



# THE EXPERT JUDGEMENT



## WHAT WE ALREADY KNOW

Various studies have examined the pros and cons of the future of the olive sector.



### THE WEAK POINTS



- ✓ Little professionalization
- ✓ Lack of knowledge about market functioning
- ✓ Low level of associationism
- ✓ Business short-term view

- ✓ Price oscillation
- ✓ Inefficient distribution with dominance of large chains
- ✓ Insufficient concentration of supply
- ✓ Irruption of other cheaper vegetable oils



### THE STRONG POINTS



- ✓ Popularity with consumers
- ✓ Optimal organoleptic properties
- ✓ Health benefits
- ✓ Link to the Mediterranean diet
- ✓ High consumer fidelity

- ✓ Rural development enhancer
- ✓ Employment generator
- ✓ Technological improvement
- ✓ New industries linked to wastes and by-products



## KEEP IN MIND THAT...

The growing global awareness about the climate crisis and the loss of biodiversity, especially in developed countries with greater purchasing power, is pushing all economic sectors to make a transition towards more sustainable production practices.

**The EVOO sector cannot stay out of this trend.**

## DID YOU KNOW THAT...

there is a very useful tool to estimate the probability that a business can succeed or not? It's called **SWOT Analysis (Strengths-Weaknesses-Opportunities-Threats)**.

When we asked a large number of experts from 6 Mediterranean countries, most agreed to highlight the following strengths, weaknesses, opportunities and threats for the future of the sector.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>✓ The application of management strategies that take sustainability into account</li> <li>✓ Increasing the cultivated area through environmentally friendly techniques</li> <li>✓ Improving sustainability as a priority so that cultivation is viable for future generations</li> </ul>	<ul style="list-style-type: none"> <li>✓ Investments to reduce inputs and promote sustainable practices are scarce or non-existent</li> <li>✓ Signs of soil erosion have been detected</li> <li>✓ Erosion severely impacts agricultural practices</li> <li>✓ The farmer doesn't know how to identify sustainability factors</li> <li>✓ The professionalization of the business must improve a lot</li> <li>✓ The poor use of by-products of olive oil production</li> <li>✓ The large and frequent fluctuations in the price of EVOO</li> </ul>	<ul style="list-style-type: none"> <li>✓ Improving sustainability as a priority so that cultivation is viable for future generations</li> <li>✓ The growing acceptance of healthiness of the mediterranean diet</li> <li>✓ The widespread recognition of health and therapeutic benefits of EVOO</li> <li>✓ An acidity (pH) of EVOO below 0.3</li> </ul>	<ul style="list-style-type: none"> <li>✓ Erosion severely impacts agricultural practices</li> <li>✓ Appearance of crevasses, rills or gullies on the soil after rainfall</li> <li>✓ The farmer doesn't know the relevance of sustainability targets for the farming system</li> <li>✓ The farmer doesn't know if sustainability targets should be considered in farm management strategies</li> <li>✓ Farmers ageing and lack of generational replacement</li> <li>✓ Arising of import duties and other trade barriers in consuming countries</li> </ul>



Score assigned by olive oil sector experts of the countries participants in SUSTAINOLIVE to the different components of the SWOT analysis

The experts from **Tunisia** were the only pessimistic about the future of the olive sector, attaching significantly more importance to threats and weaknesses than strengths.

On the contrary, the experts from **the rest of the countries** showed a much more positive point of view, considering that strengths and opportunities will outweigh weaknesses and threats.

PESSIMISM  
OPTIMISM

Many farmers and organizations of the olive sector clearly recognize in our surveys the need of incorporating sustainable management practices that allow to recover valuable ecosystem services lost or damaged by the conventional model. Those who decide to opt for a healthy, diverse and competitive olive grove will encounter hard obstacles. Possibly the greatest will be the access to quality information that clears their doubts and concerns during the transition.

**One of the objectives of SUSTAINOLIVE is to provide olive growers in the Mediterranean basin with the basic tools and knowledge to approach the world of agroecology in a friendly way.**