



Second Edition
Verona 19-20 February 2018
Palaexpo Congress Centre - Vivaldi Meeting Room

EVOO DAYS – FIRST DAY
Moderator: Alberto Grimelli

Italy needs new plantations in order to meet demand for Italian extra virgin olive oil all over the world. Yet how can new olive groves capable of meeting tomorrow's needs be developed? Intensive or super-intensive installations? Which varieties? How strategic is use of irrigation and fertilization-irrigation today and in the future and what are the advantages in terms of production quantity and quality?

09.00 – Registration of participants

09.30 - Greetings

Maurizio Danese – President of Veronafiere

Giampiero Maracchi – President of the Georgofili Academy

Riccardo Gucci – President of the National Olive and Olive Oil Academy

10.00

Intensifying Italian olive growing: a feasible mission with national varieties?

Tiziano Caruso - University of Palermo

10.30

The use of water in olive growing and impact on olive oil productivity and quality

Giovanni Caruso - University of Pisa

11.00 – Coffee Break

11.30

Management of super-intensive Spanish-model plantations on an international scale

Mario Beltrami - consultant agronomist

Rediscovering traditions in modernity: an example of an intensive plantation in Umbria

Andrea Sisti - agronomist, President of World Association of Agronomists

12.30

Round table with speakers

What is the challenge between intensive and super-intensive methods?

13.00 – Lunch break

13.00 – 14.00 Working visit to SOL D'ORO - Group 1

14.00 – 14.30 Working visit to SOL D'ORO - Group 2

Milling olives means knowing how to manage olive oil production plant, i.e. a full understanding of how the process works and therefore the skill needed to change all parameters in a competent and informed manner.

Olive mills today, however, not only produce oil but also "waste" that itself has enormous potential. From amurca (disposal by spreading on fields is a cost and a waste) to pomace that can be used by biodigestors or in the animal feed industry, as well as to oil extraction firms.

Managing olive oil mills today also means handling traceability and correct upkeep of the Sian computerised loading and unloading register.

14.30

Equilibriums in olive mills. Understanding the olive pressing process

Tullia Gallina Toschi - University of Bologna

15.15

Olive mill by-products: a new source of income for olive oil producers?

Agnese Taticchi - University of Perugia

15.45

FAQs on the Sian register, tips & tricks

Romeo Vanzini - Agea/Sian

The Sian electronic register: everything they have never told you

Stefano Pasquazi - expert information systems technician

16.45

From olive oil producer to producer of _____?

Round table with speakers

17.15

Announcement of the winners of the Sol d'Oro Northern Hemisphere Competition

Marino Giorgetti - Panel Leader

EVOO DAYS - SECOND DAY

Moderator: Maurizio Pescari

Defining investments and marketing strategies requires a great deal of information. Such data include extra virgin olive oil consumption trends in Italy and around world in order to understand the potential of markets and export opportunities. Making the difference and selling more also requires in-depth knowledge of the mechanisms underlying consumer choices and close attention to promoting company image.

09.15

Registration of participants and greetings

09.30

Extra virgin olive oil in large-scale retail. Consumer trends in Italy and Europe

IRI – Virgilio Romano

10.15

Extra virgin olive oil around the world - IOC Observatory: Presentation

Focus on China: boom in the Far East for the world of olive oil

International Olive Oil Council

11.00

Coffee break

11.30

Labels and packaging that capture consumer attention. Neuro-marketing explains how

Neuroexplore - Giuliano Trenti

12.15

Building a successful brand: brand identity and visual strategy.

How to make communication tools even more effective (online and offline)

KF ADV - Kreactivfarm - Nicola Luna

13.00

Lunch break

Communication and Social Media Session

Being involved in social media is another approach to promoting your company and its products: but who do you want to target? Identifying targets for effective distance dialogue is essential for companies that invest time and resources in internet services. If such activities are performed extremely well, they are an ideal opportunity for targeted and strategic marketing for medium-small companies.

14.00

No target but people: people buyers

MKT Communication - Lucia Scandola

14.45

Social networks for promotion and marketing.

Elena Pagliarini - A-Quest

15.00

Presentation of the new Solagrifood.com website

Martina Valea - Wine & Food Communication

15.30

Guided tasting of the olive oils taking awards in the Sol d'Oro Northern Hemisphere Competition

Marino Giorgetti - Panel Leader

16.30

End of Sessions

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