



Project co-financed by the European Regional Development Fund



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FOR IMMEDIATE RELEASE

Transparency has finally arrived to the olive oil industry.

The Future of Olive Oil “High Touch – High Tech” conference

For the first time in decades a new category of Extra Virgin Olive Oil (EVOO) has emerged; High Phenolic EVOO.

The EU has led the way with the adoption of a health claim for polyphenols in EVOO after decades of research. This health claim has created a new category of olive oil – “High Phenolic EVOO”. EU regulation 432/2012 health claim requires a specific concentration of polyphenols in order to bear the claim:

“Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress”

The health claim is based on specific polyphenols. The discovery that same year by Dr. Prokopios Magiatis and Dr. Eleni Melliou, University of Athens, of the NMR (Nuclear Magnetic Resonance) method of measuring each phenolic compound in Extra Virgin Olive Oil has changed the olive oil industry forever.

This has spurred innovation to invent new handheld in-the-field tools to safeguard and monitor the quality of this new category of high phenolic EVOO.

The European Regional Development sector is co-financing the ARISTOIL Interreg MED Programme for a 3-year period in 5 countries (Cyprus, Greece, Croatia, Italy and Spain). Its goal is to assist the olive growers in identifying the best practices **for soil management through to production and preservation of high phenolic olive oil**. Thousands of olive groves are being monitored, the farmers educated and samples consistently analyzed to discover the optimum agronomic factors, time of harvest, olive mill settings for each variety of olive, storage conditions, bottling and distribution.

The Future of Olive Oil will present 3 new high tech handheld tools using the Aristoleo Test Kit for monitoring the quality of this precious high phenolic EVOO: Aristometro and AristoApp and a miniature mill “The Predictor”.



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Independent olive growers together with scientists, innovative private companies, and with the support of their communities can guarantee transparency, eliminate fraud and ensure the highest quality of EVOO arrives safely to the growing market of informed health conscious individuals looking for natural foods with proven quality and benefits for health.

Gathered will be scientists, olive growers, marketers and entrepreneurs to showcase new scientific developments. Olive oil industry stakeholders in Cyprus and around the world, will learn how to achieve higher prices by producing higher quality phenolic olive oil and marketing and exporting it more effectively. The conference will be broadcast live on by ECOTV and on all major social media and will be archived on ECOTV, YouTube, and other video sharing sites.

We are honoured to welcome guest speaker and advocate of biodiversity conservation and sustainable agriculture, **Princess Basma bint Ali, founder of the Royal Botanical Gardens, Jordan**. HRH will share her experience with Greening the Desert project applying regenerative agriculture to create the gardens in Jordan and the importance to be environmental stewards of the Earth.

The Future of Olive Oil is hosted by **Aristoleo Ltd.** and **Larnaca District Development Agency (ANETEL)**; key partners in the **ARISTOIL Interreg MED Project** representing Cyprus. The 3-year ARISTOIL program goal is to reinforce the Mediterranean olive oil sector competitiveness through the development and application of innovative production and quality control methodologies in the lab and in the field leading to the production of extra virgin olive oil with enhanced health protecting properties (as recognized by EU 432/2012 regulation).

Aristoleo produces the “lab in a vial” test kit (first prize winner at **Greece Innovates 2015**) that identifies the phenolic content of extra virgin olive oil and acts as a marketing resource to connect producers of high phenolic olive oils with health conscious consumers looking for natural sources of health protective foods.

THIRD ANNUAL Aristoleo Awards 2018 presentation for HIGH PHENOLIC EVOOs and TABLE OLIVES. In addition to the planned itinerary, there will be ample opportunity for Cyprus producers to share experiences with successful producers from Greece, Italy, Croatia and Spain in attendance.

Registration is free. Seats are limited