



# Virtual Package



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 635690.

Dear reader,

In this document, you will find OLEUM communication materials developed throughout the project, gathered in one place.

We invite you to go through this package and discover all aspects of OLEUM.

Read, watch, like and share... Enjoy!

# Introduction to OLEUM



HEALTHY LIVING WHAT'S IN FOOD FOOD PRO

## EU project OLEUM: Assuring the quality and authenticity of olive oil

*Last Updated : 01 December 2016*



*Over four years, the OLEUM project will develop new and improve existing analytical methods for detecting olive oil fraud, and improve technology sharing by establishing of a wide community of laboratories and institutions involved in quality control. Improvements in the quality, safety and authenticity of olive oils will boost consumer confidence and ultimately enhance the competitiveness of the EU olive oil market.*

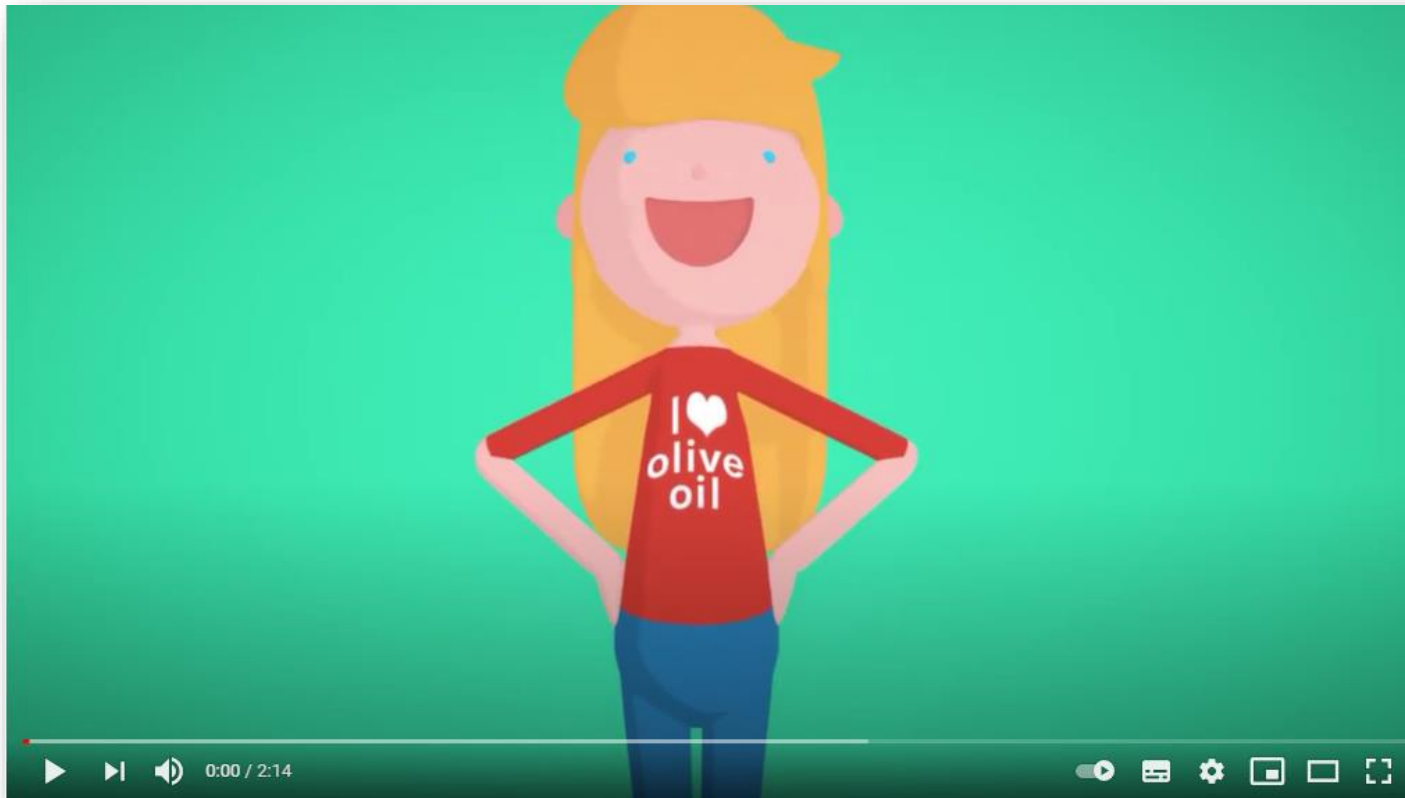
That's how it started.

For a general overview of the OLEUM project, a context of research, its aims and objectives...



Click [here](#)

# What's OLEUM?



Do you prefer to watch what the OLEUM project is about?

Then check out our animated video which provides an overview of the project.



Click [here](#)

Video subtitles are available in 5 languages:



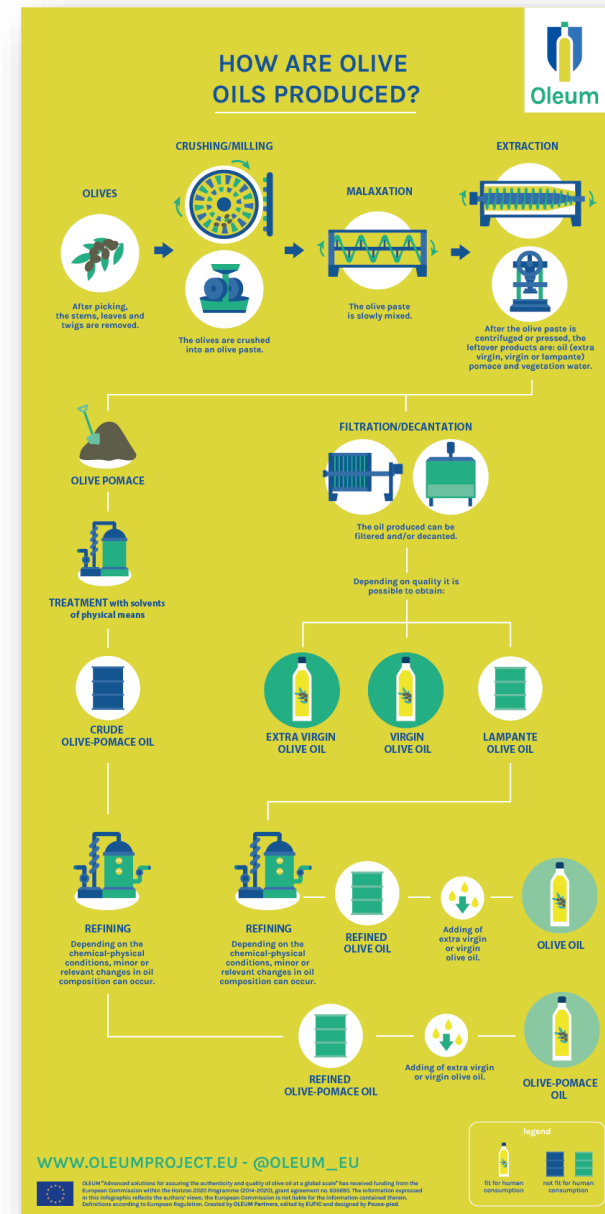
# How are olive oils produced?

Are you curious about olive oil production process?

Have a look at the infographic and find out all the steps involved in making olive oils.



Click [here](#)



Also available in Italian

# Everything you need to know about #EVOO

There are different aspects of extra virgin olive oil...

- Olive oil categories
- Its benefits
- Labelling rules
- Packaging and storage tips
- Sensory attributes...

Get to know all of them in the second OLEUM infographic!

 Click [here](#)

## OLIVE OIL LABELLING

Next time you go shopping for EVOO, look out for these

### Name

Extra virgin olive oil is a superior category olive oil obtained directly from olives and solely by mechanical means

### Best before date

If this date has passed olive oil is still safe to consume but may have reduced quality

### Designation of origin

Is the area where the olives were harvested, or where the oil was extracted. A designation as EU, non-EU or single state is mandatory in the EU for EVOO and VOO

### Geographical indications

The below indications can be used on a voluntary basis

#### PDO

Standard of production with a **strict** link to a geographical origin

#### PGI

Standard of production with a **certain** link to a geographical origin

### TIP

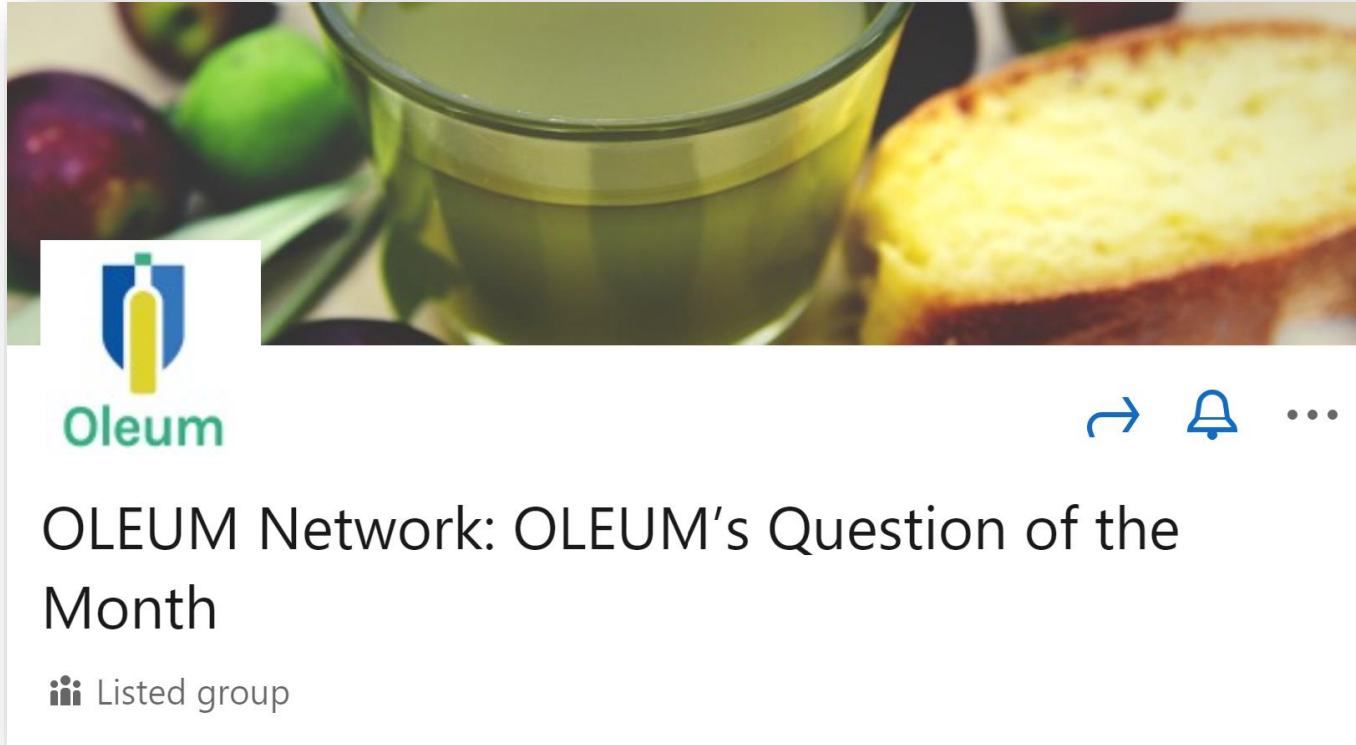
Once opened, EVOO, as with other edible oils, should be used as soon as possible to ensure its quality

OLEUM "Advanced solutions for assuring the authenticity and quality of olive oil at a global scale" has received funding from the European Commission within the Horizon 2020 Programme (2014-2020), grant agreement no. 635690. The information expressed in this infographic reflects the authors' views; the European Commission is not liable for the information contained therein. Definitions according to European Regulation. Created by OLEUM Partners, edited by EUPIC and designed by Pouce-pied.



Also available in Italian

# OLEUM Network



Do you have any questions for the OLEUM experts?

Join the OLEUM Network LinkedIn group to engage in the dialogue about olive oils and the OLEUM project.



Click [here](#)

Do you want to know more about the results of the OLEUM research?

Get access to all scientific publications that were published in peer-reviewed scientific journals.

 Click [here](#)

A screenshot of a journal article page from Food Control. The page features the Elsevier logo, the journal title "Food Control", and the volume information "Volume 124, June 2021, 107902". The article title is "Emerging trends in olive oil fraud and possible countermeasures". The authors listed are Enrico Casadei, Enrico Valli, Filippo Panni, James Donarski, Jordina Farrús Gubern, Paolo Lucci, Lanfranco Conte, Florence Lacoste, Alain Maquet, Paul Brereton, Alessandra Bendini, and Tullia Gallina Toschi. There are links for "Show more", "Add to Mendeley", "Share", and "Cite". The DOI link is provided, along with a link to "Get rights and content" and a note about the Creative Commons license. A "Highlights" section is also present, summarizing the article's findings.

 **Food Control**  
Volume 124, June 2021, 107902



## Emerging trends in olive oil fraud and possible countermeasures

Enrico Casadei <sup>a</sup>, Enrico Valli <sup>a</sup>  , Filippo Panni <sup>a</sup>, James Donarski <sup>b</sup>, Jordina Farrús Gubern <sup>b</sup>, Paolo Lucci <sup>c</sup>, Lanfranco Conte <sup>c</sup>, Florence Lacoste <sup>d</sup>, Alain Maquet <sup>e</sup>, Paul Brereton <sup>f</sup>, Alessandra Bendini <sup>a</sup>, Tullia Gallina Toschi <sup>a</sup>

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### Highlights

- EU FFN 2019 annual report placed olive oil as a vulnerable food product for fraud.
- Results of an on-line survey to EU and non-EU stakeholders are showed.



# OLEUM outcomes

## News

OLEUM develops innovative solutions to protect olive oil quality and authenticity



The EU-funded project **OLEUM** has developed innovative, effective and harmonised analytical solutions to detect and fight against frauds and to better guarantee olive oil quality and authenticity. Fraudulent commercial practices amount to an estimated 30 billion per year, lowering consumer trust and affecting olive oils reputation. Over the past four years, OLEUM research has been focused on four areas typically targeted by fraudulent activities, developing innovative solutions that can be used to:

What are the analytical methods to guarantee olive oil quality and authenticity?

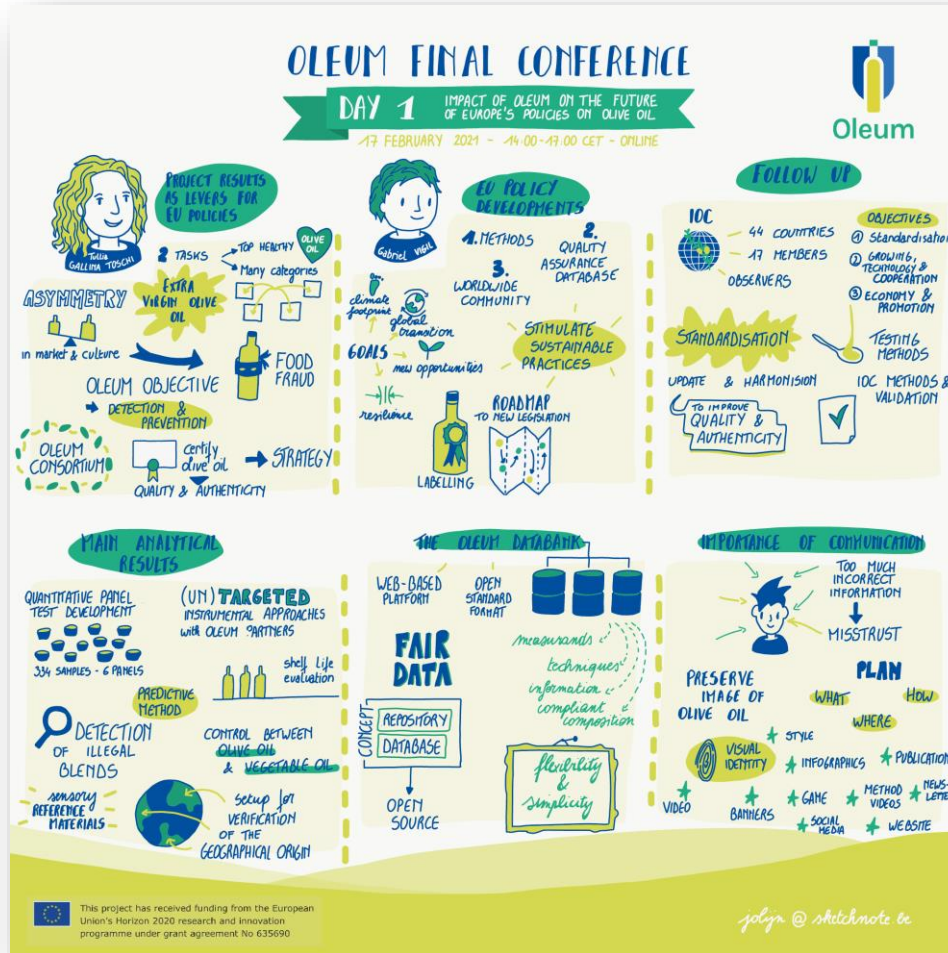
How will this knowledge and data be shared with the control laboratories?

Let's discover the OLEUM project outcomes in this press release.



Click [here](#)

# Final conference



Over 320 people attended the OLEUM final conference!

During the two days of the virtual event, speakers enjoyed sharing the project learnings on how to better guarantee olive oil quality and authenticity.

Check out the visual summary of the OLEUM's outcomes for a quick recap.

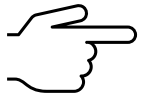
 Click [here](https://oleumproject.eu)

# Final conference recordings

OLEUM Final Conference was a success!

Did you miss it?

No problem! For the recording...



Click [here](#)



The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with the Oleum logo at the top. The slide text reads: "The OLEUM overall project results as levers for future EU policies" followed by "Prof. Tullia Gallina Toschi, Department of Agricultural and Food Sciences, Alma Mater Studiorum – Università di Bologna, EU H2020 OLEUM project Coordinator". At the bottom of the slide, there is a European Union flag and text stating: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 635690." On the right side of the Zoom window, there is a small video feed of Prof. Tullia Gallina Toschi. The Zoom interface includes a top bar with a "Recording" indicator, a bottom bar with "Audio Settings", "Chat", "Raise Hand", "Q&A", and a "Leave" button.

# Thank you for attending the Oleum final conference!



OLEUM "Advanced solutions for assuring the authenticity and quality of olive oil at a global scale" has received funding from the European Commission within the Horizon 2020 Programme (2014-2020), grant agreement no. 635690.



# OLEUM online

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Question of the Month](#)



Website  
[www.oleumproject.eu](http://www.oleumproject.eu)

Thank you for your attention

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