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# EXTRA VIRGIN OLIVE OIL FROM SLOVENIAN ISTRIA WITH PROTECTED DESIGNATION OF ORIGIN for quaranteed superior znality and traver

n 1992, the European Union established a common system of protection of agricultural products or foodstuffs for EU member states and later for other countries, with a view to providing consumers with the assurance concerning the authenticity of traditional local products.

The protection of an agricultural product or foodstuff means that the name of a certain agricultural product or foodstuff as well as the production methods and recipe are protected (Ministry ..., 2015). In order to protect the product it is of crucial

importance to demonstrate its historical presence in a given area or region and that there is a causal link between the geographical area and the quality or characteristics of the product. Producers must be certified every year on the basis of a confirmed specification of the protected foodstuff which describes the specific characteristics of the product and all the stages of production, processing and packaging. Certification means that an independent and accredited control organisation verifies whether every producer or group of producers complies

with all the rules laid down in the specification for the protection of the agricultural product or foodstuff. EXTRA VIRGIN **OLIVE OIL FROM SLOVENIAN ISTRIA** WITH PROTECTED **DESIGNATION OF ORIGIN** ("Ekstra deviško oljčno olje Slovenske Istre z zaščiteno označbo porekla" EVOOSI PDO) is subject to the same procedure of controlling each lot of oil produced and all documents ensuring the traceability from the olive plantation to bottled oil bearing the designation. Rules of production, internal

control, certification body and especially the knowledge and efforts invested by producers and processors ("torklarji") provide the guarantee of quality and authenticity of the product. The ratio between olive varieties, surface area, integrated or ecological production, pressing process, oil storage, chemical and sensory parameters of quality are under constant supervision, enabling the traceability of the protected, quality end product. THE **BUYER OF EVOOSI** PDO CHOOSES AN AUTHENTIC OLIVE **OIL OF SUPERIOR OUALITY**.

# The history OF SLOVENIAN OLIVE GROWING

OLIVES ARE A TYPICAL MEDITERRANEAN AGRICULTURAL PRODUCT TRADITIONALLY PRESENT IN SLOVENIAN ISTRIA



#### Nediterranean agricultural product TRADITIONALLY PRESENT IN SLOVENIAN ISTRIA;

in fact, olive production in Istria dates back to the very beginning of olive cultivation on the northern coasts of the Mediterranean, where the olive tree was introduced by the Phoenicians **AROUND 600 BC**, and was brought to present-day Slovenian territory upon Greek colonization in the **4**<sup>TH</sup> **CENTURY BC**.

#### Istrian olive oil is mentioned by the Greek historian Pausanias (115 to 180 AD) in his work Description of Greece in paragraph 10.32.19. (Kovačič, 2000): [10.32.19] The olive oil of Tithorea is less abundant than Attic or Sicyonian oil, but

in colour and pleasantness it surpasses Iberian oil and that from Istria. They make all manner of unguents from the oil, and also send it to the Emperor.

Olive growing in Slovenian Istria was a well-established branch of agriculture in the **ROMAN PERIOD** and Istrian olive oil was praised even then for its quality, as reported by Plinius the Elder (23-79, XV, 3) (Kovačič, 2000). Many sources attest to the importance of olive oil under the **VENETIAN REPUBLIC** and later under FRENCH RULE. The first records date back to 1281 and one would only hardly find a report by a Koper podestà to the Venetian authorities from the  $16^{TH}$ TO THE END OF THE 18<sup>th</sup> CENTURY

that would not in one way or another mention olive oil. Olive oil was considered a strategic raw material and provided the Venetian authorities with an important source of tax income.

Olive oil production was the central economic activity in Slovenian Istria until the second half of the **19**<sup>TH</sup> **CENTURY** (Darovec, 1998).

Renewed expansion of olive growing began after 1985, when the area of olive groves increased from 400 HECTARES TO THE CURRENT 2000 HECTARES.



## A look at the specification OF EVOOSI PDO

EVOOSI PDO MUST BE PROCESSED AND OBTAINED FROM THE FRUIT OF OLIVE TREES, SOLELY BY MECHANICAL PROCEDURES AND UNDER SPECIFIC TEMPERATURE CONDITIONS THAT DO NOT ALTER THE CHARACTERISTICS OF THE OIL.

VOOSI PDO must be processed and obtained from the fruit of olive trees, solely by mechanical procedures and under specific temperature conditions that do not alter the characteristics of the oil. Olive oil must be obtained from the fruit at a temperature lower than  $27 \circ C$ , and during the processing no additives are allowed other than water. Olives must be processed WITHIN 24 HOURS from the day of harvesting. Olive processing must take place at oil mills situated in Slovenian Istria. These oil mills must be listed in the register of food premises under the competent ministry and operate in accordance with the applicable regulations. In regard to trade, EVOOSI PDO must comply with the applicable regulations regarding the characteristics of

#### PARAMETERS OF QUALITY AND LIMIT VALUES FOR EVOOSI PDO

PARAMETER	LIMIT VALUES
Acidity (content of free fat acids, expressed as content of oleic acid) in % w/w	≤ 0.3
Peroxide number in mmol O <sub>2</sub> /kg	≤7
K <sub>232</sub>	≤ 2.3
K <sub>268</sub>	≤ 0.2
Content of total biophenols in mg/kg, using HPLC method	≥150
Content of oleic acid (C18:1) in % w/w	≥72
Content of linoleic acid (C18:2) in % w/w	≤ 8
Sensory evaluation	≥7.0
	MEDIAN OF FRUITINESS > 2.0

olive oil and the appropriate analytical methods, as well as with additional criteria that ensure the **SUPERIOR QUALITY** of the olive oil of Slovenian Istria. In a marketing year affected by extreme weather conditions, deviations from the criteria defined above may be approved by means of a decision issued by the Olive Oil Council at the Ministry of Agriculture, after obtaining an opinion from the body conducting annual monitoring of Slovenian olive oil. The deviations may not exceed the following values: The minimum content of OLEIC ACID (CI8:I) 70% W/W AND THE MAXIMUM CONTENT OF LINOLEIC ACID (CI8:2) 10% W/W.

### Sensory features of EXTRA VIRGIN OLIVE OIL FROM SLOVENIAN ISTRIA WITH PROTECTED DESIGNATION OF ORIGIN

VOOSI PDO has characteristic fruity and other flavours, the odour and taste of which are reminiscent of sound, fresh olive fruit harvested at optimum ripeness: APPLE, ALMOND, ARTICHOKE, TOMATO AND FRESHLY CUT

**GRASS**. A broad spectrum of pleasant flavours is only present in oils obtained from healthy olive fruit harvested at optimum ripeness and

completely free of injury. Consumers may choose between different flavours of extra virgin olive oils, from a mild odour and sweet taste to pungent oil. The intensity of odour and taste is determined by a group of sensory evaluators of olive oil and assessed on a score sheet using a scale from I to **IO**. On the basis of the calculated median value, oils are divided into "intense" when the median value of the positive attribute is more than

6, "middle" when the median value is between 3 and 6, "mild" when the intensity is less than 3, and "very mild" for an intensity in which the median of the attributes bitter and pungent is less than or equal to 2.

Olive oils from the Istrska belica variety are valued for the high content of biophenol compounds which prevent oxidation processes in the human body and protect oil from oxidative damage. The high content of biophenols,

however, influences the intensity of the bitter and pungent attributes of oil. Regrettably, many consumers confuse rancidity with pungency and even consider it as a typical trait of olive oil. OLIVE OIL WITH A FRESH FLAVOUR IS ESPECIALLY VALUED because the blend of different aromas offers unbelievable CULINARY **DELIGHTS** which mild and old oils cannot provide.



The protected designation of origin (EVOOSI PDO) may only be obtained by oils that are free of sensory defects. Oil with a protected designation of origin (EVOOSI PDO) must be sold bottled and properly labelled.

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ALMOND

TOMATO

An example of an aromatic profile of oil from the olive variety 'ISTRSKA BELICA'

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Nive oil AND HEALTH

he olive oil of Slovenian Istria is made from a UNIQUE BLEND OF OLIVE VARIETIES, with the determined presence of 'Istrska belica' Oils from 'Istrska belica', processed at optimum ripeness, characteristically contain a high level of biophenols (natural antioxidants). Natural antioxidants are important for protecting oils against oxidative damage. **RETAINING** THEIR FRESHNESS LONGER (even longer than a year), such oils are stable and hence highly valued for their quality.

**EVOOSI PDO** is made from olive trees that grow in Slovenian Istria. The oil must be produced from the following varieties of olive:

- \* 'Istrska belica', 'Leccino',
  - 'Buga', 'Črnica', 'Maurino', 'Frantoio' and 'Pendolino' at least 80%,
- \* other varieties than those listed may not exceed 20%,
- the content of 'Istrska belica' must be at least 30%

OIL PRODUCED FROM ONE VARIETY OF OLIVE MUST CONTAIN AT LEAST 80% OF THE DECLARED VARIETY. Protective effects are due to THE HIGH CONTENT OF BIOPHENOLS (PHENOLIC COMPOUNDS) CONTAINED BY VIRGIN OLIVE OILS AND BALANCED FATTY ACID COMPOSITIONS. OLIVE OIL HAS LONG BEEN KNOWN TO:

- Boost the secretion of stomach juices and facilitate the absorption of vitamins, especially vitamin E,
- **★** Be easy to digest,
- \* Inhibit the development of atherosclerosis,
- **\*** Have a favourable effect

- on strength and normal development of the skeleton and other tissues in childhood,
- Slow down the development of osteoporosis at older ages,
- Maintain skin elasticity (it also acts as a disinfectant and facilitates wound and burn healing).

A substantial body of research demonstrates that olive oil provides excellent protection against arthritis, coronary diseases and breast cancer. The protective effect of monounsaturated fatty acid (oleic acid) is that it prevents the oxidation of the "bad" LDL cholesterol. Oxidised LDL cholesterol accelerates atherosclerosis. Pursuant to Regulation (EU) No 432/2012, the following health claim may be made in regard to virgin olive oils: Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress. Rather than a food supplement, olive oil should be used to replace other fats.

#### AND FRYING

VOOSI PDO is very suitable for frying. The fatty acid composition ensures the stability of olive oil during the heating process and the antioxidant content protects the human organism and olive oil from oxidative damage. "EKSTRA DEVIŠKO OLJČNO OLJE SLOVENSKE ISTRE Z ZAŠČITENO OZNAČBO POREKLA" (EVOOSI PDO) IS THE FIRST SLOVENIAN PRODUCT LISTED IN THE "EUROPEAN REGISTER OF PROTECTED GEOGRAPHICAL INDICATIONS AND DESIGNATIONS OF ORIGIN". Entry into the register is confirmed in Commission Regulation (EC) No. 148/2007.



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## HABCOF PROTECTED DESIGNATION OF ORIGIN

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