Olivares Vivos (Olives for Life)

Towards the design and certification of
biodiversity friendly olive groves

LIFE14 NAT/ES/001094

CDG Olives

Brussels, May 11th 2017

Content:

Why *Olivares Vivos*?

What is *Olivares Vivos*?

How, when and where are we implementing it?

Why *Olivares Vivos*?

Why *Olivares Vivos*?

Because its great socio-economic impact

This impact goes beyond the agricultural sector. Olive groves make a decisive contribution to the socio-economic, cultural and natural environment throughout the Mediterranean basin.

Eight hundred million of olive trees

Why *Olivares Vivos*?

Because its importance for conservation

Olive groves are a strategic crop for biodiversity conservation in Europe

Why *Olivares Vivos*?

Because its importance for conservation

Areas with the highest conservation value of this hotspot include olive groves or are surrounded by olive groves

Why *Olivares Vivos*?

Because the olive groves have problems

Environmental problems

An environmental crisis that ends with the lost of millions of tons of our best soil…

Why *Olivares Vivos*?

Because the olive groves have problems

Environmental problems

… but begins with the loss of ecosystem services…

… Olive groves, a humanized forest

Many olive groves are no longer a humanized forest

Why *Olivares Vivos*?

Because the olive groves have problems

Environmental problems

The biodiversity of the olive groves is getting lost. It is a proven fact

Why *Olivares Vivos*?

Perception of problems by the farmers

Survey conducted among 640 olive farmers from 88 municipalities.

Do you consider there is a environmental crisis in the olive sector?

Why *Olivares Vivos*?

Because olive groves have (environmental) future

Olive groves have a great potential to recover biodiversity

- Strategic distribution
- Forest crop
- Mediterranean native species

Preserving frugivorous birds in agro-ecosystems: lessons from Spanish olive orchards

Pedro J. Rey*

Article first published online: 12 NOV 2010

DOI: 10.1111/j.1365-2664.2010.01902.x

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Issue

Journal of Applied Ecology
Volume 48, Issue 1, pages 228–237, February 2011

SPATIO-TEMPORAL VARIATION IN FRUIT AND FRUGIVOROUS BIRD ABUNDANCE IN OLIVE ORCHARDS[1]

PEDRO J. REY
Departmento de Biología Animal, Vegetal y Ecología, Facultad de Ciencias Experimentales, Universidad de Jaén, 23071 Jaén, Spain

Functional Ecology

Fruit size in wild olives: implications for avian seed dispersal

P. J. REY, J. E. GUTIÉRREZ, J. ALCÁNTARA, F. VALERA

Article first published online: 30 OCT 2003

DOI: 10.1046/j.1365-2435.1997.00132.x

1997 British Ecological Society

Issue

Functional Ecology
Volume 11, Issue 5, pages 611–618, October 1997

ELSEVIER

Journal of Rural Studies

Volume 25, Issue 1, January 2009, Pages 141–155

A conceptual framework for the assessment of multiple functions of agro-ecosystems: A case study of Trás-os-Montes olive groves

Luuk Fleskens[a], Filomena Duarte[b], Irmgard Eicher[a, c]

Agriculture and Human Values **20:** 87–95, 2003.
© 2003 *Kluwer Academic Publishers. Printed in the Netherlands.*

IN THE FIELD

Olive groves: "The life and identity of the Mediterranean"

Angeliki Loumou and Christina Giourga
Department of Environmental Studies, University of the Aegean, Mytilini, Greece

Why *Olivares Vivos*?

Because olive groves have (environmental) future

Olive groves are a <u>strategic</u> crop for biodiversity conservation in Europe. They <u>have lost biodiversity</u> but they have a great <u>potential to recover</u> it

Why *Olivares Vivos*?

Because the olive groves have problems

Economic problems.

- **Traditional olive groves**
- **Mountain olive groves**
- **Non irrigated olive groves**

Why *Olivares Vivos*?

Perception of problems by the farmers

Survey conducted among 640 olive farmers from 88 municipalities. (February - March 2017)

Do you consider there is a economic crisis in the olive sector?

Why *Olivares Vivos*?

Consumers are concern about biodiversity

There is an increasing interest in citizens and institutions for the conservation of biodiversity.

European Commission

Flash Eurobarometer 379

ATTITUDES TOWARDS BIODIVERSITY

SUMMARY

Fieldwork: June 2013

Publication: November 2013

This survey has been requested by the European Commission, Directorate-General for Environment and co-ordinated by the Directorate-General for Communication.

This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.

Flash Eurobarometer 379 - TNS Political & Social

The number of European citizens informed and interested in biodiversity conservation grows in 18 of the 27 EU countries, from 37% in 2010 to 45% in 2013.

Why *Olivares Vivos*?

Consumers are concern about biodiversity

Because biodiversity is an upward value for citizens

Nature conservation is one of the reason for consuming organic products that grows more according to the last surveys.

Why *Olivares Vivos*?

The solutions for the environmental and economic problems must go hand in hand

This solution must be look for in the agri-food system, rather than in the agro-ecosystem:

FROM THE PRODUCTION TO THE TABLE (Gordon R. Conway)

«In Agriculture, there is no sustainability without profitability»
«In Agriculture, there is no biodiversity without profitability»

What is *Olivares Vivos*?

What is *Olivares Vivos*?

An idea

To link producers and consumers

There is an increasing interest in citizens and institutions for the conservation of biodiversity.

- A strategic crop for biodiversity conservation in Europe.

They have a great potential to recover biodiversity.

«IN AGRICULTURE, NO SUSTAINABILITY WITHOUT PROFITABILITY»

What is *Olivares Vivos*?

A strategy

«Creating a formula that connects the recovery of biodiversity with economic profitability is the main purpose of Olivares Vivos»

«IN AGRICULTURE, NO SUSTAINABILITY WITHOUT PROFITABILITY»

What is *Olivares Vivos*?

A strategy

How?

Designing and <u>certifying scientifically</u> a profitable olive-growing model compatible with the conservation of biodiversity ...

… And placing, through a <u>certification brand</u>, this productive model as a <u>profitable</u> added value in the oil market»

What is *Olivares Vivos*?

A business model

What is *Olivares Vivos*?

An oliviculture model

Olive groves that will be…

… profitable and biodiversity friendly

+ biodiversity

+ profitability

What is *Olivares Vivos*?

It will be EVOO…

… produced in olive groves with a certified contribution to biodiversity conservation.

What is *Olivares Vivos*?

Added value brand

"The first agrifood product in Europe with scientific certified contribution to biodiversity"

Scientific garanteed

What is *Olivares Vivos*?

It will be an option of consumption

A way for the consumers to contribute to biodiversity conservation

What is *Olivares Vivos*?

It is a LIFE project

Name	LIFE14 NAT/ES/001094. Olivares Vivos. Towards the design and certification of biodiversity friendly olive groves
Acronym	LIFE Olivares Vivos
Start date	1/10/2015
End date	30/09/2020
Coordinating beneficiary	Sociedad de Ornitología. SEO/BirdLife
Associated beneficiary	Provincial Council of Jaén. University of Jaén. Department of animal and vegetal biología and ecology. University of Jaén. Department business organization, marketing and sociology. Spanish National Research Council. Experimental Station of Arid Zones.
Co-financers	Fundación Patrimonio Comunal Olivarero Interprofesional de Aceite de Oliva Español.
Total project budget	2.856.005€
UE financial contribution	1.713.603€ (60%)

What is *Olivares Vivos*?

It is a LIFE project

And, of course, the olive growers. The principal actors…

…and the consumers, who will decide the result of Olives for Life

How, when and where?

How, when and where?

Actions of the project

Olivares Vivos

Hacia la adecuación y certificación de
livares reconciliados con la vida

Resumen de la Propuesta LIFE 2014
Borrador a 15 de junio de 2014

38 actions to achieve the objectives of *Olivares Vivos*

Design of the demonstrative test

October 2015 – March 2016

Scientific basis for this selection, which means higher demonstrative value.

Factors with presumed effect in biodiversity and its ecosystem services:

- **Size of the Olive grove**
- **Intensification / extensification gradient**.
- **Landscape complexity** (structural and functional diversity of the landscape)

to endorse the brand and its profitability.

How, when and where?

Selection of demonstrative olive groves.

October 2015 – March 2016

20 olive groves totalling **3.604 ha** in land stewardship agreement.

How, when and where?

Survey of the pre-operational condition of the demonstrative olive groves

April 2016 – May 2017

- **Herbaceous and woody vegetation**
- **Epigeal insects**
- **Birds**
- **Specific pest insects (Barctrocera, Prays, Euzophera)**
- **Pollinators**
- **Seed dispersal**

How, when and where?

Only in the first spring it have been identified in the demonstrative olive groves more than 500 species of flora, 130 bird species and more than 60 species of ants, some of them described for the first time at a regional level.

How, when and where?

Action plans to recover biodiversity in the demonstrative olive groves

April 2016 – October 2017

Landscape scale analysis. Biodiversity sources and structural complexity.

Restoration actions

- Unproductive areas
- Herbaceous cover
- Other habitat improvement actions (nest-boxes, ponds/water troughs, infrastructures)

How, when and where?

Implementation of the restoration plans

October 2016 – October 2018

How, when and where?

Implementation of the restoration plans

October 2016 – October 2018

Main activities (ecological restoration):

- ✓Restoration of rural road edges and streams, planting native woody species and seeding herbaceous vegetation in unproductive areas of the olive groves.
- ✓Adaptation of infrastructures to improve breeding conditions for birds, bats and insects.
- ✓Adaptation of irrigation ponds and construction of ponds and water troughs to increase the quality of habitat for many species.
- ✓Management of herbaceous cover

How, when and where?

Implementation of the restoration plans

October 2016 – October 2018

Restoration work done with the help of volunteers

- ✓More than 350 applications
- ✓Volunteers from all over Spain + 5 other countries
- ✓First time this activities have been offered in a agricultural environment.

How, when and where?

Post-operational surveys of biodiversity in the demonstrative olive groves.

April 2019 - April 2020

- **What have happened with biodiversity and ecosystem services in each of our 20 demonstrative olive groves.**
- **Which restoration actions have been more effective and where it have been.**

How, when and where?

Marketing actions

October 2016 – September 2020

UNIVERSIDAD DE JAÉN

<u>To establish the best commercial strategy to get the highest profitability of the *Olivares Vivos* certification brand</u>

- **Market surveys.**
- **Production strategy.**
- **Commercialization strategy.**

How, when and where?

Marketing actions

October 2016 – September 2020

Bibiographical review and analysis (*About biodiversity and behavior and typologies of consumers).*

Specific seminars about consuming habits

- Essential for the design of the certification brand
- Greater efficiency in the selection of communication strategies

El proyecto europeo 'Olivares Vivos' aborda en un seminario la biodiversidad desde el ámbito del consumidor

El Rector de la UJA, Juan Gómez, y Manuel Parras, en la apertura del seminario. La Universidad de Jaén acoge durante este jueves y viernes un seminario técnico sobre 'Biodiversidad y comportamiento del consumidor en el sector agroalimentario", organizado en el marco del proyecto europeo Life+ 'Olivares Vivos'. Su objetivo es doble. Por un lado se pretende profundizar en el binomio consumidor-biodiversidad, planteando la necesidad de analizar el concepto de biodiversidad desde la perspectiva del consumidor. Y por otro lado, se persigue ahondar en el binomio empresa-biodiversidad, analizándose conceptos clave de esta relación, a través de las experiencias de empresas del sector agroalimentario

How, when and where?

Assistance and advising actions

June 2017 – September 2020

<u>To assist farmers in the production and commertialization process</u>

- **Strategic agreements.**
- **Informative meetings.**
- **Networking initiatives.**

Assistance and advising actions

June 2017 – September 2020

Surveys to measure perception addressed to the olive sector.

1. **To evaluate the degree of knowledge of the project at the beginning and end of the project.**
2. **To evaluate the evolution of the receptivity to the model proposed in *Olivares Vivos*.**

How, when and where?

Analysis and promotion of the cultural externalities of the olive cultivation.

April 2016 - March 2020

- **Actions to promote the culture of the olive farming.**
- **Actions to promote multifunctional olive groves.**
- **New oleo-tourism tests.**

How, when and where?

Analysis and promotion of the cultural externalities of the olive cultivation.

April 2016 - March 2020

Sources to know about the olive culture

Scholar campaign "Stories of the olive groves"

Training program "Women and men of the olive areas"

Documentary

Network: Municipalities and Olivares Vivos.

January 2017 - September 2020

DIPUTACIÓN DE JAÉN

LIFE14 NAT/ES/001094 Olivares Vivos

El Ayuntamiento de ..... ha decidido adherirse a la **Red de Municipios por los Olivares Vivos** en el marco del Proyecto LIFE Olivares Vivos[1].

Consciente del valor que la Biodiversidad tiene para nuestro municipio y haciendo público mi compromiso, declaro:

- Que la biodiversidad es esencial para mantener la existencia del ser humano sobre la tierra y todos los ciudadanos tienen el derecho a disfrutar de un medio ambiente saludable, siendo básica su conservación y protección.
- Que la pérdida de biodiversidad no conoce los límites administrativos y, por consiguiente, su protección y conservación es tarea de todos y a todos nos compete.
- Que el olivar es un cultivo estratégico para la conservación de la biodiversidad.
- Que buena parte de la vida que tuvieron los olivares se ha perdido, pero puede ser recuperable apoyando iniciativas como el Proyecto LIFE Olivares Vivos.
- Que en el cultivo del olivo, sin rentabilidad no hay sostenibilidad, y que la biodiversidad puede ser un valor añadido certificable.
- Que es necesario potenciar la participación en redes para impulsar su desarrollo y aunar los esfuerzos necesarios para alcanzar las metas del proyecto Olivares Vivos.

Con estas premisas este ayuntamiento se compromete a impulsar la protección de la biodiversidad en el cultivo del olivar y de los ecosistemas asociados y a potenciar las actividades económicas respetuosas con su conservación. Todo ello mediante la puesta en práctica de las siguientes medidas:

I. Incorporar la protección de la biodiversidad del cultivo del olivo de nuestro municipio como parte de la política municipal.

II. Impulsar en nuestro municipio un modelo de olivicultura rentable y compatible con la conservación de la biodiversidad.

III. Promocionar dicho modelo productivo como valor añadido reconocido y rentable en el mercado del aceite.

IV. Apoyar a los agricultores para que utilicen de manera racional y eficiente los recursos naturales del municipio para asegurar la conservación de la biodiversidad en sus cultivos.

[1] LIFE14 NAT/ES/001094

Network: Municipalities and Olivares Vivos.

January 2017 - September 2020

MEDIO AMBIENTE - NATURALEZA

Medio centenar de ayuntamientos se adhieren a la Red de Municipios por los Olivares Vivos

POR EUROPA PRESS / LAINFORMACION.COM
JAÉN| 17/01/2017 - 13:39

Medio centenar de ayuntamientos se adhieren a la Red de Municipios por los Olivares Vivos JAÉN | EUROPA PRESS

NAT/ES/001094 Olivares Vivos

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del aceite.

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rales del municipio para asegurar la conservación de la biodiversidad
s.

How, when and where?

Set up of the certifying procedure.

April 2019 - April 2020

How, when and where?

Actions for Commercial strategy and for the promotion of the certification brand Olivares Vivos.

November 2018 – October 2020

<u>Actions for consumers. Knowing the certification brand , its scientific background and the contribution of the EVOO Olivares Vivos to the conservation of nature</u>

How, when and where?

Communication actions.

November 2018 – October 2020

IDEAL

'Olivares Vivos' lleva un año de trabajo para recuperar la biodiversidad del olivar

SIETE PUNTOS EN UNA SEMANA FANTÁSTICA

- General public
- Media.
- Farmers
- Scientific and technical conferences.

Action E6. Dissemination and proposal to include recommendations derived from the project in the Common Agricultural Policy (CAP) and in the European Agricultural Fund for Rural Development (EAFRD)

Ref. Ares(2016)5814858 - 07/10/2016

EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate R. Management of resources
R.4. Inter-institutional relations

Brussels, 07-10-2016
Ares (2016) 6308154

Message à l'attention du Secrétaire Général du/For the attention of the Secretary General of

BEUC, Birdlife, CEJA, CELCAA, COGECA, COPA, ECVC, EFFAT, EFNCP, EPHA, FOODDRINKEUROPE, IFOAM, OEIT, PAN Europe, SACAR

Aux termes de la décision 2013/767/EU du 16 décembre 2013, j'ai l'honneur de vous informer de la tenue de la prochaine réunion du Groupe de Dialogue Civil

«GDC PRODUITS HORTICOLES, OLIVES ET BOISSONS SPIRITUEUSES»

"SECTEUR OLIVES"

le mercredi 9 novembre 2016, de 9h30 à 18h00,

à 1049 Bruxelles, Rue de la Loi 130, 11ème étage, Salle A

Any question?

OLIVARES VIVOS

Hacia el diseño y certificación de olivares reconciliados con la vida

LIFE14 NAT/ES/001094

Thank you very much for your attention!