

OLEUM: the H2020 analytical strategies for assuring authenticity and quality of olive oil at global scale

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Overall objective

To better guarantee olive oil quality and authenticity empowering the detection and fostering the prevention of olive oil fraud

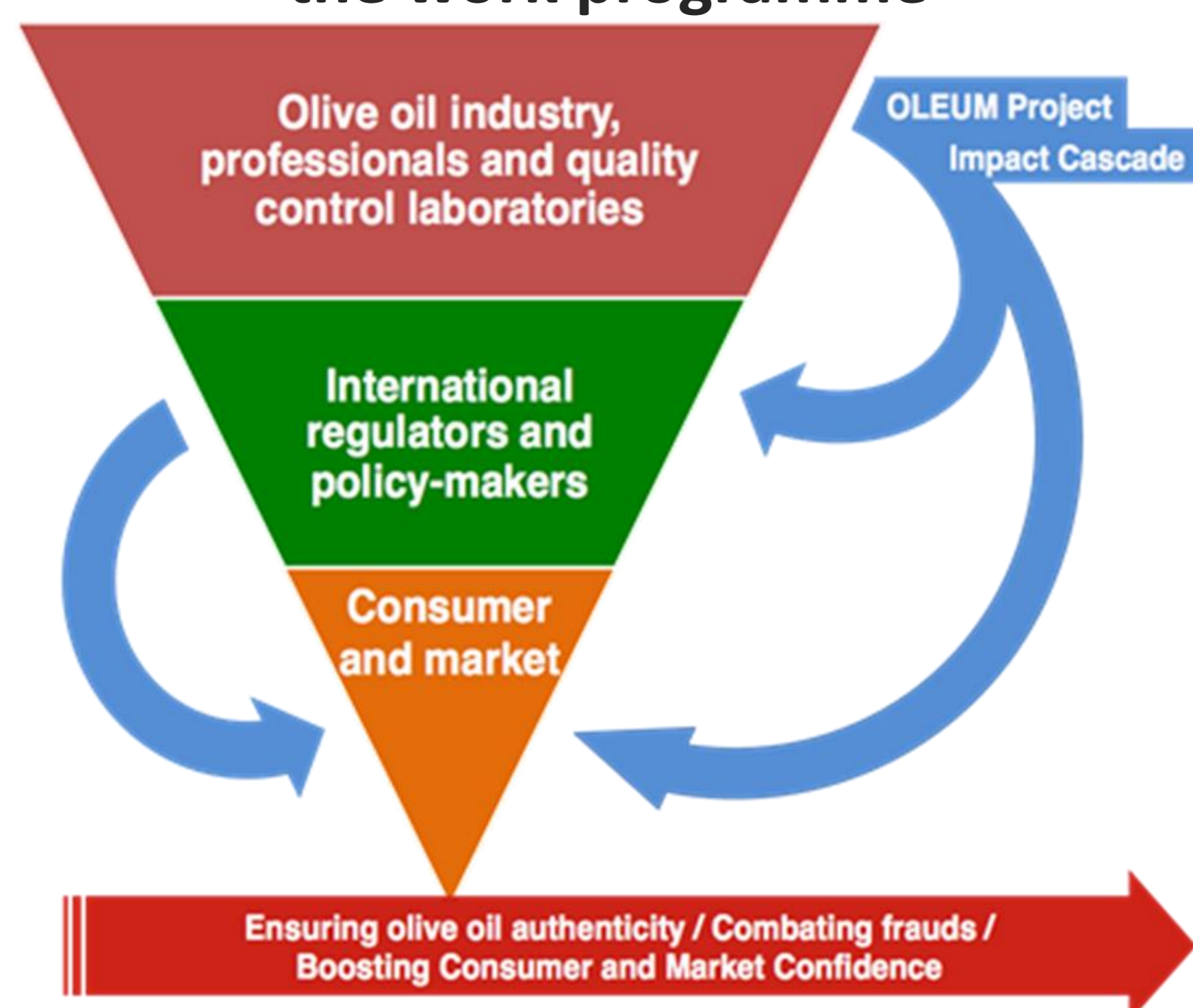


20 Partners from all over the world:

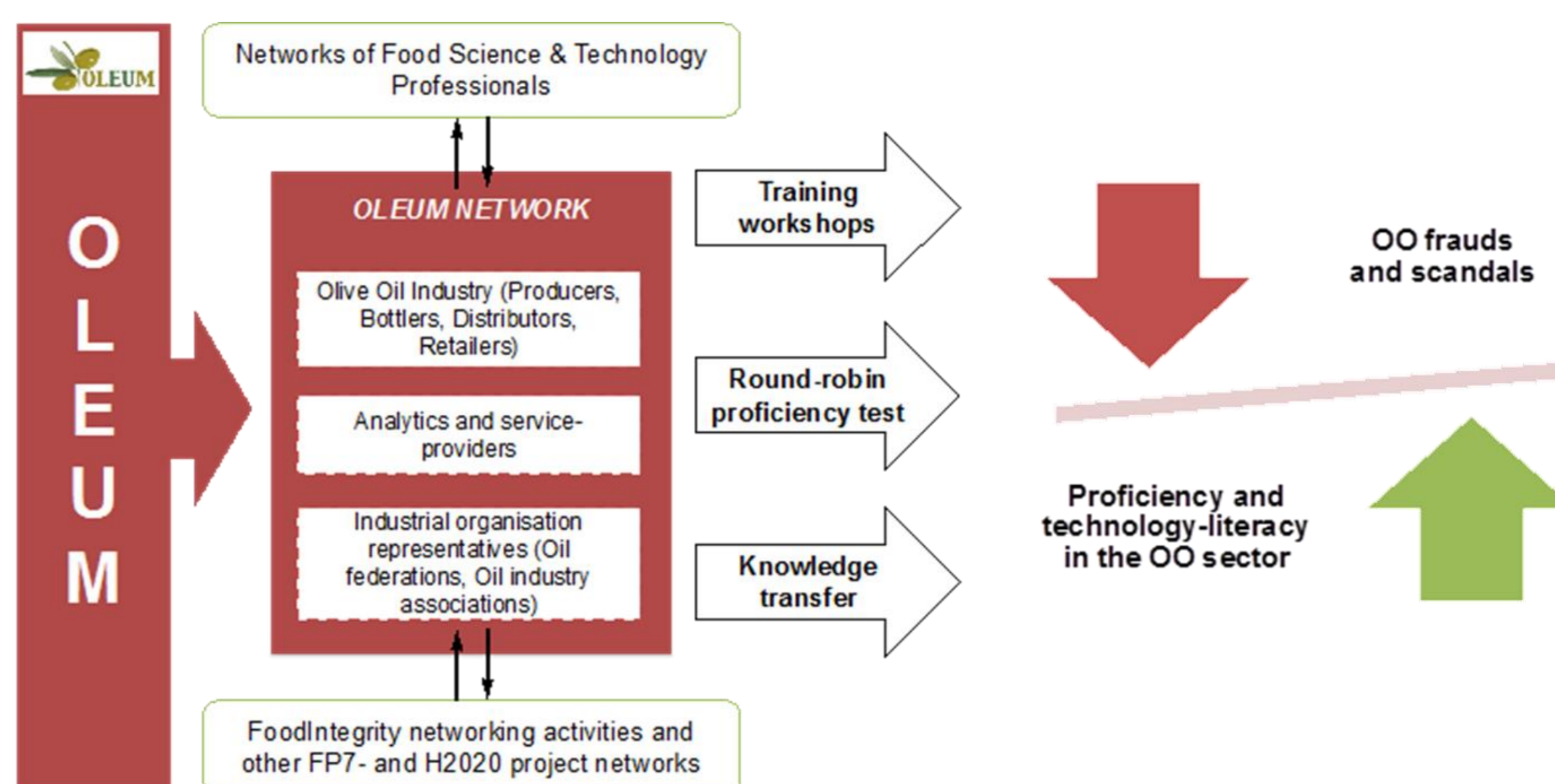
- 14 EU partners (Members Univ., SME, Associations)
- 4 Associated Countries (UK, Swiss, Turkey, Israel)
- 2 Extra EU Research Centres (Argentina, China)

Expected impacts

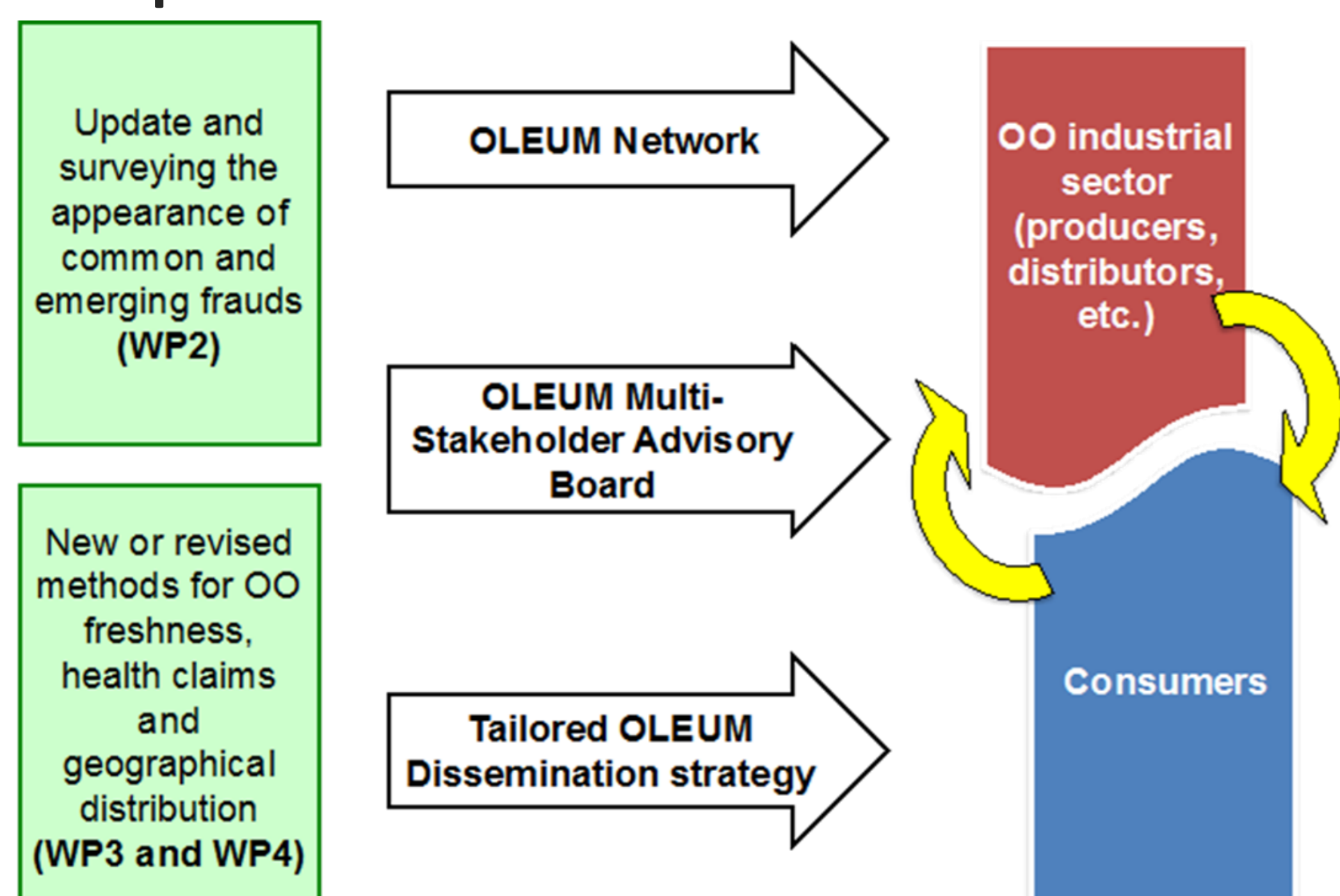
OLEUM expected impacts set out in the work programme



Economic and societal impact



Impact on the consumer and the OO market



Impact on the international regulators and policy makers

