



International contests olive oil extra virgin for group SIAL The North American and Asian markets

Olive oil arouses more and more interest with the general public and professionals for several reasons:

- Its benefactions on health are scientifically recognized
- Marketing influences more and more the purchase of oil which becomes a present, such as a wine bottle
- Numerous books are now dedicated to olive oil.
- The United Nations Conference on Trade and Development approaches the subject

2 continents have been discovering over the last years the noble and delicious fruit juice that is olive oil:

America and Asia

The rapidly expanding consumption has exceeded the production capacities of these two geographical zones. This situation offers a unique opportunity to olive oil producers and exporters of the whole world to develop their markets.

2 olive oil competitions well-known throughout the world, are organized by SIAL, in each of these continents:

Olive d'Or and OlivAsia

Benefits for the contestants:

- recognition of their peers
- exploration of market
- a visibility during the show SIAL Montréal thanks to the Olive d'Or Area

THE NORTH AMERICAN AND ASIAN MARKETS

North American market



Imports in North America represent **270.5 thousand tons**, 43.4 % of the imports in the world.

In Canada the import of olive oil has more than doubled in 10 years, with an increase of 0.5 points and in the USA, 2.18 points since 2005. *1

The **consumption in North America** is approximately **251 thousand tons a year**, with 25 000 tons for Canada, which represents 50 million bottles of 500 ml. The consumption increased by 5 % in one year.*1

Asian market



Import in China rose by 70% per year!

Indeed, the local production of olive oil is not sufficient to meet the needs of the Chinese market.*1

The **consumption** is 16 million tons per year, representing to 1.3 billion consumers of olive oil in China.

This phenomenon is spreading across Asia. It appears not only in China, Hong Kong and Taiwan, but also in other Asian countries such as South Korea, Malaysia, Thailand, Singapore, Vietnam and of course Japan, which remains one of the most major importers of olive oil in the world.*1

*1 - Source: Data adopted by the 94th session of the IOC (Madrid, Spain 21-24 November 2006), Campaign 2006/07

INTERNATIONAL CONTESTS OLIVE OIL EXTRA VIRGIN FOR GROUP SIAL

The SIAL network is organizing two international competitions on two continents importing extra virgin olive oil:



2nd edition, the International Contest Olive oil in North America

To be presented at SIAL Montréal 2008
From April 23-25, 2008 in Montreal

During the SIAL Montréal 2007, the **1st edition Olive d'Or** has been highly **successful in terms of participation**, and stood-out as one of the most important international contest.

The competition attracted **144 olive oils** from more than 18 countries around the world.



4th edition, the International Competition Olive oil from China and Asia

To be presented at the SIAL China 2008
From May 14-16, 2008 in Shanghai

During the SIAL China 2007, the **3rd edition of OlivAsia** was a great success. OlivAsia brought together **85 olive oils** from **13 countries** around the world, with a 20% increase in terms of samples compared to the previous edition.

THE SPIRIT OF THESE TWO COMPETITIONS AND THEIR PROCESS

Participants register their oils in the following categories:

light fruity, fruity medium and strong fruity.

The oils are tasted in accordance with the norms established by the International Olive Council (COI).

In addition to participation in the contest, registration allows:

- A showcase of olive oils in a designated area of the SIAL Montreal,
- inclusion in the exhibition catalogue,
- The opportunity to receive feedback from jurors.

The winners in each category will be rewarded with prizes:

Goutte d'Or, Goutte d'Argent et Goutte de Bronze.

9 Winners are highlighted in the showcase at the Area of the SIAL Montreal.

Winners receive:

- a vintage label competition to communicate
- a diploma awarded at the Canadian Agrifood Export Gala that will be taking place during SIAL Montreal.

The jury is composed of international experts (specialists in the industry Olive, chefs, journalists...).

It is chaired by Dr. Christine Cheylan. Expert in the field of olive cultivation, she has chaired many national and international competitions and is Very implicated in the world of Olive. Trained to professional tasting, she is also a producer, manager of an oil mill, a consultant in olive growing and a jury in contests.

New this year: the Golden Olive Area, in this area, professionals will be able to taste your olive oils.

This service (cf Registration Form for costs) will enhance your visibility during the show. It includes:

- 3 days of presence in the olive oil area.
- database of visitors and professionals who have tasted or will be interested in your olive oil.

Additional information will be provided to participants wishing to subscribe to the package with tasting.