



***PDO and PGI Quality
Marks for the Olive Sector***

Koperattiva Produtturi taz-Zebbug Limited



Introduction

- Cooperative established in 2023
- Management Committee
- Supervisory Committee
- External Auditors
- Annual General Meeting
- Each share has a nominal value of 50 Euros
- Cooperative exceeded 2023 membership target
- Cooperative awarded the BEST NEWCOMER COOPERATIVE 2023 by Koperattivi Malta



Objectives

- Proliferation of best practices in the olive sector supply chain
- Provide facilities for olive oil testing at competitive prices;
- Provide better opportunities for the use of EAFRD funding programs;
- Provide better logistics with the olive millers;
- Unite the Olive Growers under one organization with a strong voice;
- Identify marketing strategies for the prestigious product at favorable prices;
- Analyze the sector potential to create a strategy for reaching production targets;
- **Establish a framework for better quality and quality control;**
- Establish cooperation networks with other stakeholders;
- Establish international cooperation with local, national, regional and international organizations;
- Develop opportunities in rural and olive tourism;
- Implement education and training sessions for the olive sector.



Background

- In 2006 – **PRIMO** Project – **Sammy Cremona** stated:
Primo's ultimate aim is consistent production of a high quality, EU-certified extra virgin mono-cultivar olive oil. The certification process with the Malta Standards Authority is the next step in Mr Cremona's plans. The scientific process, which involves extensive analysis of the olive oil's quality, chemical properties and characterisation, is being carried out with the help of the Istituto Agronimco in Bari and the International Olive Oil Council in Zaragoza, Spain.
- What was meant to be done in 2006, is being done in 2024 through the Olive Growers Cooperative Limited, which is committed to work with local and foreign stakeholders
- Our Objective is to realize the dream of Sammy Cremona and introduce the PDO and PGI for locally produced olive oil





PROCESS

- Decision by Management Committee
- Meetings with Directorate of Agriculture
- Meetings with Malta Food Agency
- Meeting with MCCA
- Meetings with stakeholders in Malta & Gozo
- Formulation of first draft based on EU Template
- Held Consultation Meetings in Gozo & Malta
- Used various examples of PDO/PGI from Italy
- Held a number of technical meetings



APPLICANTS

The Applicants are:

- Olive Growers Cooperative Limited
- Malta Food Agency
- Gozo Confederation of Agriculture and Fisheries





HISTORY



1. Report in 2006 – Sammy Cremona

The indigenous olive tree is particularly hardy, and **trees dating back 2,000 years** have been identified in several parts in the north of the island. The trees are particularly resistant to insect devastation and to disease - a characteristic European Union agricultural experts found hard to believe until they travelled to Malta and dissected the fruit themselves. They eventually agreed with the information which had been published in 1915 by John Borg, founder of the Ghammieri government farm and Commissioner of Agriculture under British rule.

2. Report in Local Newspaper

A Roman-era olive grove in Bidnija is to be protected by Ambjent Malta and Heritage Malta. **The olive grove contains trees as old as 1,800 years.** The two entities signed a Memorandum of Understanding (MOU) regarding its upkeep. Measures include that the pruning of trees would be conducted by qualified gardeners within the afforestation section of Ambjent Malta, given that these trees are protected through the provisions of the Trees and Woodlands Protection Regulations (2011). An ERA permit would be required for such pruning to take place.



PDO

Name: Bidnija Extra Virgin Olive Oil

Description:

- (i) free acidity cannot be greater than 0.6%, it must not show sensory defects, and it has to possess a fruity taste.
- (ii) Chemical properties
- (iii) Physical properties

Geographical Area: Malta & Gozo

Proof of Origin: Traceability System

Method of Production: 60% must be Bidni Cultivar

Link to Geographical Area: 130 – 150 Hectares

Inspection Body: MCCA

Labeling: Certified by Government of Malta





PGI

Name: Zejt ta' Malta Extra Virgin Olive Oil

Description:

- (i) free acidity cannot be greater than 0.8%, it must not show sensory defects, and it has to possess a fruity taste.
- (ii) Chemical properties
- (iii) Physical properties

Geographical Area: Malta & Gozo

Proof of Origin: Traceability System

Method of Production: any olives grown in Malta

Link to Geographical Area: 130 – 150 Hectares

Inspection Body: MCCAA

Labeling: Certified by Government of Malta





FURTHER ACTION

- Training of Olive Growers
- Training of Olive Millers
- More cultivation of olive trees
- Climate Change Adaptation Measures
- Circular Economy Principles
- Introduce Financial Incentives to Olive Growers
- Introduce Digital Link Between Grower & Miller
- Introduce Quality Control System
- Introduce Traceability System
- Create Consumer Awareness
- Create Horeca Awareness
- Find Niche Export Markets



Thank You

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