

Production and Market analysis of Oliva Ascolana del Picone

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Abstract

According to the reports and research, there are a wide range of olives present in Italy. There are around 558 varieties cited in various research papers. Italy is famous for the extra virgin olive oil and its promotion and acceptability is famous worldwide. Italy is a country with a wide range of production of fruits and vegetables in many regions which is an additional tool for promoting the local produce. According to a survey by the Ministry of Agriculture and the National Research Council (CNR), there are around 715 regional cultivators. At the time of Greek settlement of the southern coast of Italy, the olives were one of the chiefs cultivated and exported crops from Italy. We will be talking about one specific breed of olive "Oliva Ascolana del Picone (PDO). It is designated as PDO, grown in the Piceno region, Marche and Abruzzo region too.

Introduction

Goals

To understand the product and its production methods.

Focusing on the main policies and qualitative and quantitative aspects of product

Production

The fruit must be fresh and tender, with the healthy fraction of pulp. The cracks and bruises must be within the limit. The pup is to mole ratio by weight should be less than 4 and it should be easy to detach the pulp with the stone present inside the olives. Oliva Ascolana del Picone (PDO) has a diverse production area spread in over 89 municipalities in the province of Ascolana Picone region in the Mache legion and the province of Teramo in the Abruzzo region. There are certain specific climatic characteristics that influence the growth of Oliva Ascolana. Soil of variable nature from clayey to calcareous to arenaceous with the ph. range lying in alkaline region. The altitude ranges from 20 to 500meters above sea level. The cultivation technique that was adopted like the plants have layouts that are positioned in such a way to allow good ventilation and lightning for fruit settling. The density of the planting must not exceed 300 plant per hectares in 6*6 planting layout. There should be at least 60% Ascolana and 40% pollination. The production method can vary as it can be produced in 3 different types; brine, natural and stuffed. The olives that we will be talking about are the stuffed olives that are hand-picked at the time of harvesting by gently stripping the fruit from the olive trees. The harvesting is done from September till October mid-week. Debittering process is performed after the process of picking and sorting so that their natural bitter flavor can be obtained. The debittering treatment should be done within 48 hrs after the harvesting. After debittering the olives are immersed in the solution of NaOH where the quantity should lie between 1.5 % to 3% for approximately 8 to 12 hrs.

The olives are then taken out from the brine solution and washed thoroughly to remove the residues. After all the processes, the olives are put forward for fermenting and preserving that lasts for 10 to 12 months in the brine solution at the concentration between 8% to 10%. The olives are then stuffed after destoning with a pre-cooked mixture of pork or beef depending on the region using the typical and traditional methods. The characteristics of the stuffed ingredients

Fresh meat- mature bovine meat (22%)

The addition of chicken or turkey from the designated origin is allowed and must be mentioned on the label.

Eggs- 2 to 4 per kg or as per the requirement

Aged cheese - for aroma and amalgam 100 per kg of dough
Extra virgin olive oil- enough for cooking the minced meat
Butter is permitted but it must be specified on the label.

Optional Ingredients: Small amounts of tomato sauce may be used

The seasoning of the meats; cloves; pepper; grated lemon peel and other flavorings in a minor entity.

Ingredients for the breading: eggs, wheat flour, breadcrumbs, in sufficient quantities for the formation of a light covering of the stuffed olives.

The organoleptic properties of different type of olives-

1. Olives in brine-
 - Visuals} uniformity in color, green to straw yellow color
 - Olfactory} fermentation process is easily detectable, smells like fermented product
 - Taste} slightly acidic, aftertaste is slightly on the bitter side, crunchiness in mouth
 - Physical appearance} fine, fully fresh, clear skin, round, compact
2. Stuffed olives-
 - Visuals} elongated, irregular shape, color is on greener side
 - Organoleptic} medium to strong aroma of stuffed meat
 - Taste} crunchy on outside, soft and flavorful inside, with delicate to intense bitter taste.
 - Physical appearance} stuffed, rough and round.

Production regulations and policies

Table olives must be packaged in a way that preserves their flavor, appearance, and other qualitative traits. The quantity stated on the label must match the content of the packaging. The net drained weight must be stated in the metric system by weight for olives that are brine-packed.

The European Union legislation on providing food information to customers must be followed when it comes to product labeling on retail packaging. This law establishes requirements for nutrition labeling, origin labeling, allergen labeling, and 1.2 mm minimum text size. Retail packaging must be labeled in a language that consumers in the European target country can easily understand, typically in the official language of that nation. This explains why many European products have several language labels. Table olives must be packaged in a way that preserves their flavor, appearance, and other qualitative traits. The quantity stated on the label must match the content of the packaging. The net drained weight must be stated in the metric system by weight for olives that are brine-packed. Typically speaking, in the nation's official language. This explains why European goods frequently have several languages printed on the label. In addition to this law, all food sold in retail packages in Europe must bear an indication of origin on the label as of April 1. The packaging must nevertheless state the country of origin of the olives, for instance, if the table olives are imported but packaged in France. For illustration, the phrase "packed in France with olives from Spain or Morocco" may be used. Table olives are not listed as an allergen, but occasionally stuffing components can be, and this must be disclosed on the label. For instance, when the stuffing contains nuts, mustard seeds, or sulfite-containing substances

Although it is not required by European law, food safety certification is now a requirement for practically all European food imports. If you are unable to present a certification for food safety, the majority of reputable European importers will not cooperate with you. The majority of European customers will need a certification recognized by the Global Food Safety Initiative (GFSI). The most prevalent certification programs that GFSI recognizes for table olives are: British Retail Consortium Global Standards (BRCGS), International Featured Standards (IFS), and Food Safety System Certification (FSSC 22000). The systems for certifying food are continually evolving, and

this list is not all-inclusive. Although the various systems for certifying food safety are founded on comparable principles, some purchasers favor one particular standard over another. For instance, British consumers frequently demand BRCGS.

Quality requirements by consumers-

The legal framework of the European Union does not formally regulate the standard of the olives. The IOC decides what falls under the fundamental quality categories. Table olives are divided into three quality groups based on IOC standards based on the quantity of flaws in a sample of 200 olives. The highest quality category ("extra" or "fancy") must have olives that are larger than 321/350 caliber in addition to having a maximum number of flaws. The industry employs a number of extra quality factors in addition to fundamental quality categorization, such as *Olive flesh-to-pit ratio*: Importers are frequently more interested in olives with fewer and smaller pits. Given that the genetics of the olive variety determines these traits, changing them is difficult. *Separation of the pits from the flesh* - Simple pit and flesh separation in entire olives is a desirable characteristic. *Olive variety* - Some olive varieties frequently sell for more money than others on the market. This is typically true for particular types that have protected designations of origin and are grown in confined spaces. *Sensory attributes* - Despite the fact that sensory attributes like taste and smell are qualitative and subjective, organoleptic quality may be assessed using qualified tasters and officially recognized tests. Tests are used to evaluate appearance, texture, smell, and taste.

MARKET DATA

Although there is no precise data, it was roughly predicted that, prior to the COVID-19 epidemic, the foodservice segment consumed 50% to 60% more olives than the retail segment. Retail sales are gaining market share, particularly following the COVID-19 pandemic in 2020 and 2021. The highest quantities in the retail sector are sold through supermarkets, where the proportion of private labels is rising.

The major rivals for newcomers in the table olive industry are found in Europe, namely in Spain and Greece. More than 70% of all table olive imports into Europe are sourced from just two nations' exports. The top non-European suppliers are Egypt, Morocco, and Turkey. Italy is the sixth-ranked exporter, yet it imports more than it exports. Along with major table olive producers, there are also up-and-coming suppliers from Argentina, Syria, Lebanon, Tunisia, Peru, Chile, Algeria, Jordan, and Israel on the European market.

The leading European importer is Italy with a 17% import share, closely followed by France (16%) and Germany (14%). During the past five years, almost all European countries experienced stable import growth until 2019. However, European imports of olives decreased in 2020, mainly because European production of table olives decreased by 90 thousand tonnes in the 2019/2020 season.

CONCLUSION

Italy is famous for its extra virgin olive oil, and there are around 558 varieties cited in various research papers. It is a country with a wide range of production of fruits and vegetables in many regions, and there are 715 regional cultivators. At the time of Greek settlement, the olives were one of the chiefs cultivated and exported crops from Italy. Table olives must be packaged in a way that preserves their flavor, appearance, and other qualitative traits, and the quantity stated on the label must match the content of the packaging. The European Union legislation on providing food information to customers must be followed when it comes to product labeling on retail packaging. This law establishes requirements for nutrition labelling, origin labeling, allergen labeling, and 1.2 mm minimum text size. Retail packaging must be labeled in a language that consumers in the European target country can easily understand, typically in the official language of that nation. Table olives must be packaged in a way that preserves their flavor, appearance, and other qualitative traits, and the quantity stated on the label must match the content of the packaging. All food sold in retail packages in Europe must bear an indication of origin on the label as of April 1. Table olives are not listed as an allergen, but occasionally stuffing components can be, and this must be disclosed on the label.

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consumers vary, but the legal framework of the European Union does not formally regulate the standard of the olives. The IOC decides what falls under the fundamental quality categories.

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