

Press Release

Authentic-Olive-Net **Training course, Quality and authenticity of Olive Oils** **19th-20th-21st May 2021 at 5:00 p.m.**

With the Training Course concerning the Quality and Authenticity of Olive Oil, the activities of the Authentic - Olive - Net project are going on. The Project, funded by the **Greece-Italy Programme 2014-2020**, foresees the cooperation of the following partners: **Chamber of Commerce of Preveza (EL), Region of Western Greece (EL), ELGO Demeter (EL), ASSOPROLI and the Chamber of Commerce of Foggia.**

The course, **organised by Assoprolì Bari and the Chamber of Commerce of Foggia**, it lasts one day and, in order to allow the widest participation, three training days have been scheduled on 19th, 20th and 21st May 2021. They will take place in hybrid way: in presence at Assoprolì Cooperatives, and online through the Zoom platform.

The President of Assoprolì, **Mr. Pasquale Mastandrea** says: *“Through Authentic-Olive-Net activities, Assoprolì is trying to create a network of olive growers that make quality and sustainability their hallmark, defending their work on the one hand and the health of consumers on the other one - Mr. Mastrandrea concludes saying: - It is extremely important giving to companies effective tools to support their competitiveness on national and international markets”.*

Topics addressed during the meeting will provide participants with useful information and notions on:

- **Internationalisation tools** and the use of social networks in the customer acquisition, and sales process;
- **Innovative production methods** to enhance the typicality of local products;
- **In-depth analysis of organoleptic aspects** and correlation with chemical-physical characteristics.

These last two training modules will use a Tasting Kit, consisting of 4 oil samples, for a guided tasting with the panel of Assoprolì Bari. The Tasting Kit will provide participants with cognitive tools needed to identify the typical olfactory characteristics of local products (coratina, FS17, peranzana) the negative olfactory set that compromises typicality, but also the chemical-physical aspects to be preserved and enhanced, as well as the cultivation and mill methods to be adopted.

The main aim of AUTHENTIC-OLIVE-NET project is to efficiently promote both the top quality and the unique competitive advantages of the local olive oils to domestic and international markets, focusing mainly on propping up their entrance to new markets and commercial networks.

Please circulate.