

GREECE

Implementing Local Development Strategies

Location

Aggelona, Lakonia region

Programming period

2007-2013

Axis / Priority

Axis 4 – LEADER

Measure

411 - Competitiveness

Funding

Total budget 294 223 EUR
EAFRD 139 756 EUR
National/Region. 7 356 EUR
Private 147 111 EUR

Project duration

Jan 2013 – Oct 2014

Project promoter

Malva Virgin Oil

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EAFRD funding supported a producer of extra virgin olive oil in Laconia to build a new production facility in response to increasing demand. Its easy access to good transport links would also help improve its marketability.

Summary

A producer of extra virgin olive oil received investment for the construction of a new production facility on his private property in Aggelona located in Lakonia region. The site, which enjoys good access to a main road, was equipped with modern production systems and machinery to enable the producer to meet the growing demand for premium olive oil from the region.



The new facility constructed consists of a standardisation area, oil storage, business offices and production room as well as a product exhibition area. Thanks to the EAFRD support the investor purchased modern machinery and equipment such as filter - press plastic plates, volumetric filler, semi-automatic capping unit, semiautomatic labeller, etc. Other purchases included administration equipment such computers, office furniture, fax machines, broadband internet infrastructure etc.

Overall, modernised production, storage and packaging is boosting the producer's business and demonstrating how the sector as a whole in the area can be supported and its competitiveness increased.

Results

The olive oil producer, thanks to the new facility, is able to respond to increasing demand for extra virgin olive oil. He is receiving a greater number of orders and is expanding his network of clients.

The project also enabled the producer to upgrade his business (improved logistics, more modern equipment etc.) and by extension the overall performance of the olive oil production sector of the region. The investment is bringing in higher returns for the producer and improving his financial situation.

Lessons & Recommendations

- It is vital that authorities perform necessary controls as soon as possible in order to shorten the time before produce can go to market.
- Market sector organisations can offer substantial technical and legislative support.

Context

The Greek region of Laconia has a long history of cultivating olives. The combination of optimum climatic conditions in the region and fine varieties (Athinoelia and Koroneiki) produces a superior quality oil with golden colour and fruity aroma. Laconia olive oil is internationally recognised.

Mr Maroulakou has been professionally active in olive oil production since 2000, first in special arrangements farming and then in the marketing of agricultural products. He also has substantial experience in industry standardisation and the packaging and marketing of quality products. He runs a plant in Agios Nikolaos, Laconia.

Investment was required for the setting up of a new plant, with new equipment that meets market requirements and increases the added value of products. Mr Maroulakou exclusively produces extra virgin olive oil, the premium quality olive oil for which demand is growing. He wanted to be in position to meet this demand and the establishment of the new unit will allow him to do so, as well as provide the basis for developing the network in which he operates.

Objectives

The aim of this investment was to allow the producer to produce greater quantities of extra virgin olive oil in order

to compete with strong domestic competition, as well as international producers, in the growing market for extra virgin olive oil.

The project foresaw the expansion of the production facilities of the producer as well as the modernisation of logistics and the packaging and storing of goods.

Activities

The project constructed a new metal frame production facility on the private land of the producer in Aggelona region (formerly Molaoi). The facility consists of a standardisation area, oil storage, business offices and production room. The buildings in total have a surface area of 516.83 m² including a product exhibition area.

Project investment was also spent on new modern machinery and advanced equipment: filter - press plastic plates, volumetric filler, semi-automatic capping unit, semiautomatic labeller, shrink capsules gun, diatomaceous earth filter and an oil transfer pump. The project installed a Food Safety Management System (ISO 22000: 2005) and an Environmental Management System (ISO 14000). Other purchases included computers, office furniture, fax machines, telephone installations and equipment for connecting to broadband internet infrastructure. Finally, the investment paid for the certification costs for the initial certification of these systems.



Additional sources of information

n/a