



**FOOD AND AGRICULTURE ORGANIZATION
OF THE UNITED NATIONS**
Investment Centre Division

Number of participants: 15 in total

Most of the key actors, institutions, and associations active in the olive oil sector were present in the meeting; and they contributed to a lively and open discussion.

FAO introduced the meeting; updating stakeholders with recent FAO/EBRD activities, before introducing this project, which builds on the FAO/EBRD olive oil sector review. The follow up project consists of three: training targeted at farmers; enhancing policy dialogue in the olive oil value chain; and a possible study tour.

FAO underlined the importance of dialogue both within the sector and between the private sector and the government in order to fully realize the sector potential.

FAO then made a presentation which highlighted the international context, in particular the twin challenges created by volatile international prices and variable domestic production before discussing approaches taken to face these changes. Focusing on quality and the benefits of developing markets based on quality rather than price.

The second part of the presentation highlighted the importance of the association in helping to achieve this, focusing on how the interprofessional model has been successful in the delivering results in the olive oil sector in EU countries. As well as discussion on the key points to ensure that an interprofessional organization can help raise value added to all value chain participants.

A lively and open discussion was then followed and main points were raised:

- Participants agreed on the need to move the industry forward;
- Recognized a functional interprofessional would be a welcome addition to the olive oil sector;
- There is a need for the participants to have a shared vision of the future and to take a long term view;
- There is a scope to further improve the sharing of information and ideas between the public and private sector;
- For example, it was underlined that the best way for the national strategy to achieve its results would be following in depth discussion
- Future challenges include reducing production costs and increasing both productivity and quality;
- Access to finance;
- Transparency;
- How the government could best help the sector to develop.

Outcomes

FAO will organize the next meeting, which is planned for mid-November. The organization and planning of future meetings will also be discussed.

Participants are invited to priorities topics for discussion in the next meeting.

Participants are requested to provide any people should participate in the next meeting.