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MILL ON WHEELS

MOBILE OLIVE OIL PRODUCTION TRUCK PROJECT

“Development of evaluation possibilities of olive genetic resources in their ecology while maintaining their ecological characteristics “

*Samir Bayraktar
CEO - Nar Gourmet*

Its Great to be Here...

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Before I start my presentation, I would like to thank to Lisa for inviting me to this conference. It is great to be here, having opportunity to share our experience about olive oil and learn from your experiences...

Please excuse my English since it is my second language. You may have problem understanding my accent and I may have yours during Q&A session.

I brought so many greetings from Turkey, from my people.

I was born and raised in a city very close to Gallipoli where Anzacs and Turks fought against during 1st world war. Then they became friends, for ever.

I would like to called it: An Unusual Friendship...

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An Unusual Friendship...

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The campaign in Gallipoli played a major role for Australians, New Zealanders and the Turks in forming their national identity.

For the Anzacs, the Gallipoli campaign was seen as marking the beginning of nationhood. For Turkey, the campaign helped in the transformation of the country from a dying empire to a new nation through the leadership of Mustafa Kemal Ataturk.

During the eight-month Gallipoli campaign, both sides experienced heavy losses and hardship, but there were also exchanges of cigarettes, matches and chocolate between the opposing forces, and some unique friendships were formed between the soldiers in trenches.

The Anzac spirit of 1915 has continued to foster close ties between Australia, New Zealand and Turkey. Particularly in the last twenty years, both the Anzacs and the Turks now see Gallipoli as a unique bond between their three nations.

Photographs: Mine Konakci, Remembering Gallipoli



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What is NAR? What does it mean?

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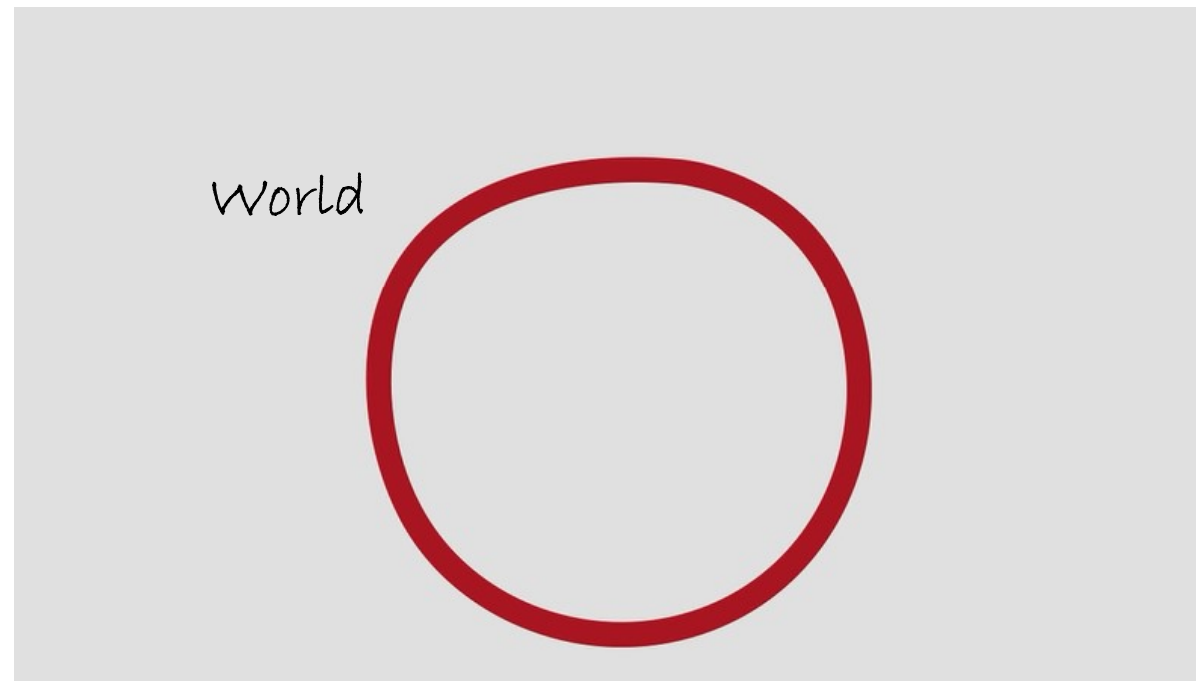
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(NAR)
means
Pomegranate



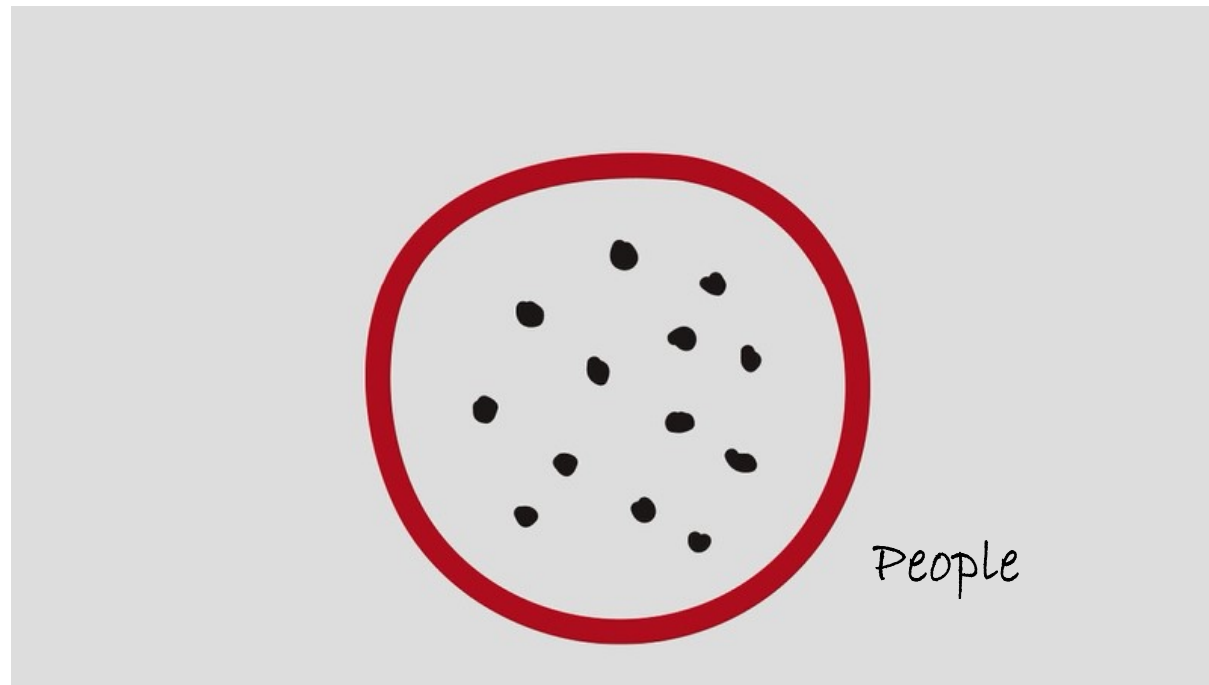
Why NAR? What does it mean?

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In Islam,
It is fruit
from
Garden of Eden



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In Judaism,
symbol of accuracy

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In Christianity, Symbol of eternal life



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In ancient Egypt,
Symbol of wealth

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In Ottoman Empire,
Symbol of growth



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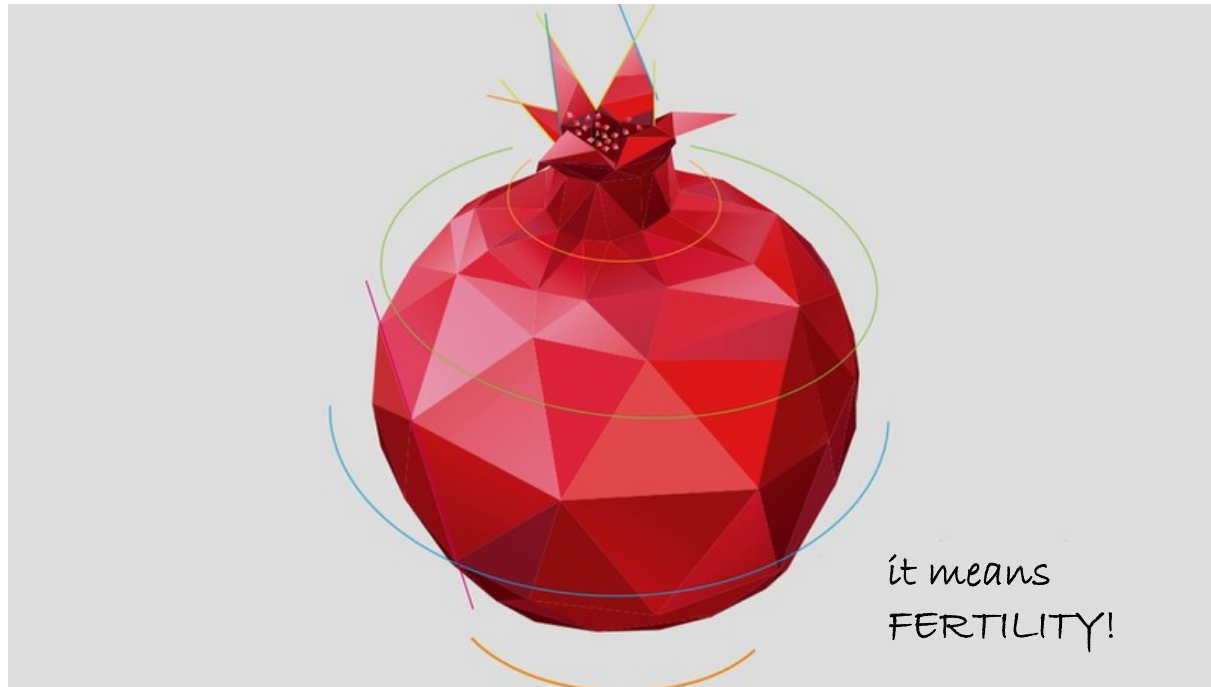
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In the whole world...

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Since 2007, NAR Gourmet has pursued a single mission:
to bring the rich, healthy bounty of handcrafted foods and ingredients from Anatolia to the world.

NAR; which means pomegranate in Turkish and which stands for fertility
but also an acronym of the words “Natural And Regional”...

Anatolia...

One of the great crossroads of ancient civilizations is a broad peninsula that lies between the Black and Mediterranean seas.

Called Asia Minor by the Romans, the land is the Asian part of modern Turkey.

It is usually known by its Greek name Anatolia...

One of the oldest lands on earth.

Some examples are:

- Gobeklitepe
- Kloxemanai



Göbekli Tepe, The Oldest Religious Site, Southeast Anatolia

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Göbekli Tepe is regarded as an archaeological discovery of the greatest importance since it has changed the understanding of a crucial stage in the development of human society.

It is a stone-age mountain sanctuary.

Stylistical analysis indicate that it is the oldest religious site yet discovered anywhere.

They were built before the so-called Neolithic Revolution, the beginning of agriculture and animal husbandry around 9000 BCE.

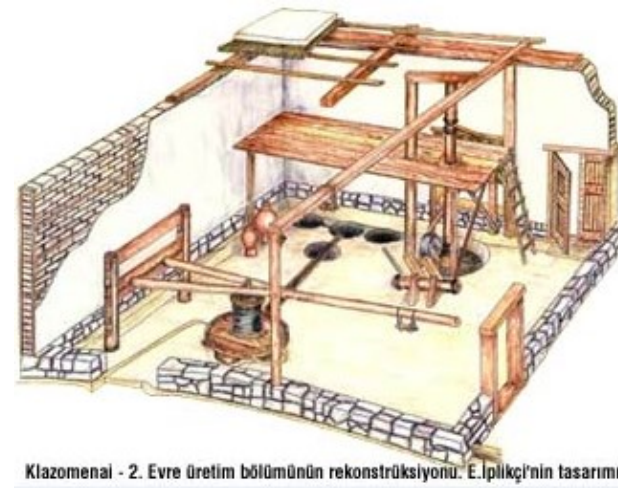
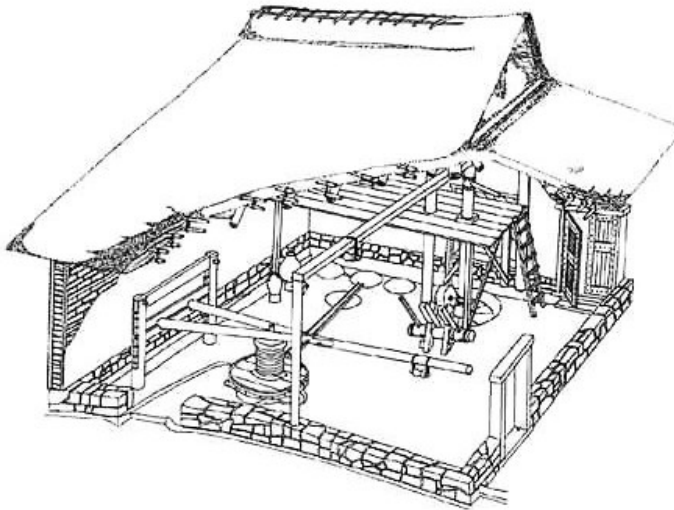


Klazomenai, An Ancient Olive Press, West Anatolia

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Olive oil extraction installation dating back to the 6th century BC uncovered in Klazomenai is the only surviving example of a level and weights press from an ancient Greek city and precedes by at least two centuries the next securely datable earliest presses found in Greece.

It was restored and reconstructed in 2004–2005 on the basis of the clearly visible millstone with a cylindrical roller and three separation pits.



Klazomenai - 2. Evre üretim bölümünün rekonstrüksiyonu. E. Iplikçi'nin tasarımı.

The Origin of Olive Tree

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Almost 2000 years old Olive Tree

The olive tree (*Olea Europaea* L.) is originated from **Upper Mesopotamia** include a part of South East Anatolia Region of Turkey and Syria.

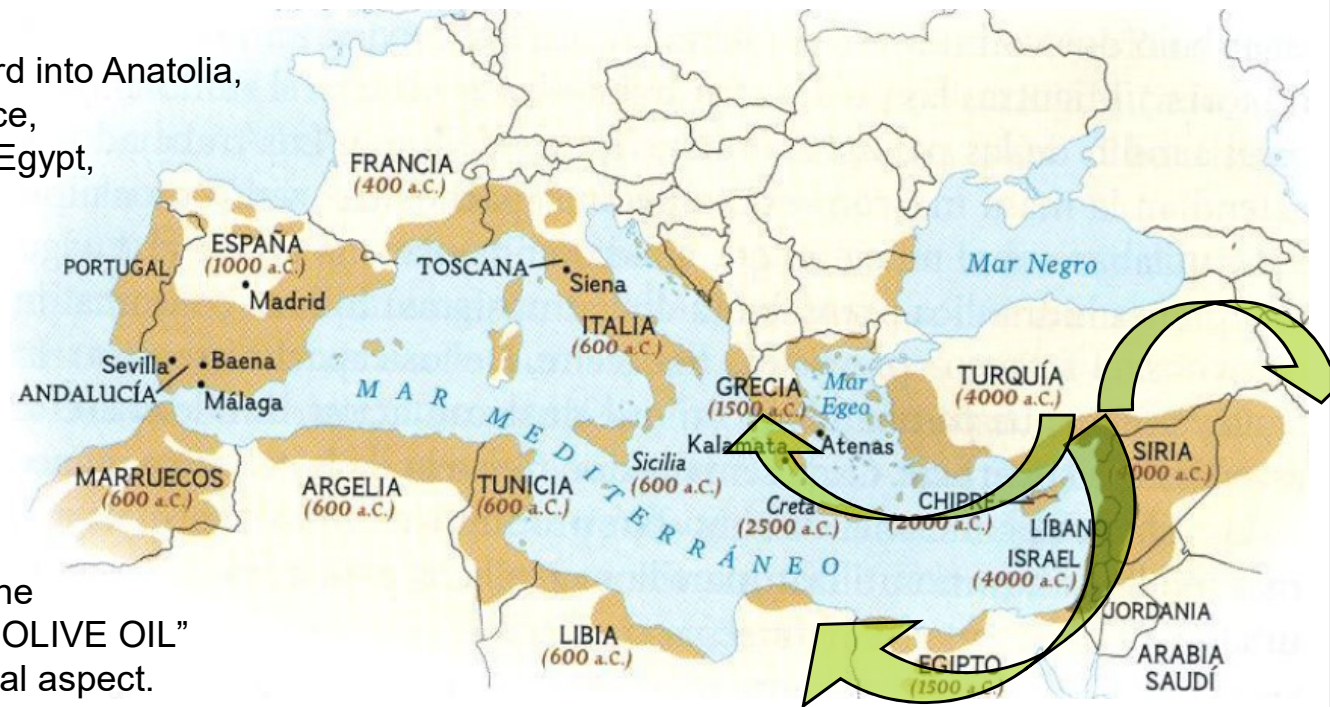
First cultivation and improvement was done by Semitic people in this region as early as 3000 BC.

The Origin of Olive Tree

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From this region, olive cultivation spread northward into Anatolia, then Aegean Sea islands, Greece, Italy and Spain, southward into Egypt, then Tunisia and Morocco and eastward into Iran, then Afghanistan and Pakistan.

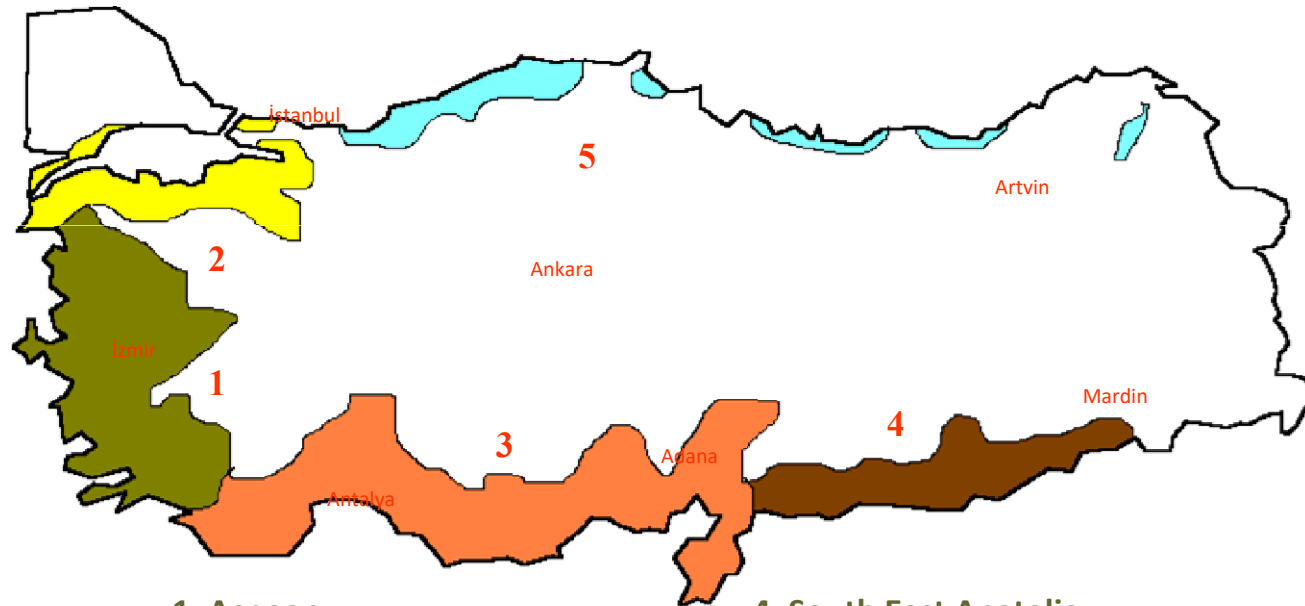


Anatolia can be considered as the “HOMELAND OF OLIVES AND OLIVE OIL” with both its climate and historical aspect. For thousands of years, Aegean region has been the center of olives, olive oil production and exportation.

Olive Production Area of Turkey

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In Turkey, olive cultivation is concentrated in **5 main regions**.
90 different olive varieties are cultivated.



1. Aegean

2. Marmara

3. Mediterranean.

4. South East Anatolia

5. Black Sea

(ordered from highest number of tree and production to lowest)

OLIVE VARIETIES IN TURKEY



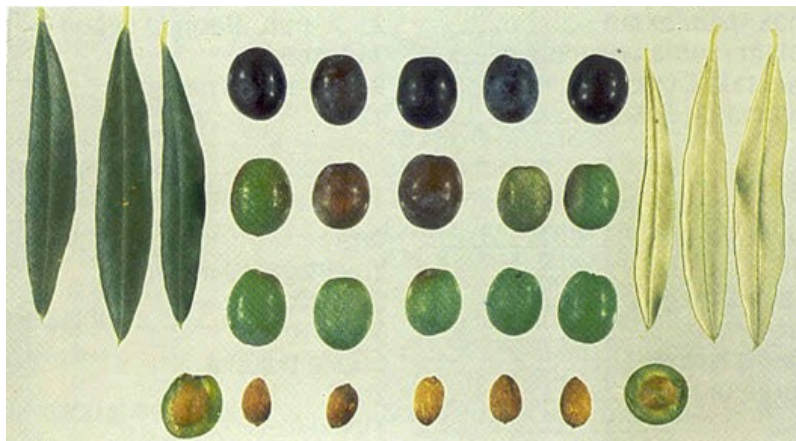


Olive Varieties in Turkey

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Olive Name	Origin	Geographic Distribution	Olive Dimension	Olive Form	Average Calibre	Fruit Percentage %	Oil Percentage %	Seed Dimesion	Seed Form
Halhalı	Mardin Derik	Hatay Maraş Gaziantep Mardin	Medium	Oval, almost round	261	83%	21%	Big	Oval





Olive Varieties in Turkey

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Olive Name	Origin	Geographic Distribution	Olive Dimension	Olive Form	Average Calibre	Fruit Percentage %	Oil Percentage %	Seed Dimension	Seed Form
Saurani	Hatay Altınozu	Hatay	Small	Cylinder	338	87%	29%	Small	Cylinder





Olive Varieties in Turkey

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Olive Name	Origin	Geographic Distribution	Olive Dimension	Olive Form	Average Calibre	Fruit Percentage %	Oil Percentage %	Seed Dimension	Seed Form
Tavsan Yuregi	Fethiye	Fethiye Karaman Antalya	Very Big	Oval, Heart-Shaped	164	86%	20%	Relatively Small	Almond-Shaped





Olive Varieties in Turkey

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Olive Name	Origin	Geographic Distribution	Olive Dimension	Olive Form	Average Calibre	Fruit Percentage%	Oil Percentage %	Seed Dimesion	Seed Form
Uslu	Akhisar	Akhisar Mugla Selcuk Yatagan Turgutlu Kemalpasa	Medium	Oval	283	85%	22%	Medium	Long, Oval





Olive Varieties in Turkey

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Olive Name	Origin	Geographic Distribution	Olive Dimension	Olive Form	Average Calibre	Fruit Percentage %	Oil Percentage %	Seed Dimension	Seed Form
Ayvalık	Edremit	Çanakkale Körfez İzmir İçel Adana Maraş Mardin	Medium	Cylinder	274	85%	25%	Medium	Cylinder





220,000 tones of olive oil is produced per year.
450,000 tones of table olives are produced per year.
20,000 tones of olive oil is exported per year to 90 countries
The production is concentrated (75%) in Aegean Region.

There are about 4 million of agricultural enterprises in Turkey,
8.1% of which (324,000 farms) is involved in olive production.

75% of the farms are smaller than 5ha and they use about 45% of olive grown land.

There are about 850 olive oil processing plants

In olive and olive oil production, Turkey ranks **THIRD** and **FIFTH** among the world's major producers respectively.

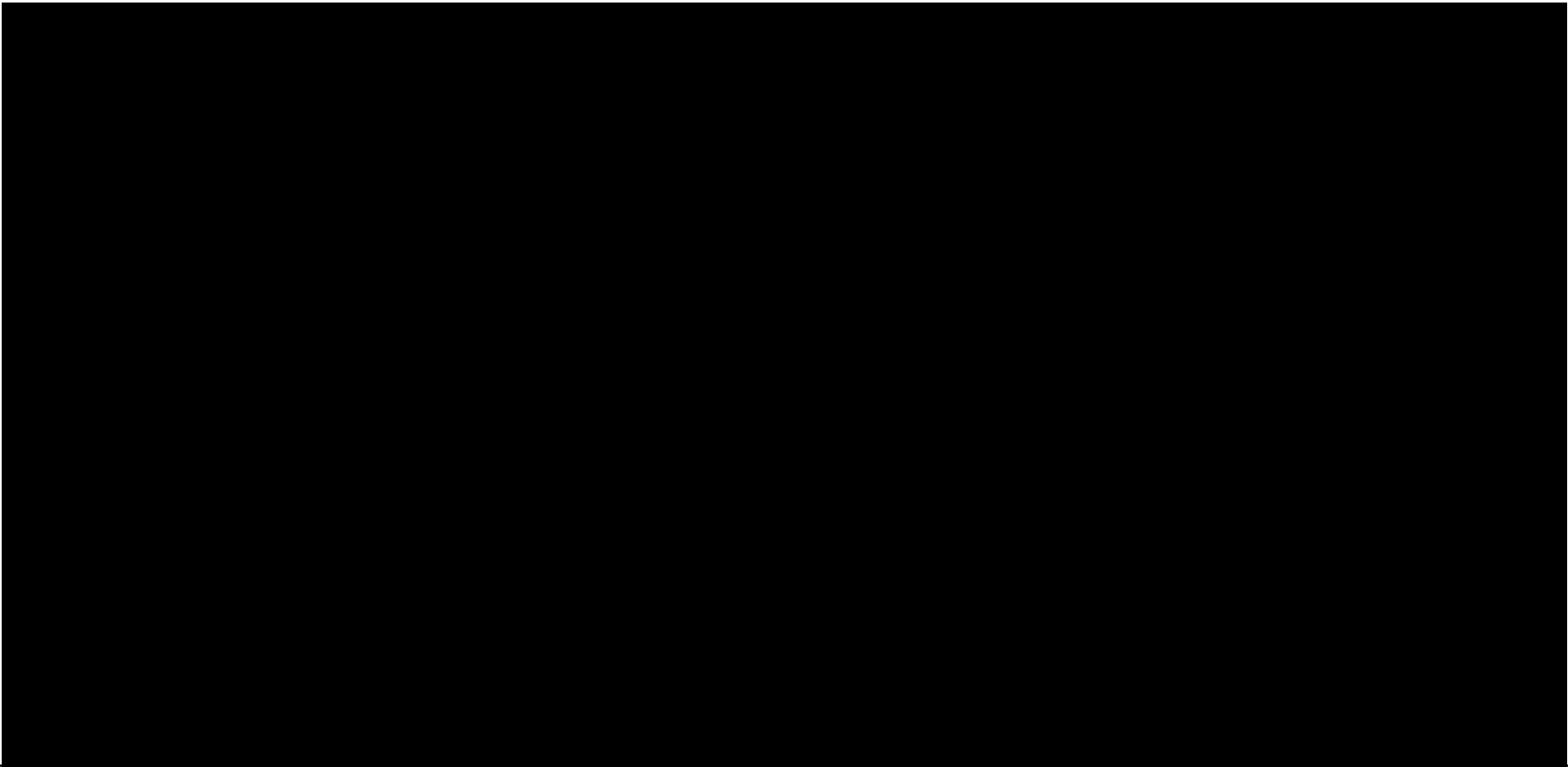


Despite being home to the world's oldest vineyards and olive oil production, Turkey is often overlooked in favor of Greece and Italy when it comes to regional artisanal produce.

Determined to redress the balance, NAR Gourmet has implemented

THE MOBILE OLIVE OIL PRODUCTION TRUCK PROJECT

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To create awareness of the importance of Turkish olive germplasm through a mobile olive oil extraction system

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In this project; we work with in coordination with
Ministry of Industry
Ankara University, Faculty of Agriculture, Department of Horticulture
Hacettepe University, Department of Food Engineering

This groundbreaking initiative unveils **a new tactic** in creating
the most high-quality, fresh olive oils throughout a diverse region.
This mobile production facility is an exciting enterprise that we are proud to bring
directly to the groves of the Anatolia region to ensure a rich product.

Mobile Olive Oil Processing Unit

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Turkey is very important for its **olive germplasm**. Many olive cultivars are available to farmers but only a few have economic potential in the olive oil and/or table olive market. Farmers who grow local varieties therefore want to switch to better-known cultivars but the fact is that they have never produced or tasted the high quality extra virgin olive oils that can be obtained from the local varieties.

A mobile olive oil processing unit was therefore designed to produce top-rate EVOOs from local varieties and so demonstrate their distinctive characteristics and minor components and encourage farmers to continue growing them in their area of origin, the ultimate object being to preserve local varieties and increase farmers income.

Mobile Olive Oil Processing Unit

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Our goal is to overcome the problems associated with the process of transforming local olives into **high-quality olive oil.**



Through this initiative we are not only **supporting the local, small producers** with our mobile production truck, but **providing recognition of the local intricate tastes of the Anatolian region.**

Mobile Olive Oil Processing Unit

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Olives contain many antioxidants and aromatic, phenolic and other compounds which, though minor, are important for health. Olive oil is a healthy fruit juice packed with vitamins and antioxidants and it has an excellent fatty acid composition. It is essential, therefore, to take care at every stage of production – from the olive orchard to the bottling plant – to **preserve those minor compounds**.

The amount of major and minor compounds contained in the olive fruits differs according to genotype. We discover that some cultivars have a high content of polyphenols, squalene or oleocanthal, which must not be lost during processing.

The rationale behind the MOOPU project is to protect local olive germplasm and varieties by creating awareness of their health benefits and quality potential.

The mobile unit is an articulated lorry with a special semi-trailer measuring 2,438 x 12,192 x 2,896 mm which is divided into three separate sections for EVOO production.

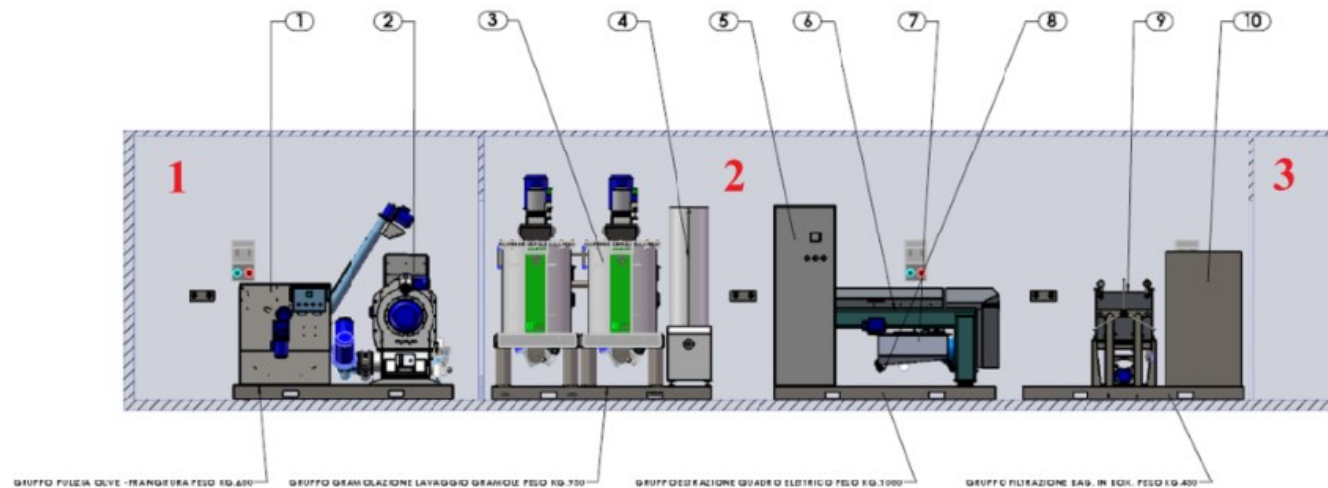


Mobile Olive Oil Processing Unit

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The first section is the olive reception area, equipped with a fruit bin, leaf-removal machine and washing and crushing units.

The second section is the processing area and houses the machinery for malaxation, settling, filtration and packing while the third section contains the generator and water supply tank. Since the processing section is a food handling area, it is protected from temperature changes, dust and smells and equipped with air conditioning, isolation and filtered ventilation systems to ensure hygienic conditions.

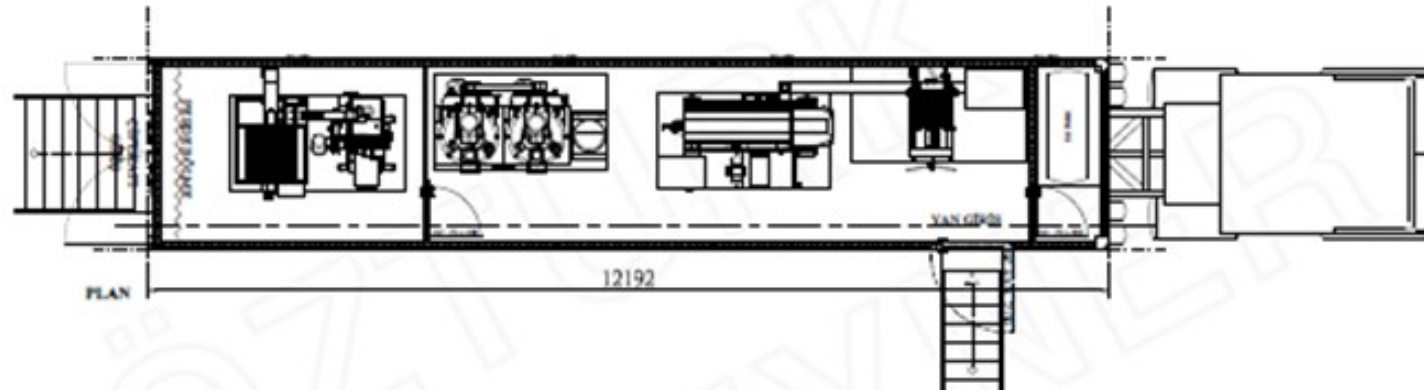


Mobile Olive Oil Processing Unit

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The olive pomace left over from oil production is collected in barrels and transferred to the nearest olive pomace oil extraction plant.

Support was received from TEM Oliomio (Italy) for the machinery in the olive oil processing unit which is equipped with a knife crusher and two-phase decanter with a capacity of 500 kg/h.



Mobile Olive Oil Processing Unit

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Mobile Olive Oil Processing Unit

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During the harvest season, Mobile Olive Oil Processing Unit was driven to olive orchards in the different regions of Turkey where local varieties are cultivated .

The olive fruits are **picked by hand** so giving top-quality EVOOs.

For the most of the local varieties, it was the first time they had ever been made into premium EVOOs.





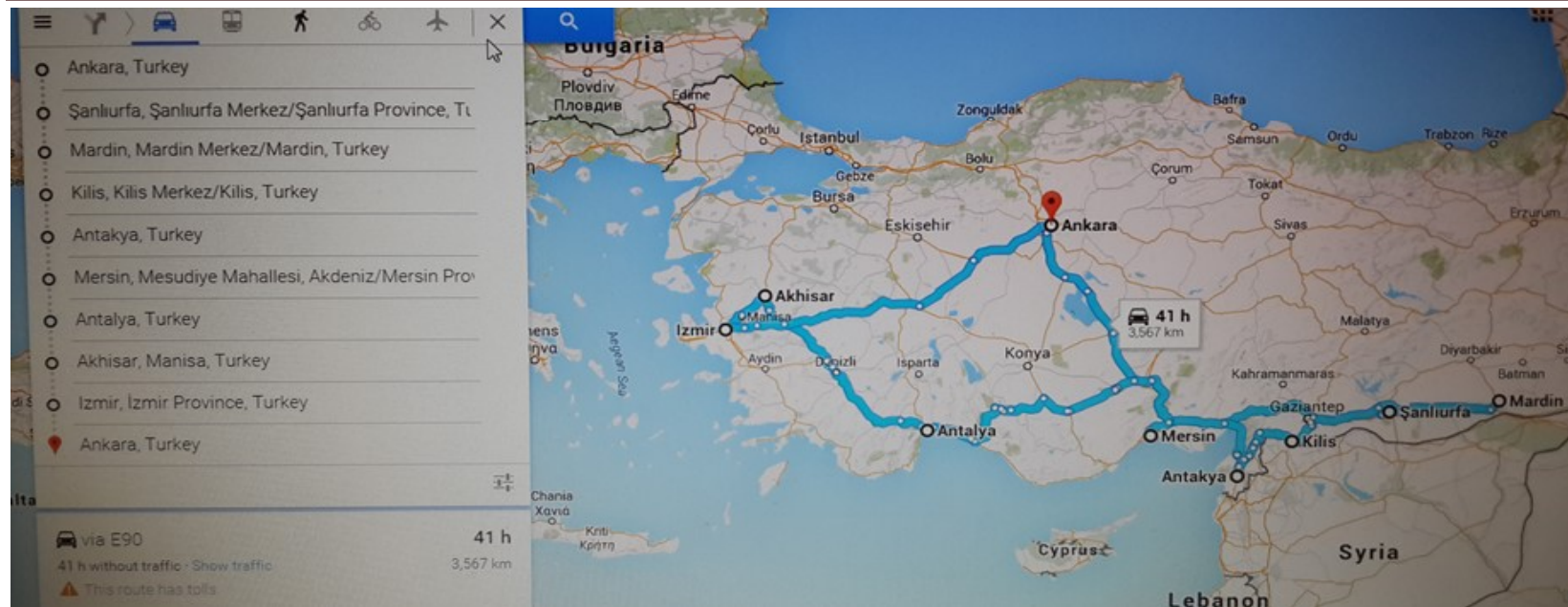
We process the local varieties of olives picked in their own ecological environment within **two hours** of harvesting, capturing the true essence of the Mediterranean coast.



Mobile Olive Oil Processing Unit

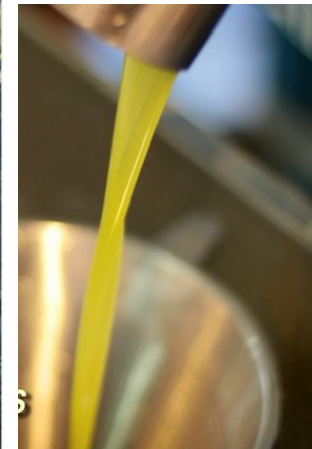
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The olive oil production on wheels delivers the freshest results, while highlighting the local olive varieties grown in **Mardin, Hatay, Gaziantep, Kilis, Manisa, Mersin, Antalya and Ayvalık**, while traveling **more than 2,500 miles** across Turkey; spending **more than 45 days** on the field.



We end up with...

The **100-percent-cold-pressed, early-harvest extra virgin ANATOLIAN COLLECTION** of olive oils; representing the full, extraordinary breadth of the **Mediterranean's long history of olive cultivation.**



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Analysis at each step...

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Chemical Analysis are realized by Hacettepe University, Food Engineering Dept.

Free Fatty Acidity
Peroxide Value (PV)
Color
UV Absorbance
Moisture Content
Fatty Acid Composition
Total Phenolic Content
Determination of Phenolic Composition
Tocopherol Composition
Volatile Compound Analysis

Sensory Analysis by Ayvalık Chamber of Commerce Panel Groups

Fruitiness
Bitterness
Pungency

Leaf & Soil Anaysis by Ankara University, Agricultural Engineering Dept.



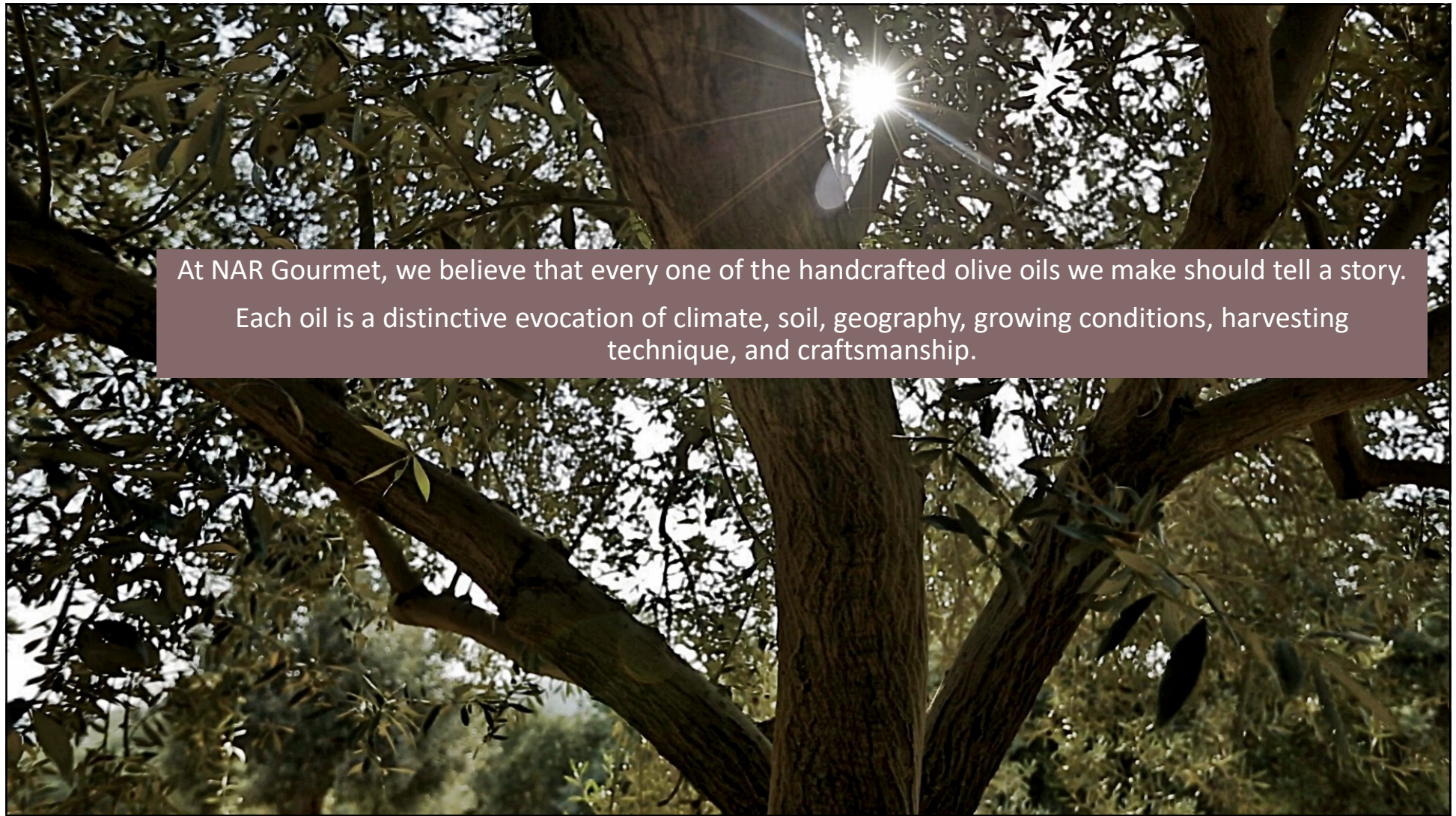
Awards

The award-winning products include the brand's jams and marmalades which were recognized with the Superior Taste Award by **ITQI (International Taste and Quality Institute)** and the high-quality olive oils which have been awarded with the most prestigious international olive oil quality competitions like **NYIOOC** (New York International Olive Oil Competition), **Milan Monocultivar Olive Oil Expo**, **Olive Japan**, **Olive China**, and **Flos Olei**.

Nar Gourmet has also been awarded by "**Dynasty of the Year**" Award in Italy.

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At NAR Gourmet, we believe that every one of the handcrafted olive oils we make should tell a story. Each oil is a distinctive evocation of climate, soil, geography, growing conditions, harvesting technique, and craftsmanship.



Antalya-Beylik EVOO

According to the evaluation of the Tasting Panel, this olive oil has a **green fruity** flavor. This no-defect olive oil with a **4.6 fruity flavor** is rated as **bitter 5.8**, and **pungent 6**, it has been graded as a medium strong olive oil. This is an olive oil **rich in phenolic components and antioxidants** as a result of Beylik variety olives harvested early and processed swiftly. **Meadow flowers, apple, green banana, green tomato, grass, arugula, watercress, unripe almond notes are perceived in the smell.** It has **good oxidative stability** during storage time because of high amounts of **phenolic compounds** and **vitamin E**. Beylik had also **higher oleuropein** than other EVOOs and was the richest olive oil in terms of **phenolic compounds**. Beylik variety has also wider range of **volatile compounds**.



Antalya-Tavsan Yuregi EVOO

This is a **green fruity olive oil** according to the evaluation of Tasting Panel. Vibrant green in color with a special aroma, this is a high quality olive oil **with 0.1 acidity**. This no-defect olive oil with **4.2 fruity flavor** is rated as **bitter 3.1**, and **pungent 4.2**, it has been graded as a **medium strong olive oil**. This is an olive oil **rich in phenolic components and antioxidants** as a result of Tavşanyüreği variety olives harvested early and processed swiftly. Olive oil extracted from Tavşanyüreği olives is **high in total phenol content, which results in caramel, honey, blossom, green apple, grass, freshly cut grass, almond and spring notes**. It has **good oxidative stability** during storage time because of high amounts of **phenolic compounds, apigenin and vitamin E**. Tavşan Yüreği has also **high amounts of oleuropein**.



Mardin-Halhali EVOO

Dark green in color with a special aroma, this is a high-quality, treasured product for olive oil connoisseurs. **Grown in the birth place of olives**, the **Mardin-Derik** region of Anatolia, the Mardin Halhali olive variety is considered a table olive. With a surprisingly **bold and slightly bitter taste**, the olive oil made from these olives possesses **a powerful yet elegant scent**. It is a **balanced oil** with a long lasting pungency, along with **green grass, tomatoes, green plum** and **parsley** flavors noted. Mardin has very high concentration of **hydroxytyrosol**. Mardin Halhali Extra Virgin Olive Oil is ideal for imparting a **distinctive flavor in seafood dishes** such as salmon salad or pasta with mussels, on **goat cheese**, drizzled on vegetables like steamed beans or potatoes, atop a creamy artichoke risotto, or on bread where it can be purely savored.



Balıkesir-Ayvalık EVOO

Our Balıkesir-Ayvalık Extra Virgin Olive Oil is a celebration of **one of Anatolia's most fabled olive-growing regions**: the wind- and sun-kissed headlands near the ancient town of Ayvalık, on Turkey's northern Aegean Coast. The single-estate Ayvalık olives used for this exquisite oil have a gorgeous, greenish-purple luster when harvested and produce **intensely fruity yet nuanced flavors**. It is dominated by the **freshly cut green grass** and a very slight **almond bitterness** and smell the accompanying **artichoke** and **green tomato** behind. Ayvalık has very **high amount of pinoresinol**.

The perfect introduction to Anatolia's diverse olive terroirs is ideal for salads, cold appetizers and even breakfast dishes.



Hatay/Antakya-Savrani EVOO

According to the evaluation of the Tasting Panel, this olive oil has a **green fruity** flavor. This no-defect olive oil with a **3.8 fruity flavor** is classified as a natural extra virgin olive oil. Rated as **bitter 5**, and **pungent 5.1**, it has been graded as a **medium strong olive oil**. This is an olive oil **rich in antioxidants** as a result of Savrani variety olives harvested early and processed swiftly. It has **arugula, sloe, bitter almond, freshly cut grass notes** on the nose. Saurani (Hatay) has highest concentration of **tyrosol, hydroxy tyrosol** and **luteolin**.



Manisa-Uslu EVOO

The sensory analysis grades this olive oil **as green fruity**. The exemplar of this no-defect olive oil with a **4.4 fruity flavor** is classified as a natural extra virgin olive oil. Rated as **bitter 4.8**, and **pungent 4.05**, it has been graded as a **medium strong olive oil**. This is an olive oil rich in strong aromas and antioxidants as a result of Uslu variety olives harvested early and processed swiftly. **Olive oil extracted from Uslu olives imparts green apple, grass, artichoke, arugula, tomato, unripe almond, and watercress notes.** Filtered Uslu (Manisa) has **most abundant of transferulic and o-cumaric acid**.

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THANK YOU!