during the previous crop year. The 8.20% reduction reflects both the sharp rise in international prices and the turbulence that affected the consumption of refined sunflower oil in the European Union.

Origin and Destination of Olive Oil Market Resources at 31/10/2008

(In thousands of tons)			
Origin	10/08	10/07	%08/07
Stocks at the beginning of the crop year	223.6	210.9	+6.02%
In olive oil mills and the Fundación del Patrimonio Comunal Olivarero (FPCO, a non-profit organisation which promotes Spanish olive oil)	127.1	-	-
In bottling plants/refinery plants/operators	96.5	-	-
Production	1,236.0	1,114.4	+11.2%
Imports	62.8	80.5	-22.0%
Total	1,522.4	1,402.8	

Destination	10/08	10/07	%08/07
Apparent domestic market	533.9	567.1	-6.2%
Exports	662.9	612.1	+8.3%
Stock at the end of October	325.6	223.6	+45.08%
In olive oil mills and the Fundación del Patrimonio Comunal Olivarero (FPCO, a non-profit organisation which promotes Spanish olive oil)	214.4	-	-
In bottling plants/refinery plants/operators	111.2	-	-
Total	1,522.4	1,402.8	



Interview with Josep Puxeu,

Secretary of State for Water and Rural Affairs



How will the cabinet reshuffle and the ministerial changes affect Spain's olive oil sector?

The Department's new structure provides us with an overview so we can implement effective policies for economic, social, regional and environmental development based on a global vision of the agricultural sector's current situation.

The changes won't affect our response to the olive oil sector's demands. The Ministry is committed to keeping the olive oil sector at the forefront on the international stage. We will continue with our plans to adapt and modernise the sector by implementing regulations conducive to making the sector more competitive and able to produce quality olive oil that meets consumers' needs and demands.

What is the Ministry working on? How do you view the food safety control mechanisms in Spain?

The Ministry gives priority to informing and promoting the benefits and quality of olive oil.

Under the new EU Regulations on marketing standards, member countries may prohibit blending olive oil with other vegetable oils for domestic consumption. This gives our current domestic prohibition sufficient EU backing. It also establishes the obligation to state the origin of the olive oil on labels and regulates the indication of the organoleptic properties that refer to aroma and/or taste, as requested by the Spanish olive oil sector.

With regards to food safety control mechanisms in Spain, currently we have a Food Quality Control Committee,

with representatives from the autonomous regions, that studies consumer needs to control existing olive oils.

Likewise, the Department agrees with Andalusia's suggestion that olive oil be included in the price observatory. Work began immediately on monitoring prices to determine how they were arrived at.

Finally, I would stress that the CAP's Political Agreement on Medical Check-ups of last December instigated a compulsory and complete decoupling of olive oil after 1 January 2010. At the Ministry, we believe that the outstanding economic consolidation of olive oil and the fact that cultivation is permanent have rendered partial decoupling meaningless, although adjustments will be necessary to move from aid per ton to aid per surface area. Furthermore, aid control management creates more problems than potential benefits.

How do you envisage Spain's role in the global olive oil market, particularly with its olive groves competing with new producer countries?

Spain is the world's leading producer of olive oil. We must continue to forge a path that will allow us to keep our olive oil in the global markets and become a benchmark for quality.

In the 2007/2008 crop year, Spain achieved a new olive oil export record of 664,901 tons (1,583 million euros). That means an 8.6% increase in exports over the previous crop year, and a 6.2% increase over the 2003/2004 crop year which, at 632,908 tons, had set the previous record. The increase is 23.8% with regard to exports during the last three crop years.

Apart from specific trends, the sector is very dynamic. We have gradually entered important new markets, such as the US, with excellent results. Companies should pursue their commitment to enlargement, train their managers and, above all, take steps to improve their marketing strategies and focus on sales point marketing. Along the same line,

we should congratulate ourselves on the latest corporate actions. Our efforts to lead global production and marketing are proof of this commitment.

It is true that new producer countries are embarking on expansion programmes, but they are still a long way from reaching the productive and professional levels of our olive oil sector. Therefore, we need to continue our in-depth study of global and domestic markets, invest in RDI and promote olive oil in an orderly fashion that will respond to consumers' needs and demands.

As the world's leading olive oil producer, how can we improve our international promotion? What markets should we target?

Despite company and government efforts to promote olive oil brands and products, the increase in potential production, on the one hand, and the capacity to increase olive oil consumption, on the other (olive oil is only a small percentage of the fat in the world population's diet) suggest that promotional activities should be reinforced. It is equally important for the sector to apply for EU aid for promotional activities. This would make funds available to the sector for promotion in EU member and non-member countries, and it would allow the IOOC to become involved in the generic promotion of olive oil.

Inherently, olive oil is in an excellent position to address the growing health concerns of consumers and governments, a selling point not to be missed in the generic promotion of olive oil.

Another aspect to consider is the benefit of scale enjoyed by larger companies which helps maximise international exposure and provides more scope for action abroad.

Associations such as ASOLIVA and ANIERAC also play a decisive role by providing their members with international market research.

Given the difference in price between olive oil and other fats, our promotional effort should target high-income countries and those with adequate per-capita income growth. Over the past few years, promotional campaigns have focused on emerging economy markets such as China, Russia and India, among others, while remembering the importance of consolidation in other countries where we are already present, such as the US, Japan, Korea and Australia.

What role do you think Interprofesional del Aceite de Oliva Español will play?

The newly adopted multi-professional agreement to work together across sectors is an excellent start and Interprofesional should come to play a significant role in the sector in the years ahead.

First, the amendment to the regulation will release funds for campaigns to promote Spanish olive oil abroad. This is essential for the survival of the sector whose harvests in the coming crop years

Ongoing activities by the Department educate about and advertise the properties of olive oil.

Our territory has highly diverse regions, with enormous potential for consumption in certain areas and among certain groups. We must not forget that Spain is an increasingly multi-cultural country with a significant immigrant population whose eating habits are very different to ours. Olive oil is virtually unknown to them.

We need to know the demands and preferences of consumers and educate them about the special characteristics of our product. They should learn not only about the many health benefits of olive oil but also about its place in Spain's cultural and gastronomic heritage.

The task of publicising information should be shared with our partners along the food chain, including distributors, restaurant owners, consumer asso-

"Companies should pursue their commitment to enlargement, train their managers and, above all, take steps to improve their marketing strategies and focus on sales point marketing"

will come close to a million and a half tons.

Another fundamental task facing the sector is the need to promote research, specifically market research, as a key to ensuring Spain's growth and leadership in global markets.

The available data suggests that the sector has recognised the importance of this, as payment of membership dues has attained highly satisfactory levels.

Is the domestic market being left out?

No, not by us, at least. Olive oil is the most widely consumed vegetable oil in Spain and our main market is domestic.

ciations and so on, which will contribute towards a better understanding of our olive oil culture. Our presence at food trade fairs where olive oil features prominently in the Ministry's pavilions, our cooperation with the Spanish Mediterranean Diet Foundation and our Best Extra Virgin Olive Oil awards attest to the Ministry's commitment to promoting Spanish olive oil.

Which weaknesses in the sector would you like to see addressed as a matter of priority: crop modernisation, research or promotion abroad?

It is not easy to point out key weaknesses when talking about a sector that is a world leader. The main challenge

the sector faces, however, is the need to open up new markets and to consolidate existing ones in order to find markets for our increasing production, particularly considering the growth forecast for production in emerging countries.

This implies continuous improvements to growing methods, marketing and research, and campaigns to promote the quality of our olive oil. We also need to do a better job of managing the value chain and promoting corporate cooperation among producer and distributor companies.

What is your view of the current and future role of private labels? What could be done to improve the relationship between the food industry and private label companies?

It cannot be denied that the role of private labels has increased in recent times, a fact that extends to many other products. Companies should seek to offer added value to differentiate their products and make them more attractive to consumers.

All participants in the value chain should aim to become top professionals in their specialty to maximise its market potential. Growers should produce more and better, bottling companies need to make the product attractive to consumers, and distributors need to facilitate maximum purchase levels. Among each other, operators should see to a fair balance to prevent distortions or controversies that would damage the entire industry.

This Ministry's mission is to facilitate dialogue between the various partners in the value chain, and we are working to that end through our collaboration agreements.

The sector presented an olive oil of excellence plan at Horeca. What is your opinion of the initiative?

Associations such as ANIERAC have been developing measures to improve the quality of bottled olive oil and foster consumer trust for a long time. This



Department has always given them approval and support.

The olive oil of excellence plan presented at Horeca is a pioneering idea and a magnificent opportunity for Spain's olive oil industry. It will contribute decisively to protecting con-

The special weather conditions in certain areas of Spain in the early months of 2005, combined with draught, caused serious market disturbances that had a strong impact on the 2005/2006 campaign in particular.

Falling market demand defined the 2007/2008 crop year, a situation which has worsened during the first three months of the current year. Prices have dropped to levels not seen in years, although there have been significant rallies in recent weeks.

It is true that the present situation may combine factors that lead to a slight drop in the market, but there is no factual evidence of a pronounced trend in that direction, which is why we should expect to see a gradual return to a normal situation in the future.

This Ministry has always counted on stable olive oil prices as an essential pillar in consolidating current markets and developing new ones, above all abroad, as the key to marketing most of our future production. Neither the bull market of a few years ago nor the current market is desirable. The market should tend towards a normal situation

"This Ministry has always counted on stable olive oil prices as an essential pillar in consolidating current markets and developing new ones"

sumer interests and improve the image of Spanish cuisine even more. Undoubtedly, that will lead to greater appreciation and more extensive use of olive oil. Again, such initiatives are very welcome.

The last few campaigns have been marked by controversies over olive oil prices that have distorted the market. How is the current campaign coming along? What do you think could be done to avoid situations that hurt the consumption of olive oil?

where all the participants in the value chain can obtain viable prices that will allow them to sell increasing production.

Apart from any regulatory measures that could be implemented, the sector, as a global leader, should be aware that any disturbance will send ripples across the entire olive oil sector. The sector needs to resist speculative urges and maintain a long-term perspective that will ensure the sector's future viability.

Olive Oil Exports*

During the 2007/2008 crop year, from November 2007 to October 2008, exports by ASOLIVA's member companies increased 1.13%, 305,518.16 tons compared to 304,094.25 tons during the 2006/2007 crop year.

Sales to EU countries in containers of less than five litres diminished by 12.82% to 45,459.93 tons, down from 52,144.73 tons in the previous crop year. Exports to non-member countries dropped 12.27%, with 70,510.75 tons compared to 80,370.27 tons for the same period in the 2006/2007 crop year.

Thus, the decrease, over the previous crop year, of olive oil exports in containers of less than five litres, regardless of their destination, was 12.48%, with a total of 115,960.67 tons exported compared to 132,514.99 tons the previous year. Notably, 66.44% of all exports in

this category of containers was extra virgin olive oil.

However, the sale of olive oil in containers of more than five litres to EU countries increased 9.22% to 153,172.21 tons, up from 140,245.31 tons for the same period in the previous crop year. Exports to non-member countries rose 22.47% to 38,375.28 tons compared to 31,333.94 tons during the 2006/2007 crop year.

Thus, exports in containers of more than five litres to all destinations increased 11.64%. During the 2007/2008 crop year, exports rose to 191,547.49 tons, in contrast to the previous crop year where they did not exceed 171,579.26 tons.

Across the full range of containers, Spanish olive oil exports to the EU increased by 3.24% to 198,632.14 tons,

up from 192,390.04 tons during the previous crop year. Sales to non-member countries dropped 2.52% to 108,886.02 tons compared to the previous 111,704.21 tons.

Thus, the total figure for olive oil exported to all destinations and in any sort of container by the ASOLIVA member companies increased 1.13%. This means that during the 2007/2008 crop year, 307,518.16 tons were sold, compared to 304,094.25 tons that the Association's members placed on the market during the last crop year.

According to the data published by the Customs Department, Spain's exports during the 2007/2008 crop year came to 664,899 tons, which means an 8.56% increase over the 612,451 tons exported during the previous crop year.

Comparison of Olive Oil Exports during the 2006/2007 and 2007/2008 Crop Years, and 2007/2008*

Figures in tonnes

Month/Year	Under 5 litres			Over 5 litres			Total		
	UE	3 rd Countries	Total	UE	3 rd Countries	Total	UE	3 rd Countries	Total
11-12/2006	8,696	11,761	20,457	21,105	7,122	28,226	29,801	18,883	48,684
01-10/2007	43,449	68,609	112,058	119,140	24,212	143,353	162,589	92,821	255,410
T. Crop Year	52,145	80,370	132,515	140,245	31,334	171,579	192,390	111,704	304,094

Month/Year	Under 5 litres			Over 5 litres			Total		
	UE	3 rd Countries	Total	UE	3 rd Countries	Total	UE	3 rd Countries	Total
11-12/2007	8,236	11,926	20,163	23,222	6,976	30,198	31,459	18,902	50,361
01-10/2008	37,223	58,585	95,808	129,950	31,399	161,349	167,173	89,984	257,157
T. Crop Year	45,459	70,511	115,971	153,172	38,375	191,547	198,632	108,886	307,518

% T. Crop Year	(12.82)	(12.27)	(12.48)	9.22	22.47	11.64	3.24	(2.52)	1.13
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* excluding the Canary Islands, Ceuta, Melilla and olive pomace oil.

Overseas Promotion of Olive Oil

During 2008, promotion abroad of Spanish olive oil was developed within the framework of the annual sectoral plan that ASOLIVA carries out in cooperation with ICEX. The markets in which the activities were held comprised the US, France, Germany, Japan, Australia, China, Central America, Brazil, Russia and India.

In the **US**, seven brands took part in the new edition of the Gourmet Plan. This activity seeks to create an image to increase the volume of quality Spanish olive oil sold. To that end, ASOLIVA organized a number of tasting sessions, promotions at points of sale and advertisements in prestigious gastronomic publications. Some of the most high-profile actions included:

- Participation in the "Starchefs.com International Chefs Congress" held in New York. Seven Spanish brands promoted in the campaign were included in the seminar "A Profitable Olive Oil Tasting Menu" as well as in promotional tasting sessions for the press.
- Participation in the "Great Match Wine & Tapas" seminar in Las Vegas by organising a display/tasting session table where seven olive oils featured in the campaign could be tasted.

In **China**, an ambitious television project was carried out. 16 programmes on three different channels were broadcast in the highest-income cities, such as Beijing, Shanghai and Canton. The programmes used a cooking-show format featuring prestigious local chefs who introduced Spanish olive oil to Chinese audiences.

In **France**, Spain's olive oil website, www.huile-olive-espagne.com, was updated and freshened up with a redesign for a cleaner layout and more interesting con-

tent aimed at the general public and professionals.

In **Russia**, two seminars/tasting sessions for trade visitors in Saint Petersburg and Moscow were organised as part of the "Spanish Wine and Gourmet Products Exhibition," following the success of previous events. After a presentation on Spanish olive oil and its role in the world, tastings of Spanish single-variety olive oils were given by expert Santiago Botas. The Moscow seminar included a demonstration of the use of olive oil by Adrian Quetglas, a Spanish chef who has settled in that city.

For this market we have also re-edited the Spanish Olive Oil DVD and the Spanish Olive Oil brochure, which were distributed to importers and at trade events. To bring the product closer to end consumers, we inserted advertisements in the country's main food magazines.

In **Germany**, actions focussed on updating the www.asoliva.de website and announcing it in print and online media as well as in press releases.

In **Central America**, after our hugely successful seminar/tasting session in Guatemala in 2007, we held a new event open to professionals (journalists, importers, and distributors) from the six Central American countries, directed by olive oil expert Santiago Botas. Over 300 people attended the informative gastronomic seminar on Spanish olive oil, followed by a tasting of several varieties and a lunch where dishes made with olive oil were served. As a result of the seminar, articles were published in the press and a television programme featuring Santiago Botas was aired which commented on the benefits of Spanish olive oil and its uses in local cooking.

In **Brazil**, promotions were developed on several fronts. We prepared a range of promotional material, such as recipes, notebooks and brochures, and updated the www.azeite.com.br website with information on the olive oils available on the Brazilian market and on the features and production of Spanish olive oil. We also organised a seminar/tasting in São Paulo in the context of the "Prazeres ao Vivo" event for professionals and trade press. This led to the publication of several articles in print media.

In **Japan and Australia**, we decided to carry out the promotion via the Spanish olive oil website in each country. The Japanese website, www.asoliva-jp.com, was updated by inserting recipes with Spanish olive oil created by chef Josep Barahona. The opt-in feature of e-mail alerts and active part participation in contests was added to the Australian website, www.oliveoilsfromspain.com.au. These activities were expanded in Japan to include meetings with importers and journalists, and the insertion of advertisements. In Australia, we worked directly with cooking schools to show future chefs the benefits of Spanish olive oil.

Finally, in **India**, the promotional activities were highly practical, with cooking lessons and by attending social meetings targeting a very specific demographic: opinion leaders and housewives in Delhi. Likewise, we increased our presence in the country's key online educational portals, where we explained the benefits of olive oil.

In 2009, promotional work is scheduled to focus on five preferential markets: Russia, India, China, Brazil and Australia. A budget increase will enable us to continue and expand the promotional work that the Spanish olive oil industry is undertaking in these countries.

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