

6 April 2010

## AUTHENTICITY OF EXTRA VIRGIN OLIVE OIL

### INFORMATION FOR FARMERS MARKETS AND FARM OUTLETS

#### Greetings

Farmers markets and farm outlets have done an excellent job in bringing fresh local produce to communities across Australia. We are aware that one of the greatest challenges that markets face is ensuring the authenticity of product for consumers – something that is critical to your continued growth and success. This question of authenticity is also an issue of which we in the olive industry are vitally aware.

Olive oil is a natural cold pressed juice that to be called “Extra Virgin’ must legally be both chemically and taste tested to establish that it is compliant with internationally recognised standards. However, there has been widespread improper labeling of untested oils as well as fraudulent substitution of inferior oils or other additives. Some of this, including recent strong action by the ACCC against a number of retailers and distributors, has been reported in the media. Testing in is the only way to ensure authenticity.

In a bid to give certainty to the Australian public that the local product is genuine, the Association has introduced a certification scheme which involves the testing of all oils before being offered for sale. The certification scheme is open to all Australian olive growers, is inexpensive for small growers and involves external independent monitoring and testing in the marketplace. Certified oils can be recognised by the following symbol.



To underpin the authenticity of olive oils offered in your market or outlet we urge you to adopt this Australian Certification as a standard and give priority in future to olive-producers/stallholders who have achieved this certification. Any current producers/stallholders selling olive oil might be encouraged to become certified or source such oils.

A great many producers have signed up to the certification process as it is a simple and cost-effective way of meeting their legal obligation if they wish to describe their product as Extra Virgin Olive Oil.

Mr John Forrest, the Association’s Industry Development Officer, will be pleased to assist you with any queries or introducing producers to the certification process. You may also wish to view [www.australianextravirgin.com.au](http://www.australianextravirgin.com.au).

Kind regards and thank you for your contribution to Australia’s local producers and the community.



Paul Miller  
President