

OTHER ACTS

EUROPEAN COMMISSION

Publication of an application for registration of a name pursuant to Article 50(2)(a) of Regulation (EU) No 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuffs

(2022/C 448/10)

This publication confers the right to oppose the application pursuant to Article 51 of Regulation (EU) No 1151/2012 of the European Parliament and of the Council ⁽¹⁾ within three months from the date of this publication.

SINGLE DOCUMENT

‘Olio Campania’

EU No: PGI-IT-02795 – 4.8.2021

PDO () PGI (X)

1. Name(s) [of PDO or PGI]

‘Olio Campania’

2. Member State or Third Country

Italy

3. Description of the agricultural product or foodstuff

3.1. Type of product

Class 1.5. – Oils and fats

3.2. Description of the product to which the name in (1) applies

The Protected Geographical Indication ‘Olio Campania’ is reserved for extra virgin olive oil obtained from olives produced exclusively in the geographical area referred to in point 4.

Extra virgin olive oil with the ‘Olio Campania’ PGI must have the following characteristics when released for consumption:

— Physico-chemical properties:

Acidity (% of oleic acid)	≤ 0,4
Peroxide index (meq O ₂ /kg oil)	≤ 12
K ₂₃₂	≤ 2,2
K ₂₇₀	≤ 0,18
Total polyphenols (mg/kg)	≥ 200

⁽¹⁾ OJ L 343, 14.12.2012, p. 1.

— Organoleptic properties:

Descriptor	Median
Olive fruitiness	3–7
Bitter	2–6
Pungent	2–6

— Colour: straw yellow to green.

All qualitative parameters not specifically mentioned must comply with the EU legislation that applies to extra virgin olive oil.

In terms of its organoleptic profile, 'Olio Campania' PGI has a medium to high intensity score for olive fruitiness. As well as the aromatic component, the 'bitterness' and 'pungency' perceived are in line with the concentration of total polyphenols (≥ 200 mg/kg).

3.3. Feed (for products of animal origin only) and raw materials (for processed products only)

Extra virgin olive oil with the 'Olio Campania' PGI must be obtained from the following varieties, either on their own or blended: Asprinia, Caiazzana, Carpellese, Frantoio, Leccino, Leccio del Corno, Marinese, Minucciola, Nostrale, Ogliarola campana, Ortice, Ortolana, Pisciottana, Racioppella, Ravece, Rotondella, Salella, Sessana, Tonda. Other varieties may also be used, providing they do not account for more than 15 % of the total raw material.

The interplay between the varietal genotypes that have acclimatised over time, the characteristics of the soil and climate, and the production techniques used in this area means that the 'Olio Campania' PGI is characterised by specific chemical, physical and organoleptic parameters.

3.4. Specific steps in production that must take place in the identified geographical area

The olives must be grown and harvested and the oil extraction process take place in the defined geographical area.

3.5. Specific rules concerning slicing, grating, packaging, etc. of the product the registered name refers to

Extra virgin olive oil with the 'Olio Campania' PGI must be released for consumption in sealed and labelled containers permitted under the applicable legislation, with a capacity not exceeding 5 litres.

3.6. Specific rules concerning labelling of the product the registered name refers to

It is forbidden to add any description to the 'Olio Campania' protected geographical indication that is not expressly provided for in the product specification, including the following adjectives: *fine* (fine), *scelto* (choice), *selezionato* (selected) or *superiore* (superior). Truthful and verifiable references describing the methods of the producers are permitted (e.g. 'monovarietal', followed by the name of the cultivar used), on the condition that they are authorised in advance by the responsible control body. Names, business names and brand names may be used truthfully, provided they have no laudatory purport and are not such as to mislead the consumer. The use of other geographical indications is forbidden.



The designation 'Olio Campania' must appear on the label in clear, indelible capital letters, in a font size that cannot be smaller than that of the name under which the product is sold, so that it is easily discernible from all the other information included. The label must also feature the logo shown below.

4. Concise definition of the geographical area

The production area for 'Olio Campania' Protected Geographical Indication extra virgin olive oil comprises the entire administrative area of the Campania Region.

5. Link with the geographical area

The application to have the designation 'Olio Campania' recognised is based on the quality characteristics of the product and on its reputation.

In terms of climate, Campania is highly suited to olive-growing. It has hot, dry summers. Rainfall is concentrated in autumn and winter (average annual rainfall 900–1 100 mm). The average temperature in the coldest month (January) is below 18 °C (but higher than 1 °C), rising above 20 °C in the hottest month (July). The average annual temperature (14,4 °C) is typical of a temperate Mediterranean climate.

These climate characteristics play a crucial role in the specificity of 'Olio Campania' PGI. The high temperatures and prolonged summer droughts cause the olives to accumulate polyphenols, substances of high nutritional value that are responsible for the bitter, pungent taste of 'Olio Campania' PGI. The fatty acid composition influenced by environmental and genetic factors constitutes another characteristic feature of the olive oil produced in Campania. In fact, the volatile compounds which are responsible for the aromatic notes typical of the sensory profile for 'Olio Campania' PGI (mainly attributable to hints of almond, artichoke and tomato) originate from the lipoxygenase pathway, a chain of enzymatic oxidation reactions that specifically affect fatty acids and which are strongly influenced by the substrate (fatty acids) and enzyme activity. In this biochemical pathway, the linoleic and linolenic fatty acids are specifically transformed by enzymes (lipoxygenases, hydroperoxide lyases, isomerases, alcohol dehydrogenases) into the aldehydes, alcohols and volatile esters that are responsible for the main aromatic characteristics of the oils. Gas chromatography tests on the volatile matter in oils produced in Campania have identified some of the molecules responsible for these characteristics. To be more specific, the oils produced in Campania are characterised by the presence of trans-2-hexanal (responsible for the green olive fruitiness and the almond notes found in almost all varieties), cis-3-hexanal (responsible for the unripe tomato notes found, for example, in oils made from the Ravece and Ortice varieties) and cis-3-hexenol (responsible for the leafy and artichoke notes in oils made from the Nostrale, Minucciola and Biancolilla varieties).

The specificity of the oil produced in Campania has also been confirmed in recent research by Muzzalupo I. et al. of the Olive, Fruit and Citrus Research Centre of the Council for Agricultural Research and Agricultural Economics Analysis (CREA-OFA, formerly CREA-OLI) to study the genetic profile of the 489 Italian olive varieties, as detailed in the article 'Genetic Biodiversity of Italian Olives Germplasm analysed by SSR Markers', published in *The Scientific World Journal* of 2014. Statistical tests on the data collected have allowed the varieties studied to be grouped into seven clusters based on genetic affinity. All of the Campania varieties, including those listed in point 3.3, belong to the same cluster (cluster 4). This shows that their genetic profile is clearly differentiated from that of the other Italian varieties included in the study.

As well as these environmental and genetic factors, others more directly linked to human action, such as agronomic and extraction techniques, have also contributed to making the oil produced in Campania unique. Since the 1990s, the Region and the Università degli Studi di Napoli Federico II have devoted intense efforts to publicising the Guidelines on Improving Quality. This has had a major impact on the modernisation of the existing production structures. These innovations have had clear effects on the quality of the oils produced, particularly as regards oils with an acidity of $\leq 0,4$ % and good polyphenol content. These characteristics are due to the harvest being brought forward and streamlined, as this has substantially reduced the time interval between picking and crushing. The presence in Campania of modern olive presses that pay particular attention to regulating the time/temperature parameters at all stages of the extraction process ensures that this work is done under the most appropriate conditions to enhance the potential of each olive variety.

The reputation of the name 'Olio Campania' is based on the strong, age-old link between the territory, the olive trees, the oil and the culture still present in the Campania region.

Over the 2 500 years of the history of olive trees and oil in Campania, the unique and favourable conditions of the geographical area have fostered the spread of olive groves throughout the region, with the result that they are an important (and sometimes the only) source of income for the local populations. The olive groves also protect the land, which is embellished by their immutable presence. By the end of the 20th century, olive oil production in Campania had become the strategic linchpin in the culinary tradition, of pivotal importance and a pillar in the Mediterranean diet. Famous American nutritionist Ancel Keys, the father of the Mediterranean diet who lived in Campania for over 40 years, claimed that Campania's oil is of crucial importance, on account of its serum cholesterol-reducing properties that are beneficial to the cardiovascular system.

The reputation of 'Olio Campania' is supported by commercial and historical references, publications and documents that prove and bear testament to its prestige and renown.

Commercial invoices dating from 1991 to 2019 from firms Crom Olearia, Oleificio Rossomando, Oleificio F.lli Malandrino, Borrelli Giorgio & Figli, Fattorie Mediterranee and others include the designation 'Olio Campania' or 'Olio extravergine d'oliva Campania' in the product description section. This designation also features on the labels of bottles placed on the market. Some invoices from the firm Basso Fedele & Figli for the period 1989-2001 and the labels affixed to products for export also feature the words 'Olio Campania' or 'Kampanien' (the German translation). In addition, international shipping company 'Flotta Lauro', which had its headquarters in Naples and used to be one of the world's most famous cruise companies, marketed an olive oil produced in olive groves owned by the ship-owner under the designation 'Olio extra vergine della Campania' on its shipping routes and used it on its cruise ships.

The Campania Region and the Committee tasked with promoting the product and its brand have also done a lot of work over the years to raise its profile, including participation in international events and fairs and the publication of a number of promotional materials. One example of this is the international food fair CIBUS 2021, at which 'Olio Campania' PGI had its own information and promotional stand with sample bottles on display. It was also featured in the Campania region's stand at other sectoral fairs, such as Olio Capitale 2021 held in Trieste and the Warsaw Oil Festival of 2019. The 'Olio Campania' PGI project was first presented at SOL 2017 in Verona, with an exhibition stand and a press conference, as well as on various occasions since then. One example of the competitions is the *Extrabio Campania* prize (13th edition held in 2020) which focuses in particular on extra virgin olive oils from organic farms (to which the Campania region is particularly well suited). More recently, the Committee for the PGI has also been one of the partners in organising and promoting *ExtraCampania*, a competition that awards prizes to the best oils produced in Campania.

'Olio Campania' PGI is also involved in an innovation project called 'Box Narrante' under Measure 16.1 of the RDP 2014-2020, which is currently at the implementation stage. This project by a partnership headed by the Università degli Studi di Napoli Federico II offers innovative packages containing three types of extra virgin olive oils (including one 'Olio Campania' oil), with a view to informing consumers and gathering information on their appreciation for the product. An interview with the researcher on the aims and content of the project was featured in the 31 January 2022 edition of the national online magazine *AgroNotizie*.

The designation is quoted or mentioned in many publications, which refer to the objectives and description of the product to promote it or analyse its commercial potential. For example, the 2020 edition of the *Guida agli Oli evo della Campania* [Guide to the extra virgin olive oils from Campania] devotes a whole paragraph to it (page 15). The 'Olio Campania' PGI project was also recently mentioned in leading national newspapers and agri-food networks such as *Agricolae*, *TeatroNaturale*, *Olivo e Olio* (*ad litteram*) and others, featuring interviews with university researchers and experts in the field. Italy's leading financial daily, *Il Sole 24 Ore*, also ran a feature article on the 'Olio Campania' PGI project on 21 December 2019. The agency Ansa Terra e Gusto published a news item on 29 January 2022, which was picked up by other national networks and news programmes. Fondazione Qualivita, the most important institution for promoting PDOs/PGIs, included an item on 'Olio Campania' PGI in one of its newsletters. On 3 February 2022, the *Il Mattino* daily devoted a full page to 'Olio Campania' PGI in its weekly section on agri-food and the *Sapori della Campania* (tastes of Campania). Leading Italian professional agricultural organisations have reported on their websites on the issue and the PGI project, highlighting its strategic importance for the sector.

The many important promotional activities carried out over the last few years have also helped secure the support of companies in the sector for the project. This has resulted in some 240 agricultural undertakings, olive presses, oil producers, cooperatives and POs from the sector joining the endeavour, thus boosting the representativeness of the promotional committee.

Studies carried out at the Università degli Studi di Napoli Federico II and the other initiatives described above have helped promote the product and its respective designation. This has allowed for greater precision in setting out and reinforcing the quality profile of the 'Olio Campania' PGI and its reputation.

As described above, 'Olio Campania' PGI is characterised by its olive fruitiness, which always includes one or more of the following descriptors: almond, artichoke or tomato. It is these aromas, together with the balanced notes of bitterness and pungency, which help ensure that it is appreciated and recognised by those consumers who are increasingly discerning when it comes to quality.

Reference to publication of the specification

The full text of the product specification is available on the following website: <http://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/3335>

or alternatively:

by going directly to the home page of the Ministry of Agricultural, Food and Forestry Policy (www.politicheagricole.it) and clicking on 'Qualità' (at the top right of the screen), then on 'Prodotti DOP IGP STG' (on the left-hand side of the screen) and finally on 'Disciplinari di Produzione all'esame dell'UE'.
