



AUSTRALIAN OLIVE
ASSOCIATION^{LTD}



What is OliveCare® ?

- ▶ OliveCare® is the Australian Olive Association's Industry Code of Best Practice program encompassing the entire olive supply chain from growers to retailers.
- ▶ The Industry Code of Practice (CoP) now rebranded as OliveCare® was developed to underpin and enhance the high quality of all Australian olive products and associated production processes.
- ▶ Any financial member of the Australian Olive Association may apply to become a Signatory to OliveCare®, and or OliveCare® Export (more on this later).
- ▶ To gain and maintain OliveCare® accreditation, olive businesses must undergo an independent audit and evaluation on an annual basis to ensure the integrity of the program is maintained.
- ▶ OliveCare® incorporates the provisions of the *Voluntary Industry Standard for Table Olives in Australia (RIRDC 2012)*, the *Australian Standard for Olive Oils and Olive Pomace Oils (AS5264-2011)*® as well as provisions of the *Australia New Zealand Food Standards Code* and related legislation, Australian Consumer Law (ACL), comprising the *Competition and Consumer Act 2010*, and related State and Territory food safety and health legislation; as well as international rules and codes with similar aims, such as those of the *American Oil Chemists Society (AOCS)*, *International Standards Organisation (ISO)*, and *International Codex Alimentarius Commission (Codex)*.
- ▶ OliveCare® facilitates the development of a compliance culture within the industry in relation to the Trade Practices Act and relevant fair trading and food safety legislation, and to deal effectively with product recalls, and consumer and supply chain complaints.
- ▶ OliveCare® comprises a set of guidelines detailing industry best practice encompassing on-farm operations – including production, harvesting, and sustainable natural resources management, as well as post-farm operations including olive processing, oil storage, packaging and product distribution.
- ▶ OliveCare® provides the tools to establish a framework that encompasses good business practice with HACCP-style production controls, on-farm biosecurity and pests and diseases management.
- ▶ OliveCare® encompasses high quality Australian olive oils, flavoured oils, table olives and other olive products.
- ▶ OliveCare® is supported by a set of Certification Trade Marks (CTMs) owned by the Australian Olive Association Ltd (AOA). The rules governing the use of these CTMs are regulated under Section 173 the *Trade Marks Act 1995* and are subject to approval by the *Australian Competition and Consumer Commission (ACCC)*. The AOA vigorously defends its Intellectual Property (IP), including any unauthorised use and misuse of its CTMs, and will seek legal remedy where this occurs.

What does the Certified Australian Extra Virgin® logo mean for the consumer ?



The *Certified AEV®* logo is the consumer's assurance of Australian EVOO product authenticity, provenance and quality in the market place.

The application of the *Certified AEV®* logo means the product meets testing requirements under the Australian Standard (AS5264-2011) for classification as Extra Virgin Olive Oil (EVOO).

The *Certified AEV®* logo assurance is underpinned by *OliveCare®*, encompassing the entire olive supply chain from growers to retailers.

OliveCare® helps growers implement strategies to ensure they make the best olive product possible and ensures that consumers get the best possible experience when buying and consuming Australian Extra Virgin Olive Oil.

More than 90% of the EVOO produced in Australia is now certified to use the *Certified AEV®* logo and backed by *OliveCare®*.

What about certification of other Australian olive products?

The Australian Olive Association now has a collection of Certification Trade Mark logos that provide assurances to consumers of product authenticity, provenance and quality for other non-EVOO olive products:

Not all olive oil is of the highest quality Extra Virgin Olive Oil (EVOO) classification – there are also lesser quality oils such as Virgin Olive Oil, Refined Olive Oil and Olive Oil Blends, which are less expensive and do have their culinary and manufacturing uses.

What is important for consumers is that the product label accurately describes the contents in accordance with the classification requirements of the Australian Standard (AS5264-2011).

Certified Australian Flavoured Olive Oil™ and Co-processed / Agrumato Olive Oil™:



Flavoured olive oils have become very popular in Australia and these logos are the consumer's assurance of product quality and processing method – either using the traditional Agrumato method, where fresh olives are milled together with fresh citrus or co-processed with fresh herbs; or by infusing a high quality olive oil with a flavouring essence.

Certified Australian Table Olives®:



This logo is the consumer's assurance of purchasing high quality table olives and tapenades, grown and produced in Australia.

Certified Australian Products made using Australian EVOO TM:



Many other products are made using Australian EVOO, including olive oil spreads, condiments, soaps and cosmetics. This logo is the consumer's assurance that Australian EVOO is used in these products at the content % specified on the label.

Promotion of AOA Certification Trademarks:



- ▶ The new EVERYDAY website went live in December 2016. It is aimed at educating consumers about Certified Australian EVOO: <http://www.australianextravirgin.com.au/>
- ▶ The new website has a section that lists all the CERTIFIED Australian EVOO brands, with direct links to the Signatories' own websites.
- ▶ The AOA works closely with its communications company to deliver targeted messages to a variety of consumer groups that talk about "CERTIFIED Australian Extra Virgin Olive Oil".
- ▶ The AOA launched the EVERYDAY Campaign in November 2016, which aims to increase consumption of Australian EVOO and switch users of other types of fats over to EVOO.
- ▶ The AOA has developed a range of point of sale material that *OliveCare*® Signatories can purchase to promote Australian EVOO. Place orders at: secretariat@australianolives.com.au
- ▶ The AOA ensures all its media articles and advertisements display the AEV® logo.
- ▶ Individual EVOO producers can help to promote high quality Australian olive products and differentiate these products from imports, value-adding their products in Australian and export markets, by proudly displaying the Certification Trademark logos on their products, marketing materials and websites.

What are the benefits of becoming a Signatory to *OliveCare*® ?

- ▶ Once *OliveCare*® accredited, a Signatory achieves formal recognition of their commitment to continuous improvement, underpinned by a professional best practice system that aims to consistently provide high quality products to consumers.
- ▶ *OliveCare*® Signatories are provided with technical support and training to help them become more competent producers of Australian EVOO.
- ▶ *OliveCare*® Signatories receive generous discounts to enter the Australian International EVOO and Table Olive Competitions. Participation in accredited competitions can also be used to satisfy the *OliveCare*® requirement to have EVOO products organoleptically tested.
- ▶ Signatory brands and contact / website / social media details are listed on the Australian Extra Virgin Everyday website: <http://www.australianextravirgin.com.au/>
- ▶ The AOA's Consumer Awareness programs such as "Australian Extra Virgin Everyday" are linked to the AEV® logo – which consumers are encouraged to look for as their assurance of product authenticity, provenance and quality.

- ▶ As consumers become increasingly concerned about product fraud and product safety, the value of membership of *OliveCare*® is also enhanced.
- ▶ *OliveCare*® provides a useful vehicle to support good production and marketing practices, to provide assurance to consumers and help meet regulatory requirements.
- ▶ By supporting *OliveCare*®, and proudly displaying the program's Certification Trade Mark logos on their websites and products, Signatories are:
 - (a) helping to educate consumers, as well as applying pressure on the market not to non-compliant oils under the guise of EVOO,
 - (b) promoting high quality Australian olive products, and
 - (c) differentiating their products from lower quality offerings.
- ▶ Market survey testing shows that there are products being sold in supermarkets and other retail outlets and markets that claim to be Australian EVOO when they are not. The only way that the AOA can confidently ask consumers to buy Australian EVOO over other options is to encourage them to look for the AEV® logo on the product label.

***OliveCare*® Compliance Requirements:**

With *OliveCare*® membership come certain responsibilities:

Ref: <http://www.australianolives.com.au/article-detail/sign-up-to-the-cop>

Code compliance audit requirements include evidence of the following 6 elements:

1. Being financial - paying Code membership fees preferably before the due date.
2. Undertake independent product testing **annually** meeting requirements for true classification for each product to be certified under the Code of Practice.

EVOO: The minimum test requirements are NIR analysis of the following parameters in accordance with the requirements of AS5264-2011:

Free Fatty Acids (FFA), Peroxide Value (PV), Ultra-Violet Absorption (UV) - (deltaK, K232 &K270 plus sensory assessment undertaken by - NSW DPI (Wagga Wagga) or Modern Olives or through participation in a recognised evoo competition.

Table Olives: The minimum test requirements are an analysis of the following parameters in accordance with the requirements of the Voluntary Standard for Table Olives in Australia (RIRDC 2012):

Ref: <http://www.australianolives.com.au/article-detail/aoa-certified-table-olive-compliance>

- Minimum sodium chloride (NaCl):
- Maximum pH:
- Microbiological Criteria:
 - All products - *Escherichia coli*: Not detectable (<3 cfu/g)
 - Pasteurized product - *Lactobacillus*: Not detectable (<10 cfu/g)

plus sensory assessment undertaken by - Modern Olives or through participation in a recognised table olive competition

3. Providing copies of all product labels to be certified - these labels need to be compliant with AS5264-2011, Australian Consumer Law Export market and Code requirements. Ref: AOA Labelling Guide

It's also a good idea to send the Code Administrator a draft of any proposed label changes for approval prior to printing.

4. Providing evidence of having a HACCP style food safety / food quality plan - either 'in-house' or as part of a third party certification arrangement.

Included in this plan will be a product traceability system including evidence of the use of unique batch codes, supply chain records and a product recall system in place.

Note: AOA provide a Risk Assessment tool and HACCP Style Food Safety / Food Quality Plan Template that Signatories can adapt to suit their enterprises.

5. Providing evidence that your product Best Before Dates (BBD) values are supported by technical evidence. Producers should understand that they are assuring their product for the period up to the best before date. The stated BBD may not exceed 2 years. Random market testing may also be undertaken by the Code Administrator to validate any label claims.

6. All producers are encouraged to implement an on-farm biosecurity plan using the Farm Biosecurity Action Planner: <http://www.farmbiosecurity.com.au/planner/>

OliveCare® Supporting Documents:

The following updated resources will soon be available for download from the AOA website: <http://www.australianolives.com.au/>

- OliveCare® Manual
- OliveCare® Application Form & Agreement
- Guide to completing the OliveCare® Checklist
- OliveCare® Schedule of Fees
- OliveCare® Product Guides for EVOO and Table Olives
- AOA Labelling Templates for EVOO and Table Olives
- The Australian Standard for olive oils and olive-pomace oils (AS5264-2011)
- The Voluntary Standard for Table Olives in Australia (RIRDC 12-111).

The following publications are available from the OliveCare® Administrator:

- *OliveCare® HACCP Style Food Safety / Food Quality Plan for the Production of Extra Virgin Olive Oil:*
Part 1: Identifying Hazards in the Grove
Part 2: Processing, Bottling and Distribution
- *OliveCare® HACCP Style Food Safety / Food Quality Plan for the Production of Table Olives*
- *Australian Olive Industry Export Manual and Workbook (HIA 2016).*

Other Useful Olive References:

- *Olive Growing - El Cultivo del Olivo 5th edition (1st English Translation) RIRDC 2004* - available for purchase from the AOA
- *The Hunter Olive Handbook* - available for purchase from Amazon
- *Table Olive Production Manual (JD Smyth October 2012) RIRDC 12/100¹*
- *Establishing Protocols and Guidelines for Table Olives processing in Australia (RIRDC 2004)²*, and a companion publication – *Producing Table Olives (Landlinks Press 2007)³*,

¹ Table Olive Production Manual (JD Smyth October 2012) RIRDC 12/100:
<https://rirdc.infoservices.com.au/items/12-100>

² Stanley Kailis and David Harris, *Establishing Protocols and Guidelines for Table Olives processing in Australia* RIRDC Publication 04/136, October 2004: <https://rirdc.infoservices.com.au/items/04-136>

³ Stanley Kailis and David Harris, 'Producing Table Olives' 2007:
<http://www.publish.csiro.au/pid/5466.htm>

by Professor Stan Kailis and David Harris provide Australian olive growers and processors with internationally based guidelines for ensuring the quality and safety of processed table olives

- *Nutritional and Sensory Quality of Table Olives* by Barbara Lanza⁴:
- Many other technical papers and presentations are available on the AOA website: www.australianolives.com.au including:
 - Industry Biosecurity Plan for the Olive Industry – PHA Updated 2016
 - Farm Biosecurity Action Planner⁵

Au-thentic Services and OliveCare®:

Australian Food Integrity Certification Services Ltd trading as Au-thentic Services has been appointed by AOA to manage OliveCare® and Signatory use of AOA Certification Trade Marks as of 1 July 2017.

Au-thentic Services has also been licensed by AOA to adapt the Code of Practice to an export program called OliveCare® Export, under which Signatory olive products will be accredited for selected export markets, using a uniquely coded authenticity sticker, linked to a webserver:



Each Au-thentic Services sticker is unique – individually coded providing a high technology security solution to product integrity and traceability, used together with the AEV® logo this is the consumer's absolute assurance of product authenticity, quality and provenance.

Using a smartphone, a consumer can simply scan the QR code on the sticker and receive instant confirmation of the authenticity, integrity and provenance of the product.

These stickers are only issued to OliveCare® Export Certified Signatories whose products have been rigorously tested batch by batch – this is an essential element to building consumer trust and brand reputation in targeted premium export markets.

⁴ Nutritional and Sensory Quality of Table Olives by Barbara Lanza:
<https://www.intechopen.com/books/olive-germplasm-the-olive-cultivation-table-olive-and-olive-oil-industry-in-italy/nutritional-and-sensory-quality-of-table-olives>

⁵ Farm Biosecurity Action Planner: <http://www.farmbiosecurity.com.au/planner/>

How to Join *OliveCare®* and / or *OliveCare® Export*:

Growers, processors or marketers of olive products who are interested in becoming a Signatory to AOA's Code of Best Practice (*OliveCare®*), and / or *OliveCare® Export*, simply complete and sign the attached *OliveCare®* application form, binding agreement and checklist retain a copy for your records and return a completed copy:

To: The Australian Olive Association *OliveCare®* Administrator:
Address: 33 Phillipps St Somerton Park SA 5044, AUSTRALIA
P/F: 08 8376 2161
M: 0 418 839 836
E: peter@au-thentic.net peter@mc.com.au

Further Questions on *Olive Care™* and *Olive Care™ - Export* ?

Please contact the *OliveCare®* Administrator:



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