



UNIVERSIDAD DE JAÉN

University of Jaén and the olive oil sector

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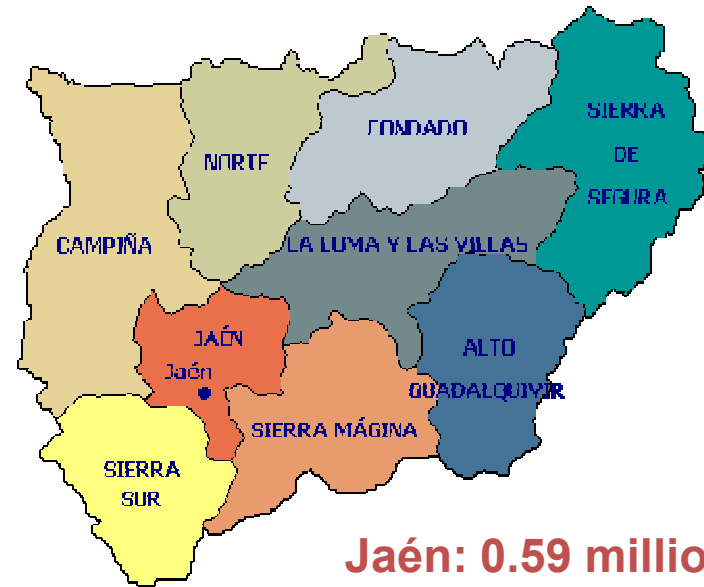


2011 National Conference and Trade Exhibition
Wangaratta, October 25-26, 2011

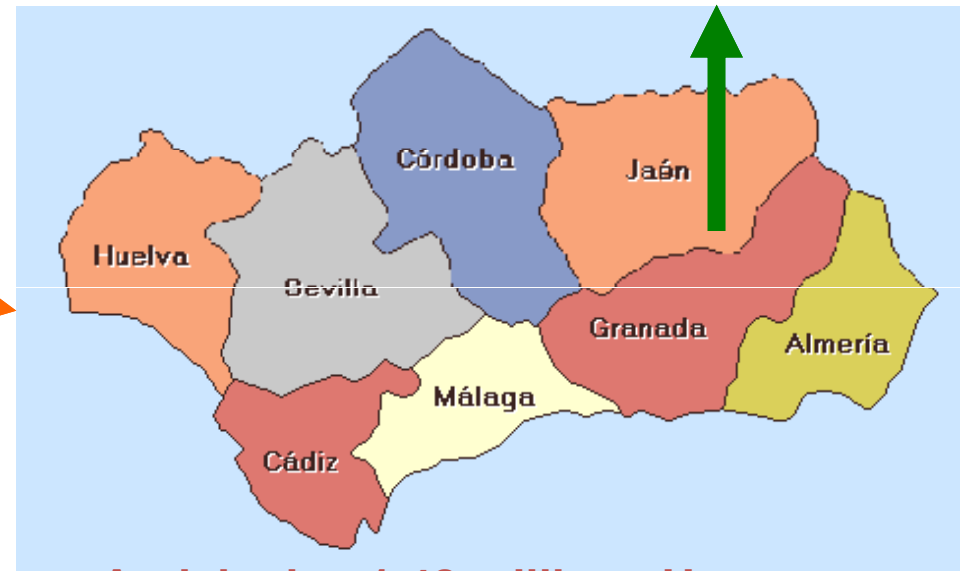




Olive crops surface in Spain



Jaén: 0.59 millions Ha.
600.000 Tn. 20%



Andalusia: 1.42 millions Ha.
960.000 Tn. 32%





UNIVERSIDAD DE JAÉN

University of Jaén

Founded in 1993

2 Campuses: Jaén and Linares

Students: Around 17500 students

Staff: Around 1100 (>680 PhD)

Administrative staff: Around 450

More than 100 research groups



**Quality and Innovation
in the service of society**



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AUSTRALIAN OLIVE
ASSOCIATION[™]



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University of Jaén and territorial development

What is the answer of the University of Jaén to the olive sector needs?

Promoting Innovation within an endogenous mechanism as the key benefits of cooperation to modernize the olive sector. In order that **generate income and employment, improve the environment, preserve and restore biodiversity and strengthen olive culture**



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Institutional Strategic Actions (I)

Strategic Plan of the Jaen province

- Strategic Project Design
- Setting the agenda for the development of the region



<http://www.planestrajaen.org>

I Plan (2000-2006):

4 strategic axes: Industry, Olive Oil, Tourism & Heritage, Social Solidarity)

34 strategic programs 215 strategic projects

“Our Strategic Plan has marked a before and after in this province because it was the seed of many good activities that produced the changes that have occurred in the province of Jaen in recent years”. (Francisco Reyes, President of the Province Government).

II Plan (2009-):

Under construction



Institutional Strategic Actions (II)

Creating GEOLIT
Scientific-Technological Park
of Olive and Olive Oil



<http://www.geolit.es>





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Institutional Strategic Actions (III)



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Institutional Strategic Actions (IV)

Creating CITOLIVA
Centre for Innovation and Technology
in Olive and Olive Oil



<http://www.citoliva.es>

Creating CEAS
Centre for Excellence Research
in Olive and Olive Oil



<http://www.fundacionceas.es>

Creating in the University of Jaén a Commissionner
for Advanced Studies in Olive and Olive Oil.



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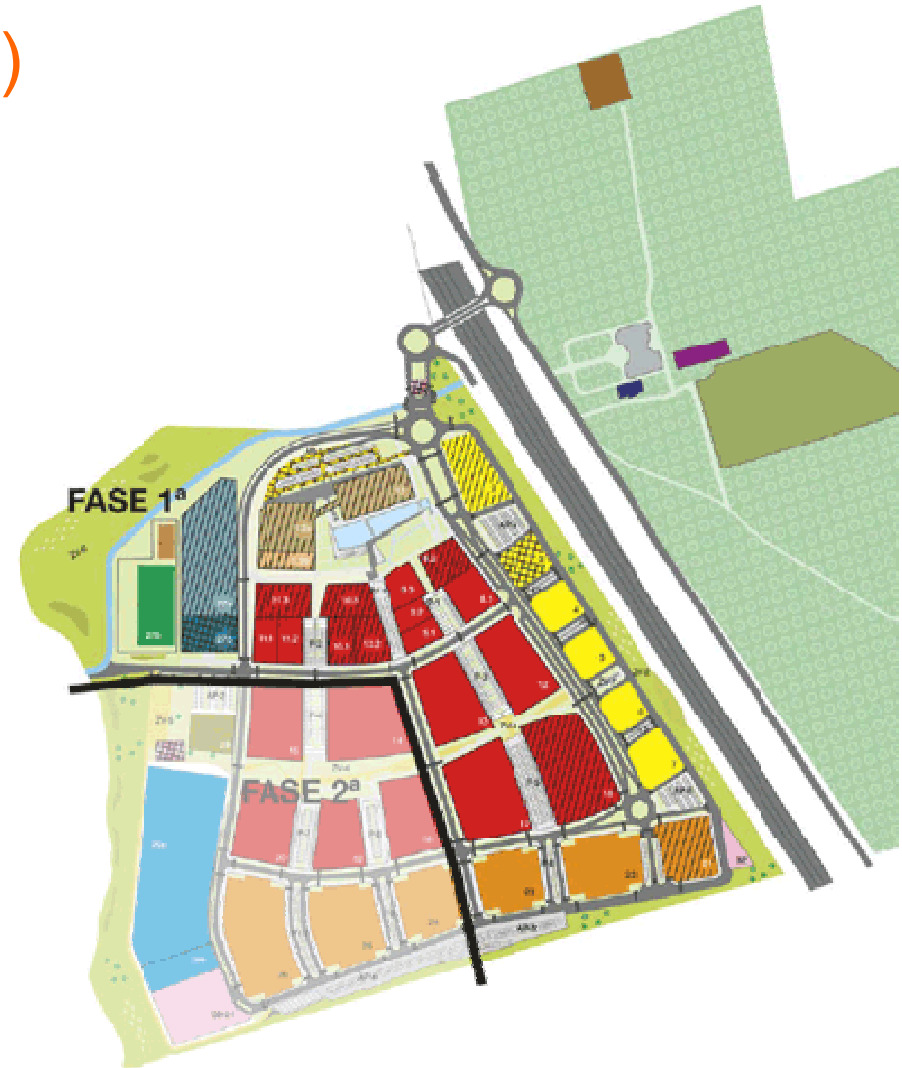




Institutional Strategic Actions (V)



CITOLIVA and CEAS instalations in GEOLIT





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Institutional Strategic Actions (VI)

Involvement with EXPOLIVA
International Fair of Olive Oil
and Allied Industries



<http://www.expoliva.es>

e:2011
11-14 may
spain-andalusia
jaen
www.expoliva.com



XV feria internacional del aceite de oliva e industrias afines
XV international fair of olive oil and allied industries



- XV Scientific-Technical Symposium
- XV International Fair
- International Hall of Extra Virgin Olive Oil



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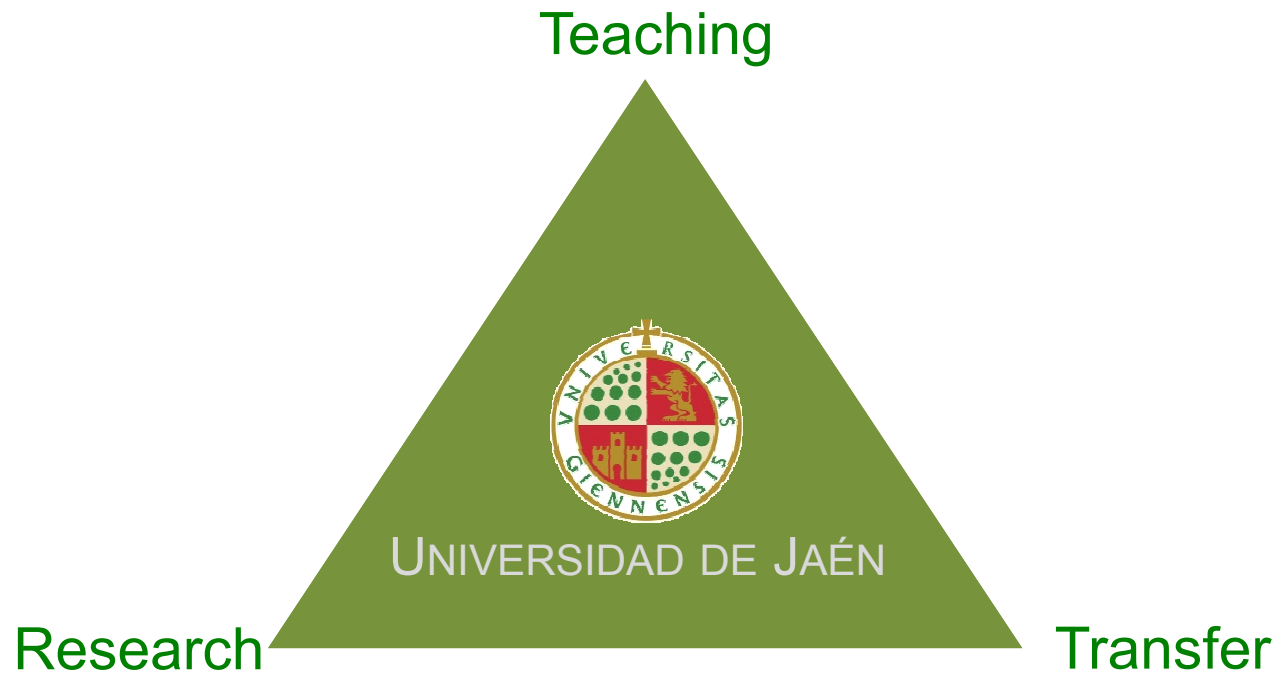


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Institutional Strategic Actions (IX)



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Teaching

- Master Degree in Olive, Olive Oil and Health.

4 modules: - Olive Growing

- Health and Control

- Olive oil extraction

- Quality and Oil Products Economy

+ info: http://grados.ujaen.es/node/95/master_presentacion

- Expert Course in Taste of Virgin Olive Oil (in collaboration with the IOC).
- Expert Course in Olive Oil Processes.





Other teaching activities

- Specialized courses in:
 - Marketing
 - Management of cooperative enterprises
 - Subproducts management.
 - Quality improvement.
 - Plantation design and management
 - Internationalization
 - Protected designation of origin
 - Crop improvement, olive grove and environment





R+D+i

- More than 20 research groups:
 - Agrifood
 - Olive oil quality
 - Health and Food Safety
 - Economy and Management
 - Rural Development
 - Marketing
 - ICT
 - Subproducts
 - Biofuels
 - Ecology and Environment





R+D+i

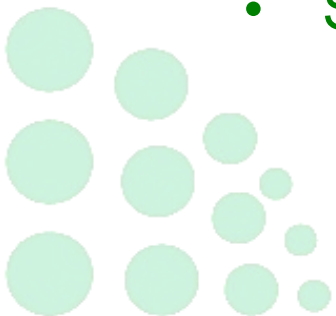
31 PhD Thesis (1993-2011):

- Olive oil quality (7)
- Subproducts (7)
- Economy and management (6)
- Environment (3), Health (3), Crops (2), Physiology (2), History (1)

University of Jaén R+D+i Plan: 33 developed projects (2000-2010)

Regional R+D+i Plan: 17 developed excellence projects.

- Virgin Olive Oil Industrial processes improvement.
- Olive Oil Quality and Food Safety.
- Olive Oil and Health.
- Subproducts and Residuals. Olive crops and Environment.





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THANK YOU VERY MUCH FOR YOUR ATTENTION

MUCHAS GRACIAS POR SU ATENCIÓN

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