

FOCUS ON...



OLIVE OIL Olive oil is one of the most basic, yet life benefitting components of the Mediterranean diet. It is a powerful defence against heart attacks, strokes and blood clots, and also influences life expectancy; with Spain holding the second in the world.

With the most amount of olive trees in the world, over 300 million, Spain is the world's leading olive and olive oil producer and exporter, totalling over 40% of world production.¹

92% of Spain's olives are dedicated solely to making oil, and about 80% of that is done in Andalusia, the largest olive growing area anywhere on the planet.

Despite Spain exporting millions of tonnes of olive oil, most of these are sold in bulk to Italy at reduced prices. They are then packaged, labelled and sold on to places, like the UK, but at a considerable profit. Spain lacks the ability to market its own quality produce, whereas the Italians are excellent marketers.

quality and sheer volume in comparison to oils from Italy and Greece.

Contrary to popular belief, Italy is not the key producer of olive oil but its biggest buyer. Whereas, Spain, has the potential to be at the forefront of the olive oil industry, in addition to be the biggest olive oil exporter.

Although this is now changing and Spanish olive oil is now more prevalent in our homes, (olive oil has overtaken sales of other oils in the UK) it is still not recognised for its high

SPANISH OLIVE OIL

THE FUTURE FOR SPANISH OLIVE OIL

To try and combat the financial crisis and falling sales in the domestic market, Spain has decided to try and boost the export market for their highest quality products, in particular olive oil. **Oliveoilfromspain.com** has been created by ICEX² (the Spanish Foreign Trade Institute) to convey the message that Spain is the absolute leader in the production and marketing of olive oil.

Amongst others, Spain is trying to target China, where there is large consumption of sunflower, soy and peanut oil. It is doing this by emphasising the health benefits of olive oil and showcasing its apparent superior flavour.



SPANISH OLIVE OIL IN THE UK

As British people spend more on olive oil than they do on standard oils like vegetable, sunflower and seed oils, the UK is the perfect place for Spain to vigorously market their finest export. In this country the olive oil market is worth well over £100 million per annum.³

There are three major brands of olive in the UK; Filippo Berio, Napolina and Bertolli, all of which most people would associate with Italy. In reality, each of these are only bottled in Italy (or the EU) and are of varying types of olives and of varying quality. There are two recognisable Spanish olive oil brands in the UK; San Leandro and Borges. However, Hojiblanca is the number one olive oil in Spain and launched in the UK in April 2012.

SUPERMARKET OWN BRAND OLIVE OILS

Surprisingly and disappointingly for Spain, many supermarkets own brands are from Spanish olives but do not state that this is the case. The origin of the olives is only stated when it is their specialist Spanish, Italian or Greek range.

RECIPES AND CHEFS

Spanish olive oil needs to improve its brand awareness to secure maximum profits for Spain. Already dominating production and exports, Spain could compete against the proliferation of Italian and Greek oils in the market place simply by extolling the values and virtues of Spanish olive oil. There is no better place to begin this resurgence than in the UK, where our celebrity chefs like Jamie Oliver and Rick Stein are pouring olive oil over their dishes, and whose taste for the healthy and tasty Mediterranean diet is only increasing.

¹ <http://www.indexmundi.com/commodities/suppliers/>

² http://www.icex.es/icex/cda/controller/pageICEX/0,6558,5518394_5518974_5536731_0_0_-1,00.html

³ www.marketresearchworld.net/index.php?option=com_content&task=view&id=465