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Biol a platform for creating a regional – global quality organic label for olive oil

Forward

the uniqueness of organic marketing is its being a niche market mainly in organic shops health food stores and even in supermarkets on special shelves dedicated only to organic products.

If we try to identify the needs of the organic consumer of today the demand is for a high quality organic product if in the past an organic certified product was enough for the consumer, we can identify clearly today a need for high quality organic products.

Since olive oil has clear standards of quality that are well known and recognized. it is quite simple to create a quality label that would be special for being an organic quality label.

Why Biol

Biol has set itself through its years of operation as the main event of organic quality olive oil. it has become a world event with global reputation. it specializes on the specific issue of evaluating organic olive oil and I think it is time for this institution to take upon himself the mission I am about to present to you.

Organic quality label

My concept of creating the organic quality label is trying to combine forces that already exist in the organic world working together in order to create a reliable label in the most simple and cheap way so that any farmer or producer of olive oil that wants to join will be able to do so.

The organic quality label will be issued to the producers after passing the requirements. it can be divided to different levels of quality (according to chemical and organoleptic tests). And the producer will be allowed to put the label on its product according to the Biol quality label contract.

Since we are talking not on a local or country label but on a global label we have to find ways to make a simple but also a reliable procedure in order to check the producers and verify the quality.

My suggestion is to work through the existing local organic inspection and certifying organizations in each country.

How it will work

Biol will sign a contract with a local organic inspection body. the local organization task will be to inform the interested producers of the organic quality label and the inspection body will be in charge of collecting the

samples of the producers. The samples will be collected from the shops directly and not supplied by the producer (in order to get a real result of the products quality) than the samples will pass the needed tests and the result will come out of Biol center to the local inspection body that will issue the labels to the producers. The degree of quality label will be checked on a regular basis and changed according to the results.

Using the existing inspection bodies will make the process more simple reliable and cheap. This process will be accompanied also by a local focused advertisement campaign directed to the organic consumers to buy only olive oil with a quality label. These local campaigns will include events for consumers in organic shops including lectures and tasting of quality labeled organic olive oil to increase the consumption of the product.

The benefits

Since, as I mentioned earlier, the olive oil market is going for quality and only good quality producers will be able to survive. We can promote the production of quality organic olive oil by creating a reliable label that will be identified by the consumer as such and with time and efforts the consumer will identify with the label and trust it as the way to choose olive oil from the shelves.

Conclusion

I think that the time has come to use the great platform Biol has created for further developments. I come here with this idea not as a private person but as a member of the board of IFOAM regional body of the Mediterranean. I intend to raise the idea in ABM next board meeting and make it a cooperation between Biol and ABM. I am also ready to promote this idea in my country Israel. And to support in any way I can to make this idea a reality.