



Innovation and ecological transition in the olive oil sector

CDG - HORTICULTURE, OLIVES AND SPIRITS



The united voice of Farmers and
their Cooperatives at European Level



european farmers

european agri-cooperatives



Mission

To ensure a viable, innovative, competitive EU agriculture and agri-food sector guaranteeing food security to half a billion people throughout Europe.



Objective

Promoting European farmers and agri-cooperatives views to **influence** EU decision-making process and public opinion.

copa

european farmers



cogeca

european agri-cooperatives

- Created in **1958**
- 22** million European farmers and family members
- 60** full members from the EU Member States and 36 partner organisations

- Created in **1959**
- 22,000** European agricultural cooperatives
- 35** full members from the EU Member States, 4 affiliated members and 36 partner organisations

 In **1962**, a joint Secretariat was created, making it one of the largest and most active organisations in Brussels for the past **60** years.

BACKGROUND

- * The **Olive Grove** is a **production system that is totally adapted to the Mediterranean climate**.
- * This **capacity for adaptation** has enabled it to form one of the most important forests in the EU.
- * In recent decades, the sector has undergone an **evolution towards very different production systems**, with larger plantation frames and a much greater use of inputs.
- * However, the traditional olive grove is **the basis of the olive sector** in the EU.
- * According to IOC studies, there is a **large difference in costs** between types of cultivation.



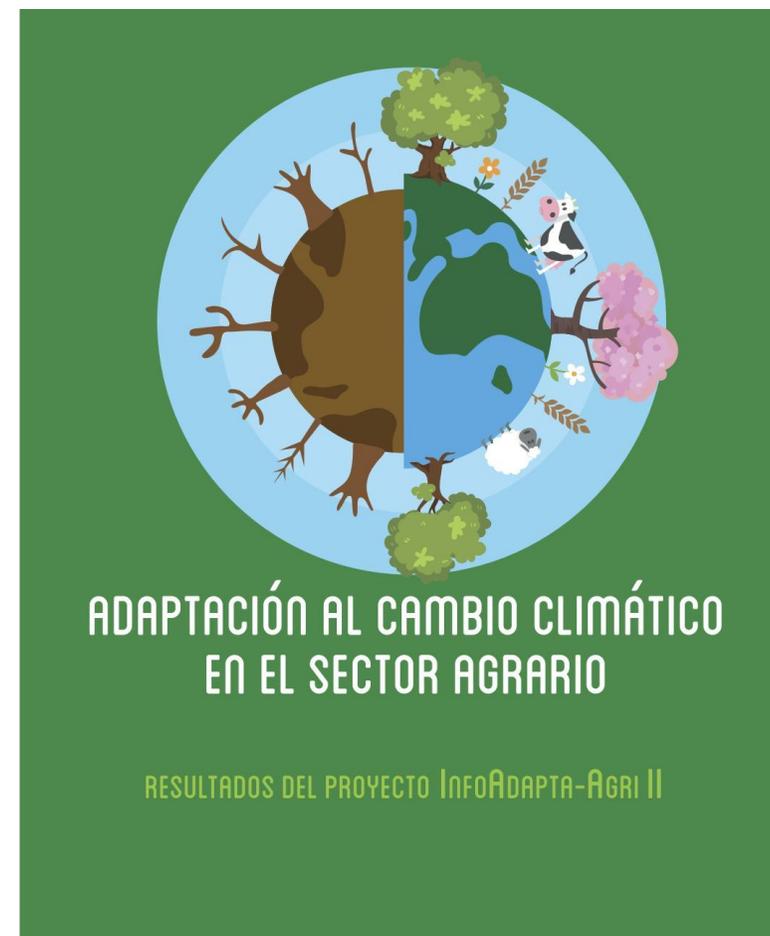
ECOLOGICAL TRANSITION

- * The European **Green Deal**, the **Biodiversity Strategy** and the **Farm-to-Fork Strategy** constitute a set of lines of work that aim to improve the level of environmental sustainability of the agricultural sector as a whole.
- * The olive sector has shown its **capacity to adapt and improve**.
- * This process inevitably involves **training and advice for producers**.
- * And we also face the **challenge of climate change**.



ECOLOGICAL TRANSITION

- * **Reasonable use** of natural resources.
- * Ensure **farm profit margins**.
- * **Farmers** should be **the basis for research and improvement** projects.
- * Necessary **support through eco-schemes**.
- * In Spain, the **project INFODAPTA – AGRI, carried out by UPA**, focused on concrete measures carried out on farms.



Con el apoyo de:

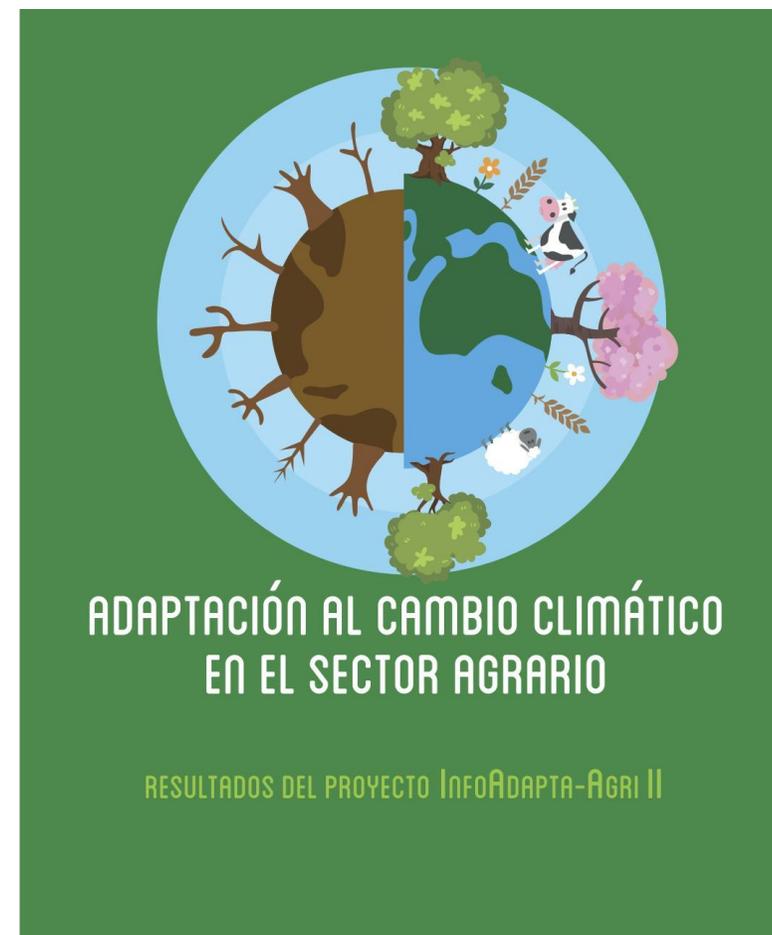


Colabora:

ECOLOGICAL TRANSITION

*Concrete measures to adapt to climate change:

- *Changes in pruning systems.
- *Plant cover between trees.
- *Implementation of multifunctional margins.
- *Carrying out soil analyses.
- *Improvement and modernization of irrigation systems.



Con el apoyo de:



Colabora:



SECTORAL INNOVATION

- * Innovation processes are **fundamental** in the development of any economic activity.
- * Innovation in the olive sector should range **from the improvement of production processes to product differentiation** at the end of the value chain.
- * The best results in terms of innovation come from the **collaboration** between different agents in the value chain (producers, researchers, traders, etc.)



SECTORAL INNOVATION

- * An **example** of sectoral innovation in marketing and differentiation of the project:
- * **Consumer awareness** of the importance of the traditional Olive Grove..
- * **Commitment to sharing value** throughout the chain.





Thank you for your attention !

