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## UNASCO AT ALFREDO'S OF ROME IN NEW YORK TO PROMOTE QUALITY OF THE ITALIAN PDO and PGI OLIVE OIL

New York - Rome UNASCO at Alfredo's of New York with the aim of promoting high-quality extra virgin olive oil in the United States, with particular reference to the PDO and PGI production systems. The U.S. represents a market that imports food products from Italy for 2.8 billion dollars a year, of which \$ 1.25 billion in the wine and the rest in traditional products such as pasta, olive oil, cheese and processed products.

This year, the project promoted by UNASCO, in concert with the Ministry of Agriculture, Food and Forestry and the Chamber of Commerce Italian American in New York, is aimed at developing and strengthening knowledge about the beneficial effects of extra virgin olive oil consumption in the daily diet. The Italian delegation was led by the coordinator of UNASCO, Valerio Cappio, along with the advisor to the Board, Camillo D'Amico and the panel leader Antonio G. Lauro, who attended a series of meetings and seminars and tastings where UNASCO reiterated the importance of extra-virgin olive oil daily.

The intervention of the Central Cappio Valerio: "To protect the typicality - said the coordinator of UNASCO - of certain foodstuff, the European Union has launched a specific legislation establishing two levels of recognition: PDO and PGI. The PDO denomination is attributed to that food whose peculiar characteristics depend primarily or exclusively from the territory in which they are produced. The PGI, however, is attributed to those foods for which a given quality, reputation or other characteristics depend on the geographical origin and the production, processing and / or processing takes place in a defined geographic area. " A supply chain, the PDO and PGI, in increasing growth: "In 2005 the oil sector comprised of 32 active, 17.4 thousand farmers, with 78.1 thousand hectares planted with olive oil and 1.6 thousand transformers. In 2010 the 40 quality oils are all active, the growers have risen to 19.9 thousand (+2.5 thousand producers, equal to +14.6%), the olive area reached 98.1



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thousand hectares (+20thousand hectares, equal to +25.6%) while the transformers remain fairly stable around 1.6 thousand units and have 2.5 thousand processing plants.

The counselor Camillo D'Amico, after recalling UNASCO has about 190 000 members, located throughout the country and with an average production of 900 thousand quintals of oil pressure, recalled how UNASCO operating within the same Regulations EEC No 2261/84 and 1360/78 and EC Regulation1334/02, which bind to the Associations and / or producers' organizations and unions relating to the task of adapting production to market needs, with initiatives of concentration of supply and marketing. "In this, the system is a network made by the partnership between Producer Organisations (POs) that created the olive-growing national consortium UNASCO Scarl for the marketing of the product of the farm members. It uses an integrated system of traceability-quality to handle all phases of the supply chain. "