



UNASCO

ASSOCIAZIONE ORGANIZZAZIONI PRODUTTORI OLIVICOLI

OLIVE OILS OF ITALY: THE DELICIOUS ESSENCE OF WELL BEING



More than 190.000 producers from the Italian regions with the biggest olive oil cultivations, join UNASCO, a consortium of producers who, even today, grow olives and produce Extra Virgin Olive Oil, in full respect of ancient traditions, using techniques suitable with the environment, hygiene and the territory. All the production regulations decided by the associates are shared by the farmers who are at the basis of the Unasco system, through which, every step and every process - from cultivation to harvesting, to milling, bottling - is recorded and monitored. The life and history of each bottle is followed step by step, to trace every moment of the olive tree route that generates the extra virgin olive oil which will then reach the table of the consumers. Each bottle has its own history and follows a unique and extraordinary route, in order to ensure the preservation of the characteristics, flavours and smells coming from their homeland. The Unasco system generates, builds and controls every segment of the chain leading to a path known by everyone through a simple Internet connection or by sms. Thanks to this system, we define the certified traceability to give the consumer the certainty of the origin and provenience of any oil present in each bottle, a certified 100% Italian product. The Unasco system was thought to protect the producer from unfair trade competition, it is also a shelter for consumers because it gives the opportunity to choose an extra virgin. The control creates an 'ideal chain' binding each stage of production until it reaches your hands. You will be on the other end of the chain so that you can personally check the history of your oil. With a simple connection to the internet or by sending an SMS with the code printed on the back label, you can get news about the homeland the olives come from, the company that has grown them, the mill where olives have been pressed, the stocker which has kept the product before bottling and packaging.

Certified by the traceability, we are able to provide full transparency of your certified 100% Italian product.

With a few simple steps you can get all the information on your oil from your home on the internet or by SMS.

INTERNET

The back label shows a code (batch bottling) that makes your oil identifiable.

Enter in the special area of the website www.olitaliano.it give bottling code and you can see immediately:

- method of production - Integrated tracking -
- Quality analysis
- multiresidual analysis
- harvesting date
- milling date
- storage date
- packaging date
- farm producing the raw material
- the crushing mill
- the stocker and the silos where the already packed oil was taken from

SMS

Send an SMS to (+39) 320 20 43 040 with your bottling number code printed on the back label (eg 302ANCMN14020901).

In the text message write the 302 code before the bottling code (eg 02ANCMN14020901), wait a while and you'll be sent a text message with information on your oil.



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MINISTERO DELLE POLITICHE AGRICOLE
ALIMENTARI E FORESTALI



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The European Union has launched a specific legislation (Regulation (EC) 510/2006 as amended), establishing two levels of recognition: **PDO** and **PGI**, in order to protect the typical, local food.

The PDO label (Protected Designation of Origin – DOP in Italian) is given to those foods whose peculiar characteristics depend mainly or exclusively from the circumscribed area they are produced in (mainly an area belonging to a Common or a Province). The geographical environment includes both natural factors (climate, environmental characteristics), and human factors (production techniques passed down over the time, craftsmanship and savoir-faire), which, combined together, allow to obtain a unique product outside a given area of production.

The phases of production, processing and preparation must take place in a defined geographical area and they must be subject to specific production rules in order to create a **PDO** product.



The **PGI** label (Protected Geographical Indication- IGP in Italian) is given to food having a given quality, reputation or other characteristics depending on its geographical origin and whose production, processing and/or preparation takes place in a defined geographic, regional area.

To obtain the **PGI** then, at least one stage of the production process must occur in a particular regional area, where specific production rules have to be respected.

These awards are a valid EU consumers' guarantee favoring conscious purchasing decisions.

They also provide protection for the producers themselves against possible counterfeiting and unfair competition, mainly determined by the rapid opening of the market.



The new European Community Regulation (No 628 of 07.02.2008) concerning with the characteristics of the graphic symbols of PDO / GPI establishes the PDO logo to be reproduced in the red / yellow colours (pantone: 711 and Yellow 109), while PGI in blue / yellow (pantone: Reflex Blue and Yellow 109).

