

PDO OIL WHY THE EXTRA VIRGINS ARE NOT ALL THE SAME

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Some consumers believe that the oils are all equal or it is the brand to make a difference. Actually the oil is not just an industrial product but an agricultural product strongly characterized by its color, flavor, the geographical territory of origin. As with wine, cultivar, soil, climate, vintage, timing and methods of collection and other conditions determine characteristics, tastes and different smells.

PDO Protected Designation of Origin is a collective mark introduced by EU Regulation 2081/92 on the protection and enhancement of food products originating in a given territory. In the case of the PDO, the whole production process from raw material processing, packaging, must be made within a specified geographical area. In this way, the consumer is not in front of an anonymous oil, or oil of whose guarantee is just the kind of producer, but can have certainty about the varieties used, their quality, the manner of cultivation, harvesting techniques, the milling.

The distinctive elements of the oil vary with the area: the color: from yellow to green, the taste: recalling, in addition to the olive fresh taste, even the intense or mild flavor of fruit and vegetables.

Oil-Extra-Vergine.it to consult one of the Disciplinary DPO present in Italian territory. In this way we realize the rules that manufacturers must comply and which are guarantees for the consumer.

PDO olive oil and PGI olive oil - The Protected Designation of Origin (PDO) imposes stricter standards overall, a mark of quality awarded to food products (wine and alcoholic beverages excluded), whose quality depends exclusively on the territory where it is produced. A hallmark protecting the consumer.

The PDO was born (along with PGI) in 1992 thanks to the EEC Regulation 2081/92 of the European Community. A PDO certified product enjoys protection against counterfeiting and protection throughout the EU.

Extra virgin olive oil

The PDO applies to products where the entire production cycle from raw material to finished product is done within a specific geographical area, and therefore, is not reproducible outside of it. Of absolute importance is the geographical environment of production which must include both natural and human factors (such as production techniques and processing), with which we obtain a unique and inimitable product. To receive the PDO two prerequisites must be met, as specified in Article 2 of EEC Regulation 2081/92:

1 - **The special qualities and characteristics** of the product must be due exclusively or essentially to the geographic place of origin.

As "geographical environment" the law means not only natural but also human factors, so the local knowledge and techniques. A famous example is the Mozzarella di Bufala Campana, where the instruments used, the skill and experience of the

operator, time, operating mode, were able to create a unique product.

2 - The production of raw materials and their transformation to finished products must be made in the region bound by the product name it bears.

In other words, a PDO olive oil must be made from olives grown and processed in the PDO recognition.

The most important feature that closes a loophole in Italian law which does not require to indicate the provenance of the ingredients in the product is given by the "traceability" of a PDO as a guarantee stating the place of origin and processing of raw materials .

The grower whose farm is located in an area that has received PDO recognition and intends to market its oil production under that mark, must adhere to a specific production regulations and under the control of an independent Board of Certification and expressly responsible and recognized by the Ministry of Agriculture and Forestry. The product specification contains all the rules of the olive cultivation, from harvesting to packing oil (or other product) that must be strictly observed to obtain the PDO mark oil

Obtained the name it is periodically subject to various checks of compliance with the specification of production by the Certification Body. The Consortium of protection which monitors the marketing of products covered by the designation of origin.

The PGI extra virgin olive oil -Protected Geographical Indication (PGI) has that mark of quality that is allocated to the agricultural or food products where a single stage of the production process is related to the geographical area of reference.

The substantial difference between PDO and PGI, is that only one stage in the production process is required to obtain the PGI, while for the PDO both the territory and the whole production process are two related and essential conditions.

As with the PDO, GPI, the manufacturers must comply with strict rules whose observance is ensured by an independent control.

Made in Italy: PDO Anti-counterfeiting - The Italian Minister of 'Agriculture Luca Zaia in New York has launched a new and aggressive crusade against counterfeit food, especially PDO, which continue to damage, and harm increasingly, made- in- Italy products, from wines to cheeses, through the olive oil. Presented to the press in New York the initiative, Zaia said that the Italian government is angry because over 10 made- in- Italy declared products, nine have nothing to do with Italy. " The minister, who in New York also saw the United Nations Secretary-General Ban Ki-moon, said that Italian food exports amounted to €24 billion, continues to grow in this time of crisis, despite the many difficulties . According to Zaia damage of counterfeiting products often through so-called 'English sounding', that is, by falsely Italian name, is not only economically but it is estimated in some 200 billion Euros. There is also a health problem because too often "those who think to eat Italian food do not eat healthy". The battle against counterfeit food focuses on two axes: that of international agreements for the protection of names guaranteed to be accompanied by a series of initiatives to educate and inform consumers.

Italy EU leaders for PDO and PGI products - Italian people of saints, poets, sailors and... food manufacturers with a designation of origin. According to data from the observatory's socio-economic foundation that made the Atlas Qualivita, the publication that gathers all the certified products, Italy is the European leader for number of PDO, PGI and TSG with 175 names, 13 % more than two years ago, ahead of France (160) and Spain (121). Numbers do not always indicate success, according to the observatory, which sends a warning: 90% of turnover and 93% of the sector top 15 finishes in PDO and PGI products. The remaining 160 products collect only the crumbs of a sector that bill more than 5.5 billion annually in production and consumption to 10 billion Euros, and that so far has not experienced setbacks, it has solidified 'a positive effect' abroad for the entire Italian food. At the forefront of the Italian regions with increased certified production, there is the region Emilia Romagna, followed by Lombardy. As for the provinces, the effect-apple fails to oust the city of Parma, a veritable Eden of certified products, although the second largest square is home to the forbidden fruit, Bolzano, in front of Udine and Trento. Among the successful stories is not only the North. Even the South Italy, the Atlantic has a good story to tell: the olive Bella Daunia Doubt, origin from Puglia, which exported in 2007 as much as 80% of the total certified by an increase of 90% of quantities exported the previous year. For the first time, the Atlas Qualivita, "an instrument of popular science of the food sector," according to its curators, this year will go to library as a parent of a new series of publications targate Qualivita.