

WP5 – Azeite de Trás-os-Montes Case Study

0. General information

- ✓ Name of OLP
 - *Azeite de Trás-os-Montes D.O.P.*



- ✓ Type of product
 - Olive oil ("azeite")



- ✓ Type of denomination
 - P.D.O.
- ✓ Country of origin
 - Trás-os-Montes
- ✓ Area of production
 - Trás-os-Montes, north-eastern Portugal
 - 3 districts, 12 municipalities, 195 parishes, 3.100 Km²
 - 102.000 inhabitants, 33 inhab/Km²
 - 24.000 farms, 47.000 ha of olive groves



1. Definition, characteristic and legal protection

1.1. Characteristics of the OLP and its production system

In Portugal, olives and olive oil production are very ancient activities. It was introduced in the Iberian Peninsula by mediterranean people from Greece and Fenicia. The first documents known which mention this crop date back from the middle age. However, only after king D. Manuel I (16th century) this crop and olive oil production became important in the Trás-os-Montes territory. As a result of the recent strategy to promote quality, we can today see old olive groves, some with more than one century, and modern ones spread throughout the region, especially in the warmer areas.

The farms in the area are not specialised. Olive production is integrated in a complex system with other vegetable (vineyards, almonds, fruits, vegetables, cereals) and animal (sheep, goat, beef and milk cattle, bees) productions.

In the past, large olive producers were also olive oil processors, but none would be a packager owning a brand. More recently, especially due to the growing importance of this product and financial incentives to modernise the operations, some processors also became packagers and/or owners of a brand.

At the commercialisation level, it is worth to stress the organisation of fairs and other initiatives aiming at the promotion of local quality products (olive oil, local breeds' meat, traditional sausages, cheese, honey, fruits, wines, etc.), with considerable impact in terms of attracting visitors and stimulating the local economies.

Various factors such as 1) the climate conditions and the soils, 2) the dominant traditional varieties ("Verdeal", "Madural", "Cordovil", "Cobrançosa" and "Negrinha"), and 3) the chemical and organoleptic characteristics of the olive oil led to the creation of the PDO. The traditional production techniques are close to organic farming, and the most common processing methods allow the production of high quality olive oil. The innovations introduced in the last decades in this field were based on a wise combination of innovation and tradition. Presently there are five olive oil PDOs: *Azeite de Moura DOP*, *Azeite de Trás-os-Montes DOP*, *Azeite da Beira Interior DOP*, *Azeite do Norte A*



1.2. The process of institutionalisation

The product with this designation (*Azeite de Trás-os-Montes DOP*) started being produced only in 1994, after the approval of the EU Regulation 2081/92 and the development of certification procedures in Portugal. However, olives and olive oil production are very ancient activities. The activation of this PDO creation was initiated by the Ministry of Agriculture and was mainly a top-down process. The olive producers constituted an Association in 1990 (Association of Trás-os-Montes and Alto Douro olive producers: AOTAD). This institution asked for the legal protection and since 1994 manages the PDO *Azeite de Trás-os-Montes*. The Lisbon Agronomic Institute was involved in the preparation of the Code of Practices. Most actors involved in the product supply chain were not involved in the institutionalisation process.

1.3. Code of practice

General characteristics of the product:

- ◆ Olive producers in the geographic area who accept to be controlled;
- ◆ Processing units located in the production area, legally functioning and recognized by the state organism (INGA), and which accept to be controlled;
- ◆ Several specific production and processing technical procedures must be followed;
- ◆ A maximum acidity level of 1,5 %;
- ◆ Packaging in the geographic area of production by enterprises recognized by the PDO management organism;
- ◆ The packages must have a maximum of 5 liters and plastic materials can not be used.

1.4. Certification

Relevant issue related on certification (product and process):

- ◆ The technical specifications concerning production and processing, defined in the Code of Rules, must be observed
- ◆ Laboratory analysis
- ◆ Tasting
- ◆ There are sanctions for those who don't comply with the Code of Practices

In what they differ respect other products competitors (price, ingredients...):

- ◆ Maximum acidity: 1% for extra virgin olive oil and 1,5 % for virgin olive oil (non PDO olive oil can go up to 2%)
- ◆ The packages must have a maximum of 5 liters and plastic recipients can not be used.

Bodies involved in the quality monitoring of the product:

- ◆ Associação de Olivicultores de Trás-os-Montes e Alto Douro (AOTAD): PDO management body
- ◆ Associação Interprofissional Azeite de Trás-os-Montes e Alto Douro (AIATAD): certification body

1.5. Description of legislative aspects

Laws that institute and regulate the denomination of this product:

- ◆ Reg. (CEE) 2081/92 de 14/07/92 (JOCE, N.º L208/1, 1992 e JOCE, N.º L208/9, 1992);
- ◆ Despacho Normativo n.º 293/93 de 1 de Outubro: establishes the national regulations to implement the Reg. (CEE) 2081/92 e 2082/92
- ◆ Despacho normativo n.º 47/97: replaces the Despacho normativo n.º 293/93 de 1 de Outubro;
- ◆ Despacho 34/94 (DR, II Série, N.º 28, 03/02/94: 1036): recognises, at the national level, the name Azeite de Trás-os-Montes as a PDO;
- ◆ Reg. (CE) N.º 1107/96 de 12/06 (JO L 148 21/06/96): recognises, at the national level, the name Azeite de Trás-os-Montes as a PDO;

Legal institutions concerned with it:

Bodies involved in the definition of the product characteristics:

- ◆ Direcção Geral do Desenvolvimento Rural (DGDR) (Ministry of Agriculture, Rural Development Services)
- ◆ Associação de Olivicultores de Trás-os-Montes e Alto Douro (AOTAD): PDO management body

Bodies involved in the protection of the product:

- ◆ Direcção Geral do Desenvolvimento Rural (DGDR) (Ministry of Agriculture, Rural Development Services)
- ◆ Direcção Regional de Agricultura de Trás-os-Montes (DRATM) (Ministry of Agriculture, Regional Services)
- ◆ Associação de Olivicultores de Trás-os-Montes e Alto Douro (AOTAD): PDO management body

Existence of trademarks and collective brand:

- ◆ Each producer has his own trademarks associated with the collective brand, that is owned by the producer's association (AOTAD).

Other indications which can mislead the consumers:

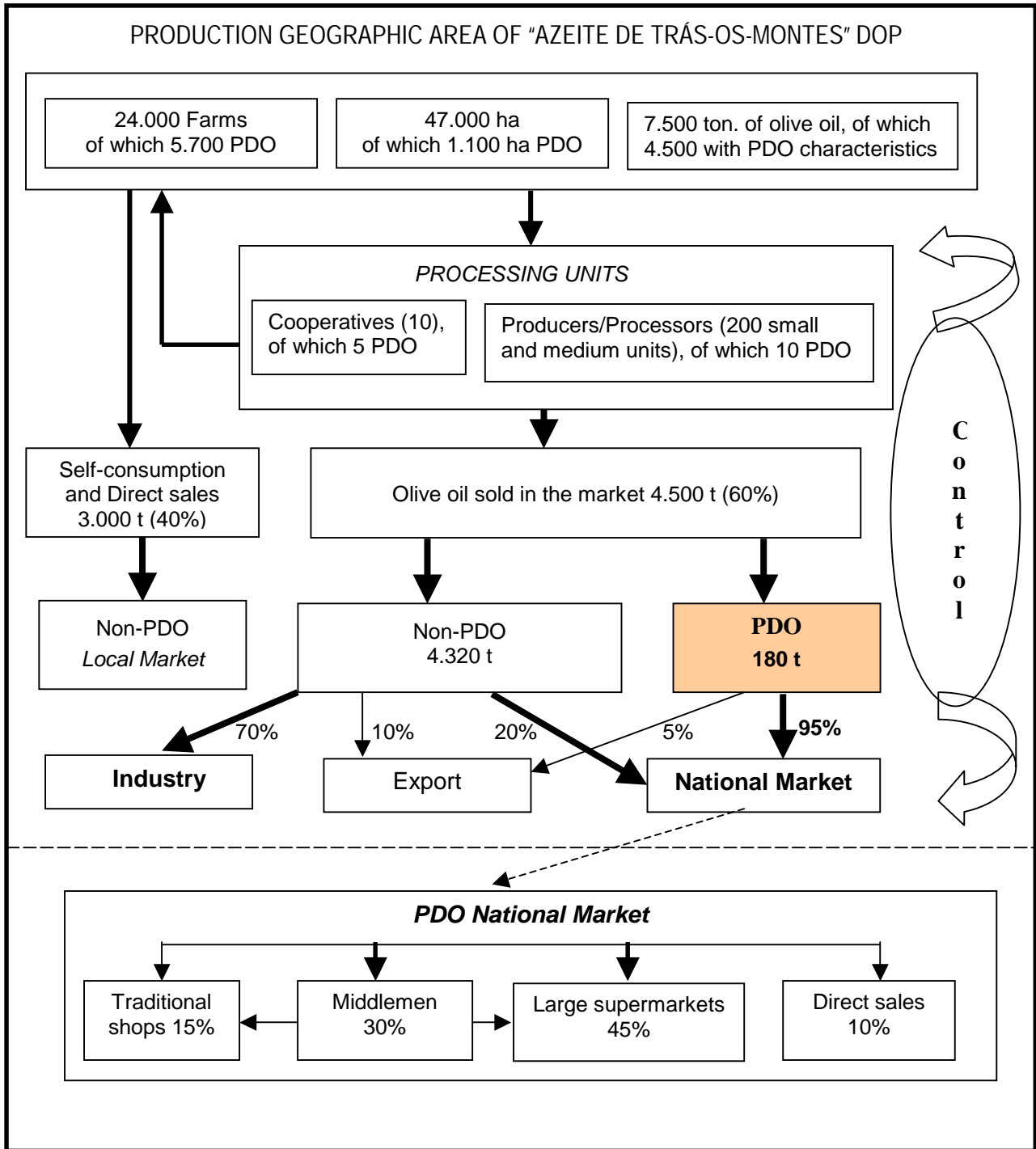
- ◆ Double certification PDO and organic: some olive oils are sold as organic Azeite de Trás-os-Montes DOP.

- ◆ Farm processed olive oil from Trás-os-Montes without PDO maybe confused as Azeite de Trás-os-Montes DOP, because the PDO label is not well known and because people tend to valorize the GDO products.

Jurisdictional cases involving or concerning quality, imitation or denominations of the product don't exist.

2.1 Production chain aspects

The olive oil supply chain in Trás-os-Montes:



Olive producers: mostly small size farms, with an average of 2 ha of olive grove.

Processing units: 1) 10 processing/packaging cooperatives of olive producers with variable dimension, 2) large number of small artisanal processing units (producers/processors), 3) small number (about 10) of production/processing/packaging enterprises, and 4) one processing/packaging enterprise with mixed capital (private+cooperative).

The producers' association assumes the responsibility of managing the PDO and is not involved in processing and commercialisation activities;

The producers' association has promoted the PDO and processors/packagers trademarks together with the individual agents, but some of these agents prefer to assume the promotion of their own brands individually.

Besides the national market, this product is also exported (about 5%), particularly to speciality stores. In the national market the product is mostly sold to retailers, especially through supermarket chains (45%) and traditional shops (15%). Middlemen represent only about 30%.

Quality management belonging the chain:

- ◆ Internal monitoring done by the processing units to control the quality of the raw material and the product at the different critical stages of the process;
- ◆ External control by the private control and certification body;
- ◆ The norms HACCP and ISO 9000 are not used.

2.2. Consortia and Interprofessional bodies:

Description of origin and structure of the Interprofessional bodies involved:

These aspects were introduced in 1.2 above.

Role of Interprofessional bodies:

AOTAD (producers' organism):

Definition of the Code of Practices;

Asking permit to register;

Management of the *Azeite Trás-os-Montes* DOP.



AIATAD (private control and certification body):

Evaluation of the farm conditions for those who want to produce *Azeite Trás-os-Montes* DOP;

Periodical control of the registered farms;

Evaluation and control of the processing units;

Evaluation and control of the sales points.



Issues related to the governance of the Chain:

Deficient human resources, both in quantity and quality, in the management and control of the *DOP* chain:

Producers of raw material lack information about the *DOP*;

Lack of common strategy to control the quality of the raw material;

Lack of common strategy for product diversification;

Lack of common strategy to promote and distribute the *Azeite de Trás-os-Montes DOP*.

Management of the chain is essentially individual (non-collective) and the producer' organism does not assume a leadership role.

The management organism should strength its capacity in several areas related to production and processing, product differentiation, promotion and distribution;

Producers and processors have little motivation to be involved in the PDO: the producers because the economic advantages are relatively small; the processors, because of the bureaucracy, the additional costs, the inter-institutional relationships (especially with AOTAD) and small PDO market.

3. Links with rural development:

3.1. Area of production:

Characteristics of the Region (area) of production:

- ◆ 3100 Km², 102 .000 inhabitants, 33 inhab/Km²
- ◆ Agriculture and public services are the main sectors of activity;
- ◆ Olive production is one of the main agricultural activities;
- ◆ Depopulation and ageing are important development problems.

Relevance of the product for the Region:

Trás-os-Montes is the second largest area of olive oil production in Portugal;

In Trás-os-Montes, 50% of the farm holdings have olive groves (37.000 of 74.000); From these, 24.000 are within the GDO area, representing 84% of the farms in this area;

The total area of olive groves in Trás-os-Montes is 67.000 ha, 47.000 of which in the GDO area;

Olive and olive oil production are essential to the regional economy, representing more than 20 million euros of direct revenues per year.

The creation of the *Azeite Trás-os-Montes DOP* is relatively new and stimulated the local economy, namely by adding value to the olive oil produced in the area. The percentage of olive oil packaged in the region and with trademark grew with the creation of the PDO, but it is yet small compared with the potential. In fact, as seen before, about 60% of the olive oil is still sold to industries outside of the region.

The *Azeite Trás-os-Montes DOP* is today an element that contributes to create a positive image of the region, particularly as a rural area that is rich in terms traditions, local quality products and gastronomy, with considerable effects in terms of tourist attraction.

Relevance in the market (years 1999 and 2000):

- ◆ Olive oil production in Portugal: 40.000 tones
- ◆ Olive oil production in Trás-os-Montes: 10.000 tones

- ◆ Olive oil production in the geographic area of the Azeite de Trás-os-Montes DOP: 7.500 tones
- ◆ Potential production of Azeite Trás-os-Montes DOP: 4.500 tones
- ◆ Present production of Azeite de Trás-os-Montes DOP: 180 tones
- ◆ Present production of PDO olive oil in Portugal: 710 tones
- ◆ Per capita consumption: 6kg/year

3.2. Effects of the PDO (institutionalisation):

The creation of the *Azeite Trás-os-Montes PDO* is relatively new and stimulated the local economy, namely by adding value to the transformation units. It also created some employment, helping to maintain the population in the countryside.

The *Azeite Trás-os-Montes PDO* is today an element which contributes to create a positive image of the region, particularly as a rural area that is rich in terms of traditions, local quality products and gastronomy, with considerable effects in terms of tourist attraction.

3.3 Rural development tools:

It is not easy to measure the impact of the *Azeite Trás-os-Montes PDO* in the development of the concerned territory. Rural development requires a territorial approach and a concerted action of different instruments. The *Azeite Trás-os-Montes PDO* is one of such instruments which, articulated with others, promote development. Some actions have been launched in the area and are mentioned below.

Main actions used to develop the rural areas where the product is produced:

- Preservation of environment, cultural and historical heritage: route olive oil
- Modernisation of traditional farm practices (new plantations, farm mechanisation, etc.)
- Diversification of the rural economy (small agro-industries, rural tourism, organic farming, etc.)

Actions of rural development based on the OLP product:

- Organisation of fairs and other events to promote local products, as well as the local cultural traditions.

Legal base for this action of Local development:

- Program PAMAF (for Agricultural and Forestry Modernisation);
- Program PRONORTE (for Regional Development in Northern Portugal);
- EU Initiative INTERREG;
- EU Initiative LEADER.

Description of the actors involved (public/private, Consortia...):

- Public actors, particularly the municipalities and the Regional Agricultural Services have played a key role in the promotion of several initiatives, as they have considerable resources and influence. Besides, farmers' associations, producers' cooperatives and local development associations have also been involved, in spite of some weaknesses, namely in terms of human resources. The LEADER initiative is conducted in the area by a consortium of local institutions assuming the form of Development Association.

Problem and results of this action:

- The area, today, has better trained human resources and increased institutional capacities. There is a better awareness of local resources and more capacity to create added value. The area is

recognised by the quality of its products, including olive oil in general and the *Azeite de Trás-os-Montes DOP* in particular, and the flow of tourists tends to grow. However, depopulation and ageing remain as considerable problems and challenges.

3.4 Evaluation:

The following criteria are proposed: (1) global evolution of the sector after introduction of the OLP; (2) evolution of the OLP product compared to the evolution of the product in general (*Terrincho* cheese in general); (3) investments in the product chain as result of the OLP development; (4) direct and indirect employment creation at the local level, at the chain level; (5) local retention of added value; (6) evolution of sheep farmers' income (milk producers); and (7) distribution of income among the chain agents.

4. Link with consumers and citizens:

4.1 Image of the product:

Image of the product:

Description of promotion (advertising, packaging, use of trademark, use of Collective brand, etc):

Promotion is essentially made by the producers' management body and the individual producers through flyers, brochures and participation in regional, national and international fairs.

An important supermarket chain organises an annually olive oil fair, and distributes a brochure about the principle olive oil regions in Portugal, as well as about the PDO olive oils. These fairs are becoming very popular and serve as instrument to stimulate the awareness about and consumption of quality olive oil.

Packaging in general became a concern and improved. Different types and sizes of bottles are today used. The quality of the labels was also improved.

Each producer associates his own trademark with the collective brand.

Perceptions by the consumer:

A study done in 1996 shows that the portuguese consumer has a positive image of the olive oil produced in the region. Moreover, the *Azeite de Trás-os-Montes DOP* was the most preferred in a comparison with non-PDO olive oils with trademark (according to studies conducted in 1996 and 2001)

Image of the product VS competitors:

The region of origin of the olive oil is an important choice criteria for portuguese consumers. That implies that the linkage of an olive oil with a give region (particularly the region of Trás-os-Montes) is a factor that reinforces the positive image of the product. However, in terms of packaging, promotion materials and other marketing variables, there are no significant differences in the product image compared to other olive oils (PDO or non-PDO with trademark).

4.2 Marketing differentiation:

Capability of the consumers to recognise and perceive OLP Vs non OLP:

The higher price, the certification label and the functional characteristics of the product (colour and taste in particular) are aspects that allow the consumer to recognize the *Azeite de Trás-os-Montes DOP* from other non-PDO olive oils with trademark. However, a study conducted in 2001 showed the weak differentiating capacity of the PDO label, as the consumers tend to value equally an olive oil bought in Trás-os-Montes, with or without PDO. That means that, as we saw before, the region of olive oil production is an important factor of differentiation, but not the PDO label.

Competitive advantage and disadvantage of OLP against non OLP

Being the region of origin a criteria valued by consumers, the PDO label could become a source of competitive advantage, if consumers would be better aware of the associated benefits (namely the guarantee of origin).

Other competitive advantages of the *Azeite de Trás-os-Montes DOP* are related to its functional characteristics, which translate into a high quality, recognised in national and international olive oil competitions.

The competitive disadvantages are related to small production scale, and, above all, to the lack of marketing skills of those working in the commercialisation enterprises.

4.3 Strategies:

Influence of GDO on the chain

Quality strategies: "Cost leadership" against "Focalisation": low/high quality, different techniques of productions and different prices:

The main strategy followed for this PDO has been the concentration with differentiation, looking at more demanding market niches and offering olive oil with better quality at a price higher than the one for non-PDO.

Some processors/packagers are using double certification for their olive oils (PDO and organic).

Most relevant actions of marketing supporting the product:

Some years ago, AOTAD promoted an advertising campaign in which a large sum of money was invested (more than 100.000 euros), but the results seemed to be of questionable effectiveness.

Strategy of diversification followed by the firm involved:

Some enterprises involved in commercialisation of the *Azeite de Trás-os-Montes DOP* also produce and distribute organic and non-PDO olive oil with trademark. Some of these also produce and sell conserved olives.

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CODE OF PRACTICE

Desp. 34/94. — Através do Desp. Norm. 293/93, de 1-10, foram instituídas as regras de execução dos Regulamentos (CEE) n.º 2081/92 e 2082/92, do Conselho, de 24-6, bem como os procedimentos a observar para a valorização comercial dos produtos alimentares tradicionais.

Assim, com o objectivo de proteger a denominação de origem e de valorizar o azeite de Trás-os-Montes, de acordo com o disposto nos n.ºs 3 e 6 do anexo I do citado Desp. Norm. 293/93, determino o seguinte:

1 — É reconhecida como denominação de origem a denominação tradicional e consagrada pelo uso «azeite de Trás-os-Montes».

2 — O uso da denominação de origem «azeite de Trás-os-Montes» fica reservado aos produtos que obedecem às características fixadas nos anexos I e II do presente despacho e às restantes disposições constantes do respectivo caderno de especificações, depositado no IMAIAA.

3 — O agrupamento Associação de Olivicultores de Trás-os-Montes e Alto Douro, que requereu o reconhecimento da denominação de origem nos termos do n.º 1 do anexo I do citado Desp. Norm. 293/93, deverá solicitar o registo da denominação de origem no Instituto Nacional da Propriedade Industrial (INPI) em nome do IMAIAA no prazo de 10 dias úteis a contar da publicação do presente despacho, nos termos do Código da Propriedade Industrial.

4 — Só podem beneficiar do uso da denominação de origem «azeite de Trás-os-Montes» os produtores que:

- Sejam para o efeito expressamente autorizados pelo agrupamento Associação de Olivicultores de Trás-os-Montes e Alto Douro;
- Se comprometam a respeitar todas as disposições constantes do caderno de especificações;
- Se submetam ao controlo a realizar pelo organismo privado de controlo e certificação reconhecido nos termos do anexo IV do citado Desp. Norm. 293/93.

5 — Até à realização do registo comunitário desta denominação de origem, dos rótulos dos produtos que cumpram o disposto no presente despacho pode constar a menção «Denominação de origem».

6 — Com a entrada em vigor do presente despacho, deve ser observado o disposto no n.º 1 do art. 13.º do Regulamento (CEE) n.º 2081/92, do Conselho, de 14-7-92.

20-1-94. — O Secretário de Estado dos Mercados Agrícolas e Qualidade Alimentar, *Luís António Damásio Capoulas*.

ANEXO I

Principais características do azeite de Trás-os-Montes

1 — Definição. — Entende-se por azeite de Trás-os-Montes o azeite que, para além de satisfazer as definições constantes nas als. a), b) e c) do n.º 1 do anexo ao Regulamento (CEE) n.º 136/66 e suas alterações e as constantes do anexo I do Regulamento (CEE) n.º 2568/91 e suas alterações, apresenta ainda as seguintes características químicas e sensoriais:

Acidez máxima:

- 1% para o azeite virgem extra;
- 1,5% para o azeite virgem;

Absorvências:

- K 232 — máximo 2,0;
- K 270 — máximo 0,20;
- Delta E — máximo 0,01;

Índice de peróxidos:

Máximo 15 meq/KG;

Comprimento de onda dominante:

577 a 578 nm;

Trilinoleína:

Máximo 0,3%;

Triglicéridos (%):

- LLL 0,01 a 0,3;
- OLLn 0,1 a 0,5;
- PLLn 0,0 a 0,2;
- OLL 1,0 a 3,0;
- PLL 0,4 a 0,7;
- POLn 0,1 a 0,4;
- POL 3,0 a 7,0;
- PPL máximo 1,0;
- OOO 36,0 a 58,0;
- POO 13,0 a 23,0;
- PPO 1,0 a 3,5;
- StOO 3,5 a 8,5;
- PStO 0,7 a 1,5;
- PPS 0,5 a 1,2;

Ácidos gordos (%):

- C14:0 máximo 0,1;
- C16:0 6,0 a 12,0;
- C16:1 0,2 a 1,0;
- C17:0 máximo 0,4;
- C17:1 máximo 0,4;
- C18:0 1,5 a 3,0;
- C18:1 72,0 a 82,0;
- C18:2 4,0 a 12,0;
- C18:3 0,5 a 0,9;
- C20:0 máximo 0,5;
- C20:1 máximo 0,3;
- C22:0 máximo 0,3;
- C24:0 máximo 0,2;

Ácidos gordos trans (%):

Transoleico < 0,030

Translinoleico + translinolénico < 0,030;

Alcoóis alifáticos:

Máximo 250 mg/kg;

Esteróis (%):

Colesterol máximo 0,3;

Brassicaesterol < ou = 0,1;

Campesterol < ou = 4,0;

Estigmasterol < campesterol;

Beta-sitosterol aparente > 94,0;

Delta 7-estigmasterol < 0,4;

Esteróis totais mínimo 1000;

Eritrodíol + Uvaol máximo 3,5;

Ceras:

Máximo 250 mg/kg;

Características organolépticas:

Mínimo 6,0.

Azeite equilibrado, com cheiro e sabor a fruto fresco, por vezes amendoado, e com uma sensação notável de doce, verde, amargo e picante.

ANEXO II

Área geográfica de produção

A área geográfica de produção (localização dos olivais, extracção do azeite e seu acondicionamento) está circunscrita aos concelhos de Mirandela, Vila Flor, Alfândega da Fé, Macedo de Cavaleiros, Vila Nova de Foz Côa, Carrazeda de Ansiães e às freguesias de Sonim, Barreiros, Santa Valha, Vilarandelo, Fornos do Pinhal, Possacos, Valpaços, Vassal, Santiago da Ribeira, Algeriz, Sanfins, Rio Torto, Água Revés e Crasto, Santa Maria de Émeres, Canaveses e São Pedro de Veiga de Lila, do concelho de Valpaços; às freguesias de Vales, Palheiros, Murça, Noura e Candedo, do concelho de Murça; às freguesias de Lousa, Cabeça Boa, Castedo, Horta da Vilarça, Adeganha, Torre de Moncorvo, Cardanha, Larinho, Felgueiras, Felgar e Souto da Velha, do concelho de Moncorvo; às freguesias de Valverde, Paradela, Mogadouro, Brunhoso, Castro Vicente, Vale da Madre Remondes, Soutelo e Azinhoso, do concelho de Mogadouro; à freguesia de Santulhão, do concelho de Vimioso, e às freguesias de Ileda e Macedo de Mato, do concelho de Bragança.