



**IOC**

INTERNATIONAL  
OLIVE  
COUNCIL  
**NEWSLETTER**

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## HIGHLIGHTS FROM THE 120<sup>th</sup> SESSION OF THE IOC COUNCIL OF MEMBERS

On 20 November 2024, the Council of Members convened in Madrid for its 120th session, a key moment to review progress in olive growing, chemistry, and economics. Notable achievements included new initiatives such as the development of a tool to measure the carbon balance of olive groves, the recognition of an Iranian germplasm collection as an international collection, and the integration of a Spanish gene bank into the International Treaty on Plant Genetic Resources.



[Learn more](#)

## THE INTERNATIONAL OLIVE SECTOR MEETS AT IOC HEADQUARTERS



On 19 November 2024, the Advisory Committee met at the IOC headquarters, bringing together representatives from over 30 countries. Discussions focused on resilience to climate challenges, innovations to improve quality, and opportunities to expand into new markets. Participants also commended the IOC's efforts to establish harmonised standards and promote excellence within the sector.

[Learn more](#)



## SUCCESS OF WORLD OLIVE DAY 2024



On 21 November 2024, the IOC celebrated the 30<sup>th</sup> anniversary of the Mediterranean Diet Pyramid in Madrid during World Olive Day. The event gathered leading public health and nutrition experts to highlight the Mediterranean diet, with olive oil as its cornerstone. Discussions emphasised the health benefits and sustainability of this dietary model, particularly relevant in the face of current climate challenges.

[Learn more](#)





## IOC LAUNCHES PROMOTION CAMPAIGN IN BRAZIL

The IOC officially launched a promotion campaign in Brazil in partnership with the Brazilian Ministry of Agriculture and other local stakeholders. Executive Director Jaime Lillo and María Juárez, Head of the Economy and Promotion Unit, inaugurated the initiative with activities including a sensory analysis course in São Paulo and visits to olive groves in Rio Grande do Sul. Running until 2027, this campaign aims to promote IOC standards, enhance product quality and sustainability, and support the growth of the local olive industry.



[Learn more](#)

## URUGUAY CELEBRATES OLIVE OIL WITH THE IOC



On 7 November 2024, Montevideo hosted the first edition of the Mario Solinas Quality Awards for Southern Hemisphere olive oils. Oils from Argentina, Brazil, Uruguay, and Australia were awarded for their excellence, showcasing the sector's growth in the region and the IOC's support for quality and innovation.

[Learn more](#)



## 15<sup>th</sup> MEETING OF THE IOC STATISTICS MONITORING GROUP



Experts from 25 countries analysed recent global market data for olive oil and table olives. Discussions addressed the impact of climate change, production and price trends, and the importance of reliable data to guide public and private policy.

[Learn more](#)

## KICK-OFF FOR THE OLIVE GROVE CARBON BALANCE PROJECT



The IOC has launched an ambitious project with AENOR to assess the carbon balance of olive groves in the context of voluntary carbon credit markets. The project aims to develop methodological tools to measure CO<sub>2</sub> emissions and absorption, promoting the role of olive groves as an essential tool for fighting climate change.

[Learn more](#)



## IOC STRENGTHENS COLLABORATION WITH ISO FOR HARMONISED STANDARDS

The IOC recently participated as an observer in the 31<sup>st</sup> meeting of the ISO/TC 34/SC 11 Technical Committee on Fats and Oils. Represented by Dr Ibtihel Khemakhem, the organisation reaffirmed its commitment to promoting reliable, scientifically validated analysis methods essential for ensuring the quality of olive products and fostering fair trade. This collaboration highlights the IOC's leadership in harmonising international standards.



[Learn more](#)

## IOC AT THE 47<sup>th</sup> CODEX ALIMENTARIUS COMMISSION MEETING



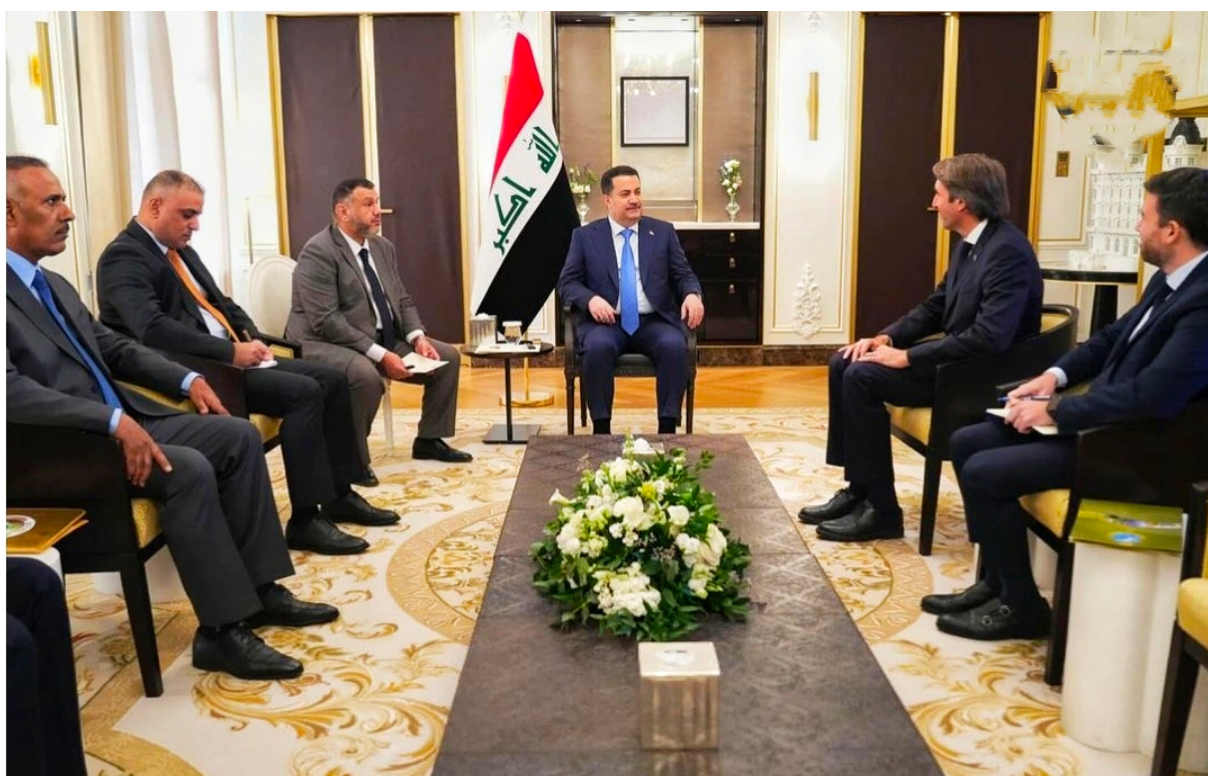
The IOC participated in the 47<sup>th</sup> session of the Codex Alimentarius Commission (CAC47) held in Geneva from 25 to 30 November 2024. Represented by Dr Mercedes Fernández Albaladejo and Dr Yousra Antit, the IOC showcased its unique role in harmonising international standards for olive oil and table olives.

[Learn more](#)





## IRAQI PRIME MINISTER ANNOUNCES THE COUNTRY'S INTENTION TO REJOIN THE IOC



During a meeting with IOC Executive Director Jaime Lillo, Iraqi Prime Minister Mohammed Shia' Al Sudani announced that the Iraqi Parliament has expressed its intention to rejoin the 2015 International Agreement on Olive Oil and Table Olives. This decision marks a significant step towards Iraq's reintegration into the IOC, following a period of absence due to economic and administrative challenges. The IOC welcomes this initiative, which paves the way for enhanced cooperation with Iraq.

[Learn more](#)





## IOC AT THE 12<sup>th</sup> CIHEAM MINISTERIAL MEETING

The IOC participated in the 12th meeting of agriculture ministers from the International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM) on 25 October 2024 in Rabat. This high-level event focused on food sovereignty and sustainable agri-food systems. IOC Executive Director Jaime Lillo emphasised the importance of international cooperation for sustainable and environmentally friendly agriculture, reaffirming the IOC's central role in promoting olive growing as a vital component of food security and sustainable development in the Mediterranean region.



Approche méditerranéenne  
de la souveraineté alimentaire:  
Préoccupations et impacts  
sur les systèmes alimentaires durables

Rabat, Maroc  
25 OCTOBRE / 2024



[Learn more](#)

## IOC INVITED TO THE AL-JOUF AGRICULTURAL FORUM IN SAUDI ARABIA



On 27-28 November 2024, IOC Deputy Executive Director Abderraouf Laajimi participated in this forum focusing on innovation and sustainability. His presentation explored market trends, climate challenges, and technological innovations to enhance the olive sector's sustainability.

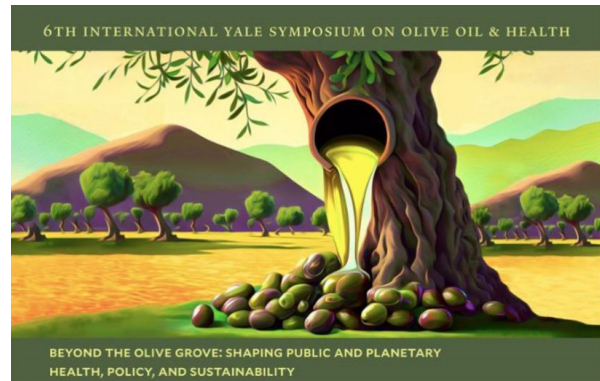
[Learn more](#)



## IOC AT YALE'S 6TH INTERNATIONAL OLIVE OIL SYMPOSIUM

The IOC recently attended the International Olive Oil and Health Symposium organised by Yale University in Chania, Crete. The event highlighted scientific advancements in understanding olive oil's benefits, particularly in preventing cardiovascular and neurodegenerative diseases. The IOC strengthened collaborations with experts to promote olive oil as a pillar of a healthy and sustainable lifestyle.

[Learn more](#)



## IOC PARTICIPATES IN WORKSHOP ON TUNISIAN CHEMLALI OLIVE OILS

Represented by Dr Ibtihel Khemakhem, the IOC took part in a workshop organised by the ONH in Sfax, Tunisia. A study conducted by IOC experts revealed the unique properties of the *Chemlali* olive variety and its adaptability to climate change. The event showcased collaborative efforts to promote this variety internationally.

[Learn more](#)





## OLIVE OIL: A PILLAR OF SOCIAL AND ECONOMIC SUSTAINABILITY IN THE MEDITERRANEAN DIET

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The IOC recently participated in the “Agroecology and Mediterranean Diet Days” conference in Tunis, organised by the Tunisian Permaculture Association and the Tunisian Agroecological Transition Network. Represented by Imene Trabelsi, the IOC highlighted the essential role of olive oil not only as a key ingredient of the Mediterranean diet but also as a driver of social and economic sustainability. Discussions focused on the positive impact of olive growing on rural communities, regional development, and cultural heritage preservation.

[Learn more](#)

## IOC ORGANISES COURSE ON OLIVE OIL QUALITY FOR THE US SECTOR

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During a theoretical and practical course on olive oil quality and authenticity held in Andalusia, the IOC welcomed representatives from the USDA and the Culinary Institute of America. Participants explored quality criteria, participated in tastings, and discovered innovations in the sector. This initiative supports the global dissemination of IOC standards.

[Learn more](#)





## IOC HOSTS SEMINAR ON THE SENSORY ANALYSIS OF TABLE OLIVES IN AMMAN



Twenty-five participants from the public and private sectors attended a seminar organised by the IOC in Jordan. Sessions covered sensory analysis, nutrition, and processing methods for table olives. A technical visit enabled participants to deepen their knowledge and exchange best practices.

[Learn more](#)

## IOC STRENGTHENS COLLABORATION WITH ELGO-DIMITRA AND THE UNIVERSITY OF PERUGIA



The IOC recently signed two Memorandums of Understanding with ELGO-DIMITRA in Greece and the University of Perugia in Italy. These partnerships aim to advance research, innovation, and training in the olive sector, focusing on technology transfer, sustainable development, and support for students and researchers to address environmental and economic challenges.



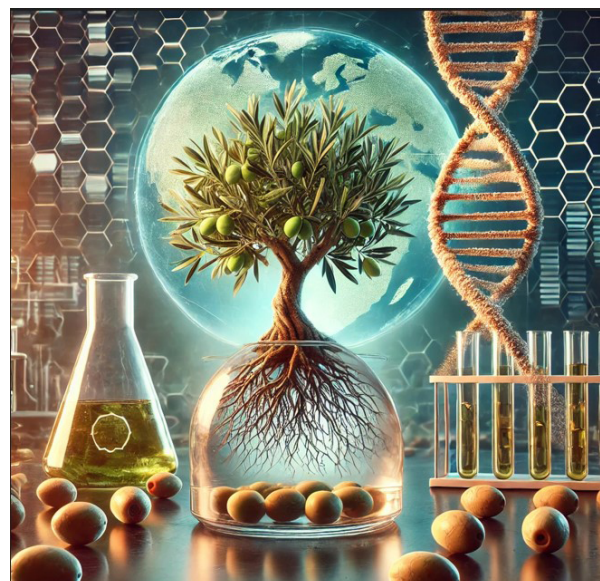


## THE IOC ADVANCES OLIVE GENETIC RESOURCE CONSERVATION



The IOC continues to lead global efforts to safeguard olive genetic resources through collaboration with the FAO's International Treaty on Plant Genetic Resources for Food and Agriculture. As part of this mission, the IOC is integrating its olive gene banks into the International Treaty framework to combat genetic erosion and ensure long-term conservation. In a milestone development, the IOC, in collaboration with the University of Cordoba, plans to deposit an initial batch of olive pits in the Svalbard Gene Bank in Norway in February 2025, with preparations for an agreement with the gene bank currently underway.

[Learn more](#)





## PUBLICATIONS AND NETWORKS

### FOLLOW US THROUGH OUR NETWORKS!

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Stay updated on olive sector news with our **OLIVE NEWS** press review and our accounts on X (@iocolivenews) and **LinkedIn** (International Olive Council). Join thousands of followers tracking the sector's developments and discovering the latest trends, analyses, and international events.





## STAY TUNED!

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<https://www.scoop.it/topic/olive-news>

and everything that is going on at the IOC:  
<https://www.linkedin.com/company/international-olive-council/>

Our scientific journal Olivae is available at:  
<https://www.internationaloliveoil.org/publications/>

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