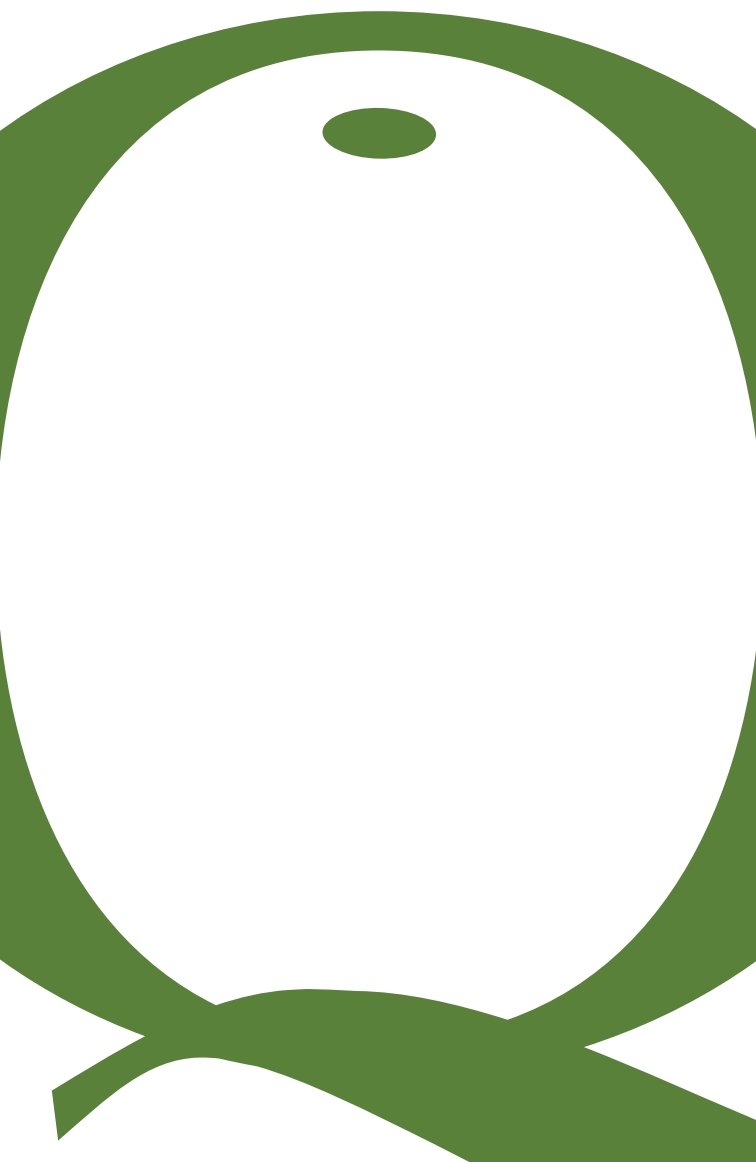


# The High Quality *decatalogue*



# The High Quality *decatalogue*



New scientific discoveries have demonstrated that extra virgin olive oil needs a lot of attention, from the stages of olive cultivation and extraction in the mill, to storage and consumption.

With the extraction of olive oil, a natural process of reduction of its taste and smell features and nutritional properties begins. It is therefore essential for extra virgin olive oil to be rich in flavour from extraction and for its natural ageing process to be monitored.

This is the reason why the CEQ consortium have set a series of rules and procedures to establish what to do and what to avoid in order to produce and preserve high quality olive oil in a perfect way.


If these rules are respected, extra virgin olive oil will keep its High Quality characteristics until consumption.

As a guarantee, the CEQ consortium carry out thorough checks to make sure that end consumers, at home or at the restaurant, enjoy a product with excellent nutritional properties and appreciate the typical flavour of oil after extraction.


The soul of this High Quality Italian extra virgin olive oil is an integral procedural document containing more than 100 operating rules here summarised in a short excellence decalogue.



# 1




*Integrated check  
of parasites  
and weeds,  
to minimize  
the use  
of pesticides  
and herbicides*






# 2




*Techniques*  
of controlled  
grassing,  
to minimize  
the use of water  
resources  
and soil erosion








# 3




*Rational*  
fertilization  
in order  
to conserve  
groundwater  
resources






# 4



*Short time*  
between olive  
harvesting  
and processing  
in the mill  
to preserve  
high nutritional  
values





# 5



*Use*  
of electric  
forklifts  
to avoid  
raw material  
pollution and  
contamination






# 6



*Use*  
of inert gas  
technologies  
in oil  
preservation  
to slow down  
the ageing  
processes







# 7




*keeping of*  
a “dark chain”  
and exposure  
temperature  
check to reduce  
the speed  
of oxidative  
processes




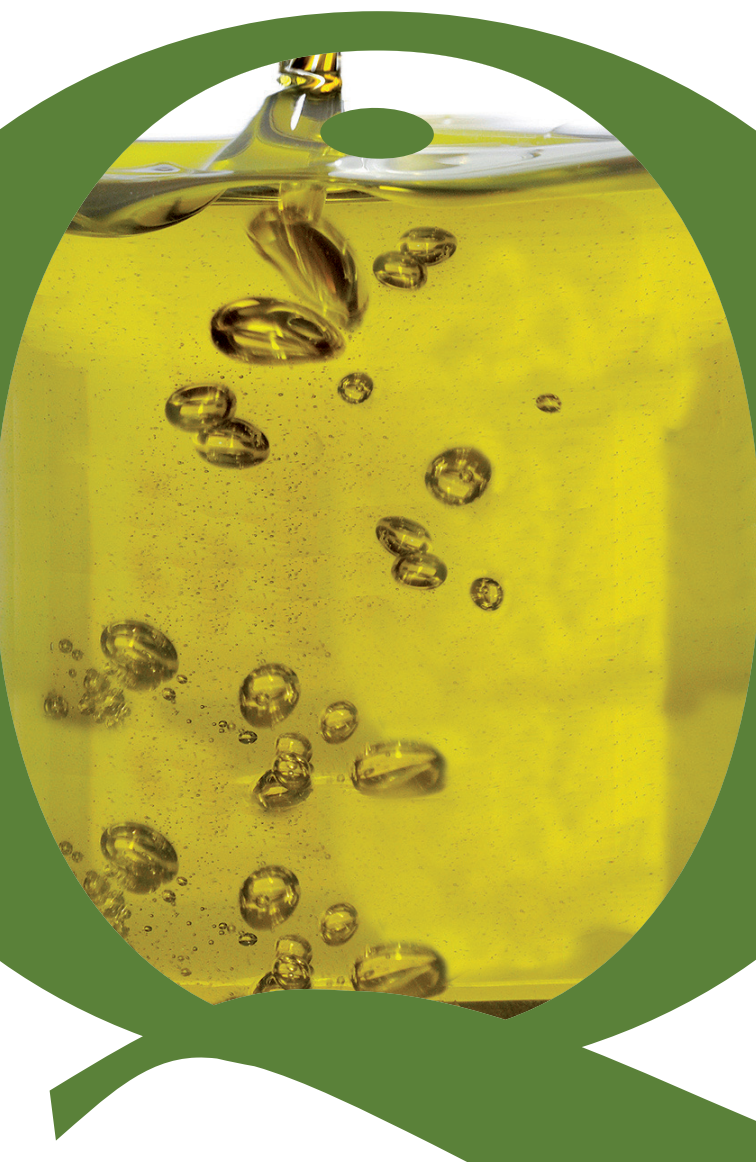


# 8



*Reduction of  
expiry time  
and more  
information  
to the consumer  
for correct supply  
and storage  
of the product*



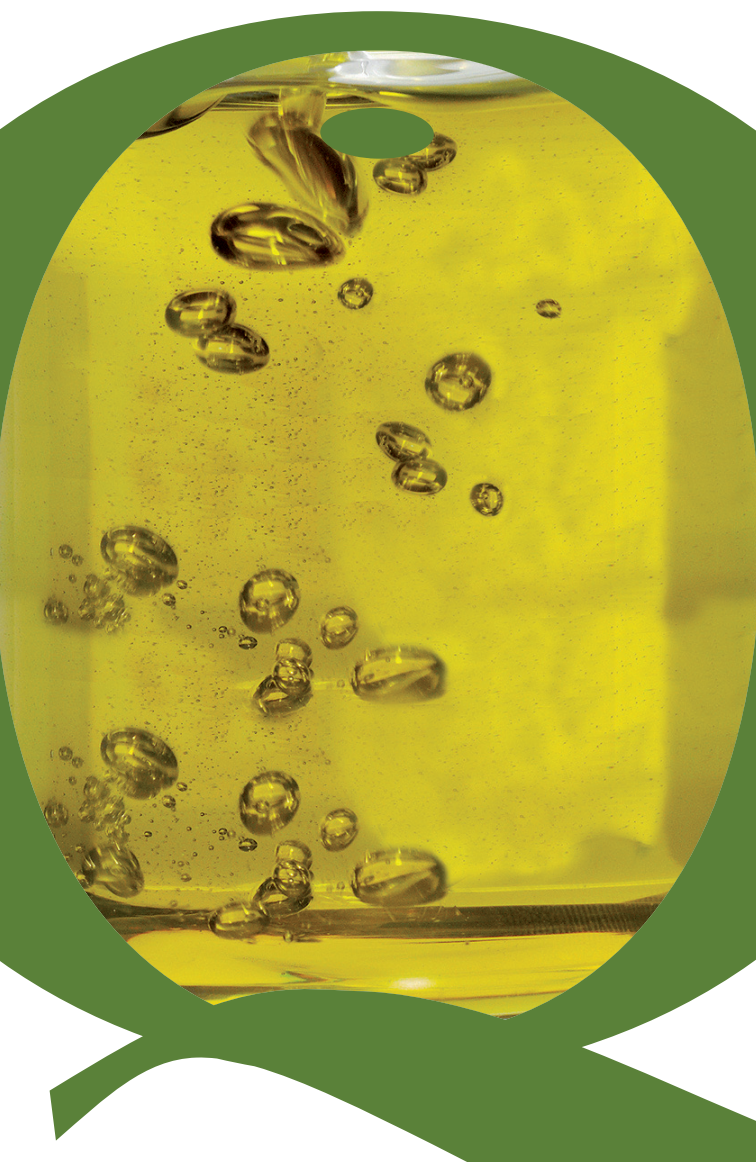


# 9



*More restrictive  
chemical  
and sensory  
parameters to  
guarantee higher  
nutritional and  
health properties*





# 10



*Ban*  
of the use  
of oil cruets  
and topping up  
in restaurants





consorzio  
extravergine  
di qualità

**Consorzio di Garanzia dell'olio  
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[info@ceqitalia.com](mailto:info@ceqitalia.com)  
[www.ceqitalia.com](http://www.ceqitalia.com)



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