

Promoting Sustainable Production and Consumption Patterns: The example of olive oil – INFOIL



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Logo and Labelling of Organic Products

INFOIL (LIFE08 INF/GR/000581) is a LIFE+ Information and Communication project. The aim of the project is to promote sustainable production and consumption patterns using the example of olive oil aiming at the minimization of the environmental impacts related with olive oil production, especially in regions with very high yield. INFOIL will also promote the importance of life cycle assessment (LCA) during the production and consumption process contributing to the environmental impacts identification and prevention.

Partners:

- Technical University of Crete Department of Production Engineering and Management
- National Agricultural Research Foundation (NAGREF) - Institute of Olive Tree and Subtropical Plants of Chania (ISPOT), Laboratory of Oliviculture and Postharvest Physiology
- ILEIAKI S.A. - Development Company of Ilea Prefecture (ILEIAKI)
- Musuron Municipality Development Enterprise (MUDE), (Chania)



The production and placement of organic products with labels and logos on the EU market follows a strict certification process that must be complied with.

Conventional farmers must first undergo a conversion period of a minimum of two years before they can begin producing agricultural goods that can be marketed as organic. If they wish to produce both conventional and organic produce, they must clearly separate these two operations throughout every stage of production.

Both farmers and processors must at all times respect the relevant rules contained in the EU Regulation. They are subject to inspections by EU inspection bodies or authorities to ensure their compliance with organic legislation.

After the two year period successful operators are granted organic certification and their goods can be labeled as organic.

For more information, please visit:

: http://ec.europa.eu/agriculture/organic/consumer-confidence/logo-labelling_en



Musuron Municipality Development Enterprise (MUDE), Chania

Information Meeting on Organic Farming

On May, 7th 2010 an information meeting regarding “Organic Farming as alternative and driving force for development of the local community in Crete” took place in Kissamos. The meeting was organized by the Prefecture of Crete and the Institute of Olive Tree and Subtropical Plants of Chania (ISPOT). The scientific personnel of the Laboratory of Oliviculture and Postharvest Physiology of ISPOT participated in the event in the framework of the awareness raising and informative activities on sustainable production and consumption patterns of the INFOIL project.

The event was mainly focused on organic farming and its great potential to be used as a driving force for sustainable development in Crete. In this framework, the current business challenges in organic farming were presented and the need for the certification and authentication of branded Cretan products in the national and international market.

Modern organic production methods of different kinds of products were also analyzed such as the organic production of vegetables, organic cultivation of chestnut, as well as organic beekeeping.



Dr. I. Metzidakis (scientific responsible of partner ISPOT) made a presentation about Organic olive oil, and informed the audience about sustainable methods of olive oil production and analyzed the possibilities and the conditions for organic olive oil production in Kissamos. Among other things, Dr. Metzidakis presented the results of several economic and environmental analyses carried out by the Institute of Olive Tree and Subtropical Plants of Chania. He also underlined the need for undertaking initiatives and measures that will contribute to the organization of organic farmers into groups or associations for the production of olive oil of good quality and for standardization and marketing. Reference was also made to olive oil production that respects the environment and the health of farmers and consumers. In the event, the INFOIL team distributed informative material regarding the projects, as well as questionnaires for both producers and consumers.



For more information about the project please visit:

www.infoil.tuc.gr

Participation of the project to the “Elaiotechnia” Exhibition



In Greece, the third country in olive oil production in the world and focal point for the Balkans and the Middle East countries, there is no sectoral exhibition dedicated to the olive sector. A sector which occupies more than 1.000.000 professionals, olive producers, olive mill owners, retails and has a significant contribution to the national economy.

The Mediterranean Exhibition for olive and olive oil "Elaiotechnia" that took place in Anthoussa, Attica on 16-18 April 2010, is organized every year and fills in this gap. In the framework of the project, partners representatives participated in the exhibition, in which the partner ISPOT (Institute of Olive Tree and Subtropical Plants of Chania) had a stand in the exhibition. The Exhibition hosted more than 70 exhibitors covering all aspects and activities in the life cycle of the olive and olive oil, olive oil producers and growers, representatives of associations and their

unions, mill owners, national institutions, representatives of standardization companies, marketers, distributors and retailers, exporters - importers and consumers. It is estimated that more than 4,000 people visited the exhibition during 16-18 April.

The objective of the exhibition is the provision of information to anyone interested on olive and olive oil production and processing.

Furthermore, participants and guests in the exhibition had the opportunity to see new products and in some cases new business relationships were developed.

The exchange of views and experiences and the achievement of new efficient agreements between businesses and merchants during the exhibition resulted in the stimulation of the competitiveness and the enhancing of the visitors interest in the production of olive and olive oil products.



Musuron
Municipality
Development
Enterprise
(MUDE),
Chania

Agrotourism



Agro-tourism can be defined as small scale tourism, most commonly family or cooperatively based, which developed in rural areas by people employed in agriculture. A key objective is to give alternatives to farmers and contribute to the improvement of their income and quality of life.

The exploitation of the wealth of the region is done by local businessmen, which take greatly into account the cultural heritage of the specific region. In this way, local community is given the opportunity to maintain and develop the folklore elements or revive neglected works and arts and produce traditional products (textiles, embroidery, jams, marmalades, pasta, herbs, etc.). Local traditions and the organization of traditional events are also favored, preserving the memory of people. All of these elements have as a scope to maintain and not alter the character of the countryside, highlighting the diversity and uniqueness of each place. Also, agrotourism contributes to the communication of isolated areas with urban centers, and most importantly, gives prospects for young people in the region.

Agrotourism does not mean seasonal or opportunistic occupation, farmer converting to hotel owners and provision of impersonal services. The participation of women to agrotouristic activities is of high importance.

Agrotourism began in the not too economically developed regions of the country, with substantial and long term objectives:

- The provision of alternatives to local people so as to stay in their region and in this way tackle urbanization
- To deal with the decline in agricultural production
- The preservation of architectural heritage with the renovation of traditional buildings
- The promotion of the cultural heritage of each region
- The provision of a supplement to farmers' income

Source: Webpage of the Ministry of Rural Development and Food



For more information visit the portal:

www.infoil.gr