

# Consorzio di Garanzia dell'Olio Extra Vergine d'Oliva di Qualità'



**Identità visiva e accordi internazionali per sistemi di garanzia e controllo**

**30 DICEMBRE 2015**



# COLLABORATION PROPOSAL— QVExtra! Inter./CEQ Italia

Madrid, 20 - October - 2015







**EXTRA VIRGIN OLIVE OIL DAY**  
**27th October 2015**  
**Metro AG Head Quarter, Schlüterstraße 1, 40235 Düsseldorf**

**Executive Summary**

The EVOO celebrated in METRO's Head office of Dusseldorf, last October 27<sup>th</sup> was a success in the sense that both Quality Assurance and Sourcing (Buyers) agreed that EVOO needed to be treated as a differentiated product and not as a commodity. Apart from this, the Quality Assurance Director of the company expressed his concern about the high level of fraud found in this product and the difficulties they face to try to fight against it.

After the presentations from both associations, the tasting and the workshops included in the program, METRO's personnel concluded that genuine EVOO needs to be promoted and has to have a space in its shelves as well as requested to both associations their working together with the dual aim to promote authenticity and to prevent fraud.

Following the EVOO celebrated in Dusseldorf, ValentinaNolli was named coordinator of the collaboration project between both associations and METRO. A Telecon was held November 10 and Metro has requested a proposal from QvExtra! and CEQ for the collaboration project.

The participants of the telecon were:

ValentinaNolli  
EloyQuiñones  
Mauro Meloni  
Soledad Serrano

This project needs to be presented by the end of November to Valentina and Eloyso as to be discussed with them and design a definitive collaboration project.

The issues that would have to be included in the project are the following:

1. Standards:

Two different set of quality standards will be proposed to METRO:

Quality standards for extra virgin olive oil in glass bottles and cans. Applicable for any brand including METRO's own brands.

This is to ensure the final consumer that the product is a genuine extra virgin and that it will maintain its stability till the end of the Best Before Period date

SIQEV Quality Standards: applicable only for SIQEV Extra Virgin Olive Oils. This is to guarantee the consumer that the product is an excellent olive juice that comply with more demanding standards than the up above.

Only applicable for QvExtra!Intl and CEQ Italia's members

(See Annex Quality Standards)

## 2. Quality Control

QvExtra! & CEQ will provide assistance in the control of the up above mentioned quality standards. The SIQEV's will however be audited by SGS

(See Annex Quality Control chart )

## 3. Visibility

METRO will make a selection of the SIQEV EVOO that will be present in the countries where the up above mentioned standards and control is applied. This will be done by Metro's sourcing in direct contact with each producer as it is currently done in MAKRO Spain. (See Contract between MAKRO and QvExtra! Intl)

## 4. Layout

In the new concept store, signs and communication play a central role in orienting customers inside the sale space.

METRO is committed to design a special layout for the SIQEV EVOO. These products have to have a space that would be solely dedicated to PREMIUM oils. Signs in stores, stoppers, videos or other merchandising items may be used.

This is currently done by MAKRO Spain

## 5. Promotions

QvExtra! & CEQ will collaborate with the promotion of the SIQEV's EV with the financial assistance of the European Commission

- Proposed promotional activities:

- organization of events (workshops, press conference, tasting sessions, etc.);
- organization of training courses for the main targets: operators, restaurateurs, consumers, etc;
- incoming of journalists, invited to visit metro's stores;
- printing of articles, advertisement, reviews etc. on food magazines and metro's house organ;
- circulation of newsletter, press releases, articles, etc by websites and on-line magazines.

QvExtra! & CEQ will collaborate in the design and development of EVOO workshops. Local professional from each area/country will be trained to provide the workshop customized to each market in its own language.

- Covered subjects:

During the promotion campaign it is proposed to cover the following subjects:

- the value of the certification "CEQ Italia and QVExtra!" to guarantee the rigorous control process followed by Metro Cash&Carry, to ensure high quality olive oil on their stores to the consumers;
- control process and store checks to guarantee olive oil quality
- nutritional and health characteristics of olive certificated "CEQ Italia and QVExtra!";
- food safety related to production and distribution processes of olive oil;
- the conservation and the use of high quality oils at home and in restaurants;
- Olive oil tasting and recognition of defects.

- European Financial contribution

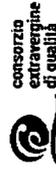
The Union's financial contributions to programs in third country shall be 80% of the eligible expenditure.

Documents to be sent to METRO together with this project

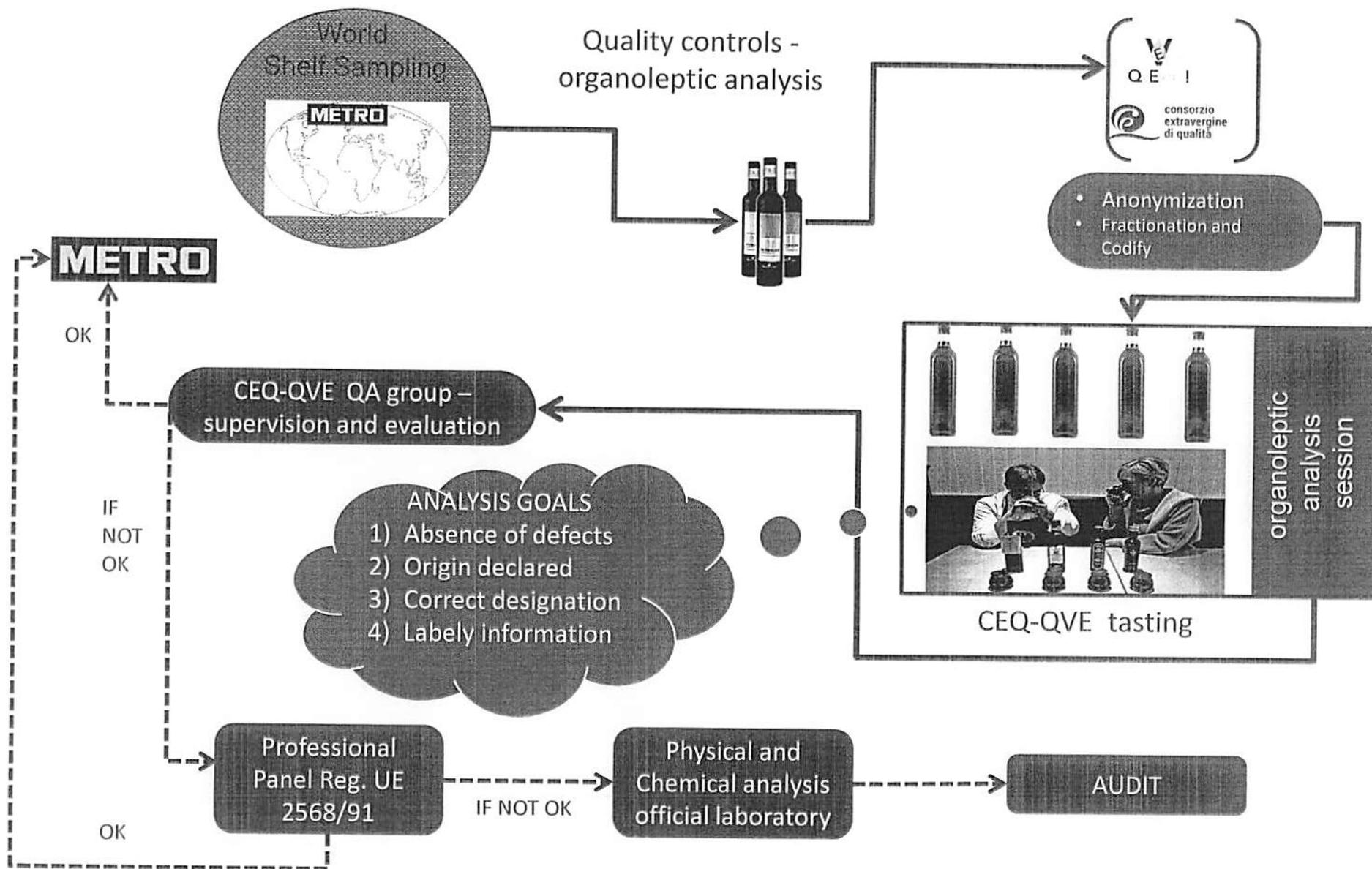
1. Contract between MAKRO and QvExtra!
2. Quality standards for EVOO in Metro
3. Quality standards for SIQEV
4. Quality Control Process

# CHARTS

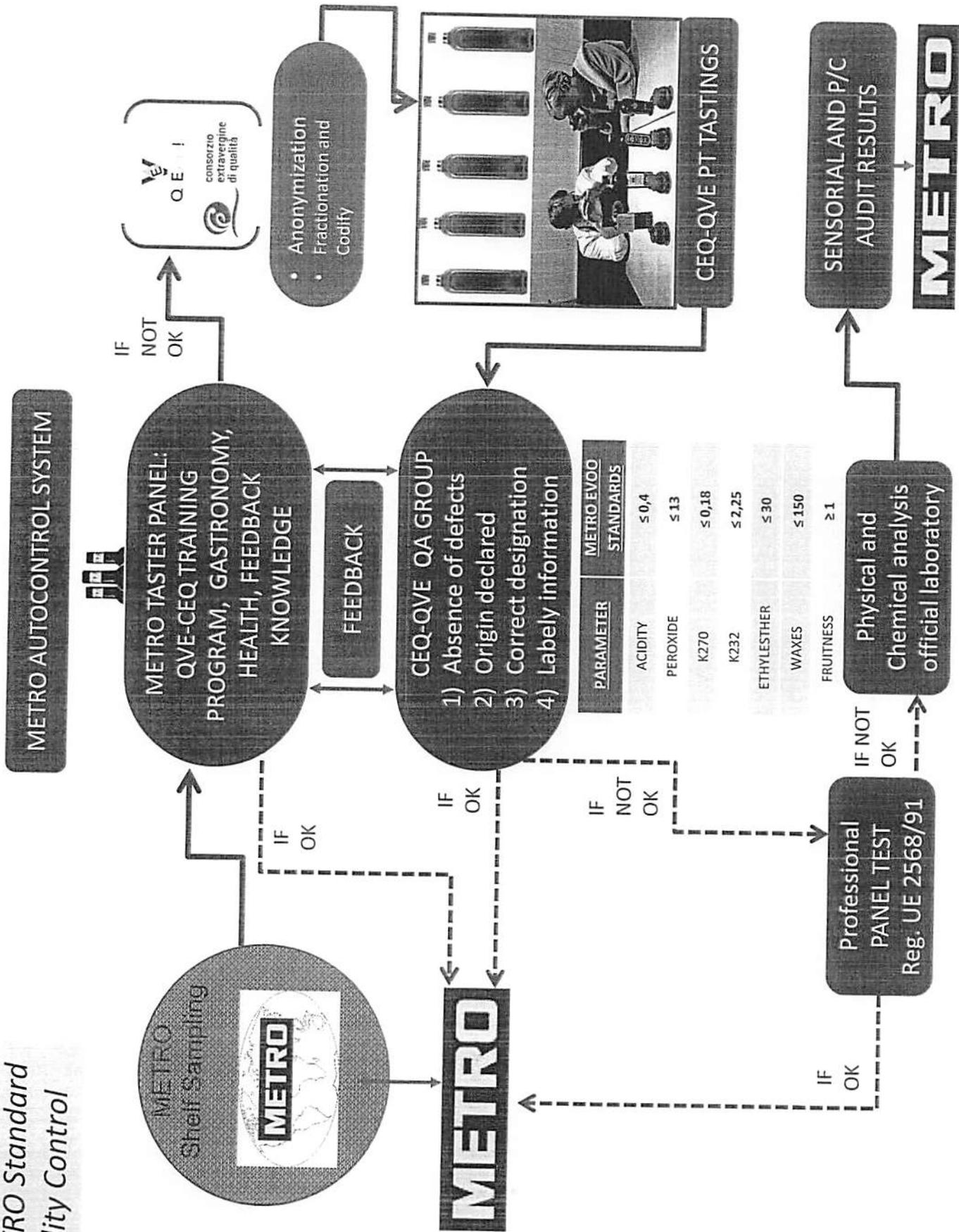
## EVOO Collaboration Proposal



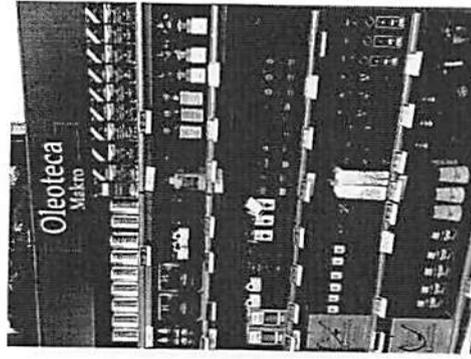
IOC Standard  
Quality Control



**METRO Standard  
Quality Control**

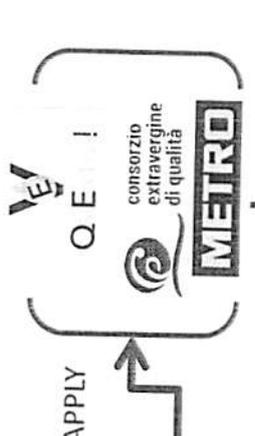


# SIQEV Standard Quality Control



## SIQEV AUTOCONTROL SYSTEM

- QVEXTRA&CEQ ASSOCIATES INTERNAL AUTOCONTROL
  - METRO'S BRAND AND OTHERS METRO'S AUTOCONTROL
- 1.- SAMPLING BY LOT, VOLUME & YEAR
  - 2.- PANEL TEST: UE 2568/91-ISO 17025
  - 3.- PSYICAL AND CHEMICAL: ISO 17025
  - 4.- APLICATION FORM FOR SIQEV



## DOCUMENTS CONTROL

PARAMETER	SIQEV ESTANDARD
ACIDITY	≤ 0,3
PEROXIDE	≤ 11
K270	≤ 0,18
K232	≤ 2,25
HUMIDITY	≤ 0,20
IMPURITIES	≤ 0,05
ETHYL ETHER	≤ 20
PESTICIDES	≤ 0lives
1,2 DIGLICERIDES	≥ 60
PIROPHEOPHYTIN	≤ 6
OLEIC ACID	≥ 65
POLYPHENOL	≥ 200
PHTHALATE	≤ 3
WAXES	≤ 100
FRUITNESS	≥ 4

## SIQEV AUTHORIZATION

- ### THIRD PART INTERNATIONAL AUTOCONTROL BY SGS
- 1) SAMPLING: MILLS & SHOPS
  - 2) OFFICIAL PANEL TEST
  - 3) PHY/CHEM ANALYSIS

Professional PANEL TEST Reg. UE 2568/91

Physical and Chemical analysis official laboratory

SGS SENSORIAL & CHEM AUDIT RESULTS TO QVEXTRA/CEQ

**SIQEV EXPERTS COMITEE NON CONFORMITY PROCEDURE**  
 Member is informed, contradictorial analytics are done, and sanctions are applied if confirmed.

OILS TO SHOPS

IF OK

IF NOT OK

APPLY

PARTNERSHIP PROPOSAL  
CEQ - METRO ITALIA



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Düsseldorf, 2015 October 27

# The Ceq – Consortium of Extra Virgin Olive Oil

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## Members

33 companies between packers brand, mills and farms. Associations of producers and packers.

## Mission

To promote quality awareness in production chains by the integration of the expertise of all those involved in the production process because quality is granted by the close cooperation among producers, packers, distributors and retailers.

To guarantee high quality products by respecting rigorous practices, physical-chemical and organoleptic parameters, stricter than the actual standards set by law, plus others parameters not yet considered by the European legislation

To support and promote initiatives and plans in order to elevate and spread the quality culture in the extra virgin olive oil.

# The Ceq – Consortium of Extra Virgin Olive Oil

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## Purposes

To create value in the Extra Virgin Olive oil sector improving relationship efficiency between the supply chain operators from production to distribution, developing educational initiative and organizing events for promoting Italian quality extra virgin olive oil.

## Instruments

- ✓Extra Virgins certification programmes answering to a more restrictive quality list of requisites;
- ✓Sharing a network of services and support supply chain between manufacturers, brands and distribution chains;
- ✓Programs and promotional initiatives of the quality of extra virgin olive oils in Italy and abroad;
- ✓Production of educational tools to spread quality EV culture;

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# Wide experience in quality product control

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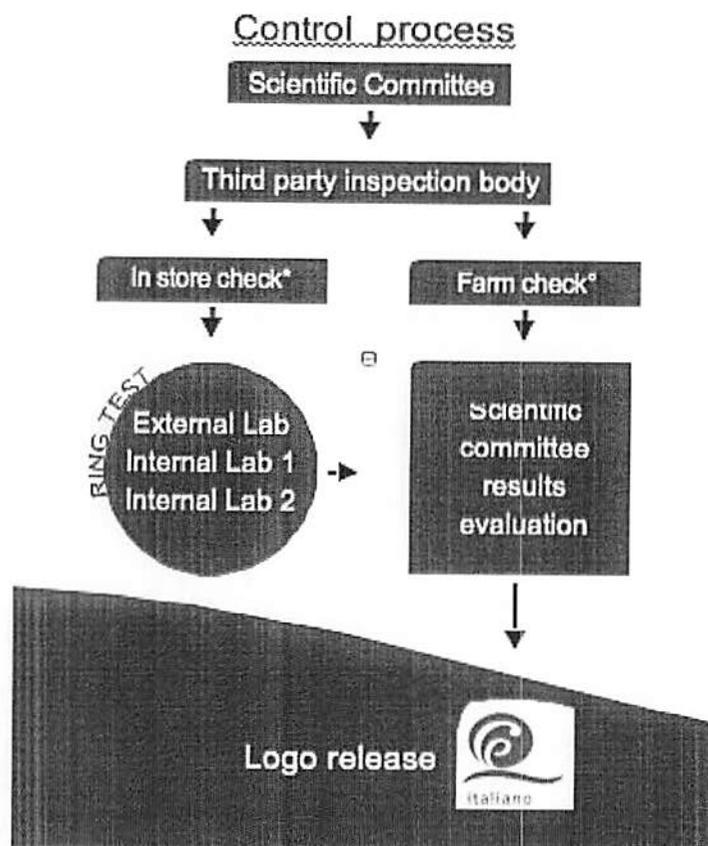
QUALITY PARAMETERS			
<b>Acidity</b> (% oleic acid) <i>Freshness and food safety</i>	≤ 0,3	≤ 0,5	≤ 0,8
<b>Peroxid index</b> (meq O <sub>2</sub> /Kg) <i>Freshness and proper storage</i>	≤ 12	≤ 12 (dic - mag)	≤ 20
		≤ 13 (giu - nov)	
<b>K<sub>232</sub></b>		≤ 2,00 (dic - mag)	
		≤ 2,15 (giu - nov)	
<b>K<sub>270</sub></b>		≤ 0,17	≤ 0,22
<b>Delta K</b>		≤ 0,005	≤ 0,01
<b>1,2 - Diglycerides</b> (%) <i>Freshness and proper storage</i>	≥ 80 (nov - mar)	≥ 70 (nov - mar)	
	≥ 70 (apr - jul)	≥ 60 (apr - lug)	
	≥ 60 (ago - oct)	≥ 50 (ago - ott)	
<b>Oleic Acid</b> (%) <i>Healthy properties</i>	≥ 65	≥ 65	
<b>Sensorial Analysis</b> <i>Sensory and healthy properties</i>	Fruity median ≥ 3	Fruity median ≥ 2	Fruity median ≥ 0
<b>Cere C42 + C44 + C46</b> (mg/Kg)	≤ 100		≤ 150
<b>AlfaTocopherol</b> (mg/Kg) <i>Antioxidant and healthy properties</i>	≥ 120		
<b>Ethyl esters</b> (ppm) <i>freshness and food safety</i>	≤ 20	≤ 30	≤ 40 campaign 2013/14
			≤ 35 campaign 2014/15
<b>Biophenols</b> (mg/KG tirosolo) <i>Antioxidant and healthy properties</i>	≥ 200*	≥ 200	
<b>Phalates</b> for each one (ppm)	≤ 3	≤ 3	

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# The control process

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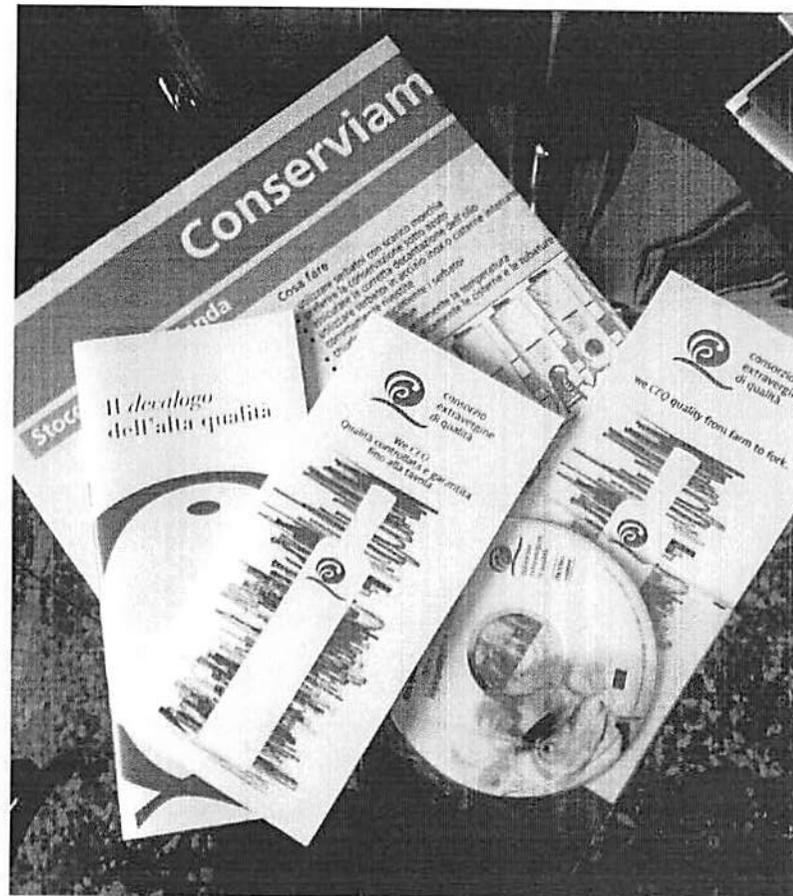
\*In store check: Associated firms products sampling at the stores and anonymous samples dispatch to external and internal laboratories.

° Farm check: Audit inside the associated companies for checking the respect of the disciplinary of production.

## Strong experience in educational tools and training events

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The Consortium has a wide experience in the production of brochures and training materials having organized and held communication campaigns in India, China and Russia.



## Cooking school training in China

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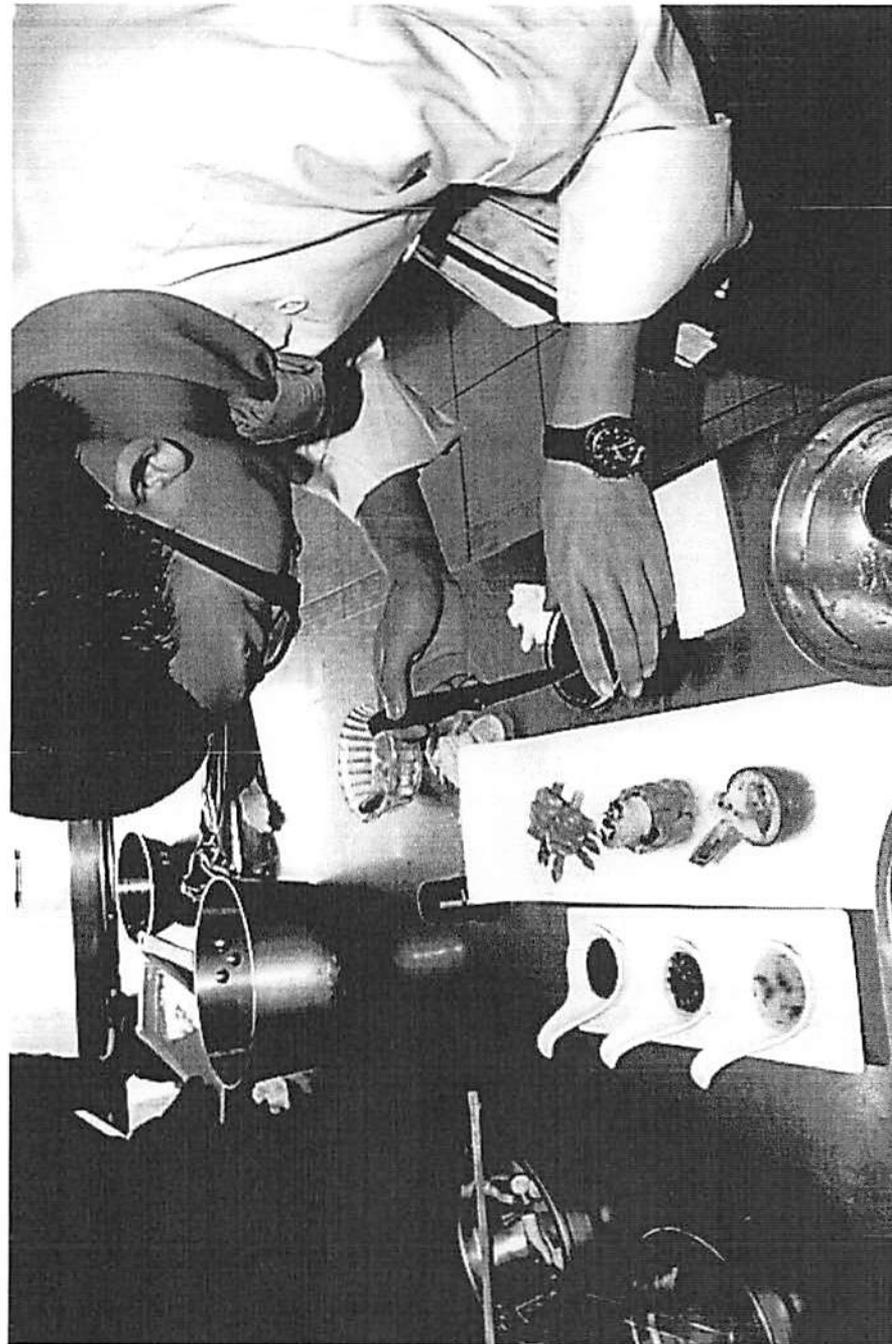


120 catering college student during a olive oil cooking class in Beijing in 2012

Training organized by Ceq Consortium

# Cooking school competition in China

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Finishing,  
ready to serve

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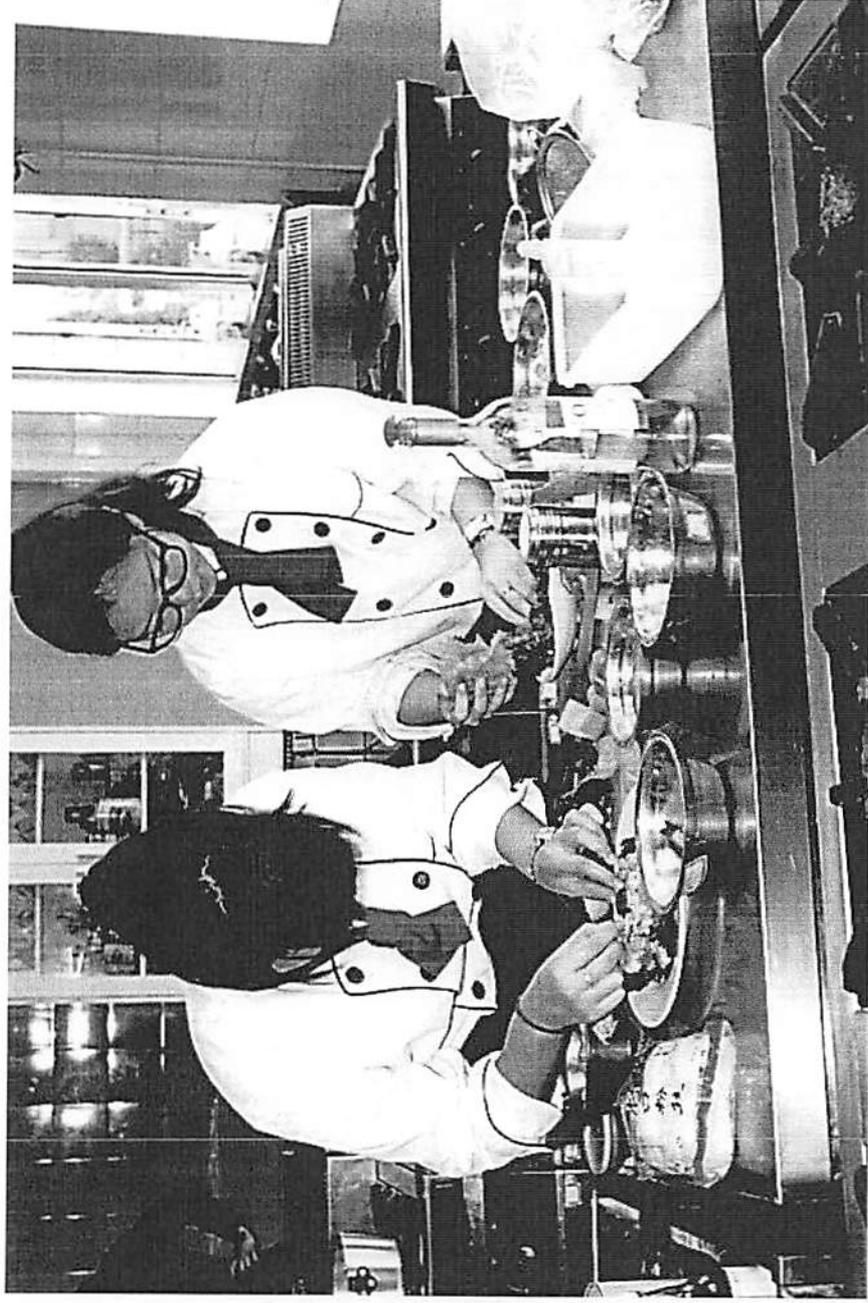


BEIJING 12 Aprile 2012

# Cooking school competition in China

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Two  
participants  
during  
intensive  
competition

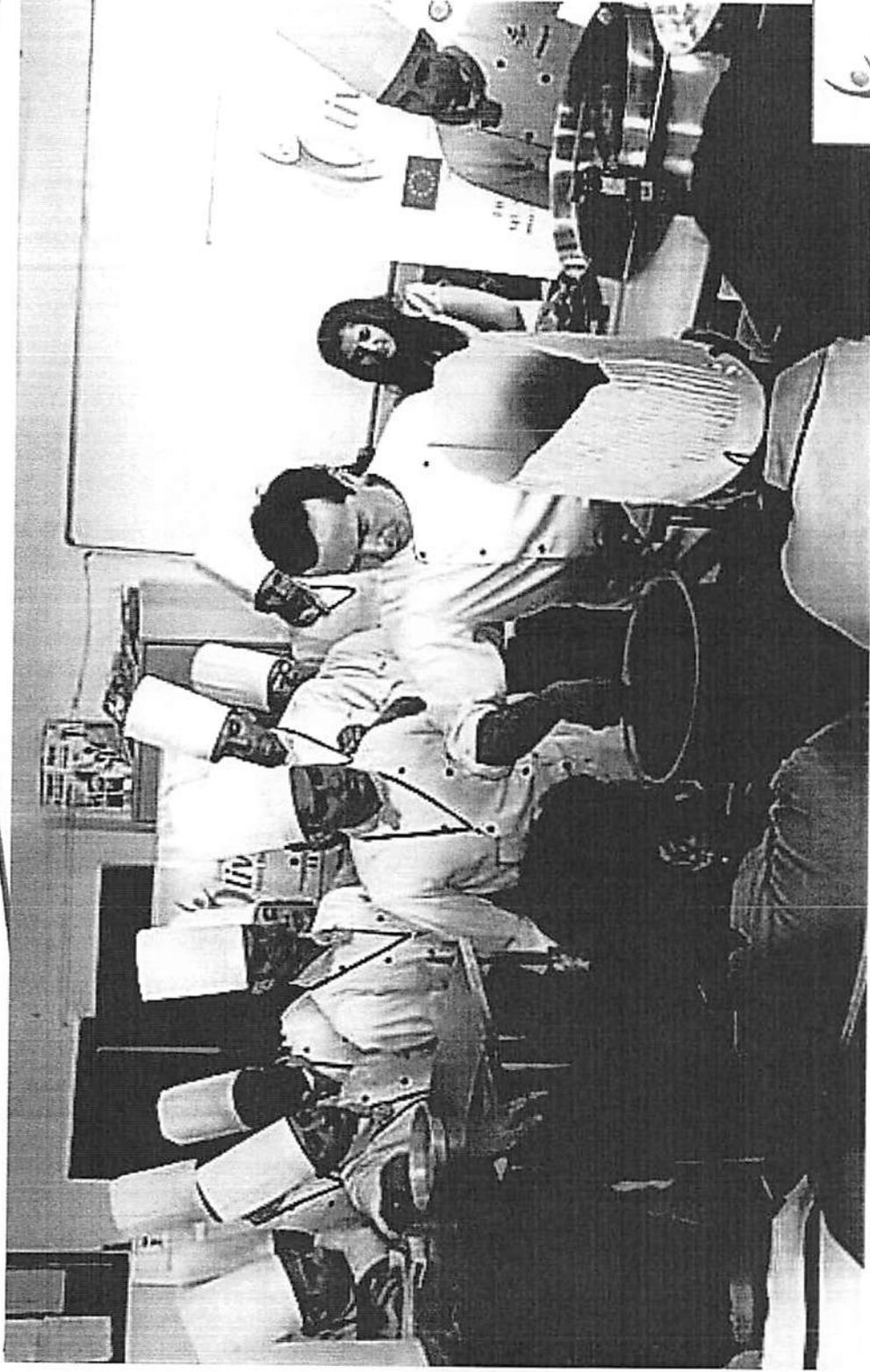


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BEIJING 12 Aprile 2012

# Training of Restaurateurs/Schools in Mumbai



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# Pursued Profits

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- 1 - Improve the effectiveness of its control system by using experts of the olive oil sector;
- 2 - Improve the efficiency of its internal control system;
- 3 - Innovate the range of its product and service line;



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- 1 - Increase the visibility of its own quality logos;
- 2 - Increase the number of its members;
- 3 - Improve and expand its services through cooperation with a global partner;



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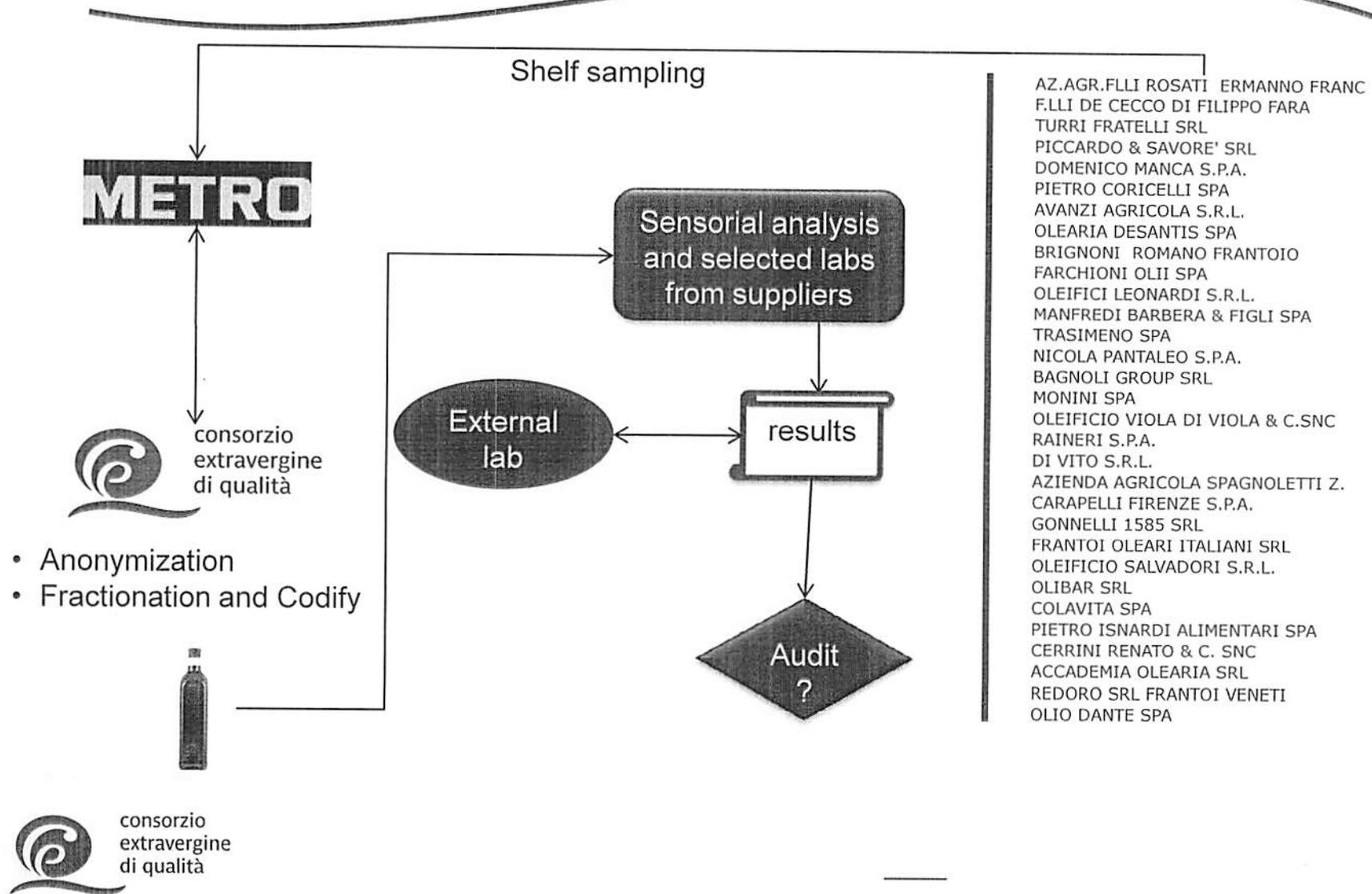
# **METRO and CEQ Partnership Purposes**

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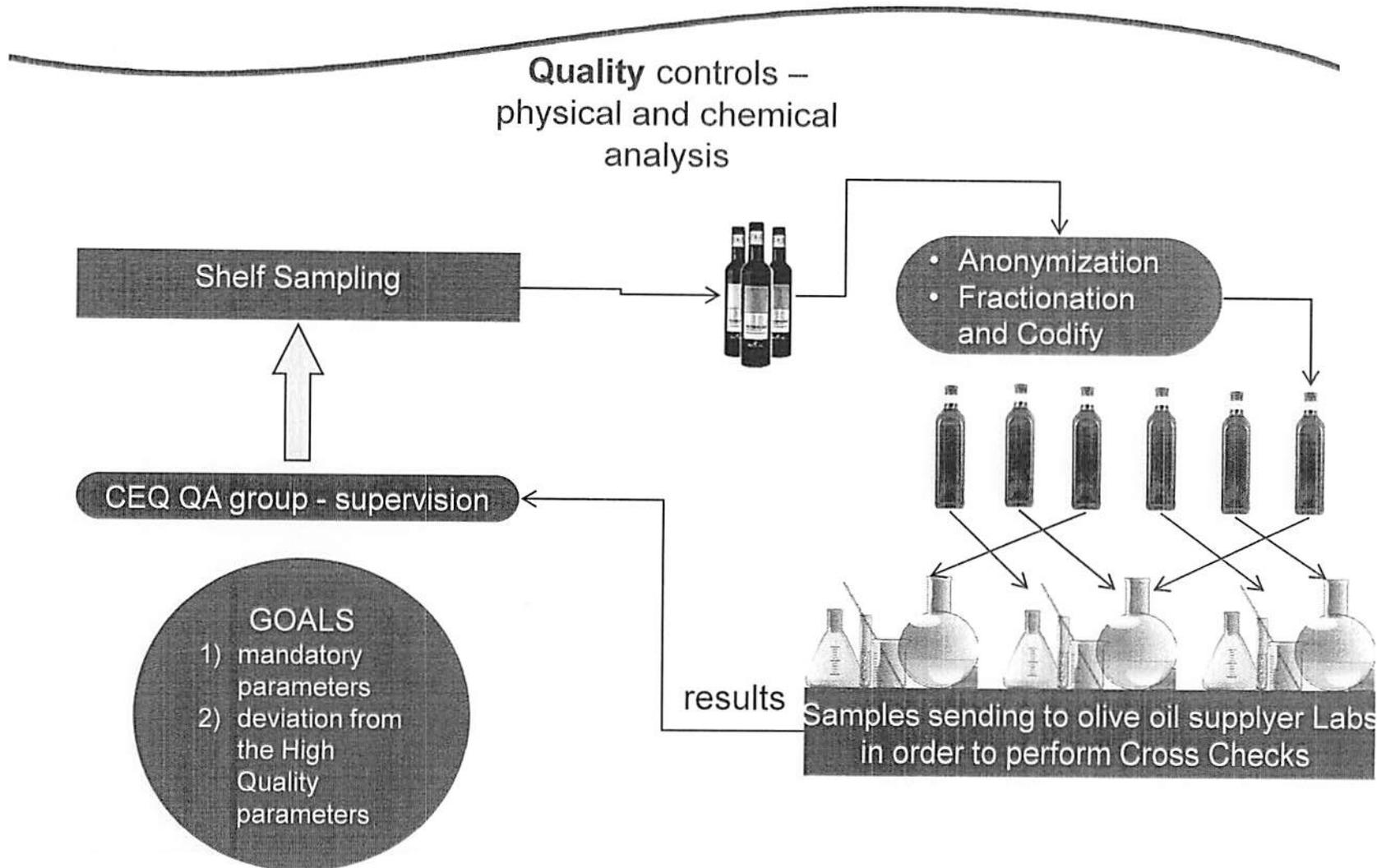
**1 – To improve efficiency and effectiveness in product control**

**2 – To create instruments/initiatives for product development**

# 1 - Product quality control CEQ for METRO

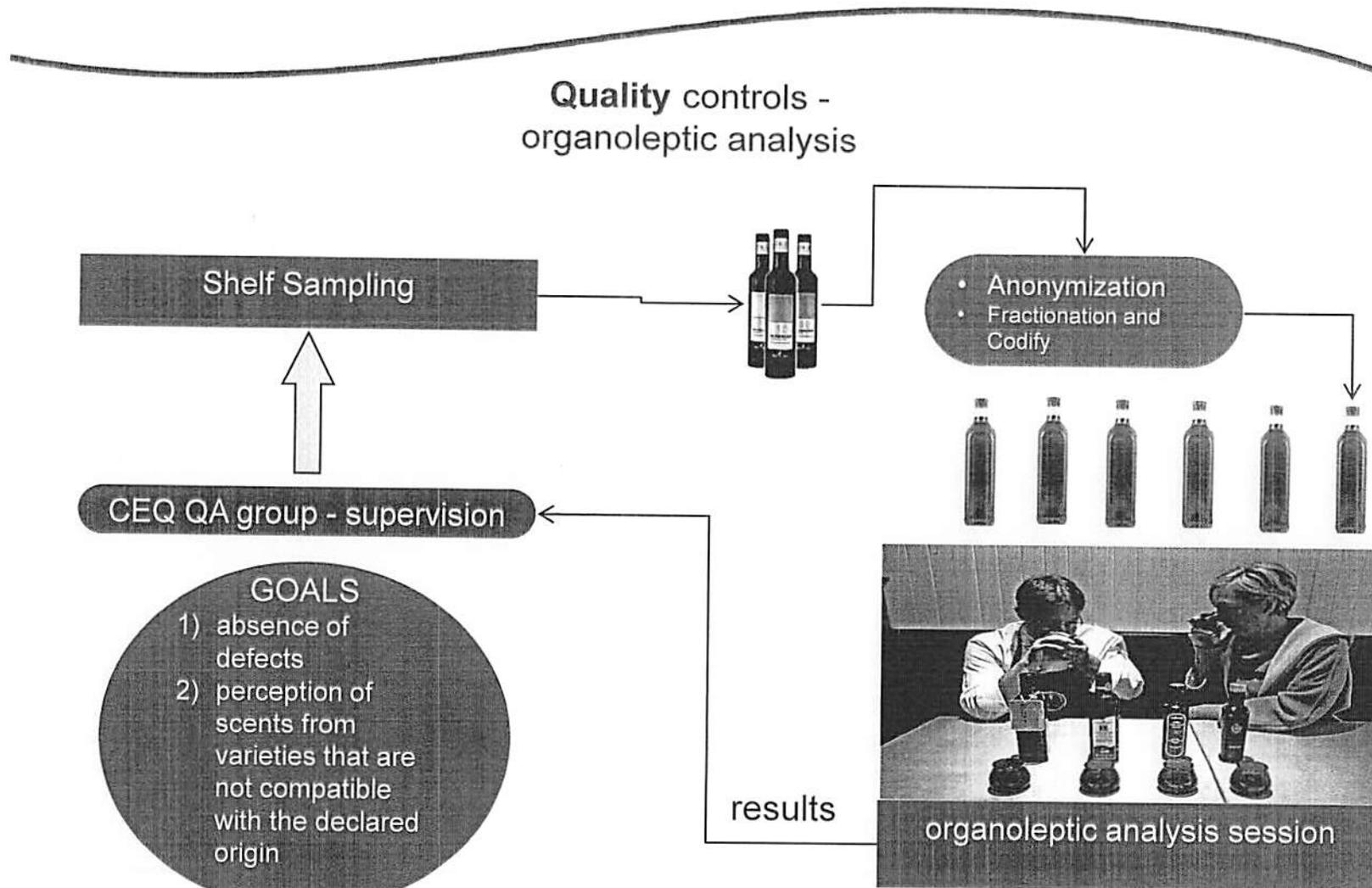


# 1 - Product quality control CEQ for METRO



# 1 - Product quality control CEQ for METRO

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## 2 - Product and quality culture development

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Increase the knowledge both of the department heads and of Metro Italy clients through training initiatives of the product;

Share papers and media (brochures, leaflets, videos, etc.) in co-branding with Metro for educational goals;

Increase profitability and customer loyalty by offering a combination of products and services with higher value added;

# Training in Metro Accademy

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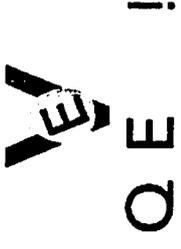


Campagna finanziata con il contributo dell'Unione Europea e dell'Italia Psg. (UE) 611/14 e 615/14



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**METRO**



# Extra Virgin Olive Oil Day

**METRO**

27<sup>th</sup> October 2015

Metro AG Head Quarter,

Düsseldorf

## What is an extra virgin olive oil ??

A PERFECT NATURAL FRUIT JUICE ... aromas, flavours,  
vitamines, antioxidants ... A delicious natural super food

One defect: It is not ETERNAL ... deteriorates with time (3m,  
6m, 18m??)



Time ... How  
long?

Best Before  
Period

Compromise  
to consumer

<u>PARAMETER</u>	<u>SIQEV</u>	<u>METRO INTL EVOO</u>
ACIDITY	≤ 0,3	≤ 0,4
PEROXIDE	≤ 11	≤ 13
K270	≤ 0,18	≤ 0,18
K232	≤ 2,25	≤ 2,25
ETHYLESTHER	≤ 20	≤ 30
WAXES	≤ 100	≤ 150
FRUITNESS	≥ 4	≥ 1



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**METRO**



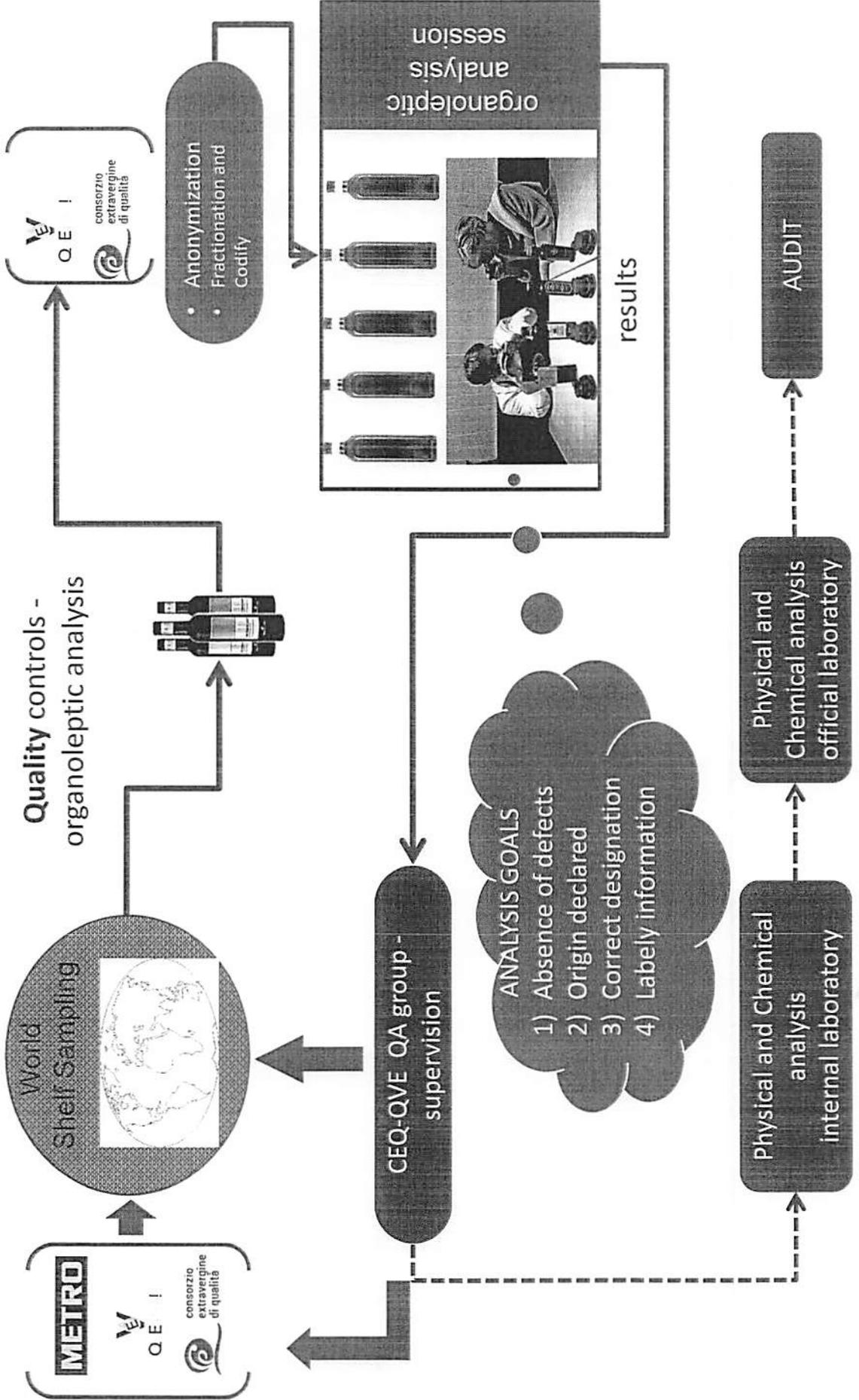
CEQ Italia and QvExtra! will provide assistance to Metro by:

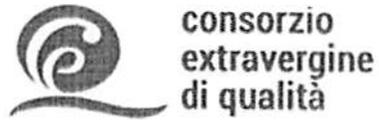
- monitoring the quality of EVO of Metro shelf;
- supporting QA staff to improve olive oil shelf's visibility;
- Organizing promotion and training events to spread the culture of quality of EVO;
- producing in co-branding educational tools for Metro clients;
- developing new olive oil products and services to increase the store loyalty;



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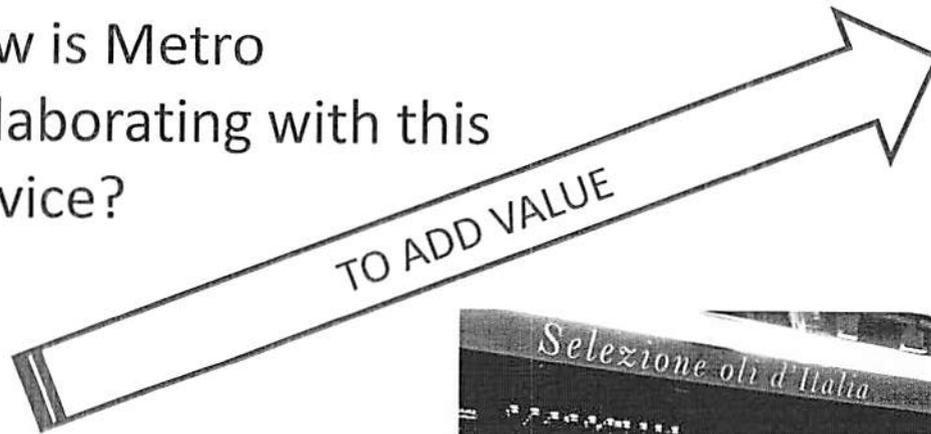




**METRO**



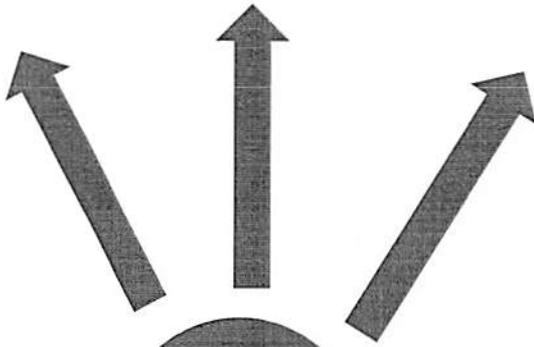
How is Metro collaborating with this service?



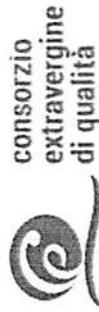
- A selection of our SIQEV products
- Special positioning for SIQEV EVOO
  - ✓ Separated from other
  - ✓ Enhancing the new SIQEV seal



**METRO**



**METRO**



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**METRO**



UE financial contribution shall be 80%



European Commission

**METRO**



Promotion and Training program

REG CE 1144/14 and 1831/15  
information provision and  
promotion measures  
financed from the Union  
budget

