



Advanced solutions for assuring the overall authenticity and quality of olive oil

Acronimo: **OLEUM**

Horizon 2020 – Pilastro Societal Challenges

Work Programme part: Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy

Call: **H2020-SFS-2014-2** SUSTAINABLE FOOD SECURITY – RESILIENT AND RESOURCE-EFFICIENT VALUE CHAINS

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Abstract: The overall objective of OLEUM is to better guarantee Olive Oil (OO) quality and authenticity empowering the detection and fostering the prevention of OO fraud. The OLEUM strategy is based on four main streams of work: S1. Improving existing analytical methods that are officially recognized (EU, IOC, CODEX) to evaluate the quality and authenticity of OO. S2. Setting up of novel analytical methods based on technological innovation with the following objectives: to perform rapid qualitative screening of OOs; to identify new markers of poor quality; to detect undesired processing; to detect fraudulent activities. S3. Developing an OO Databank to ensure that the improved and the newly developed OLEUM methods are readily available for the implementation by quality control labs on a global scale. S4. Establishing of a wide community of laboratories involved in the OO quality control and detection of frauds, the OLEUM Network, to foster laboratories proficiency and to disseminate and harmonize methods, limits and ranges, at global scale. OLEUM multi-approach perspective will decrease the Extra Virgin OO vulnerability, leading to a greater efficiency and less questionable results reducing the fraud vulnerability. OLEUM will directly impact on the market confidence and indirectly influence the consumers' trust. In particular, OLEUM project will increase the awareness on quality and authenticity issues.