Città di Lecce

Project Title

Towards a Common Quality Control and food chain traceability system for the Greek – Italian primary sector of activity

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Summary

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PIECHART

BAR GRAPH

ATTACHED:

THE 20 QUESTIONNAIRES FILLED BY PRODUCERS

THE DATA BASE

Introduction

The purpose of this introduction is to illustrate the theoretical and methodological approach used to develop the sector analysis and to conduct the mapping of olive oil producers in the province of Lecce.

The aim of this action (4.1.2) of the project "Agroquality – Towards a Common Quality Control and Food Chain Traceability System for the Greek – Italian Primary Sector of Activity", is to fill the relevant questionnaries and the report about the results of the interviews realized with the operators chosen among local olive oil producers during the mapping process.

This study does not pretend to be exhaustive, but it is intended to provide, also by the indication of the main rules and of the guidelines, a useful aid for the solution of single problems in specific cases.

This action (4.1.2) started off with the outcome of the document "*Ex ante analysis of olive growing best practices*" and with the mapping of the territory. This mapping led to the selection of a sample of 20 companies which is consistent with the objectives of Agroquality.

Thus, the premise is that it was decided to study the market of Salento and this document will specify the type of companies chosen as reference (benchmark), what activities they carry out and what are the criteria used for the analysis.

1. Research methods and used criteria

Modern agro-industry productivity and competitiveness rely more and more increasingly on the *quality* of the products, as well as on producers's ability to prove it with quantitative and measurable tools.

Thus, the identification and the recordkeeping of the factors that influence the production, such as the cultivated species, the place of origin and its endemic characteristics (altitude, climate parameters, soil composition, etc.), are of vital importance for a flourishing modern agro-industry.

The constant need and request for total tracking in the food chain also point towards the same direction.

In this *scenario*, Agroquality aimes at introducing a platform and a methodology for the monitoring and record keeping of the factors that influence the quantity and the quality of the production of olives and olive oil, a traditional and high-interest cultivation both in Western Greece and in South-Eastern Italy.

The project is being materialized by the Technological Educational Institution (TEI) of Epirus in cooperation with the Municipality of Lecce and the main objective of the questionnaire is the gathering of useful information which will be the basis for the optimum realisation of the action.

The project team of the Municipality of Lecce decided to map the olive oil producers in Salento using the following methodology:

- desk analisys
- interviews with experts and workers in the sector
- determination of the sample of producers according to specific requirements
- interviews and questionnaires submitted to the sample producers.

The questionnairies are addressed to farmers and private individuals which are related to the production process in the agricultural sector and specifically with the chain of production, processing and trading of table olives and olive oil.

The questions aim at recording data which concern productive, trading and transport issues as well as subjects related to the use of information technology and communications tools in the sector.

Thus, it was decided to adopt a best practices-oriented approach: consider and share the experiences among the olive oil producers of a specific area who are willing to collaborate on the Agroquality project in order to compare a series of characteristics concerning in brief:

- cultivation and production techniques
- marketing and transport techniques

- tools and machinery
- use of the modern information technology.

Therefore, the work was structured in several phases: from the identification and comparison of the Best Practices and the drafting and diffusion of the questionnaire through focused interviews to the analysis of the investigation outcome, preparatory to the testing on **two pilot cases** as provided for by the project programme.

2. The qualitative research: the questionnaire and the interviews with the selected sample of producers

Once the **sample** of producers and companies was determined, the project team initiated the action concerning the qualitative research, meeting every producer directly in his farm.

The instrument used to interview the producers was a **questionnaire about n. 90 questions**, the same used by the Lead Partner and only partially revised and edited to better adapt to the sample chosen by project team of Municipality of Lecce.

This questionnaire is addressed to farmers and private individuals which are related with the production process in the agricultural sector and specifically with the chain of production, processing and trading of table olives and olive oil.

The territorial cooperation action has set as a goal the development of a common framework of rules and good practices for the reinforcement of the position of table olive and olive oil in the international food market.

The project is materialized by the Technological Educational Institution (TEI) of Epirus in cooperation with the Municipality of Lecce and the main objective of the present questionnaire is the gathering of useful information which will form the foundation for the optimum realization of the action.

The questions are aiming in recording data which concern the productive, the trading and transport issues as well as subjects related with the use of information technology and communications tools in the sector.

The tool is divided into three macro areas:

A. **GENERAL INTERVIEW DATA**

B. **QUESTION REGARDING DEVELOPMENT AND COLLABORATION DISPOSAL**

C. **DATA REGARDING LAND PARCELS AND CULTIVATION TECHNIQUES.**

The questionnaire is characterized both **open questions** and **closed questions**.

Following the structure of the questionnaire:

QUESTIONNAIRE STRUCTURE

A. GENERAL INTERVIEW DATA:

1. QUESTIONNAIRE NUMBER
2. INTERVIEW DATE
3. INTERVIEWER FULL NAME
4. FARMER FULL NAME
5. FARMER SEX
6. FARMER'S RESIDENCE ADDRESS
7. FARMER'S TELEPHONE NUMBERS
8. FARMER'S AGE
9. FARMER'S EDUCATIONAL LEVEL
10. FOREIGN LANGUAGE (Y/N)
11. PARTICIPATION IN OLIVE CULTIVATION UNIONS (COOPERATIONS, FARMERS GROUP ETC): (Y/N)
12. ATTENDANCE OF OLIVE CULTIVATION TRAINING: (Y/N)
13. FARMER AS MAIN PROFESSION (>50% AGRICULTURAL INCOME): (Y/N)
14. OTHER THAN AGRICULTURAL INCOME COMES FROM
15. THE FARMER OFFERS AGRITURISTICO RECEPTIVE STRUCTURES
16. AREA (ha) OF PERSONAL OLIVE TREE LAND PARCELS
17. OWNERSHIP OF OLIVE TREES LAND PARCELS + OLIVE TREES LAND PARCELS LED TO OTHER TITLE
18. NUMBER OF PARENTS INVOLVED IN THE OLIVE TREES CULTIVATION
19. FIELD TAKEN INTO CONSIDERATION: SHEET – PARTICLES
20. NUMBER OF TREES IN FAMILY AND IN RENTED OLIVE TREE LAND PARCELS
21. OWNER OF AGRICULTURAL CAR

22. OWNER OF ARBORICULTURAL TRACTOR

23. OTHER OLIVE CULTIVATION MACHINERY

24. INCOME INTEGRATION: (Y/N)

25. ORGANIC or INTEGRATED MANAGEMENT or CONVENTIONAL CULTIVATION: (Y/N)

26. ARE YOU FAMILIAR WITH THE TERM QUALITY CERTIFICATION? (Y/N)

27. DO YOU KNOW WHAT POD (Protected Designation of Origin) PRODUCT MEANS: (Y/N)

28. DO YOU KNOW WHAT PGI (Protected Geographical Indication) PRODUCTS MEANS: (Y/N)

29. DO YOU KNOW WHAT ISO IS: (Y/N)

30. DO YOU KNOW WHAT HACCP IS: (Y/N)

31. DO YOU KNOW WHAT OSDE (Integrated Information System for Agricultural Exploitations Management) IS (Y/N)

32. DO YOU KNOW THE FACTORS THAT AFFECT THE QUALITY OF YOUR PRODUCTS: VERY WELL/ WELL/FAIRLY/JUST A BIT/NOT AT ALL

33. WOULD YOU BE INTERESTED IN QUANTIFING AND PROVE THE QUALITY OF YOUR PRODUCTS: (Y/N)

34. IF YES, HOW MUCH WOULD YOU DEDICATE TO THIS: NO TIME/ONE DAY PER YEAR/ONE WEEK PER YEAR/MORE

35. WOULD YOU BE INTERESTED IN KEEPING A CULTIVATION RECORD: (Y/N)

36. WOULD YOU PLACE COMMON LABEL WITH OTHER FARMERS TO YOUR PRODUCT: YES-NO/YES, UNDER PRECONDITIONS

37. BY WHICH WAY ARE YOU INFORMED ABOUT DEVELOPMENTS AND RECENT DISCOVERIES REGARDING CULTIVATION, PACKAGING, STORING, PROCESSING AND TRANSPORTATION OF YOUR PRODUCTS: BY NO WAY/ WEB SEARCH/QUESTIONS TO EXPERTS/QUESTIONS TO RELEVANT PUBLIC AUTHORITIES/QUESTIONS TO COOPERATIONS/ OTHER (SPECIFY)

38. IN WHICH EXTEND DO YOU CONSIDER SATISFYING THE DIFFERENT WAYS YOU CHOOSED: LITERATURE/WEB SEARCH/QUESTIONS TO EXPERTS/QUESTION TO RELEVANT PUBLIC AUTHORITY/COOPERATION/ OTHER: A LOT/JUST A BIT/ENOUGH/NOT AT ALL

39. HOW FAMILIAR ARE YOU WITH THE USE OF PC: A LOT/ENOUGH/FAIRLY/JUST A BIT/NOT AT ALL

40. DO YOU HAVE A PC: (Y/N)

41. DO YOU USE THE INTERNET: (Y/N)

IF YOU ARE USING INTERNET PLEASE ANSWER THE FOLLOWING QUESTIONS:

42. DO YOU HAVE AN EMAIL ADDRESS: (Y/N)

43. WHICH WAY ARE YOU CONNECTED TO THE INTERNET: FROM MY PC/FROM MY MOBILE PHONE

44. HOW OFTEN DO YOU USE THE INTERNET: EVERY DAY/ SOME TIMES PER WEEK/ SOME TIMES PER MONTH/ LESS THAN ONE TIME PER MONTH

45. FOR WHICH REASON DO YOU USE THE INTERNET: PROFESSIONAL REASONS/PERSONAL REASONS/ EDUCATIONAL REASONS

46. DO YOU KNOW ELECTRONIC COMMERCE:(Y/N)

47. HAVE YOU EVER DONE PURCHASES OR SALES VIA INTERNET: NO NEVER/YES AND I PAID ELECTRONICALY/YES AND I PAID ON DELIVERY/ YES AND I WAS PAID ELECTRONICALY

48. WOULD YOU BE INTERESTED IN TRADING YOUR PRODUCT VIA INTERNET:(Y/N)

49. WOULD YOU INTERESTED IN KEEPING AN ELECTRONIC RECORD OF YOUR CULTIVATION AND TO SHOW IT TO PEOPLE THAT ARE INTERESTED FOR YOUR PRODUCT: A LOT/ENOUGH/FAIRLY/JUST A BIT/NOT AT ALL

50. IF YES, HOW MUCH WOULD YOU DEDICATE TO THIS: NO TIME/ONE DAY PER YEAR/ONE WEEK PER YEAR/MORE

51. WHICH OF THE FOLLOWING INTERNET SITES DO YOU KNOW, DO YOU USE OTHER SIMILAR? (Note: most of following the sites are fited to greek market):

www.politicheagricole.it	www.sian.it	www.ogeeka-dimitra.org.gr
www.regione.puglia.it	www.agrocert.gr	www.meteo.it
www.olivanet.com	www.pma.regione.puglia.it	www.coldiretti.it
www.facebook.it	www.ebay.com	

B. QUESTION REGARDING DEVELOPMENT AND COLLABORATION DISPOSAL

52. IS THE FARMER DISPOSED FOR FURTHER COLLABORATION IN THE FRAMEWORK OF THE PROJECT: (Y/N)

53. WHICH IS HER/HIS OPINION REGARDING THE FUTURE OF OLIVE CULTIVATION AT THE REGION:

54. ADVANTAGES OF THE REGION REGARDING OLIVE CULTIVATION

55. DISADVANTAGES OF THE REGION REGARDING OLIVE CULTIVATION

56. WHAT DO YOU THINK THAT PUBLIC AND PRIVATE ORGANISATIONS CAN DO FOR THE IMPROVEMENT OF THE EFFICIENCY OF OLIVE CULTIVATION

57. WHAT DO YOU THINK THAT PUBLIC AND PRIVATE ORGANISATIONS CAN DO FOR THE IMPROVEMENT OF THE EFFICIENCY OF OLIVE CULTIVATION

58. INTEREST REGARDING VERTICAL DEVELOPMENT OF THE EXPLOITATION BY FOUNDING OLIVE MILL: (Y/N)

59. INTEREST REGARDING VERTICAL DEVELOPMENT OF THE EXPLOITATION BY FOUNDING OLIVE OIL PACKAGING UNIT: (Y/N)

60. INTEREST REGARDING VERTICAL DEVELOPMENT OF THE EXPLOITATION BY FOUNDING PROCESSING AND PACKAGING UNIT FOR TABLE OLIVES: (Y/N)

61. HAS SHE/HE SUBMITED ANY INVESTMENT PROPOSAL REGARDING THE EXPOITATION: (Y/N)

62. HAS SHE/HE METERIALISED ANY INVESTEMENT PROJECT REGARDING THE EXPLOITATION: (Y/N)

63. DO YOU PRODUCE TABLE OLIVES? (Y/N)

64. WHICH QUANTITY OF THE PRODUCED TABLE OLIVES PER YEAR HAS TRADING PROBLEMS

65. WHICH QUANTITY OF THE PRODUCED OLIVE OIL PER YEAR HAS TRADING PROBLEMS

66. INTEREST FOR EXPORTATION OF THE EXPLOITATION PRODUCTS (TABLE OLIVE): (Y/N)

67. INTEREST FOR THE CERTIFICATION OF THE EXPLOITATION AS PDO (Protected Designation of Origin): (Y/N)

68. INTEREST OF THE FARMER FOR COOPERATION or SUPPORT FOR THE TRADING OF THE PRODUCTS: (Y/N)

69. a) MEAN OLIVE TREE DENSITY: TOTAL NUMBER OF TREES/ TOTAL AREA (ha)

b) TOTAL ECONOMIC PERFORMANCE 2011

c) PERFORMANCE CHARACTERISATION: POSITIVE/NEGATIVE

C. DATA REGARDING LAND PARCELS AND CULTIVATION TECHNIQUES

70. LAND PARCELS WITH OLIVE TREES

Geographical position / District

Area (ha)

Number of trees (Total)

Number of trees (ha)

Variety

Tree age

Self owend / Rented / Family (overseed)

Soil type (S: Sandy, C: Clayey, L: Loamy)

Have you done soil analysis (before how many years)

Location/Region

Slope/Height (I: Inclined, H: Horizontal, C: Combination)

Irrigation (Y/N)

Electricity (Y/N)

Distance from residence (km)

Orientation (table olive - olive oil, other products i.e. olive paste)

Quality Certification (IM: Integrated Management, OC: Organic Culture, Other)

Alternate-bearing (Y/N)

Table olive production (mean per year, tn)

Olive oil production (mean per year, tn)

Acidity of produced olive oil (mean value)

71. GENERAL QUALITY OF THE PRODUCED OLIVE OIL

WEED-KILLING

Location/Region

Weed-killer

Quantity per ha

Application months

72. WEED REMOVAL / CUTTING

Location/Region

Machine type

Application months

73. PLOWING

Location/Region

Machine type

Depth

Application months

Other specify (perimetrical hoe)

74. IRRIGATION

Location/Region

Irrigated (Y/N)

Water source

Water transportation method (pump, tank)

Irrigation method (Surface/Flood irrigation, Ditch, Sprinkler, Drip)

Irrigation system (Suspended / Surface / Subsurface)

Irrigation months

Irrigation frequency (number per month)

Water height or water volume or irrigation duration per irrigation event

75. FERTILISATION

Location/Region

Have you done soil/nutrition analysis?

Typical application 1:

Fertilisers

Number of application

Time of application

Type of application

Kg per tree

Kg per ha

Typical application 2:

Fertilisers

Number of application

Time of application

Type of application

Kg per tree

Kg per ha

76. PLANT PROTECTION

Typical application 1:

Location/Region

Enemy (Pest)

Time of application

Pesticide

Method of application

Quantity per ha

Typical application 2:

Location/Region

Enemy (Pest)

Time of application

Pesticide

Method of application

Quantity per ha

Typical application 3:

Location/Region

Enemy (Pest)

Time of application

Pesticide

Method of application

Quantity per ha

Typical application 4:

Location/Region

Enemy (Pest)

Time of application

Pesticide

Method of application

Quantity per ha

77. PRUNING

Typical application 1:

Location/Region

Type (S: Shaping, R: renewal, F: Fruit)

Time of applcation

Quantity of green wastes per tree

Method of green wastes management (Burning, Breaking, Fire woods, Combination)

Typical application 2:

Location/Region

Type (S: Shaping, R: renewal, F: Fruit)

Time of application

Quantity of green wastes per tree

Method of green wastes management (Burning, Breaking, Fire woods, Combination)

78. HARVEST

Location/Region

Harvest method (M: Mechanical, H: by hand, C: Combination)

Starting date

Ending date

Transport method (S: Sack, C: Crate)

Transport vehicle (tractor, cab car)

Compostion of harvesting team

workers number

Sex

Ages

Nationality

Participating in the harvest (family members, workers, combination)

Quantity of olives per worker (kg/day)

79. FINAL PRODUCTS

Location/Region

Table Olives

Olive oil

Olive paste

Other

80. OLIVE OIL EXTRACTING

Location/Region

Extracting percentage: kg of olive oil / kg of olives

Acidity of the produced olive oil (mean value)

Who measures the acidity? Do you find the applied methods credible?

General quality of the produced olive oil

Pit management

81. PRODUCTS TRADING (OLIVE OIL)

Sell of olive oil (Trading as PDO (Protected Designation of Origin)) to gross-merchant (Y/N)

Quantity

Price 2010

Price 2011

Packaging type

Sell of olive oil (Trading as PDO (Protected Designation of Origin)) to cooperation (Y/N)

Quantity

Price 2010

Price 2011

Packaging type

Direct sale of table olives to final consumer (Trading as PDO (Protected Designation of Origin)) (Y/N)

Quantity

Price 2010

Price 2011

Packaging type

Other

82. PRODUCTS TRADING (OLIVES)

Quantity

Price 2010

Price 2011

Packaging type

Type of processing

Sell of olives (Trading as PDO (Protected Designation of Origin)) directly to final consumer

Quantity

Price 2010

Price 2011

Packaging type

Type of processing

Other

83. PRODUCTION COST OF TABLE OLIVES

Location/Region

Pestiside

Weed removal

Plowing

Irrigation

Fertilisation 1

Fertilisation 2

Plant protection 1

Plant protection 2

Plant protection 3

Plant protection 4

Plant protection 5

Pruning

Sprout removal

Harvest

Sorting

Processing

Packaging

Sale price (per kg)

84. PRODUCTION COST OF OLIVE OIL

Location/Region

Pestiside

Weed removal

Plowing

Irrigation

Fertilisation 1

Fertilisation 2

Plant protection 1

Plant protection 2

Plant protection 3

Plant protection 4

Plant protection 5

Pruning

Sprout removal

Harvest

Olive mil

Packaging

Sale price (per kg)

3. THE OUTCOME REPORT AND THE SELECTED INFO PROPAEDEUTIC TO ECR

a) Data tracking period

The qualitative research, the visits to the farms and producers selected for the sample, the interviews and the filling out of the questionnaires were all realized from 22nd May 2012 to 16th October 2012.

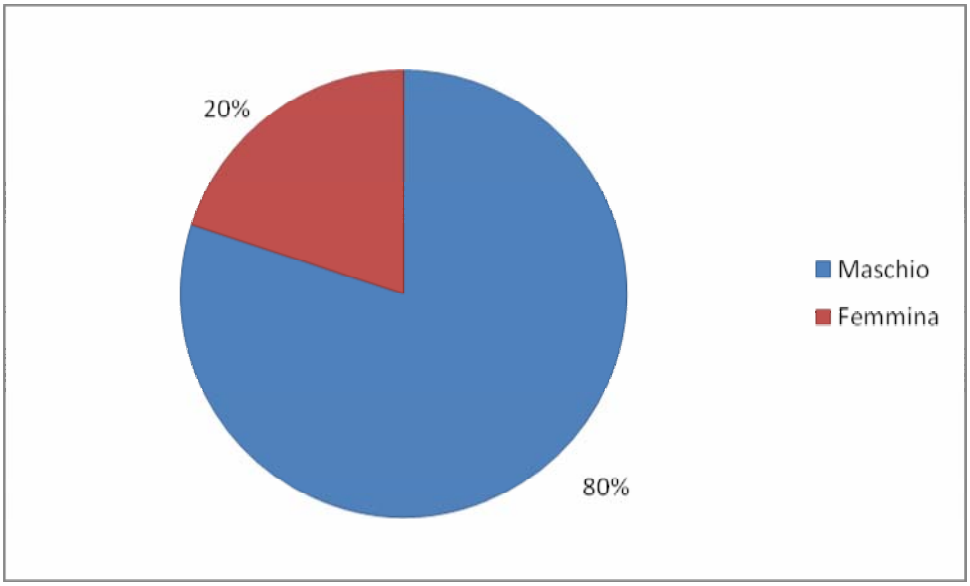
b) The Farmers of the sample

PRODUCER'S/COMPANY'S NAME	GEOGRAPHICAL AREA
1. Azienda agricola di Silvia Coppola	Nardò (LE)
2. Azienda agricola "La Duchessa" di Nicolaci Massimiliano	Veglie (LE)
3. Azienda agricola "Le Saittole" di Elena Georgopulos	Castrì (LE)
4. Azienda Agricola Carrozzi di Giuseppe Ricchiuto	Melendugno
5. Azienda Agricola Leo Sandro di Costantino	Copertino/ Nardò/Veglie (LE)
6. Azienda Agricola di Falcone Amedeo	Ruffano/ Supersano (LE)
7. Azienda Agricola di Pietro Ferilli	Castrignano del Capo (LE)
8. Azienda Agricola di Fernando De Filippis	Castrignano dei Greci (LE)

9. Azienda Agricola “Piana del Lentisco” di Andrea Melcarne	Alessano (LE)
10. Azienda Agricola di Cosimo De Solda	Gagliano del Capo (LE)
11. Azienda Agricola di Passaseo Mardo	Specchia (LE)
12. Azienda Agricola “Le Filare” di Melorio Margherita	Vernole (LE)
13. Azienda Agricola di Giampiero Perrone	Corigliano d'Otranto (LE)
14. Azienda Agricola di Fasiello Francesco	Strudà di Vernole (LE)
15. Azienda Agricola di Benegiamo Stefano	Cutrofiano (LE)
16. Azienda Agricola di Rollo Pasquale	Lecce/ Lizzanello (LE) Taurisano (LE)
17. Azienda Agricola di Paglialunga Antonio	Lecce
18. Azienda Agricola di De Sicot Anna	Vernole (LE)
19. Azienda Agricola di Ettore Labbate	Ugento (LE)
20. Azienda Agricola di De Solda Giovanni	Gagliano del Capo (LE)

Tab. 1: The Farmers of the sample

c) Farmer's sex



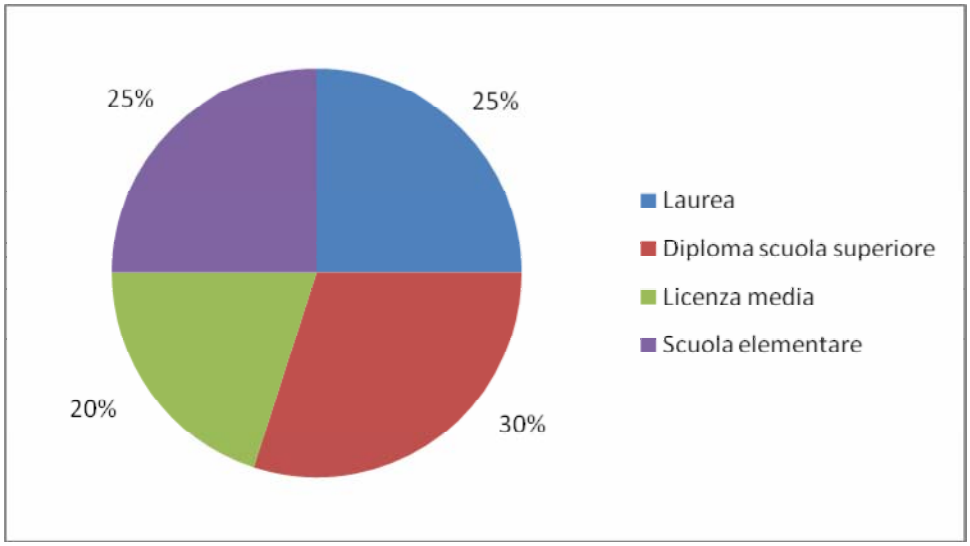
Pie chart 1: Farmer's sex

d) Farmer's age

Age	Unity number	%
In the 24 and the 35 years	4	O,20%
In the 35 and the 50 years	4	O,20%
In the 50 and the 65 years	7	O,35%
In the 65 and the 73 years	5	0,25%

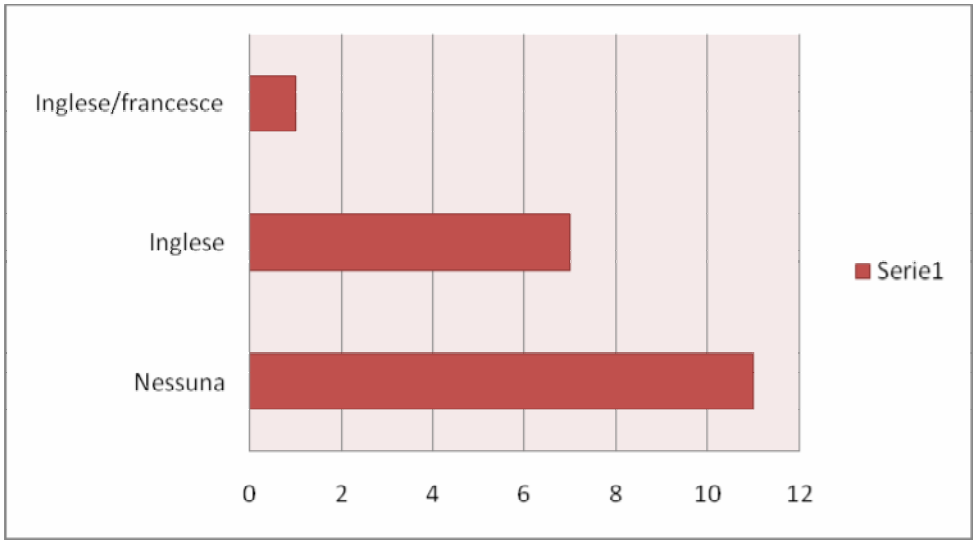
Tab.2: Farmer's age

e) Farmer's level education



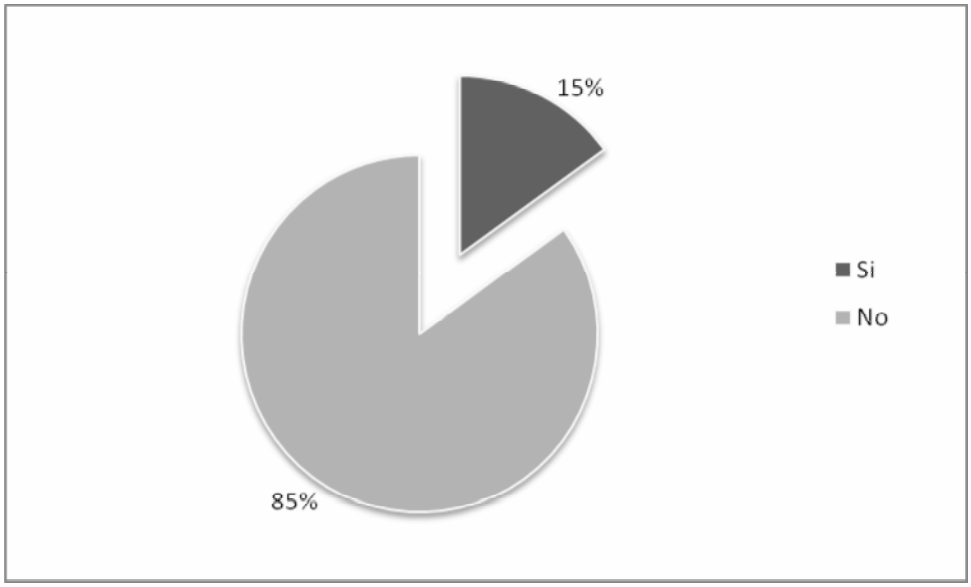
Pie chart 2: Farmer's level education

f) Foreign language spoken by the farmer



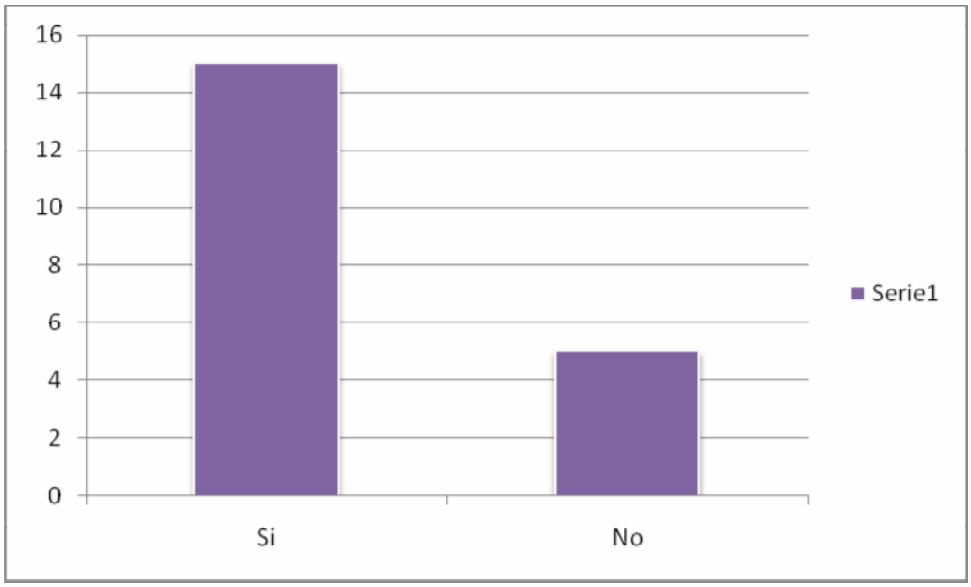
Bar graph 1: Foreign language spoken by the farmer

g) Farmers' membership in Associations of olive oil producers (Aprol, Coldiretti, Aso, O.P. Oro di Puglia)



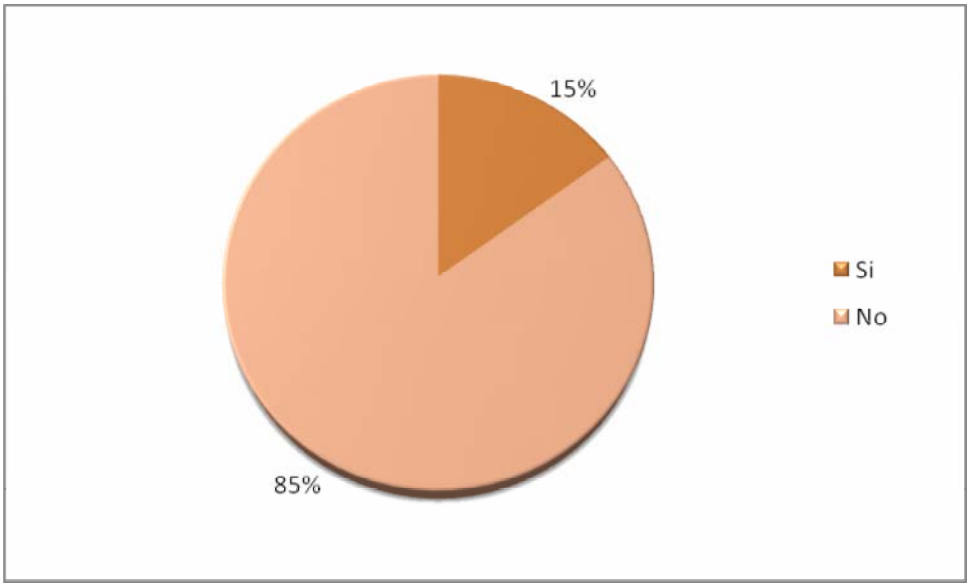
Pie chart 3: Farmers' membership in Associations of olive producers

h) Farmer's Attendance of a course on the olive tree growing



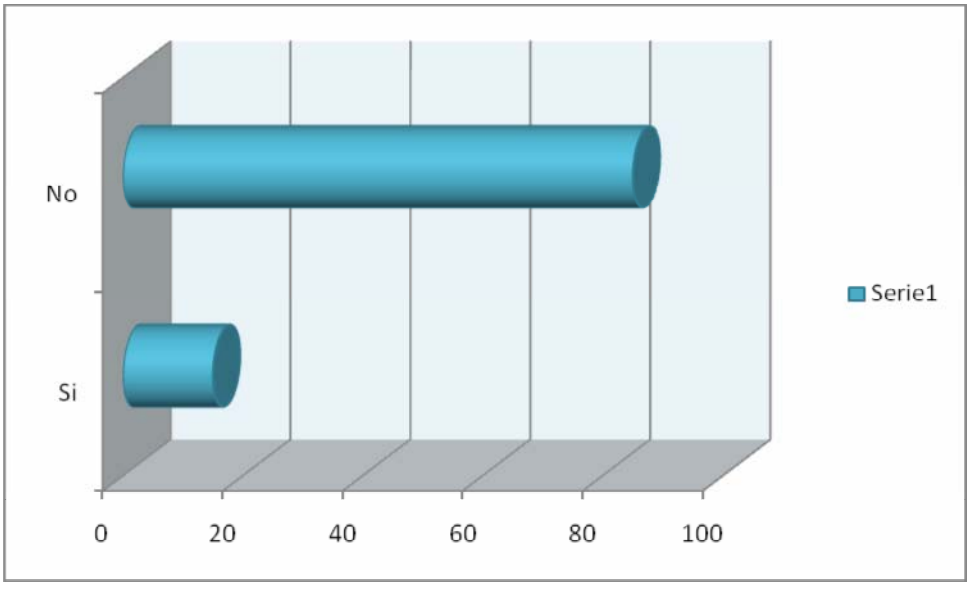
Bar graph 2: Farmer's Attendance of a course on the olive growing

i) Farmer as main profession: more than 50% of the total incomes



Pie chart 4: Farmer as main profession: more than 50% of the total incomes

j) Number of relatives involved in olive tree growing



Bar graph 3: Number of relatives involved in olive growing

k) Total number of olive trees in grounds

Olive tree number	Farmer's Unity	%
from 100 to 500	8	0,40%
from 500 to 1500	4	0,20%
from1500 to 3000	4	0,20%
from 4000 to 7500	3	0,15%
2.0296	1	0,05%

Tab.3: Total number of olive trees in grounds

The interviews have pointed out that in the 20 surveyed farms the mainly cultivated varieties of olive trees are the **Cellina di Nardò and the Ogliarola Salentina**; the Leccino and the Nociara come after.

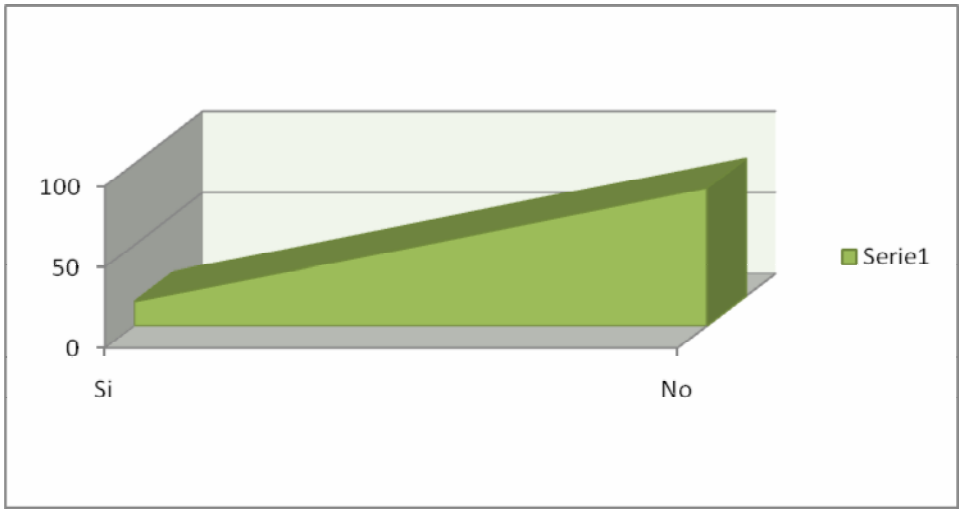
The average age of plants has ranged for the 15 years up to the secular olive-trees.

In new systems the planting layout allows a higher plant density per hectare.

The acreages taken into account are all situated in the province of Lecce, more precisely in the following municipalities:

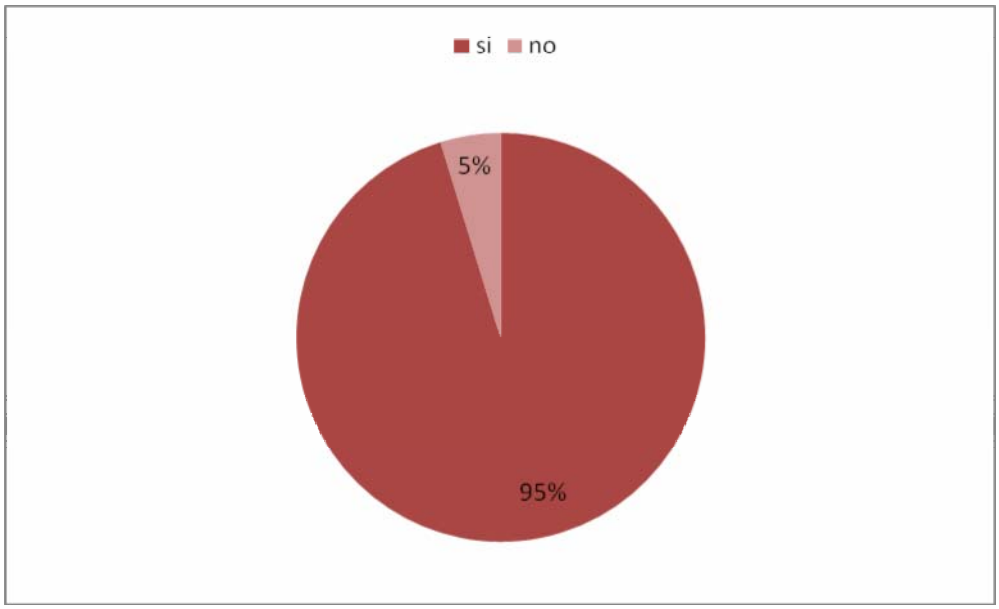
- Alessano
- Carpignano
- Castrignano del Capo
- Castrignano dei Greci
- Copertino
- Cutrofiano
- Gagliano del Capo
- Lecce
- Melendugno
- Nardò
- Ruffano
- Veglie
- Vernole
- Ugento

l) Ownership of machinery for the olive growing



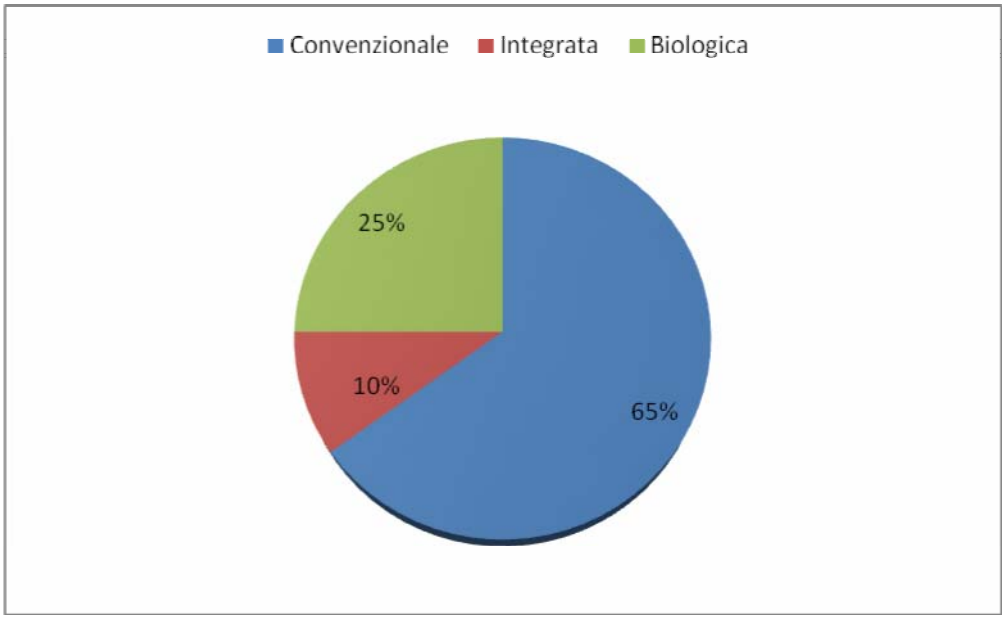
Bar graph 4: Ownership of machinery for the olive growing

m) Income support



Pie chart 5: Income support

n) Type of cultivation



Pie chart 6: Type of cultivation

Interviews have highlighted that for all the 20 companies the cultivation of olive trees is carryed out in a specialized and not in a mixed way (with other plant typologies).

The production of the involved companies can be included in the following intervals:

- 3 farms produce from 0 to 10 quintals
- 3 farms produce from 10 to 20 quintals
- 7 farms produce from 20 to 50 quintals
- 7 farms produce more than 50 quintals

For all the involved companies according to the seasonal trend, to the harvest typology and to the sanitary olive state, it is demonstrated that the quality of the produced olive oil is included between extra virgin and lamp oil, characterized by a degree of acidity included between 0,5 and 2.

o) Certification Knowledge

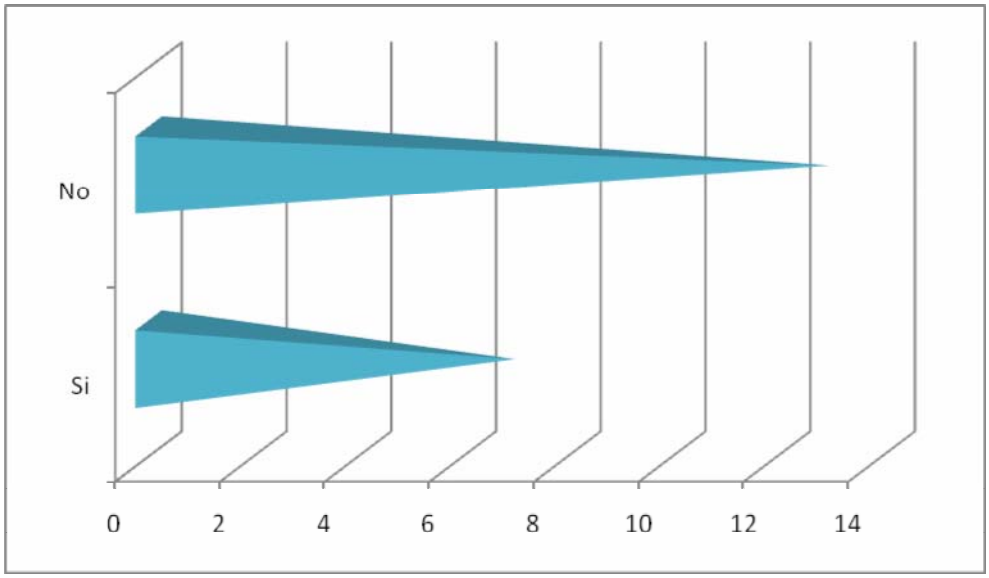
Bar graph 5: Certification Knowledge

p) Farmer's interest to quantify and prove the quality of his products and time at disposal

Only 3 of the 20 interviewed farmers are not interested in quantifying and proving the quality of their products in the Agroquality project, one already does it it, two farmers have received some prizes and rewards for the high quality of their oil and the remaining 14 people, involved in the survey, declare to be interested.

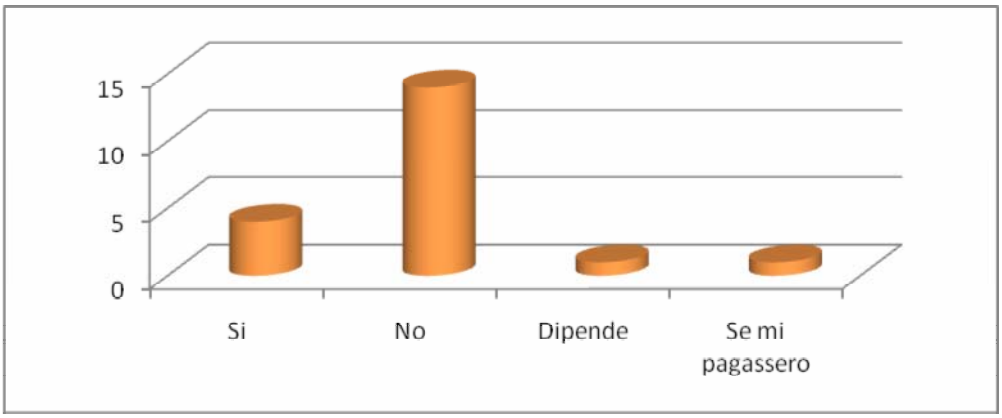
About the time they can dedicate, 9 farmers on 20 are ready *"to dedicate the time necessary for quantifying and proving the product quality",* only one farmer *"would dedicate a long time",* another one " *little time as he does not have much",* another one *"would only dedicate the spare time", while 8 people on 20 did not answer.*

q) Farmer's interest to take the monitoring of its olives



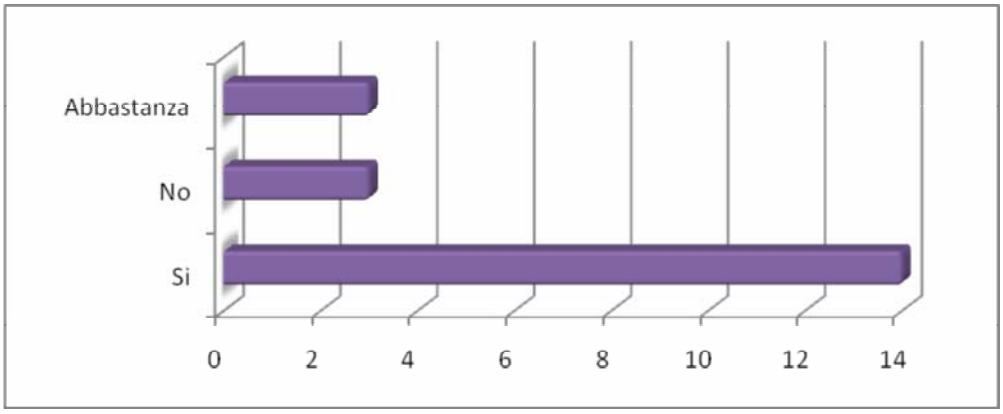
Bar graph 6: Farmer's interest to take the monitoring of its olives

r) Farmer's interest to put the labels in touch on his products with other producers



Bar graph 7: Farmer's interest to put the labels in touch on his products with other producers

s) Farmer's interest about the technological innovations inherent the cultivation, the packing and the commerce of the products



Bar graph 8: Farmer's interest about the technological innovations

t) Update mode

TYPE OF UPDATE	NO	YES	JUST A BIT	ENOUGH	A LOT	NO ANSWER
Literature	15%	35%	5%	20%	5%	20%
Web search	10%	55%	5%	25%	5%	-
Question to Experts	15%	45%	10%	-	5%	25%
Questions to important authorities / cooperations	30%	35%	-	-	-	35%
Other	-	10%	-	-	-	90%

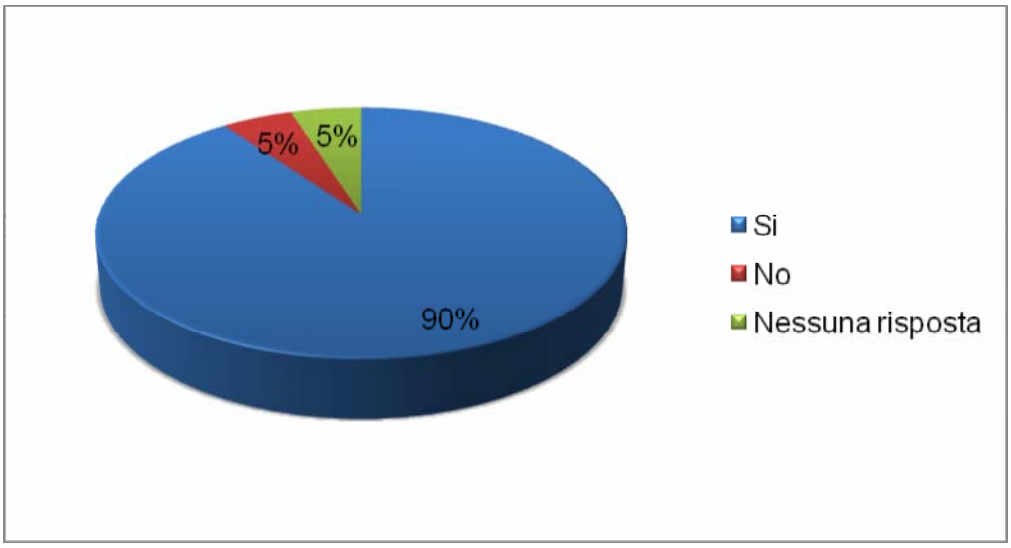
Tab.4: Update mode

u) Internet Use

Do you have a pc? are you good to use it? do you go on internet?

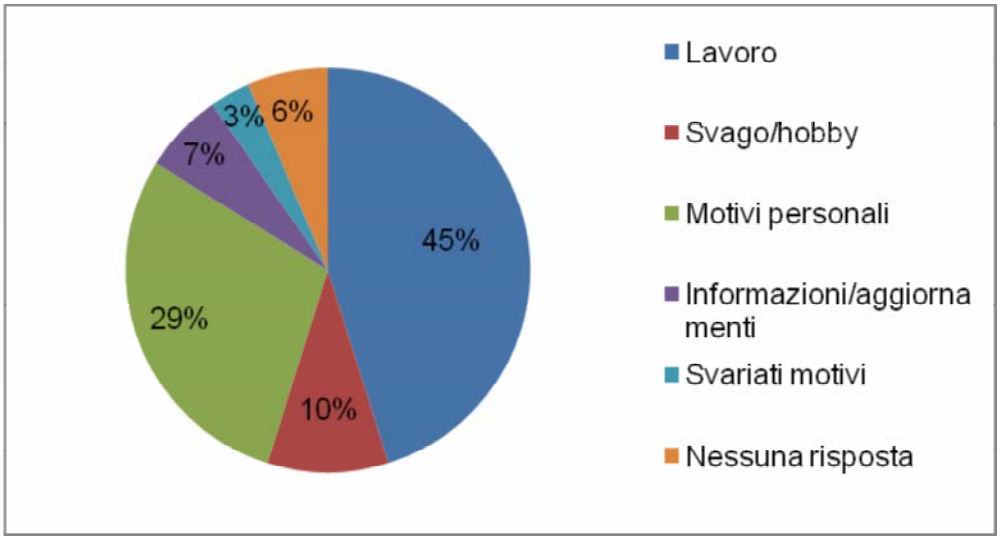
All the interviewees have declared that have a PC; almost all, to exclusion of two of them, are good in his use and almost all use internet.

Do you have an email address?



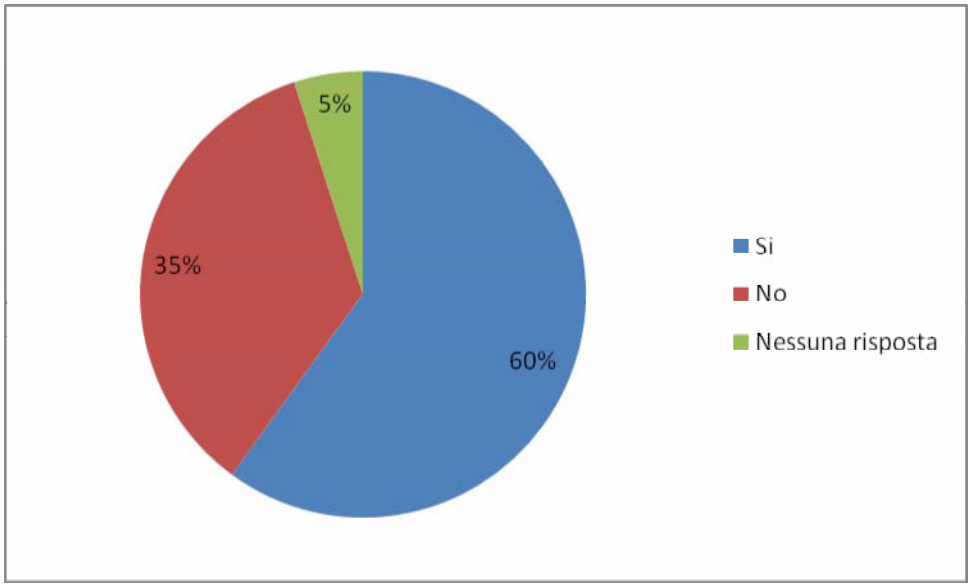
Pie chart 7: Do you have an email address?

Why do you use internet?



Pie chart 8: Why do you use internet?

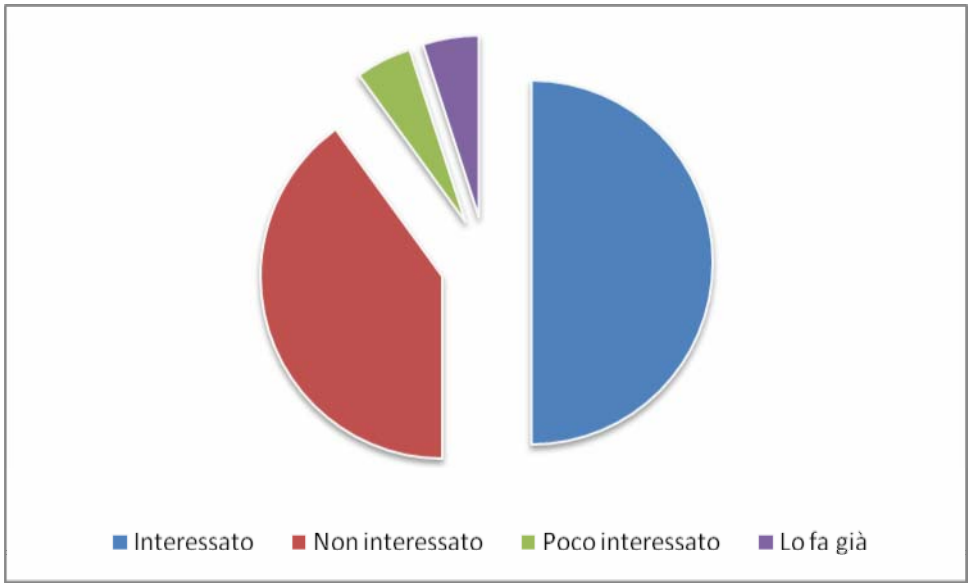
Have you ever bought or sold anything on internet?



Pie chart 9: Have you ever bought or sold anything on internet?

About the two third of the farmers so declares to use Internet to sell and buy, but only 50% is interested in commercializing his products on web.

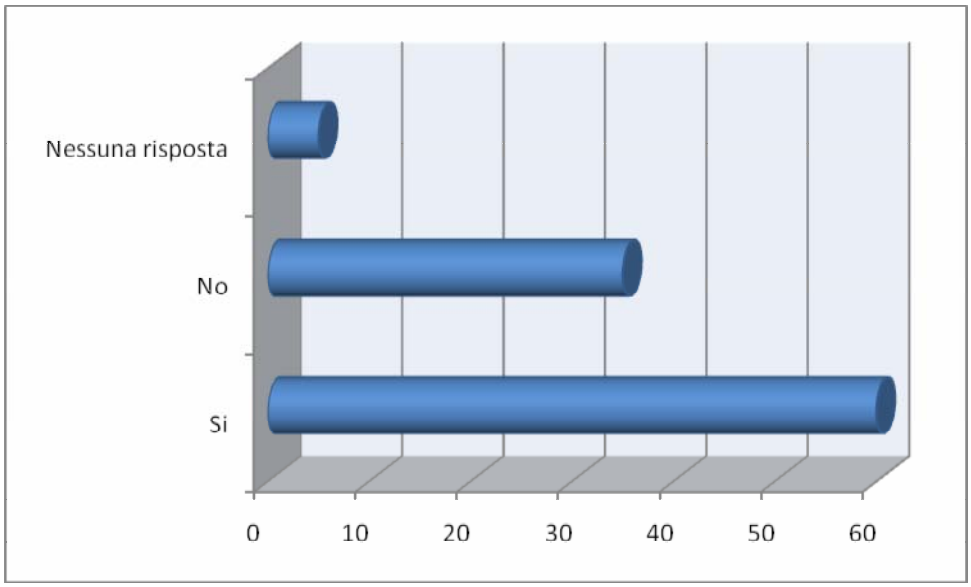
Would you be interested in trading your product on internet?



Pie chart 10: Would you be interested in trading your product on internet?

It is really interesting to notice that all the interviewees of age included in the 28 and the 37 years are interested in selling their products recurring to e-commerce.

Would you be interested to register electronically your cultivation and show it to the person interested in your product?



Bar graph 9: Farmer's interest to register electronically his cultivation and show it to the person interested in his product

About some interested producers the 83,3% would dedicate to this activity the necessary time, while the 8,3% would dedicate a long time and another 8,3%, instead, has not given any answer.

At last to the farmers has been submitted a list of web sites mattering for verify their knowledge of the same ones; from the questionnaires has emerged what follows.

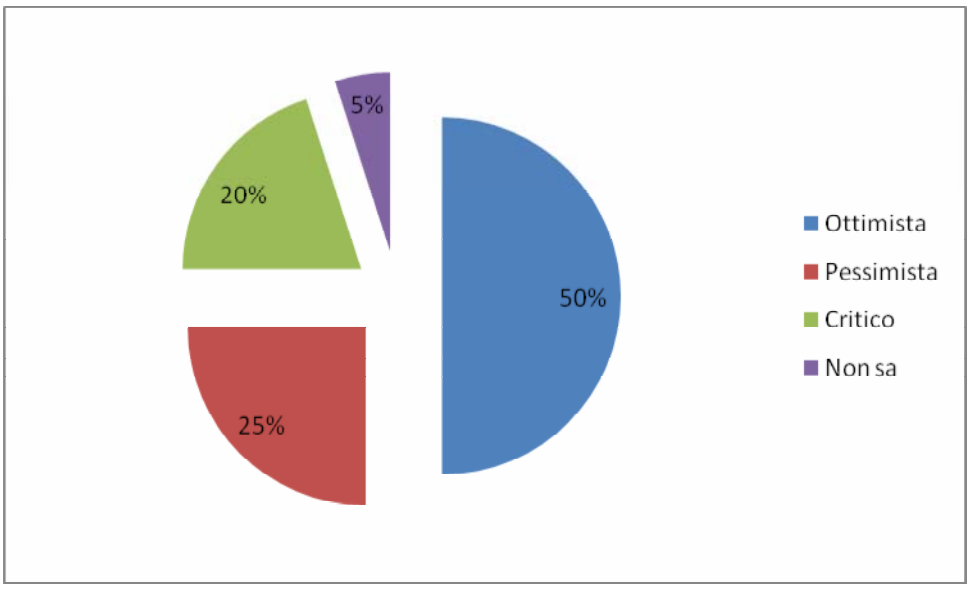
WEB SITE	YES I KNOW IT	NO, I DON'T KNOW IT	NO ANSWER
www.regionepuglia.it	95,00%	-	5,00%
www.politicheagricole.it	95,00%	-	5,00%
www.facebook.com	90,00%	5,00%	5,00%
www.olivanet.com	70,00%	15,00%	15,00%
www.sian.it	85,00%	5,00%	10,00%
www.agrocert.gr	5,00%	15,00%	80,00%
www.pma.regione.puglia.it	85,00%	-	15,00%
www.ebay.com	85,00%	5,00%	10,00%

www.coldiretti.it	90,00%	-	10,00%
www.ogeeka-dimitra.org.gr	-	15,00%	85,00%
www.meteo.it	95,00%	-	5,00%

Tab.5: Known websites

v) Expectations and opinions of the producers

Despite the moment of difficulty, the 50% of the interviewees has declared to be optimist about the future of the olive growing in Salento and to hope in a market resume, especially for the good quality products. The remaining 50% instead shows worry, pessimism or does not express itself.



Pie chart 11: Expectations and opinions of the producers

Furthermore about the 35% of the producers has pointed out the necessity of giving value to the good quality olive oil, especially raising the market price, actually too much low and the really cause of the poor income of the farmers.

To the interviewees has been asked to show, to their judgement, the **advantages for Puglia region about the olive growing**:

⇒ Territory vocation (4)

⇒ High yield in oil (3)

⇒ Economic advantages (3)

⇒ No answer (3)

⇒ Ground flat and suitable for the cultivation (2)

⇒ Remarkable tourist presence with consequent increase of the sales (2)

⇒ Not very frequent phytosanitary problems (1)

⇒ Self sufficiency of the sector (1)

⇒ Quality of the product (1)

⇒ Favourable climate (1)

⇒ There are not advantages (1)

⇒ He does not know (1).

Obviously to the farmers have been asked the **disadvantages** for the region and it has been that the 50% of them does not discover any disadvantage, 20% does not know or has not answered and the remaining 30% has shown as negative aspects:

⇒ The climatic changes and the relative repercussions on the production

⇒ Total absence of a remunerative market

⇒ Low yield in oil

⇒ Problems in the crop phases due to the ground harshness

⇒ Presence of phytophagous which force to treatments in order to the good product quality

⇒ Dislocation of the area beyond the main markets of reference.

To improve the olive growing efficiency interviewees consider the following interventions as opportune:

⇒ To increase the mechanization (2)

⇒ No intervention, the cultivation is already efficient (4)

⇒ No intervention, the only true problems is the low cultivation (2)

⇒ A water net for everybody and artesian wells (1)

⇒ Continuos investments (1)

⇒ Constant monitoring of the phytosanitary product state (1)

⇒ No intervention, the possible maximum is already made (3).

⇒ Further efforts to contain the production costs still remaining the quality of the oil produced

⇒ Through a constant monitoring of the phytosanitary problem (1)

⇒ Bigger engagement in the olive growing (2)

⇒ To renounce the high quality if it is necessary to sell the wholesalers, reducing so the production costs (1)

⇒ No intervention (2).

Also to the request for suggesting what kind of interventions by public and private organizations they could make the olive growing more efficient the producers' answers have been quite heterogeneous:

⇒ Organizations should intervene to inform the consumer and to protect the local product from the frauds and from the importations, ensuring a remunerative contract intervention minimum price to the producer (25%)

⇒ A water net should be created (5%)

⇒ No answer (10%)

⇒ The olive oil should increase in value, also abroad (25%)

⇒ Organizations should give their contribution to produce good quality oil (5%)

⇒ It would be opportune to spread the good quality product culture (5%)

⇒ Organizations could do very much, but there is poor confidence in the possibility of

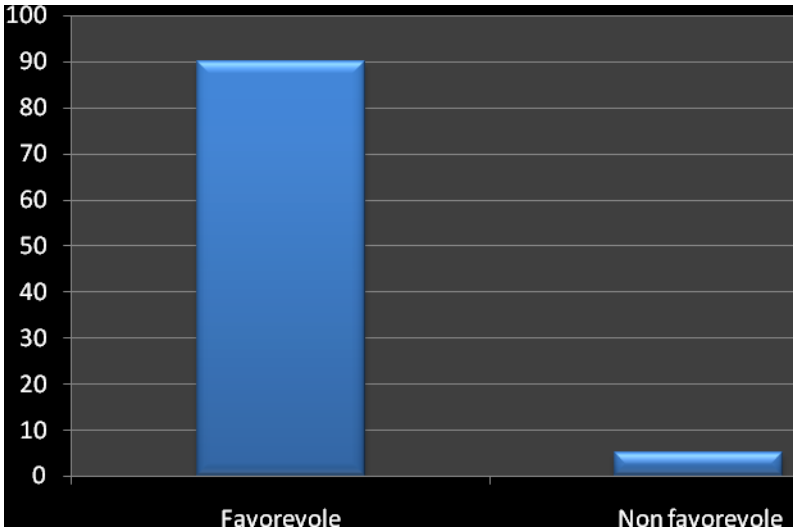
their intervention (10%)

⇒ The olive oil should have a higher price (5%)

⇒ Organizations should show bigger devotion (5%)

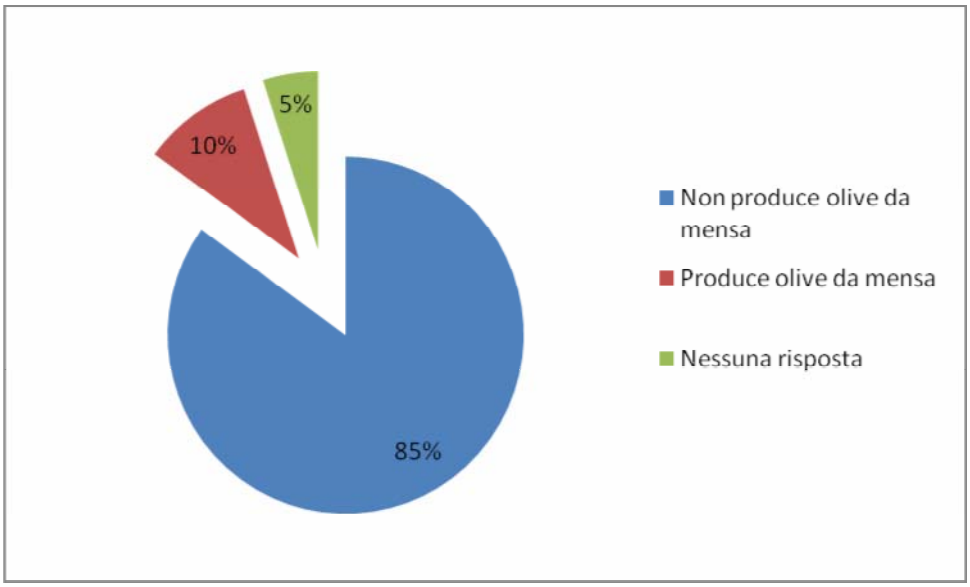
⇒ It would be necessary to finance and to support the local products to make them competitive abroad (5%).

w) Interest in the development and in the realization of an establishment for the manufacturing of table olives and unity of oil packaging



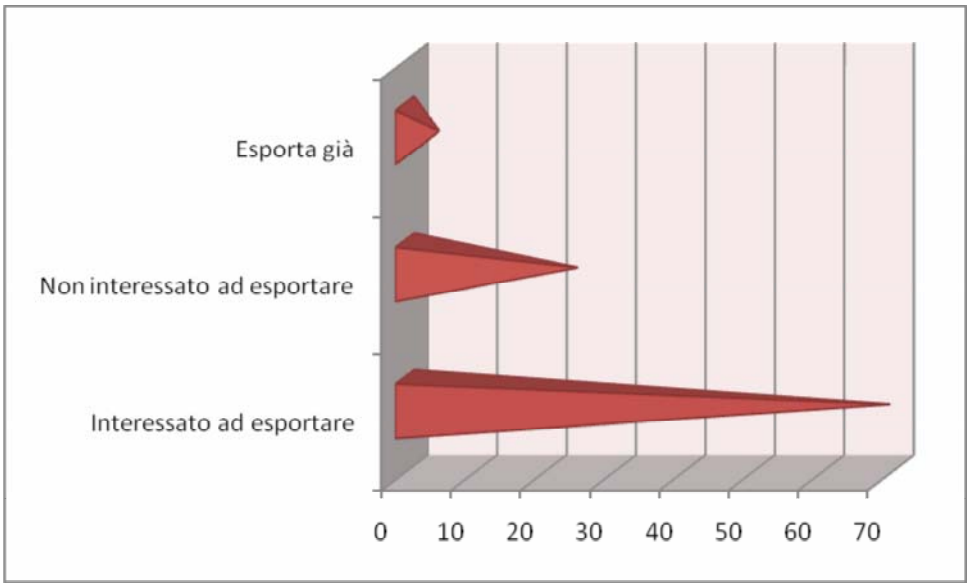
Bar graph 10: Interest in the development and in the realization of an establishment for the manufacturing of table olives and unity of oil packaging

As regards the possibility of developing an establishment for the table olive packaging only the 15% of the interviewees has declared himself person concerned. Actually farmers' only a minimum part produces table olives:



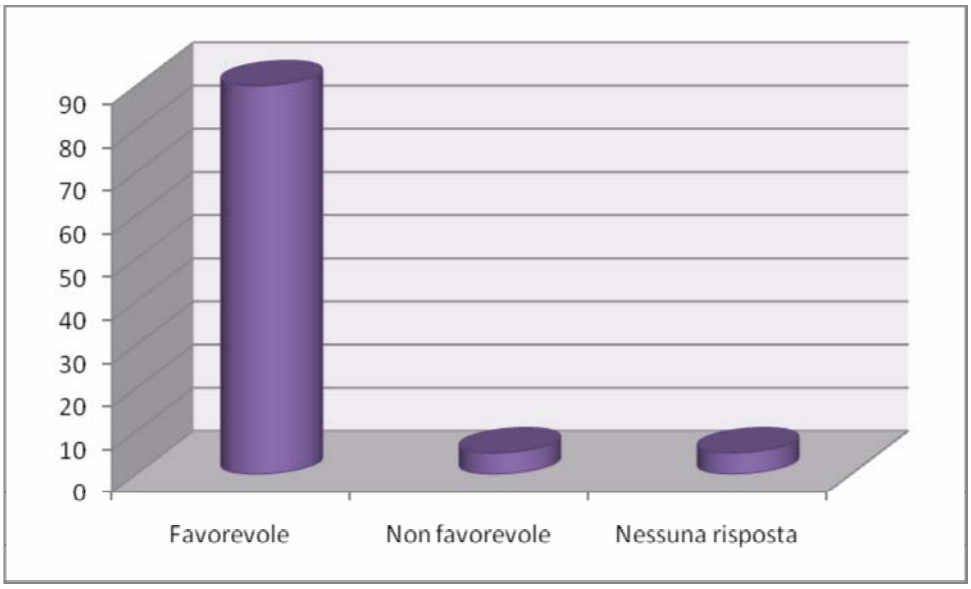
Pie chart 12: Table olives producers

x) Interest for exportation of the exploitation products (olive oil)



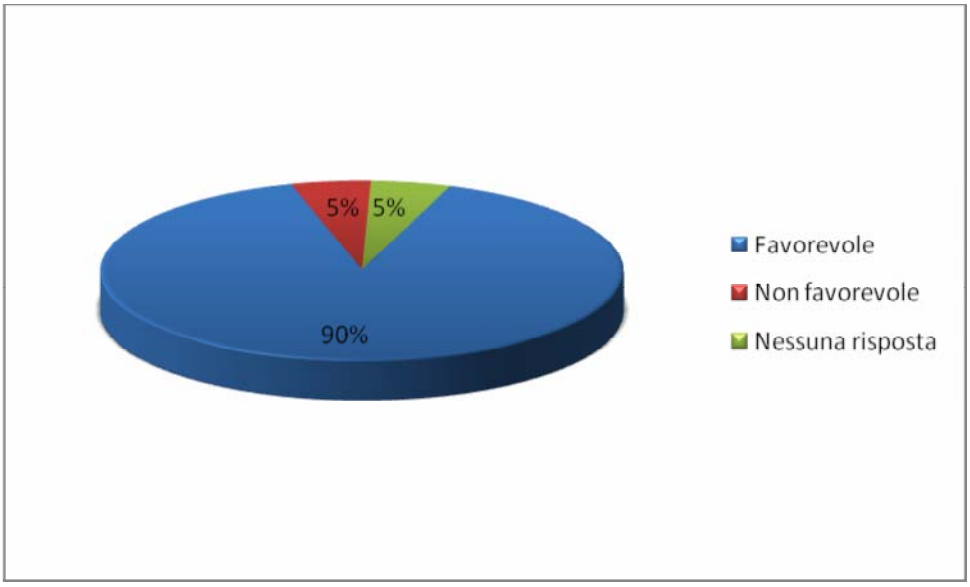
Bar graph 11: Interest for exportation of the exploitation products (olive oil)

As regards the product **good quality certifications (DOC,DOP,IGP)** the 50% of the producers has declared himself favourable, 40% not favourable and the 10% has declared to be already in possession of such certifications for its products



Bar graph 12: Good quality certifications (DOC,DOP,IGP)

y) Farmer's interest for cooperation or for the support for the product commerce



Pie chart 13: Farmer's interest for cooperation or for the support for the product commerce

ATTACHED:

- THE 20 QUESTIONNAIRES FILLED BY PRODUCERS
- THE DATA BASE