

An ID for olive trees: a code allows customers tracking the origin of the oil they buy on the Internet

LOCATION: Torredelcampo (Jaén)
DURATION: 1:37

SUMMARY: The Citoliva Foundation has promoted the development of a tool that allows the customer knowing the details of the elaboration process of the oil they buy just introducing a code included in the bottle in a website. This tool is called Oleosig and tells us where the olives which are used to make this condiment have been processed. 60 Andalusian oil mills have joined this project.

VTR:

Can be sure about where does the oil we consume come from? Internet gives us the answer.

PEDRO JOSÉ PANCORBO
Informatician Oleocampo

"You can see all the process followed since the harvest to the moment it has been bottled and consumed."

Oleosig is a system that offers customers all the information regarding this green gold. From the olive grove where it comes from, the cares it has received or the exact place where the oil was processed.

COSTUMER

"It gives my tranquillity knowing where it comes from."

RAQUEL TRILLO
Technician Citoliva

"It gives the customer the certainty of knowing where the oil he consumes has been obtained."

A tool promoted by the Citoliva Foundation and supported by the Andalusian Government that for now works with sixty oil mills that offer...

PEDRO JOSÉ PANCORBO
Informatician Oleocampo

"Having a common database of all the associates where we can find, with just a click, qualities, varieties..."

It also allows the farmer having a complete control over the production chain to detect failure that may affect the quality of the oil.

RAQUEL TRILLO
Technician Citoliva

"It can control the treatments we are applying to that plot, diseases that are being suffered and, how does this help the farmer? He can control and manage so the following year can improve these practices."

FRANCISCO BLANCA
Master Torredelcampo Oil Mill

"What the customer wants is quality. We export to many countries, mainly China, and they want quality."

People from any part of the world who can get to these cultivations in Jaén, for example, to know the secrets of the oil they take to their table.

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