



*Consortium for the protection of Tuscan PGI extra virgin olive oil*

**CONSORZIO PER LA TUTELA DELL'OLIO TOSCANO IGP**

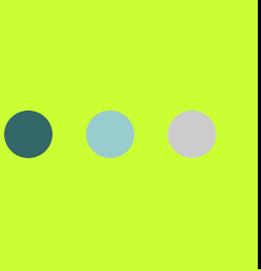
Seminar Expo Milano

Innovating and Organising Research, Education and Training for Sustainable GIs

11 th september 2015



*The plurennial experience in training on GIs  
for professional schools  
and for primary school in Toscana Region*



# OUR COMMUNICATION STRATEGY

We started out from the research entrusted to GFK Eurisko to analyze our positioning within the market of consumers.



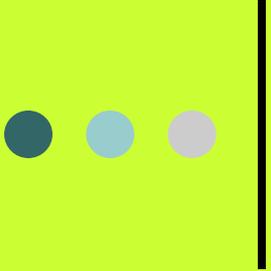
Lack of knowledge about the Toscano extra virgin olive oil



The need to enable a proper communication



The importance of developing actions of training



# THE TRAINING FOR THE SCHOOLS (Professional and not)

The meaning and quality of Tuscan extra virgin olive oil PGI

- Symbol of mediterranean diet
- Nutritional qualities confirmed since long time
- Interpreter of territoriality. Stricted link to its own territory.
- Respect of the enviroment. Sustainable product.

# SOME EXAMPLES OF OUR EFFORCES AND ACTIVITIES



Partnership with ALMA  
(International School of Italian Cuisine) founded by  
Gualtiero Marchesi.

Training for the students

A publication of recipes with the Tuscan olive oil



Toscano extravergine Igp  
*Interprete dell'alta cucina.*



Giancarlo Perbellini, Perbellini, Isola Rizza (Verona).



# COLLABORATION WITH COQUIS SCHOOL (Rome)



# TRAINING FOR TUSCAN PROFESSIONAL SCHOOLS

*Mille e una DOP*

EU project to promote  
the meaning of GIs  
within the territory of  
European Union



La qualità  
si vede!



Prodotti DOP e IGP:  
gusto unico, qualità certificata.

# COLLABORATION WITH TUSCAN REGION

Regione Toscana



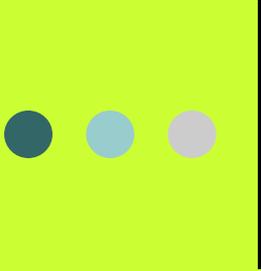
Professional training for catering institutes  
(IV and V class)

within regional boundaries



Usefull to acquire the  
professional credits





# LEARNING AND ENJOING

## MEDOLIVA FAIR



Cooking class and demo for the students of professional institutes.

Competition with prize.  
In front of a panel of experts.

MEDOLIVA 2010.

“LECTIO MAGISTRALIS” OF GAETANO TROVATO

Restaurant Arnolfo Colle Val D'Elsa

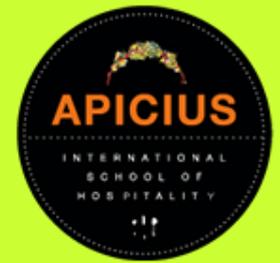


MEDOLIVA 2012.  
COMPETITION "TUSCAN OIL AND CHEF OF THE  
FUTURE"



# TRAINING FOR FOREIGN STUDENTS

APICIUS Florence  
International School of Hospitality



ISI Florence  
International Studies Institute

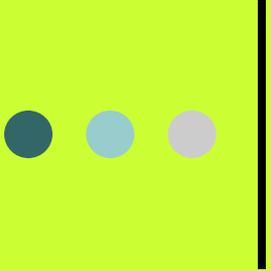


# A NEW WAY OF TASTING

London April 2015

Tasting of vegan sorbet composed by tomato, Tuscan EVO and toasted bread.





# OUR NEW DEVELOP

Since 2013 we are supporting and holding classes and seminars for primary schools.

*"The consumers of the future".*

A project aimed at the children (6-8 age)

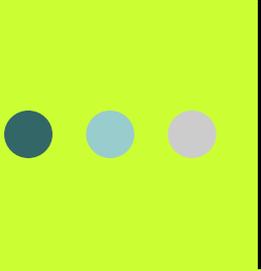
A project that wants to communicate:

**Legality** (safeguard of true Tuscan evo PGI)

**Territoriality** (it belongs to its own territory)

**Health** (an healthy product, the basis of a correct diet)

**Genuineness** (olive juice)



## THE GOALS OF PROJECT

- ✓ **Education to a conscious consumption**  
(training for a correct recognition of a quality oil, through the reading of label, mark of Toscano evo.)
- ✓ **Education of food**  
(return to a healthier nutrition, made by salubrious product as snack with oil and bread)
- ✓ **Introduction at tasting** of evo and discovering of defects and positive attributes.

THE INSTRUMENTS  
(fable-activities)





GIULIO GIOCHERELLAVA CON IL CIACCHIAIO, PRIMA LO FACEVA TINTINNARE CONTRO IL BICCHIERE, POI CONTRO IL PIATTO E CONTINUAVA COLPENDO IL COLTELLO E POI LA BOTTIGLIA DELL'OLIO. SI SENTIVA UN MUSICISTA DI UNA VERA E PROPRIA ORCHESTRA DA... TAVOLA.

- SÌ GIULIETTO, METTI L'OLIO SULL'INSALATA E INIZIA A MANGIARE  
- DICE LA MAMMA.

GIULIO ALZA LE SPALLE, GUARDA IL PIATTO E FA UNA FACCIA VERAMENTE STRANA, QUELLA ROBA VERDE SEMBRA IL PASTO DI UN ALIENO, DI MANGIARLA NON SE NE PARLA... LUI SAREBBE CAPACE DI SPALMARE GLI SPINACI SOTTO IL TAVOLO, COME FOSSERO GOMME DA MASTICARE, PUR DI NON MANGIARLI, CHE DIFFERENZA VUOI CHE FACCIA L'OLIO!!

- CHE COSA AVRÀ MAI DI COSÌ SPECIALE... COME PUÒ FAR DIVENTARE BUONA UNA COSA COSÌ TERREBILE? - PENSA ARRABBIATO.

A UN TRATTO SI ACCORGE CHE LA BOTTIGLIA D'OLIO SEMBRA GUARDARLO, ANZI LO GUARDA DAVVERO!!

DUE OCCHIETTE SOTTO UN CAPPELINO VERDE SPUNTANO



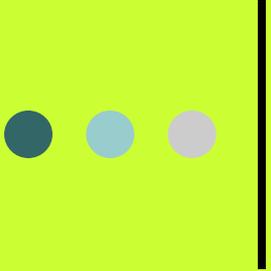
APRENDO IL CUORE E CHIUDENDO GLI OCCHI  
MENTRE CERCA DI SCHIARIRSI LE IDEE, APPARE UNA FATA  
CON ALI IREDESSENTI E UNA CORONCINA DI FIORI IN TESTA  
CHE SI PRESENTA COME TOSCA, LA REGINA DI QUELLE  
TERRE. LA FATA PORGE LA MANO PRIMA A GIULIO E POI  
AL PICCOLO ELFO FORMANDO UN GIEROTONDO E DICE:

ABBRACADABRÀ, ABRACADABRÀ  
SE PIOVE D'AGOSTO,  
PIOVE OLIO, NIELE E MOSTO!

COME PER INCANTO, SI TROVANO NEL BEL MEZZO DELLA  
MERAVIGLIOSA VALLE, IN COMPAGNIA DEI MAESTOSI ULIVI E DI  
UNA SPLENDDIDA TAVOLA APPARECCHIATA E, VICINO, UNA FATA COME  
LEI, SOLO UN PO' PIÙ GIOVANE.

- CARISSIMA MIGNOLA, TI PRESENTO GIULIO IL NOSTRO OSPITE SPECIALE! - DICE TOSCA.  
A METÀ POMERGGIO LA MERENDA È UN RITO PER FATE, GNOMI, ELFI E PER TUTTI I  
VISITATORI DELLA VALLE, PRONTI AD ASSAGGIARE LE SPECIALITÀ DI MIGNOLA CHE, IN  
QUATTRO E QUATTROTTTO CON L'AZIUTO DI ALTRE FATE, HA SISTEMATO VASSOI COLMI DI  
PANE, OLIERE, PIATTI E BICCHIERI PER TUTTI. QUELLA NON È DI CERTO LA MERENDA



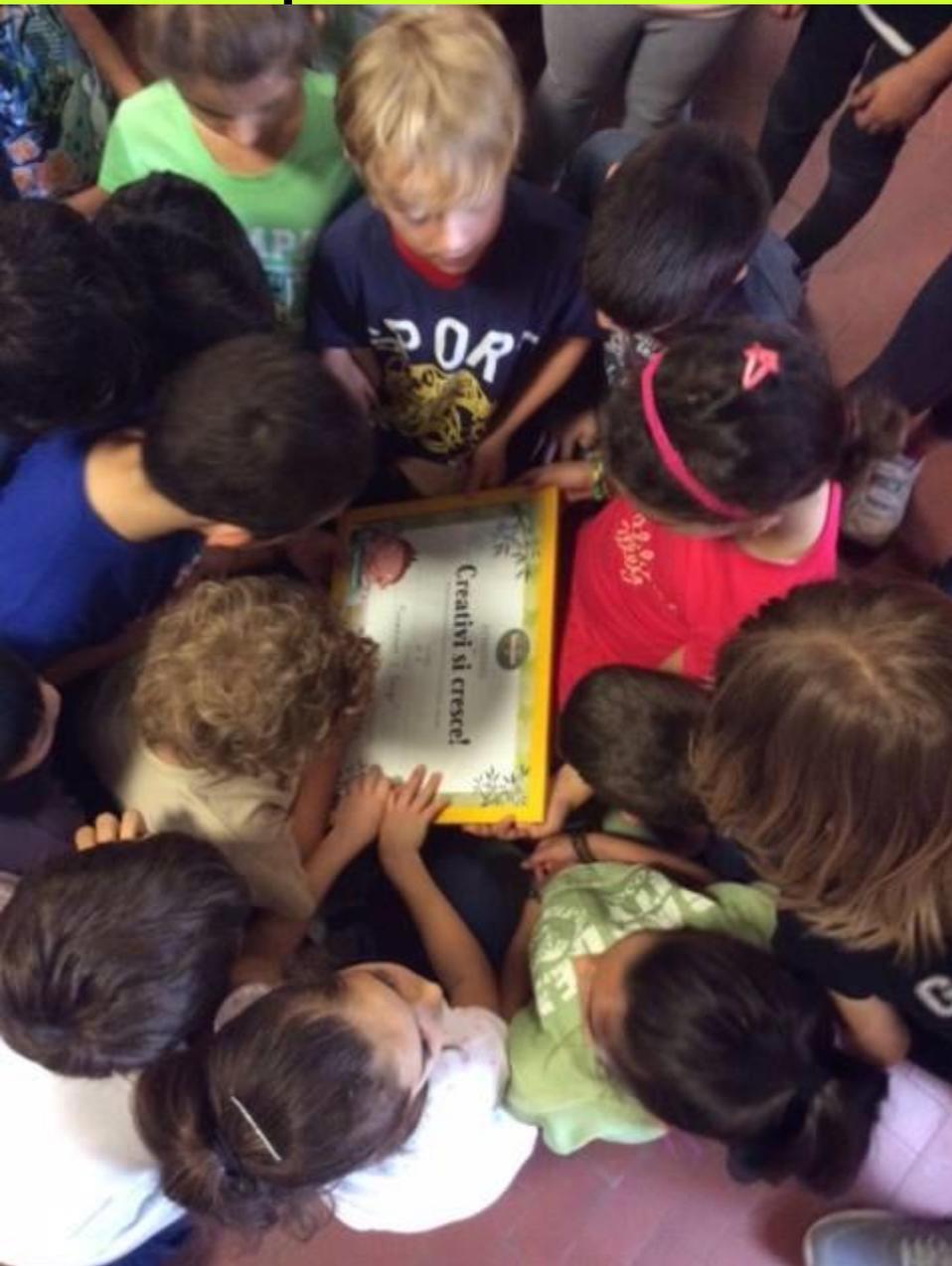


## SOME DATA OF PROJECT

- ❖ More than 30 schools
- ❖ 150 classes
- ❖ Almost 3.000 children

Some moments with classes and students...





# FINAL CONSIDERATIONS



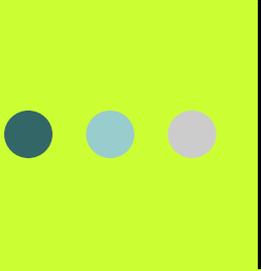
- These logo guarantee **Origin and Quality.**

**BUT**

In Italy only approximately 30% knows their meaning

In the rest of EU solely 15%.

(data provided by Ministry of Agricultural, Food and Forestry Policies.)



Until today the Community policies in support have been important, but we still need more efforts towards definite actions, more investments for training and cross information for different audience.

All this for:

- To increase awareness for consumers about concept as: origin, authenticity, quality, protection of an area.
- To defeat the competition of low price products wich are distant to our standard
- To preserve and emphasis “HOW WELL YOU EAT IN ITALY”.





THANK YOU FOR  
YOUR ATTENTION

**Christian Sbardella**

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