



AUSTRALIAN OLIVE
ASSOCIATION^{LTD}



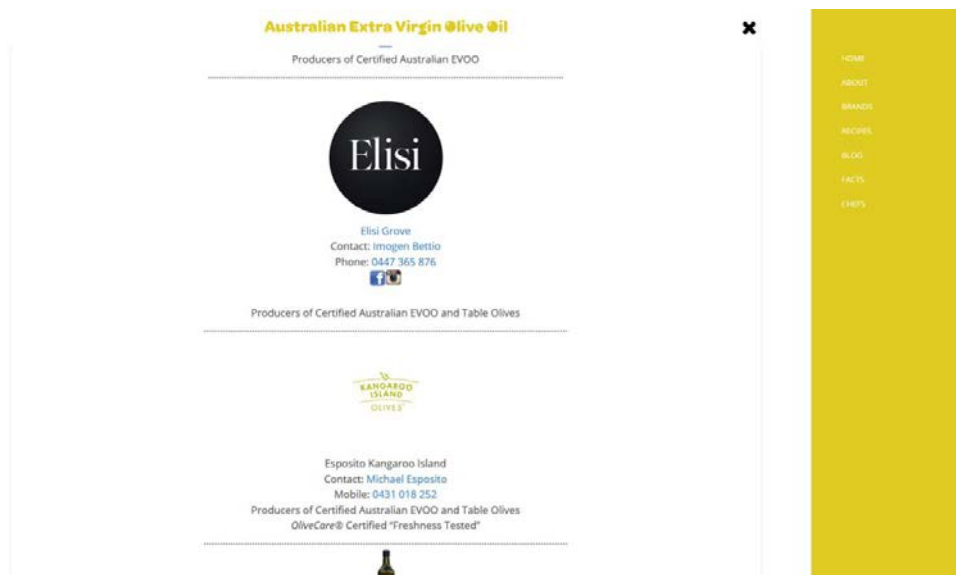
What is *OliveCare*®?

- The *OliveCare*® Code of Best Practice program provides a systems approach to managing risk to underpin product safety and quality;
- In a high cost producer country such as Australia it is essential that olive producers are able to compete on product quality rather than on price;
- *OliveCare*® certification encompasses EVOO, flavoured olive oils, table olives and other olive products;
- *OliveCare*® covers the entire olive supply chain from growers to the market place, including consideration of grove establishment, management, olive processing, product storage, retail and export supply chains;
- *OliveCare*® establishes a framework that encompasses good business practice, GAP & GMP with Hazard Analysis Critical Control Point (HACCP) style production controls;
- *OliveCare*® incorporates provisions of the *Australian Standard for Olive Oils and Olive Pomace Oils (AS5264-2011*®), introduced in July 2011; and the *Voluntary Industry Standard for Table Olives in Australia (RIRDC 12-111)*, introduced in 2012, and Updated in January 2020;
- *OliveCare*® establishes a compliance culture within the industry in relation to industry voluntary standards, Australian Consumer Law (ACL), and the FSANZ Food Standards Code.

OliveCare® Certification of Australian EVOO:

Not all olive oil is of the highest quality classification - Extra Virgin Olive Oil (EVOO). There are lesser quality oils such as Virgin Olive Oil, Refined Olive Oil and Olive Oil Blends, which are less expensive and which 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).



AOA members who are also *OliveCare*® Signatories are authorised to apply the following AOA Trademarks to certified olive products, point of sale materials and websites, in accordance with the rules of use of these logos:



- More than 110 *OliveCare*® certified EVOO, 15 certified flavoured olive oil and 20 certified table olive brands are listed by state of origin on the 'Everyday Australian Extra Virgin' website: australianextravirgin.com.au/brands/
- More than 80% of the EVOO produced in Australia is now certified to apply the *Certified AEV*® logo backed by *OliveCare*® quality systems.
- Signatories with certified products receive the following *OliveCare*® AEV® Certified Compliance Certificate:

The certificate is titled 'AUSTRALIAN EXTRA VIRGIN Certified' and features the OliveCare logo. It states: 'This certificate confirms that: Taralinga Olive Oil Processing Pty Ltd Is a signatory to the Australian Olive Association's Code of Best Practice (OliveCare®). The Extra Virgin Olive Oil that accompanies this certificate, identified as: "Taralinga Estate Robusto" "Taralinga Estate Fruttato" This olive oil meets the specifications of Australian Extra Virgin Olive Oil under the Australian Standard (AS5264-2011®) and OliveCare®. Certificate issued by: Australian Olive Association Ltd (AOA). A.B.N. 57 072 977 489 PO Box 6661 Baulkham Hills, NSW 2153 AOA Office: Phone: 0478 606 145 E: secretariat@australianolives.com.au Code Administrator: Phone: 0418 839 836 E: olivecare@australianolives.com.au

On the right side, a table lists the following details:

Certificate No.	1175
Expires:	30 July 2022
COP ID #:	318
Harvest Year:	2020
Lab Test Results and Awards	AGOA 2020: 2 Silver Awards
AOA Membership #:	A4114

The certificate is signed by the Chief Executive Officer, with a signature and the name 'CHIEF EXECUTIVE OFFICER' printed below.



OliveCare® Signatories having product Best Before Dates (BBDs) objectively established using 'Freshness Testing' parameters will receive the following AEV® Certified Freshness Tested Certificate:



What is the value of OliveCare® Certification?

- Gooramadda Olives of Rutherglen Victoria is passionate about promoting the value of OliveCare® Certification, as Rob Whyte explains:
"AOA Certification is a great conversation starter with your customers. Explain what it means to be Extra Virgin and even discuss what is involved in being certified. This alone will distinguish your oil from the bulk of supermarket suppliers plus convey to your customer you have a good appreciation of your product."
- Through OliveCare® accreditation a Signatory achieves formal recognition of their commitment to continuous improvement, underpinned by a professional best practice system that aims to consistently deliver high quality products to consumers.
- OliveCare® Signatories are provided with technical support and training to help them become highly skilled producers of Australian EVOO.
- OliveCare® Signatories receive a monthly newsletter packed with useful information and tips on everything from grove management to marketing, as well as 24/7 access to information and guidance on enterprise specific issues.

Back Issues of OliveCare® News, workshop presentation, logos, templates, fact sheets and lots more is available to signatories on the AOA website at:
<https://australianolives.com.au/olivecare-members-area/>

What about certification of other Australian olive products?

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

Certified Australian Flavoured Olive Oil™ and Co-processed or 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 food grade 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 Olive Products made using Australian EVOO™:



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 (CTMs):



- The EVERYDAY website went live in December 2016. It is aimed at educating consumers about Certified Australian EVOO: <http://www.australianextravirgin.com.au/>
- The website has a section that lists all the CERTIFIED Australian EVOO brands, with direct links to the Signatories' own websites.

- 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.
- The AOA works closely with its communication services provider to deliver targeted messages to a variety of consumer groups that talk about "CERTIFIED Australian Extra Virgin Olive Oil".
- 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
- 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 CTM logos on their products, marketing materials and websites.
- By supporting *OliveCare*®, and proudly displaying the program's Certification Trade Mark logos on their websites and products, Signatories are:
 - helping to educate consumers, as well as applying pressure on the market not to non-compliant oils under the guise of EVOO,
 - promoting high quality Australian olive products, and
 - 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 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*® Certification Compliance Requirements:**

As well as all the benefits, *OliveCare*® membership also involves responsibilities:

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

All *OliveCare*® Signatories are required to provide documentary evidence to the *OliveCare*® Administrator of meeting the following requirements:

- Being a financial member** of AOA and the *OliveCare*® Code of Practice.
- Having a **Product Risk Assurance** or HACCP style food safety / quality plan - either 'in-house' or as part of a proprietary third party audited certification arrangement, (EVOO and table olive templates available), the plan should include:
 - Completing a [declaration of food quality & food safety systems](#) – *click on the link to download.*
 - Use of **retained representative samples** for each batch prepared for sale should be kept by the producer / merchant for re-testing purposes should the need arise;
 - Documented **product recall system in place**, including product traceability records maintained involving unique batch codes and a record of where each batch of oil is sold.
- Undertaking **annual product testing** meeting the [Australian Standard for olive oil \(AS5264-2011\)](#) and/or the [Voluntary Standard for table olives in Australia \(RIRDC 12-111\)](#) requirements for classification for each product certified under the *OliveCare*® Code of Best Practice - *click on the links to download.*
 For EVOO products:
 - **Minimum Oil Chemistry:** Free Fatty Acids (FFA), Peroxide Value (PV), Ultra-Violet Absorption (UV) – (DK, K232 &K270) Note: These parameters may be tested using NIR for Australian oils where the laboratory has achieved robust calibration;

- *(Highly recommended – further details below) **Oil Freshness:** Pyropheophytin A (PPP's), 1,2 Diacylglycerols (DAG's), tests which enable an objective calculation of BBD; plus
- **Sensory assessment** undertaken by NSW DPI or Modern Olives (or through participation in a recognised EVOO competition).

For Table Olive products:

- 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).
 - **Physico-chemical** parameters (for natural olives - pH < 4.3, salt > 6.0 g/100ml);
 - **Microbiological** testing for E coli (< 3 cfu); and Clostridium perfringens (< 10 cfu), for pasteurised products the laboratory also tests for Lactobacillus, to measure effectiveness of pasteurisation (< 10 cfu);
 - **Sensory assessment** undertaken by Modern Olives (or through participation in the AIOA or other recognised table olive competition);

For flavoured olive oil products:

- Flavoured olive oils include infused olive oil, and co-processed, where the flavouring ingredients are co-milled and malaxed with the olives. Olives co-milled with citrus fruits are described as 'agrumato' style.
 - As there are no established quality standards for flavoured oils, these products are only able to be certified under *Olivecare*® by producer declaration and audit of production records;
 - The best before date for an Infused (co-processed) or Agrumato style olive oil needs to be established by an oxidative stability test {Induction Time (Rancimat®) or Fatty Acid Profile (FAP)}. The essential requirement is that the Infused or Co-processed / Agrumato product does not develop sensory defects or lose flavour within the stated BBD;
 - *OliveCare*® certified flavoured olive oil must be labelled in accordance with the provisions of the Australian Olive Industry Code of Best Practice, Product Guide for Olive Oil & Flavoured Olive Oil. Ref: Appendix 2 and 3.

For other products made using virgin olive oils:

- **Recommended label terminology** to be used for products made from virgin olive oils such as soaps, lip balm, hand and face creams, vegetable oil spread, and vinaigrette:
 - Vegetable Oil Spreads and other foods – containing x% (w/w) Australian olive oil (specify grade);
 - Cosmetics including Soaps, lip balm, hand and face creams – containing x% (w/w) Australian olive oil (specify grade);

D. Using product **Best Before Dates**, not exceeding 2 years as determined by the producer, (after which time undesirable changes to the odour, colour, texture or flavour of the product may occur) (Ref: [FSANZ – Food Standards Code Part 1.2.5](#)) - *click on the links to download.*

E. **Observing Good Manufacturing Practice (GMP) and Good Hygienic Practice (GHP)**; including providing a [declaration of EVOO storage conditions](#) and / or a [declaration of Table Olive storage conditions](#) – *click on the links to download.*

F. Compliance with the Australia New Zealand Food Authority (ANZFA) **Food Standards Code, Schedule 20** – Maximum residue limits, including use of a spray diary, correct storage of chemicals, completion of a [declaration of agri-chemical use](#), and observing Good Agricultural Practice (GAP). *An up-to-date list of [chemicals approved by 'The Regulator' for use on olives](#) is available on the AOA website at: <https://australianolives.com.au/chemical-permits/> – click on the links to download.*

G. Have **product labels compliant** with the relevant product standard, Australian Consumer Law (ACL) and OliveCare® (copies of all product labels to be certified must be provided); and complete a **declaration of product labelling**¹, Ref: Further information on olive product labelling².

H. All olive producers are encouraged to implement an **on-farm biosecurity plan** using the Farm Biosecurity [Action Planner template](#) , and to complete the [on-farm biosecurity preparedness declaration](#) - click on the links to download.

OliveCare® Members are able to download and complete all declaration forms relevant to their olive business at: <https://australianolives.com.au/olivecare-members-area/>

OliveCare® Supporting Documents:

The following updated resources are available for download from the AOA website – OliveCare® Members Area: <http://www.australianolives.com.au/>

- [An index to and back issues of OliveCare® News editions](#)
- [OliveCare® product certification logos in various file formats](#)
- [OliveCare® HACCP style food quality plan templates for EVOO and Table Olives](#) - Revised
- [Australian Olive Industry Export Manual and Workbook \(HIA 2016\)](#)
- [OliveCare® workshop presentations](#) – EVOO freshness testing, table olives testing and food safety
- [OliveCare® “best practice” checklists](#)
- [OliveCare® Code of Best Practice Manual & Appendices \(Third Edition\)](#)
- [OliveCare® Application Form & Agreement and Checklist](#)
- [OliveCare® Schedule of Fees 2020/21](#)
- OliveCare® Product Guides for EVOO and Table Olives - coming soon
- [The Australian Standard for olive oils and olive-pomace oils \(AS5264-2011\)](#)
- [Critical Control Points EVOO](#)
- [AOA Labelling Templates for EVOO, Flavoured Olive Oil and Table Olives](#) -New
- [The Voluntary Standard for Table Olives in Australia \(RIRDC 12-111\) Revised Jan 2020.](#)
- [AOA Certified Australian Table Olive Compliance](#)

Other Useful Olive References:

- [Olive Growing - El Cultivo del Olivo 5th edition \(1st English Translation\) RIRDC 2004](#) - available for purchase from the AOA
- [Hunter Olive Handbook \(e-book\)](#) - purchase on-line from the Hunter Olive Association
- *‘Organic Olive Production Manual’* by Paul Vossen, available for purchase through various on-line booksellers (\$20)
- [Table Olive Production Manual \(JD Smyth October 2012\) RIRDC 12/100](#)
- [Establishing Protocols and Guidelines for Table Olives processing in Australia \(RIRDC 2004\)](#), and a companion publication – [Producing Table Olives \(Landlinks Press 2007\)](#), by Professor Stan Kailis and David Harris provide Australian olive growers and

¹ Declaration of product labelling: <https://australianolives.com.au/wp-content/uploads/2020/08/Signatory-declaration-of-product-labelling.pdf>

² Further information on product labelling: <https://australianolives.com.au/labelling-information/>

processors with internationally based guidelines for ensuring the quality and safety of processed table olives

- [Nutritional and Sensory Quality of Table Olives by Barbara Lanza:](#)
- [The Biosecurity Plan for the Olive Industry \(OBP\) Version 2.0 October 2016](#)
- [Farm Biosecurity Action Plan for Olive Growers Version 2.0 December 2019](#)

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®*) need to complete and sign the [OliveCare® membership application form, binding agreement and checklist](#), retain a copy for your records and return a completed copy:

To: The Australian Olive Association:

Address: PO Box 6661, Baulkham Hills, NSW 2153, AUSTRALIA

M: 0478 606 145

E: secretariat@australianolives.com.au

Any further questions on *Olive Care®* or the membership application process ?

Please contact the *OliveCare®* Administrator:

M: 0418 839 836

E: olivecare@australianolives.com.au