	Geographical Indication Product Database - Step 1- **Huile d'olive de Nyons - France** **Olives noires de Nyons - France**	**SOURCE :** **Author : Maud Hirczak** **Institution : Institut de Géographie Alpine** **Date : 25/08/2006**

DESCRIPTION :

1. **NAME OF PRODUCT :** ***Huile d'olive et olives noires de Nyons***

2. **COUNTRY AND REGION IN THE COUNTRY:** FRANCE - Baronnies (south of Drôme and part of Vaucluse)

3. **TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**

Olive oil of Nyons contents oleic acidity lower than 1,5g/100g, a gold colour, soft, very fine, with the aromas of hazel nut, almond, cut hay and apple. It is used raw or cooked and often associated with Mediterranean diet, which is famous for its benefits.
Black olives have a dark chestnut colour (called "bure de moine" - "frock of monk") and are finely wrinkled (because of cold temperatures), with large stone with a taste of olive come to maturity.
These two products were recognized by a label of origin in 1968, confirmed in 1994 (1st olive oil appellation in France) and since obtained a PDO.

4. **DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :**

Centuries after centuries a frost-hardy variety was developed, "tanche", which became the only variety produced in Baronnies (and specific to this area). Specifications links to PDO are very strict, with regulations on planting (yield of 6 tons max/hectare, density of planting etc...), irrigation, fertilization, harvest etc... Cutting starts in March and throughout spring there is a rigorous monitoring of the orchards. At the end of July, although olive is always green it has token its optimal roundness, olives of summer (bitter olives) are prepared, and at the end of November, when olives are black and wrinkled, first harvest can start. Fruits intended for the table are gathered with hands. Then olives are plunged in a brine (water + sea salt), this traditional preparation takes away their natural bitterness and protect them while preserving the gustative originality. After harvesting, olives are selected and graded, largest are intended for confectioneries, and the others are crushed to extract oil from it. Oil is obtained by a first cold pressure of olives of small size, and about 5 kg of fruits are necessary to produce one liter of oil.

5. **LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):**

In this area we find hills side, draining and surface soils. There is an exceptional sunning in Baronnies. But more generally there is a long tradition of olive growing in Baronnies (and in the south of France) due to Mediterranean climate (Baronnies constitutes the northern limit). The reputation of Nyons oil is established.

6. **PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..) :**

Concerning black olives, production is about 300-400 tons by year, with 220 000 olive-trees on 1 200 hectares on the area. One cooperative, 6 oil crushers and 38 keepers and merchants are present. By another way, associations as Institute of the World of olive-tree, "the confraternity of the chevaliers of olive-tree" or still the museum take an important part in valorisation. Production of olive oil is on average 250 tons by year (8 oil crushers), but we can add a quantity of harvest not recognized in PDO which is about 20 tons of olives and 80 tons of olive oil. It's an important production because the French one is nearly 2 000 tons of olives and 2 500 ton of olive oil. Besides, in Baronnies olive growing employs more than 100 people in full time equivalent.

As in all French olive production, because of cost price of one kilogram of olive or one liter of oil, distribution networks cannot be long. Consequently, even if there is a regional commercialisation, majority of the production is sold on local area and there is a strong activity around the direct sale (cooperative, farming…).

7. **MARKET AND REPUTATION (size, price premium, attractiveness, growth) :**

Thanks to the PDO, producers have a rent because price of olive oil of Nyons is around 20 €/kg and it's about four times higher than standard oil. Besides, there is a price differential with others PDO oils, even if today the rising competition between them involves a drop in this difference. Besides there is a lot of by-products: shower gel, soap,

"tapenade" (olive paste).

8. APPLICANT / HOLDER (IF ANY) :

Syndicat Interprofessionnel des olives de Nyons et des Baronnies

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

Olive oil of Nyons illustrates perfectly the case where a PDO involves not only a revival of the product, but also a real local development being the leader product. Indeed, there are strong relations between agriculture and tourism, whose are created and maintained by the existence of a strategy of valorisation based on a "basket of goods and services" (wine, olive oil, environment, quality tourism…).

CATEGORY :

☐ **Origin Product** ☐ **GI product** ☑ **Recognized GI**