



SAOLIVE

OLIVE & OLIVE OIL **FACTSHEET**

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HISTORY

Olive trees, originally native to Iran, Syria and Palestine, date back 6,000 years and are among the oldest known cultivated trees in the world.

Olives were a source of wealth for the Minoan kingdom, the early Greeks and the Roman Empire who all helped spread the olive throughout southern Europe and the Mediterranean shores of Africa.

Olives were introduced to 'New World' countries such as California and Chile in the XV and XVI Centuries. It was Jan van Riebeeck, Dutch colonial administrator, who introduced olives to the Cape of South Africa. His diary entry in July 1661 records that 'two olive trees were growing successfully at the Boscheuvel farm'.

Commercial olive growing only really began in the early 1900s when the 'father of the olive industry in SA', Fernando Costa began experimenting with grafts of cultivated olives onto wild olive rootstock on the farm that he had bought expressly for olive growing.

The real boom in olive growing and commercial production has happened in the last 25 years, in line with global demand and increasing awareness of the health benefits that olives and olive oil provide, and continues to gather momentum year on year.



SA Olive represents the common interests of the South African olive industry, namely olive growers, olive oil producers, table olive producers, tree nurseries and olive importers. SA Olive is committed to supporting a healthy future for its members, the industry and for all South Africans. Representing more than 250 members (local growers, producers and importers), SA Olive is the governing body for a growing industry currently valued at an estimated R 125 m.



OLIVE PRODUCTS

Olives are cultivated for olive oil and table olives, the differentiating factor being the cultivars.

TABLE OLIVES

- All olives start off green and turn to purple and black as they ripen.
- Table olives are classified by the International Olive Council (IOC) into three types according to the degree of ripeness: green olives, olives turning colour and black olives.
- Table olives are graded according to size (number of fruits per kg) and quality.

OLIVE OIL

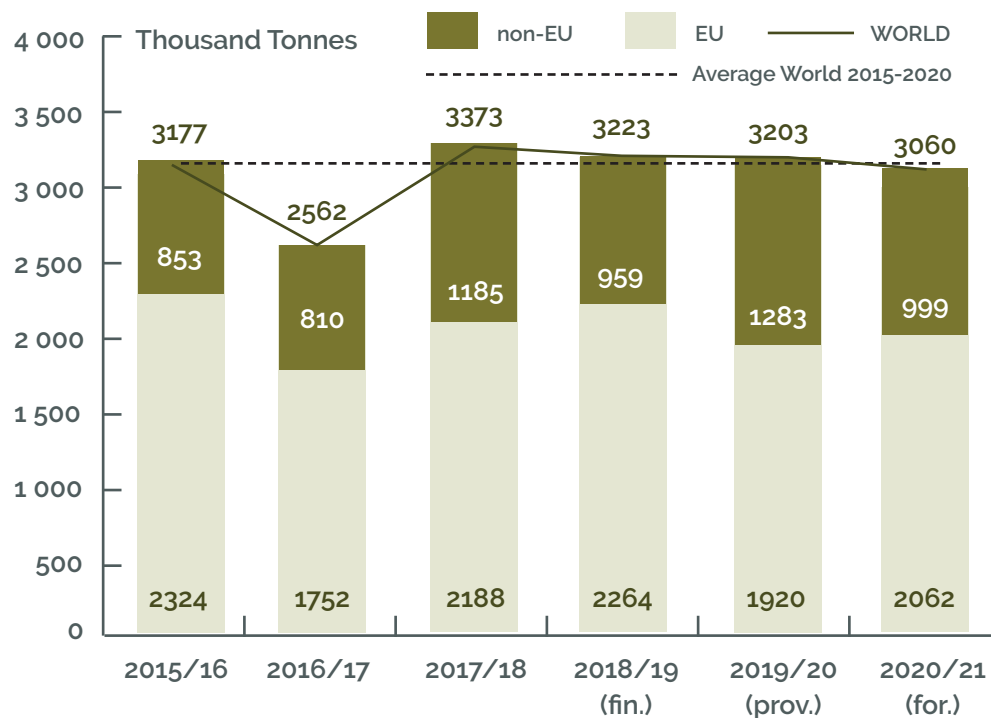
- Of all harvested olives, around 90% is turned into olive oil which is produced by pressing whole olives.
- If an olive oil has been refined (e.g. from lampante or olive pomace), it is not a virgin oil. Valuable antioxidants are destroyed in the process of refining olive oil.
- Extra Virgin Olive Oil (EVOO) is free of any defects. It is produced only by mechanical extraction methods, with no other treatment or additives. EVOO must have an acidity (oleic acid) of less than 0,8%.
- Virgin olive oil and ordinary olive oil also come from mechanical extraction and must have acidity of less than 2% and 3,3% respectively.
- Extra Virgin, Virgin and Ordinary olive oils must also meet set requirements for organoleptic characteristics in order to be classified as such. This is what olive oil Tasting Panels assess.
- Olive oils that are **fit for human consumption** are: Extra Virgin Olive Oil (EVOO); Virgin Olive Oil; Ordinary Olive Oil.
- Olive oils that are **not fit for human consumption** are unrefined Lampante and Pomace oils.



PRODUCTION

GLOBAL

World olive oil production has tripled in the last 60 years, exceeding 3,2 million tonnes in 2019-2020. The European Union accounts for 70% of global production.



Spain is the top olive oil producer in the world, accounting for 50% of global production.

Spain	50%
Italy	8%
Greece	8%
Turkey	6%
Morocco	5%

Tunisia	4%
Portugal	3%
Syria	4%
Other	12%

SOUTH AFRICA

Olives are traditionally grown in a Mediterranean type climate. This is why 95% of land under olive cultivation in South Africa is located in the Western Cape.



Olive cultivars

Of the numerous olive cultivars available, the most widely grown in South Africa are Frantoio, Mission, Coratina and FS17, also known as Favolosa. Of these, only the Mission cultivar is suitable for both table olives and olive oil. Kalamata and Manzanilla are only used for table olives. Did you know that the name Frantoio is the Italian word for the traditional stone olive press or mill?

South African olive cultivars (Table and Olive Oil)	
Frantoio	28%
Mission	21%
Coratina	10%
FS17	9%
Leccino	6%
Kalamata	6%
Manzanilla	4%
Picual	3%
Koroneiki	3%
Other	10%

MARKET GROWTH

- In 2020, an estimated 2 400 hectares were dedicated to olive oil in South Africa, representing a 70% increase since 2012. Similarly, dual table and oil hectares have grown by 52% in South Africa over the same period.
- Based upon the rate at which new trees are being planted, olive farming is growing by a minimum 20% per annum, doubling in size every four to five years – making olives the fastest growing agricultural sub-sector.
- Over the past 10 years, the land under olive cultivation has doubled in size from 1800 hectares to nearly 3700.
- The majority of South African olive farms are small: almost half of the 200 registered olive growers are farms of less than 5 ha.
- Around 1.5-2.0 million litres of local olive oil are produced each year, and a further 5-6 million litres of olive oil are estimated to be imported annually.
- While local production is entirely Extra Virgin, the same cannot be said for imported olive oils.
- In terms of table olives, around 1400 tonnes of olives are produced, and about the same volumes are imported each year.
- The bulk of SA olive oil imports are from Spain, followed by Italy, Portugal, and Greece.
- South Africa exports olive oil to neighbouring African countries, particularly Botswana and Namibia.
- Per capita consumption of olive oil is estimated at 0,08 litres per annum in South Africa. This is a minuscule amount compared with the 12-36 litres of European countries. However, it is an indication of the potential for future growth in demand for olive oil.
- As the industry continues to grow with the support of local consumers, South Africa's reliance on imported olive oil and table olives is expected to decrease.



SOUTH AFRICAN OLIVE OIL *IN A NUTSHELL*



95%

of South African olive oil is produced in the **WESTERN CAPE**



95%

of all South African olive oil is **extra virgin olive oil (EVOO)**



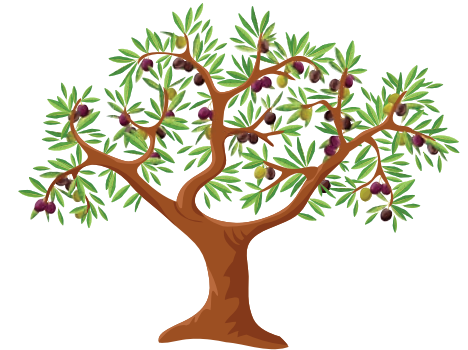
South Africa is the largest olive oil producer in Sub-Saharan Africa and the **6TH LARGEST** producer in Africa.



SA per capita consumption of olive oil is estimated at

80mL pa.

(About the size of an espresso cup!).



Olive farming in South Africa is growing by around

20% pa

making olives the fastest growing agricultural sub-sector.



South Africa is the **5TH LARGEST** olive oil producer in the Southern Hemisphere.

5



1.6m

litres of SA olive oil are produced pa, of which more than 90% is consumed locally.

THE CTC SEAL OF QUALITY

The Commitment to Compliance (CTC) seal can be found on Extra Virgin Olive Oils of participating SA Olive members. The CTC seal ensures that the consumer chooses the best quality, locally produced EVOOs.



FOR THE CONSUMER, THE SA OLIVE COMMITMENT TO COMPLIANCE (CTC) SEAL MEANS:

- The content is 100% locally produced olive oil;
- The content was produced in the harvest year displayed on the seal;
- The SA Olive Organoleptic Tasting Panel considers the content free of organoleptic defects;
- The content complies with International Olive Council (IOC) chemical analysis standards for free fatty acids (FFA) and peroxide value (PV).
- The producer is committed to the standards set in the SA Olive Codes of Practice, which are based on international quality standards.
- Honest and transparent labelling – if the label states that the content is Extra Virgin, the producer verifies that the content is in fact Extra Virgin and not Virgin, or a Refined Olive Oil.



PRODUCT INFORMATION

HEALTH

Extra Virgin Olive Oil is unique amongst vegetable oils in that it may be consumed in its natural state without any need for refining.

- Extra Virgin Olive Oil is rich in Vitamins E, A, D and K.
- Vitamin E is a powerful antioxidant.
- Olive oil contains higher levels than most cooking oils (65–85%) of mono-unsaturated fatty acids which maintain the healthiest cholesterol balance.
- A healthy cholesterol balance protects the heart and arteries from plaque build-up.
- The high levels of polyphenols in EVOO are strongly antioxidant and fight the free radicals in our bodies. Excess free radicals cause oxidative stress and have been linked to many forms of cancer.
- Antioxidants also maintain the integrity of the oil by protecting it from oxidation.
- The mono-unsaturated fats can benefit non-insulin dependent diabetics.

According to the Cancer Association of South Africa (CANSA), the jury is no longer out on the health benefits of olive oil. The risk-reducing effective of olive oil intake in respect of cancers of the breast, respiratory tract, upper digestive tract and, to a lesser extent, lower digest tract, are now firmly established. These anti-cancer benefits of olive oil are most evident when the diets of routine olive oil users are compared with the diets of individuals who seldom use olive oil and instead consume diets high in saturated fat, especially butter. For more information, visit cansa.org.za.

STORAGE

- Sold usually in dark bottles to guard against the harsh effects of direct sunlight, EVOO is best stored in a cupboard but best brought out onto the table at every meal, to be drizzled on any dishes or just as a delicious accompaniment to fresh bread.
- EVOO in a bottle usually has a shelf-life of around 18-24 months.



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