



Green Group



ACEITES DE OLIVA
DE ESPAÑA

4th meeting of the Farm to Fork Forum

Forum on Best Practices in the Agri-Food Supply Chain

Brussels October 9th, 2024

Break-out group session: Spanish Olive Oil Interprofessional Organization

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SUMMARY

- 1. Interbranch Organization:**
 - Vertical integration advantages
 - What can vertical integration offer to value chain?
 - Recently results of our activity
- 2. Role of SOOIO in the World**
 - Cooperation with Institutions and abroad Associations
- 3. European information and promotion programs.**
 - Point of sale activations



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1. Interbranch Organization:

Vertical integration advantages

What can vertical integration offer to value chain?

Recently results of our activity

Interbranch Organization

The Spanish Olive Oil Interprofessional Organization



The Spanish Olive Oil Interprofessional is a non-profit organization established by the entities representing the different operators in the olive oil industry (olive growers, cooperatives, factories, bottlers and exporters) with the aim of serving as an industry improvement tool.

It represents 97% of the Spanish Olive Oil sector.

One out of every two bottles of olive oil in the world contains Spanish olive oil

Our objectives

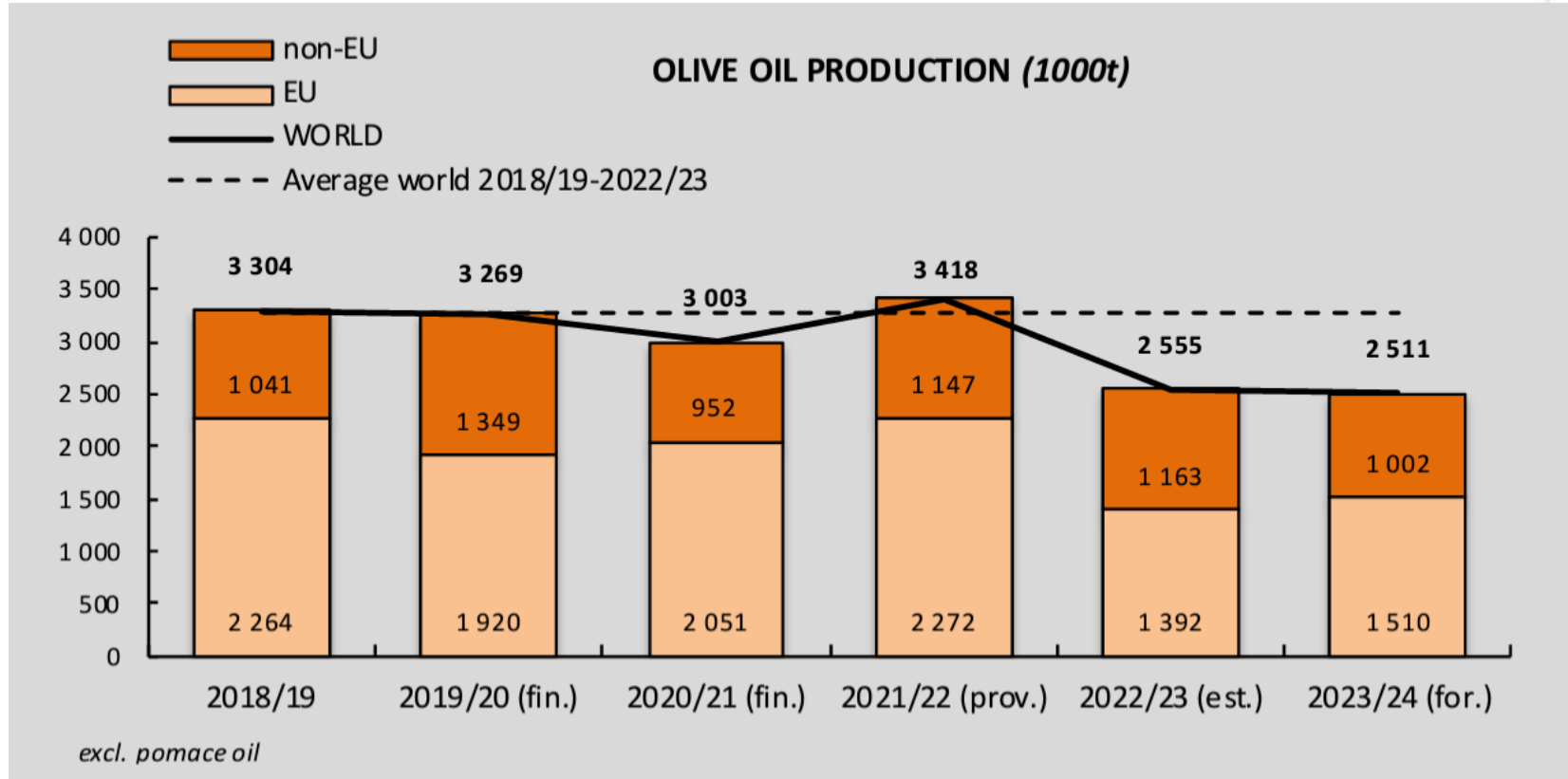
- To increase the consumption of Olive Oils from Spain worldwide. Spain, the leader in quality and quantity of olive oil produced and sold, is also the largest exporter in the world. For that reason, we work to ensure that the greatest number of consumers appreciate the quality of our oils, a quality that is linked to their origin in Spain and EU. To do this, the Interprofessional has created Olive Oils from Spain, its promotional brand.
- To drive innovation. The Interprofesional drives and leads many R&D programs with the aim of promoting innovation processes in areas related to olive oils: growth, processing, consumption and, of course, health.

Vertical integration advantages
A tool at the service of the entire sector



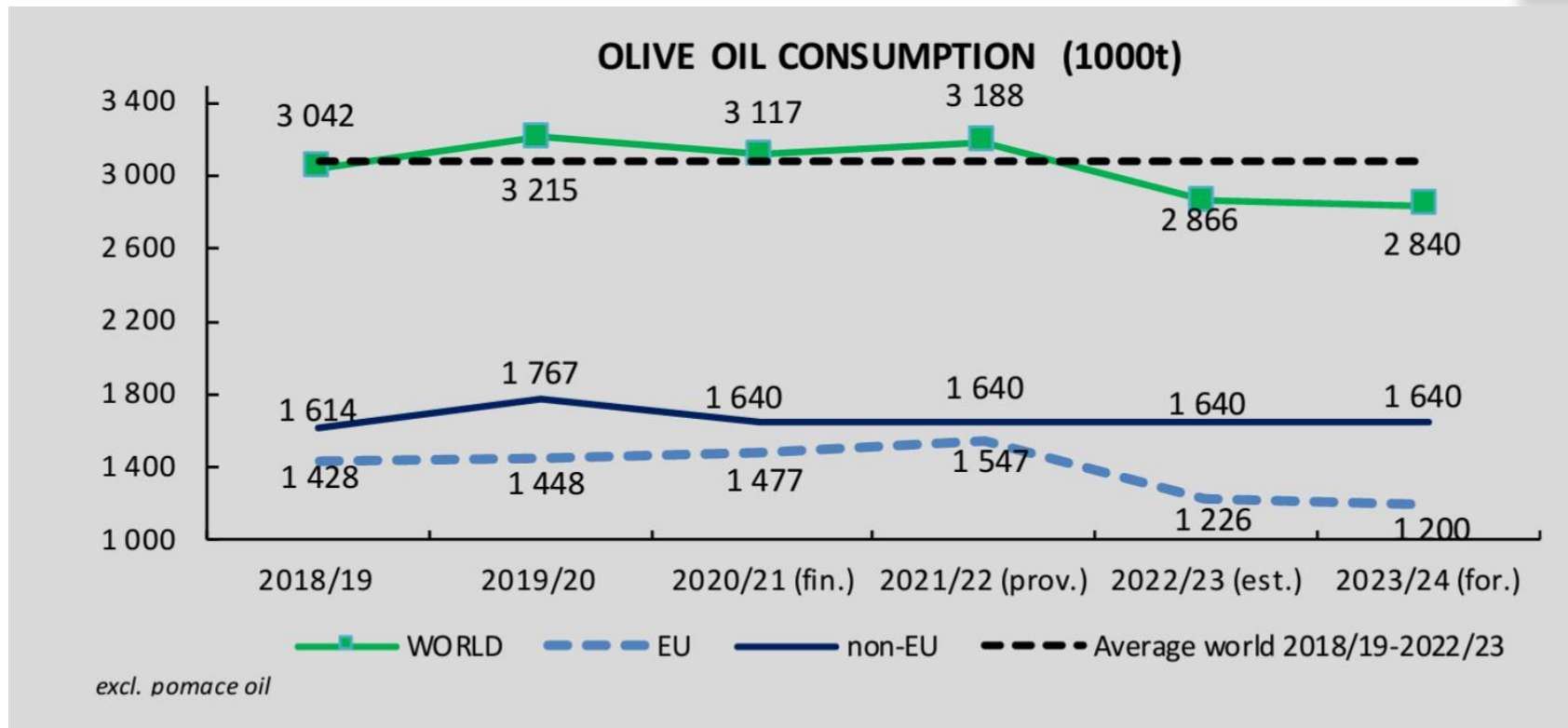
It represents 97% of the Spanish Olive Oil sector.

Now more than ever, we see the results of the work done during more than 15 years by SOO Interprofessional Organization

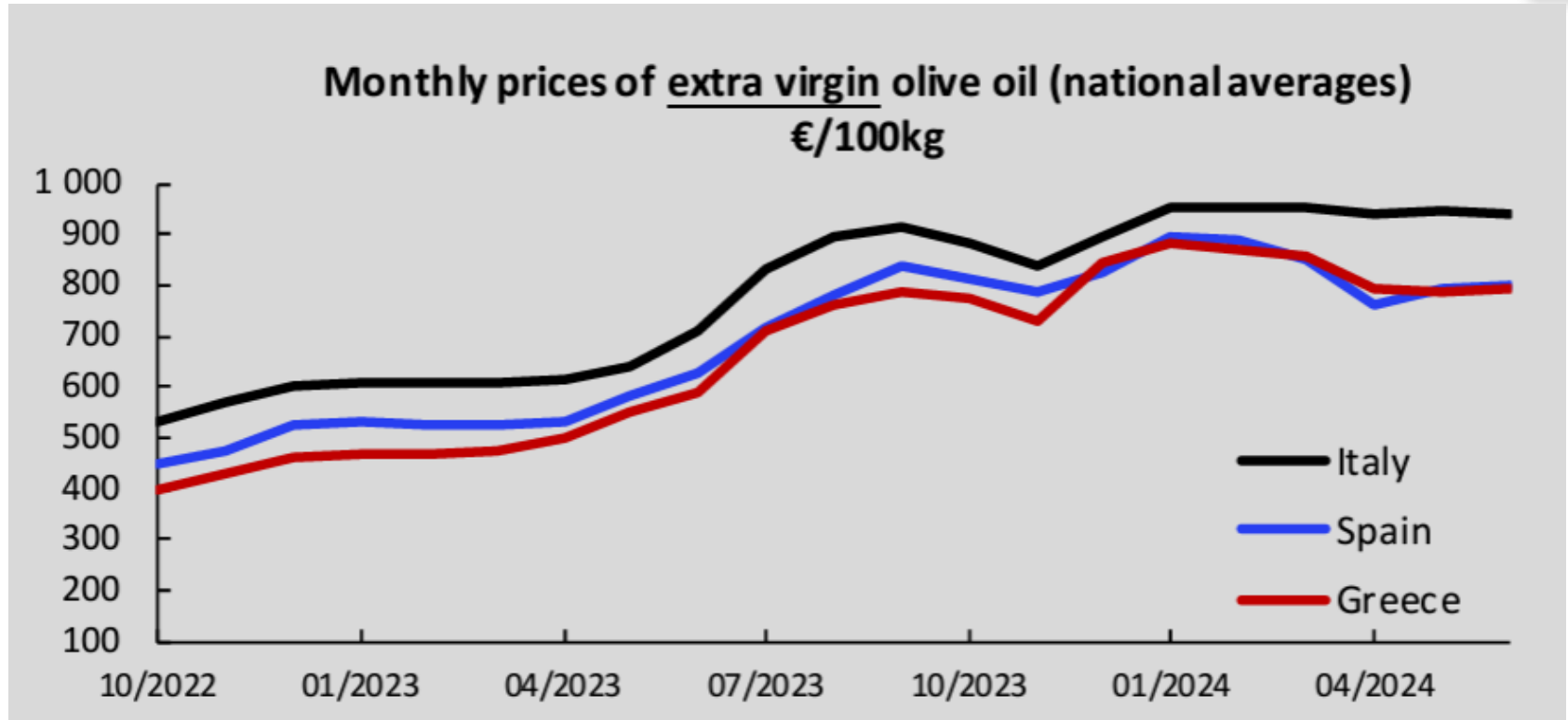


Source: Olive Oil Dashboard. EC

Consumption has remained strong



Prices have reached record levels



Source: Olive Oil Dashboard. EC

2.Role of SOOIO in the World

Cooperation with Institutions and abroad Associations



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Role of SOO Interprofessional in the world



**CONSEJO
OLEÍCOLA
INTERNACIONAL**

Observer of the EU on the Advisory Committee of the International Olive Council

Strategic alliance with the North American Olive Oil Association in the implementation of projects such as the one on barriers on the uses and consumption of olive oil in USA, in collaboration with The Culinary Institute of America



**Culinary Institute
of America**



EU-Japan Centre
for Industrial Cooperation

日欧産業協力センター

Member of the Business Round Table at the EU-Japan Centre for Industrial Cooperation

3. European information and promotion programs.

Point of sale activations



ACEITES DE OLIVA
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EU information & promotion program operator



Proponent of agri-
food promotion
programmes of the
European Union

Olive Oil World Tour

Internal market:

Germany



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Point of sale activations Retail stores collaboration





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GRACIAS

Thanks for your attention



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www.instagram.com/aceitesolivaes

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Round 1

14:35 – 15:15 CET

Room: Buckeye

**How have you worked
with others to achieve
your objectives?**

**Share your
experiences.**





Round 2

15:15 – 15:45 CET

Room: Buckeye

How can we ensure that value chains can be resilient, in the context of continued socio-economic and environmental change?



Round 3

15:45 – 16:15 CET

Room: Buckeye

Do strategic relationships across the value chain need to be further supported by public policy (including the CAP)?





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Thank you for your
contribution!

