Virtual Package
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

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.

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
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
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](#)
Publications

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.

もらえ Click [here](https://doi.org/10.1016/j.foodcont.2021.107902)

**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.
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.
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
OLEUM Final Conference was a success!

Did you miss it?

No problem! For the recording...

👉 Click here
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

If you enjoy the OLEUM communication materials, don’t hesitate to like and share them on social media!

Twitter
#OLEUM2020
@Oleum_EU

LinkedIn
OLEUM Network: OLEUM’s Question of the Month

Website
www.oleumproject.eu
Thank you for your attention

Contact: Prof Dr Tullia Galina Toschi - oleum@unibo.it