



Geographical Indication Product Database

- Step 1-

Olio extra-vergine di oliva Toscana PGI from *Tuscany* - Italy

SOURCE :

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1. NAME OF PRODUCT : Olio extra – vergine di oliva Toscana PGI

2. COUNTRY AND REGION IN THE COUNTRY: ITALY – Tuscany administrative region

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

Olio Toscano (Tuscan extra-virgin olive oil) is an extra – virgin olive oil, produced with traditional varieties of olives in Tuscany.

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

Olio Toscano is produced in the whole Tuscany region. This olive oil is produced only with olives from traditional local varieties of oil – tree, and it is characterised by particular chemical composition and deep green colour tending towards yellow, fruity olive fragrance and a flavour with a bitter, pungent finish.

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

All the phases of the production process of *Olio Toscano* should be carried out in Tuscany, traditionally vocated to wine and olive oil production for its climate and territorial structure: there are about 93,000 hectares on which olive - trees are grown. Harvest is still widely carried out following the traditional method of stripping off, or beating down and picking ripe olive fruits; requiring a lot of labour, but at the same time allowing the production of olive oil to be almost entirely extra -virgin quality and reach high quality levels. Tuscany has a longstanding, strong reputation for the olive oil production. Tuscan hill traditional landscape is strongly characterised by the olive trees.

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

The PGI was obtained in 1998 mainly for facing unfair uses of the name “Tuscan” made also by some large firms. The supply of the *Olio Toscano* is very fragmented, managed by both professional and non–professional agents (olive growers, olive mills, olive pickers, merchants, both small and industrialised mixing and bottling firms), and directed toward heterogeneous marketing channels (from direct sale by the olive growers to supermarket chains). In 2004/05 the quantity of oil certified as Tuscan PGI was 3600 tons, produced by 10.100 olive growers, 249 olive-oil mills and 230 bottlers; with a very small number of big lots and a lot of small and medium sized lots. This structural situation implies that all the firms using the PGI ask for the services of the Consortium (Consorzio di tutela dell’Olio di Oliva toscano), which has built up and manages a website for traceability. Cooperative olive-mills are very important for the valorisation of Tuscan olive-oil.

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

Olio Toscano, enjoys great, long-standing "renown" in Italy and all around the world and has a stable and international market: it is produced in high quantities and certified quantities are growing. PGI certification is important both for large and small retailers, and for direct sellers. About the 70% of *Olio Toscano PGI* is exported, mainly in the U.S.A., where few large retailer hold the whole market of this PGI product.

8. APPLICANT / HOLDER (IF ANY) :

“Consorzio di tutela dell’Olio di Oliva toscano”

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

Olio Toscano PGI shows how the support of the Consortium makes possible a very good system of traceability and the involvement of a big number of small producers in the PGI supply chain, making it easier to access modern marketing channels and foreign markets.

CATEGORY :

☐ Origin Product

☐ GI product

☒ Recognized GI