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Extra virgin olive oil? Satisfying, defining, emotional!

First insights into the market research that Unifol, the Italian National Union of Olive Oil Families, will soon present at a meeting aimed at highlighting critical issues and opportunities in the olive oil sector.

ECONOMY 1 months ago

Sensorially satisfying! This is what emerges from a market research on the perception of extra virgin olive oil, which**Italian Union of Olive Oil Families (Unifol)** will present in Rome as part of the event ***"The quality of extra virgin olive oil between perception and reality"*** next September 18th at Palazzo Montemartini, starting at 9,00:XNUMX am, in the presence of authorities, operators and illustrious representatives of the olive oil and distribution supply chain.

From the first indications on the results of the Unifol survey, it is confirmed that **extra virgin olive oil is perceived as a product of extraordinary positivity**, capable of combining functional excellence and emotional richness: an ingredient that can be nourishing, sensorially satisfying, culturally identifying and emotionally rooted.

Not just lights! The first indications of the Unifol survey results also confirm **some doubts on the part of consumers**Shadows do not concern the product itself, but what surrounds it: in particular, the **commercial logic**, **lack of transparency disclosures** , **perception of prices and value** sometimes misaligned.

The meeting will be attended, among others, by UNIFOL member companies and CEOs of important distribution brands, by the Deputy Executive Director of the International Olive Council, Mr. Abderraouf Laajimi, the Undersecretary of State, Hon. Giacomo
Patrizio La Pietra, ICQRF Department Head Felice Assenza, Italian Agency for Development Cooperation Director Marco Riccardo Rusconi, COPA President Dr. Massimiliano Giansanti, QvExtra! International President Dña Soledad Serrano López, European Parliament Member Camilla Laureti, Chamber of Deputies' Agriculture Committee Raffaele Nevi and Marco Cerreto, members of the Senate's European Union Policies Committee, Gisella Naturale of the Senate's European Union Policies Committee, and the CEOs of olive oil machinery companies, starting with Pieralisi, a world leader in production.

The innovations of recent years have pushed the quality bar of extra virgin olive oils so high as to give rise to new products, not at all similar to the oils that were preserved in the past for up to two years in terracotta jars, but **Who knows beyond the insiders?**

New products for new needs One might ask! But which ones? Without effective information that explains their objective peculiarities and presents them in a new guise with new uses, it will be difficult to convey their differential value.

Italy also has an additional problem to manage! **Reconciling a significant production deficit with the defense of its reputation**, always a combination of excellent oils, market presence and technological leadership, all assets today subject to increasing competitive pressure.

Of these themes and**How the olive sector can face future challenges**and will be discussed from 9,00 am to 17,00 pm on September 18th, in **4 thematic panels**, which will follow one another on the sidelines of the presentation of the market research, where brand producers, distributors, politicians, institutions, experts, sector representatives, and oil plant industries will meet to share their perspectives on the governance of the sector for the coming years.

To participate in the event, please confirm your participation at the following link: https://forms.gle/8imbNMeNLtEnxRLZ8

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Tags: in evidence, extra virgin olive oil, Unifol

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