

INTERVIEW  
**MARTÍN  
BERASATEGUI**

OPINION  
**TASTING  
ECOTRAMA '12**

FACT SHEETS  
**AWARD-  
WINNING OILS**

BIOFACH 2013  
**ACTION FOR A  
FUTURE WORLD**

YEAR 2012



# EcoTRAMA

**XI Organic Oil Competition:**

**Rewarding  
effort  
and quality**



Some pictures of the awards ceremony in the last edition of the International Competitions EcoRacimos and Ecotrama 2012, held in the frame of BioCórdoba.

**ECO**RACIMOS



**ECO**TRAMA







# contents

page

6



## INTERVIEW **MARTÍN BERASATEGUI**

The Spanish restaurateur with the most Michelin stars (7) reveals how he began to use organic EVOO in the kitchen.

page

10



OPINION

## **ECOTRAMA AWARDS 2012**

Fact sheets for all the extra-virgin organic olive oils which were awarded prizes at the Ecotrama International Competition. Main facts about the oils and the oil-processing companies.



page

20

FACT SHEETS

## **TASTING ECOTRAMA 2012**

Professional experts in sensory analysis and members of the jury of Ecotrama talk to us about their perception of organic EVOOs.

page

23



BIOFACH 2013

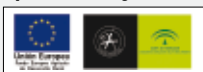
## **ACTION FOR A FUTURE WORLD**

Just like every year in the month of February, Nuremberg is host to the organic trade fair par excellence: BioFach.

# EcoTRAMA

Europa  
iniciativa en las zonas rurales

**Published by:** Asociación Valor Ecológico  
**In collaboration with:** Asociación EPEA  
y Diputación Provincial de Córdoba  
**Sponsored by:**



**Produced by:**  
Ágora Comunicación y Análisis, S.L.







# editorial

**T**hat has come to be known as **LIQUID GOLD** is one of the main emblems of the Mediterranean diet. Extra Virgin Organic Olive Oil specifically, is increasingly recognised the world over. One of the main reasons for this boom is the fact that it constitutes a very important step toward a healthy and balanced diet, regaining the taste, smell, colour and physical-chemical properties that it always had in the past.

Tradition and innovation come together in the production of Extra-Virgin Organic olive oil. Respect for the environment, biodiversity conservation, the use of techniques which don't damage crops, etc. give the final product the highest possible quality.

That is why we at EcoTrama believe that it is of the utmost interest to reward the best Extra-Virgin Organic Olive Oils, in order to benefit their image and contribute to their successful marketing.

For each edition of this competition, the number of participants, the quality of the samples, as well as the variety of origins, have increased consistently. In the XI edition we have had a large number of oil samples from Spain and Italy. This gives us great satisfaction because it demonstrates that EcoTrama has established itself as one of the benchmark awards for Extra-Virgin Organic Olive Oil, both nationally and internationally.

As the organizers of the competition, we want to thank each and every one of the participants and members of the jury who have made these eleven editions of Ecotrama possible. And of course, congratulate this edition's winners as they are the ultimate example of how effort and dedication in this sector are rewarded.

In the words of a popular saying: "*Oil is pleasure for the senses*", and so, with all your senses, we hope you can discover the delights of Extra-Virgin Organic Olive oil in this publication.





# Interview



MARTÍN BERASATEGUI, A SEVEN STAR CHEF

# “Extra-virgin oil is a gastronomic jewel”

The famous chef from Donosti, Martín Berasategui, declares he is a big fan of extra-virgin olive oil, as it is one of the products with greatest international recognition. The Spanish restaurateur with the most Michelin stars, seven, reveals to us how he began to use organic oil to develop new experiences in the kitchen.

**D**estiny saved a relevant spot for Martín Berasategui within the field of gastronomy and paved his way, from an early age, by allowing him to live his childhood at the doors of the LA Brecha Market of San Sebastian. Martín grew up watching the fish reach the port, people carrying it in carts pulled by mules of Igueldo and Ayerte into the Brecha market, and he became used to an environment where eggs, milk, mushrooms or vegetables were sold.

## A life among stoves

His training as a cook and a large part of his life are related with Bodegón Alejandro, a lovely bistro located in the old part of San Sebastian which his father managed and for which he obtained his first Michelin star in 1986. Martín, the second of four brothers, is the only member of his family who showed a devotion to casseroles.

Having just reached 15 years of age, he realized he learned more talking with the customers of El Bodegón than at Lecaroz's school: “It was my true university. I enjoyed talking to Basque sportsmen, local journalists, fishermen and customers.

**“How did I discover organic oil? I seem to remember that toward the end of the 90s we began to hear more about organic oils and we started to receive the first bottles”**

What my father achieved in that place would be unrepeatable today. You could see Chilida or Oteiza sitting at our tables. In the late sixties, the restaurant still had a gas stove that worked with coins. The fishermen arrived out of nowhere and prepared their own food, as in the gastronomic societies.

I was Martintxo, the kid who wandered around there”. After overcoming many difficulties, on May 1st 1993, he opened the doors to his restaurant in Lasarte under the name of Martín Berasategui.

A risky adventure which, nevertheless, catapulted him to fame.

Six months after its inauguration he regained the Michelin star of El Bodegón. Three years later he received the second and in 2001 he was awarded the highest rating of this emblematic guide, three stars. In 2009 he opened Restaurant Martín, the first restaurant managed by a “three star” chef in China, Shanghai specifically. Since January 2010 he has been responsible for the gastronomic guidance at the Santo by Martín Berasategui restaurant of the Eme Hotel in Seville,





which was recognized with its first Michelin star in the 2011 edition of the prestigious guide. At the Hotel Fonda España in Barcelona, Martín Berasategui is the gastronomic director of the restaurant Fonda España. In late 2011 he inaugurated the Doma Bilbao restaurant in the 5 star Silken Gran Hotel Domine Bilbao. In late 2011, early 2012, Martín jumped over to the American continent with two restaurants and a gastrobar.

One of the restaurants opened in Mexico, Passion by Martín Berasategui, in Hotel Paradisus, Playa Del Carmen, and the other, also named Passion by Martín Berasategui, in Hotel Paradisus Palma Real in Punta Cana, Dominican Republic. The Paradisus Punta Cana hotel hosts the gastrobar, Fuego by Martín Berasategui.

"I am a teamworking enthusiast". Self-discipline, concentration, a

continuous desire for self-improvement, outpouring personal energy and human values, traits of a generous cook who lavishes without hesitation his teachings. "I teach the new generations and I then let them fly free".

**"Consumers appreciate perfectly well the sublime quality of extra-virgin olive oils"**

## High-quality organic oil

Having today become one of the most qualified gastronomic voices, it seems relevant to consider his experience with Spanish extra-virgin organic olive oil, as he himself points out:







"One of the best in the world without doubt". His experience with organic oil began more than two decades ago: "I have always had the privilege of tasting samples of the best extra-virgin olive oils, but I seem to remember that toward the end of the 90s we began to hear more about organic oils and we began to receive the first bottles.

Right from the get-go, there were very interesting options which we started to use both in the kitchen and front of house."

One wonders what level of perception people have of organic olive oil in other gastronomic circles.

In this sense, Martín is convincing: "Spanish extra virgin olive oil, organic or not, can boast of being among the best in the world, so experts in the field, both here and internationally, can only have a very high perception of the product. It is one of our great gastronomic jewels".

And, of course, we should talk about the consumer. Product knowledge on behalf of the consumer is high, even though it would be complicated for him/her to interpret an extra-virgin

oil menu. As Berasategui admits: "Consumers can perfectly appreciate the sublime quality of extra-virgin olive oils, in general, but I wouldn't dare to say that they are all capable of interpreting a menu for this type of oils.

**"With regards to health and nutrition, extra-virgin organic oil is exceptional, with very beneficial properties"**

However, I don't think it would be difficult to find a good number of people who would pass the test without problems, because interest is high. In our restaurant we usually inform diners about the extra-virgin olive oils they try".

### **A healthy choice**

Spain's star chef explains that in terms of healthiness and nutrition, extra-virgin organic oil is exceptional, with very beneficial properties, but he also admits: "It's especially good for frying, for example, because it penetrates the food very little and at the same time manages to create a

crust that prevents the essence of the food from being lost".

Martín does not hesitate to recommend virgin organic olive oils: "The one I have been using in my restaurant for a long time now is Vega Carabaña from Madrid". But he also suggests others which he knows first-hand: "I have tried many others which I consider to be exceptional, such as Pago de Baldíos, Artajo and

the Trujal de Sierra Mágina ones for example, Hacienda Queiles from Navarra which is fantastic, EcoVizcántar de from Cordoba Priego or Oro del Desierto from Almería".

Those who know Martín say that he expresses himself best through his dishes. Berasategui's career is dotted with awards and large-scale recognition. He has received so many, that naming them would be almost impossible. Nevertheless he has demonstrated gratefulness for them in the most generous way, by spreading a passion for cooking and passing on his knowledge.

# ECOTRAMA2012

## Award-winning oils







## Selección Finca La Torre

### Quality

Organic and biodynamic extra virgin olive oil

### Acidity

0.1

### Preparation

Coupage 40 % hojiblanca, 40 % arbequino and 20 % picudo

### Presentation

Dark glass bottle

### Format

250 and 500 ml bottles

### Company

Finca la Torre, Finca la Reja SL, Bobadilla (Málaga)

### Sales channel

Several

### Company

Finca la Reja S.L.

### Oil

Selección

### Address

Finca La Torre S/N  
29540 Bobadilla-Málaga  
Spain

### Telephone

+34 952111619

### Email

info@fincalatorre.com

### Web

www.fincalatorre.com



**Barely 2 years** have passed since the new Finca La Torre project began. In such a short period of time, it's Finca la Torre Selección oil has established itself as one of the best organic oils in Spain.

**Organic farming** in the estate dates back to slightly over ten years ago, at which time they began their first exports to countries in northern Europe. Several years later they went one step further and converted to biodynamic agriculture. These practices allow them to elaborate broths with very special organoleptic features. The company has a fully

sustainable approach, taking advantage of all of the mill's by-products and generating their own compost to fertilize the olive groves with olive pulp and manure from their own herd of a thousand sheep. The herd also controls vegetation spread and performs the function of natural fertilization.

**Currently, the business aim** of Finca La Torre lies in maintaining the established quality criteria, targeting new markets by means of their own brand and contributing to the dissemination of the oil culture wherever they go.



## OL Premium

**Company**  
1050 AC S.L.  
**Oil**  
OL Premium  
**Address**  
C/ Fuente de los  
Picadores, 11  
14006 Córdoba  
Spain  
**Telephone**  
+34 670680741  
**Email**  
info@1050ac.com  
**Web**  
www.olextravirgin.com

**Quality**

Extra virgin organic olive oil

**Acidity**

0.16

**Preparation**

Single variety, 100 % hojiblanca, early harvest

**Presentation**

Dark glass bottle with an elongated neck

**Format**

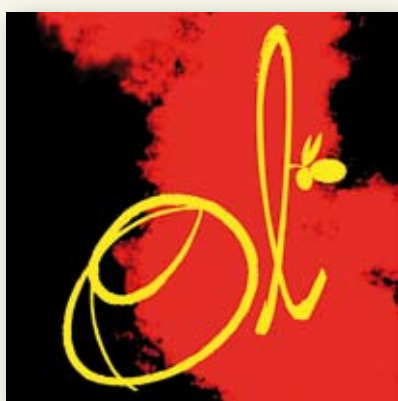
500 ml bottles

**Company**

1050 AC, SL Cordoba

**Sales channel**

Small retailers, exports



**At the heart of the Sierras Subbéticas** Natural Park, in the municipality of Carcabuey, between Cabra and Priego de Cordoba, surrounded by Mediterranean forest and hundred-year-old Holm oaks, we find the olive groves which give life to one of the samples which reveal the most about the values and flavours of olive oil. This is where OL olive oil is born, uniquely

demonstrating the soul, heart and culture of Andalusia.

**The German magazine** bioPress (specializing in organic food), has awarded it third place in intense fruitiness among the 25 best extra-virgin organic olive oils in the world. OL Premium is certified as a Natural Product derived from a Natural Park in Andalusia.





### Company

Frantoio Cutrera SNC

### Oil

Primo Bio

### Address

C/ Da Piano Dell'Acqua, 71  
97012 Chiaramonte Gulfi (RG)  
Italy

### Telephone

+39 0932926187

### Email

olio@frantoicutrera.it

### Web

www.frantoicutrera.it



## Primo Bio

### Quality

Extra virgin organic olive oil

### Acidity

0.20

### Preparation

Single variety, 100 % Tonda Iblea

### Presentation

Dark glass bottle with screw cap and capsule

### Format

250 and 500 ml bottles

### Company

Frantoio Cutrera, Sicily (Italy)

### Sales channel

Horeca Channel, restaurants, speciality shops, wine bars, delicatessen



**For generations** the Cutrera family has been dedicated to olive tree farming and olive oil production with a passion and love that unites this family to the land. The company's origins date back over a century. Records show that in 1906 the Cutrera family began to grow olive trees in Chiaramonte Gulfi, a small village in south-east Sicily.

**In 1979, the family opened** their first factory and Frantoio Cutrera currently has two plants with three olive oil extraction lines, a warehouse

for oil storage and a bottling plant.

**The company is constantly** seeking technical innovation and promoting sustainable development. In addition, another of its key points is their method of olive oil preservation in stainless steel tanks and in a nitrogen atmosphere.



## LA Organic Oro Intenso (Intense Gold)

**Quality:** Extra-virgin organic olive oil

**Acidity:** 0.12

**Preparation:**  
Single variety, 100 % picudo

**Presentation:** Dark glass bottle with pilfer proof cap designed by Philippe Starck

**Format:** 125 ml and 250 ml bottles

**Company:** LA Organic  
(Pagos Asociados Andaluces)

**Sales channel:** El Corte Inglés's Gourmet Club, Horeca Channel, small retailers and speciality shops

## LA Organic Oro Suave (Soft Gold)

**Quality:** Extra-virgin organic olive oil

**Acidity:** 0.14

**Preparation:**  
Coupage weevil and hojiblanca

**Presentation:** Dark glass bottle with pilfer proof cap designed by Philippe Starck

**Format:** 125 ml and 250 ml bottles

**Company:** LA Organic (Pagos Asociados Andaluces)

**Sales channel:** El Corte Inglés's Gourmet Club, Horeca Channel, small retailers and speciality shops

### Company

La Amarilla de Ronda  
**Oils**

La organic oro intenso  
La organic oro suave

### Address

C/ Velázquez, nº 53, 6º  
28001 Madrid  
Spain

### Telephone

+34 914364485

### Email

info@laorganic.net

### Web

www.laorganic.es



**La Amarilla de Ronda** -LA Organic- originates from a small olive grove in Ronda belonging

to the Gomez de Baeza family. Over two centuries ago a community of nuns began to make olive oil with its fruits. Since then, the oil has been famous for its unique and exceptional quality. Today LA Organic continues to produce extra-virgin organic olive oils of the highest quality in Andalusia, presented in a unique design by Philippe Starck.

**The prestige of LA Organic's** extra-virgin organic olive oils arises from the strict production standards concentrated in Andalusia, which is recognized as the area which produces



the best olive oils in Spain and in the world. LA Organic's oils are 100% organic, processed from crops with a total absence of pesticides.

**LA Organic has established** a series of production parameters to guarantee the high quality that characterizes Spanish oils.





## Rincón de la Subbética Alamoda Hojiblanca



### Quality

Extra virgin organic olive oil

### Acidity

0.16

### Presentation

Lirica style black glass bottle

### Format

40, 250 and 500 ml bottles

### Preparation

Single variety, 100 % hojiblanca

### Company

Almazaras de la Subbética, Carcabuey (Córdoba)

### Sales channel

Gourmet shops, delicatessen

## Rincón de la Subbética Alamoda Picuda



### Quality

Extra virgin organic olive oil

### Acidity

0.16

### Presentation

Lirica style black glass bottle

### Format

40, 250 and 500 ml bottles

### Preparation

A varietal wine 100 % picuda

### Company

Almazaras de la Subbética, Carcabuey (Córdoba)

### Sales channel

Gourmet shops, delicatessen

**Company:** Almazaras de la Subbética S.L. / **Oils:** Rincón de la Subbética Alamoda Hojiblanca y Rincón de la Subbética Alamoda Picuda / **Address:** Recinto Los Bermejales, Ctra A-339, Km 17,800. 14810 Carcabuey-Córdoba (Spain) / **Telephone:** +34 957547028 / **Email:** janieta@almazarasdelasubbetica.com / **Web:** www.almazarasdelasubbetica.com

### The 1st degree cooperative

PLE Almazaras de la Subbética, created in July 2007, arose from the merger of two prestigious and experienced co-ops: Virgen del Castillo PLC, founded in 1954 and Olivarera Nuestro Padre Jesús Nazareno PLC, founded in the early 60s with an upward progression, recognized both nationally and internationally for the quality of their olive juices.

**Almazaras de la Subbética's** innovative spirit puts it amongst the leading companies in terms of quality and innovation within the olive oil sector. Laboratories equipped with the most advanced technologies and a technical department with highly qualified personnel, allows the company to participate in the sector's most interesting national and European projects.



**Within the varieties** of olives that are milled in the cooperative, 60 % of the total production of oil comes from olives of the picudo variety, 25 % are of the hojiblanca variety and the rest are from the picual variety. Its production of high-end organic oil has grown significantly in recent years. Thanks to their awards and recognitions, it is considered to be one of the five best organic oils in the world and it has received the highest number of awards in Spain for this category.



## Padilla Oliva Bio



### Company

Almazara San Pablo S.L.

### Oil

Padilla Oliva Bio

### Address

Ctra Madrid-Cádiz,  
Km 294,5  
23710 Bailén- Jaén  
Spain

### Telephone

+34 953670517

### Email

ventas@aceitespadilla.com

### Web

www.aceitespadilla.com

### Quality

Extra virgin organic olive oil

### Acidity

0.2

### Preparation

Single variety, 100% picual

### Presentation

Clear glass bottle with wooden cap,  
anti-drip system and capsule

### Format

250ml, 500 ml, 750 ml bottles. 3 and  
5 litre tins

### Company

Almazara San Pablo SL, Bailén (Jaén)

### Sales channel

Horeca channel, small retailers,  
online and direct sales



**Company San Pablo** is a family business with its own production and a single interest, manufacturing and packaging for its customers and all the consumers a high-quality extra virgin olive oil. The aim of Company San Pablo is to focus on the quality of extra virgin and virgin and virgin olive oil. Quality begins with the olive tree in order to achieve a healthy fruit of the picual olive variety, which predominates in Jaen. **Padilla Oliva Bio** is an extra virgin olive oil originating from their own crops and organic

farming. It is a superior "gourmet selection" obtained directly from olives and solely by mechanical means. An oil with great character, which hides behind a delicate appearance, and offers an immediate sensation which gives way to a strong, aromatic and tasty substance. Magnificent fruity fragrances of olive leaves and olives, with bitter nuances, which evoke red Treviso chicory, rocket salad, artichoke, and almond.





## Alhema de Queiles

### Company

Hacienda Queiles S.L.

### Oil

Alhema de Queiles

### Address

Plaza Sancho Fuerte, 1  
31500 Tudela-Navarra  
Spain

### Telephone

+34 948410650

### Email

info@haciendaqueiles.com

### Web

www.haciendaqueiles.com

### Quality

Extra virgin organic olive oil

### Acidity

0.1

### Preparation

Single variety, 100 % arbequina

### Presentation

Dark glass bottle with pilfer-proof cap

### Format

250 and 500 ml bottles

### Company

Hacienda Queiles, Monteagudo (Navarra)

### Sales channel

Sales channel: Haute cuisine, specialty shops and El Corte Inglés in Spain



### In the small valley of Queiles,

in southern Navarra, where the Romans had already cultivated wonderful olive groves, Hacienda Queiles grows well cared for olive trees to obtain a perfect fruit, with characteristics which are unique to the arbequina olives. They withstand stony limestone soils and adverse weather conditions, with very cold temperatures in winter and relatively hot ones in summer.

**Abbae de Queiles** extra virgin olive oil is only produced from a perfect hand-picked and selected fruit. Tasters and the mill's master produce the oil, which is packaged in numbered



bottles, in the company's own mill, which has an exquisite architecture and is equipped with the most innovative techniques. This unique oil from Pago is sweet, delicate, very fruity and aromatic, persistent in the mouth, with vegetable hints that are reminiscent of green tomatoes and fresh herbs, with subtle touches of bitter almonds that give it its very well balanced character; a faithful reflection of the passion



## Olicatessen

**Company**

Molí dels Torms S.L.

**Oil**

Olicatessen

**Address**

Ctra L-701, Km 2,5  
Mestre Benet, 19  
25164 Els Torms-Lérida  
Spain

**Telephone**

+34 973128362

**Email**

oficina@oliceatessen.com

**Web**

www.oliceatesesen.com

**Quality**

Extra-virgin organic olive oil

**Acidity**

0.12

**Preparation**

Coupage - arbequina, arbreblanc and verdal

**Presentation**

Dark glass bottle and/or tin

**Format**

250, 375 and 500 ml bottles and 3 litre tins

**Company**

Molí delsTorms, SL Olicatessen, Lérida

**Sales channel**

Speciality shops and delicatessen



**Moli dels Torms** is a dream come true for two families who, after eight generations as olive-growers, decided to start their own project in 2005, with the aim of using all their accumulated knowledge to develop an extra virgin organic olive oil of the highest quality. This oil is recognized for its organoleptic value and pays respect both to nature and to all those who will enjoy the product.

**All this historical experience**, allied with the use of the most modern techniques, has been quickly recognized by the market and the most prominent industry experts. Moli dels Torms was recognised as the most innovative food company in Catalonia in 2008 and its



Olicatessen oil has received more than 40 nominations and awards during the past 3 years.

**In short, if we mix** a unique land for olives, with an ideal climate, the 'know how' of the master olive-oil producer, "VenanciGuiu", and an exquisite treatment of the raw material, you get a unique and delicious extra virgin olive oil, which could not have any other name apart from Olicatessen.





## Oro del Desierto

### Quality

Extra virgin organic olive oil

### Acidity

0.10

### Preparation

Single variety, 100% hojiblanca

### Presentation

Dark green glass and white label with a red design

### Format

500ml and 250ml bottles.  
1 and 5 litre metal cans

### Company

Rafael Alonso Aguilera S.L.

### Sales channel

Speciality shops

### Company

Rafael Alonso Aguilera S.L.

### Oil

Oro del desierto Hojiblanca

### Address

Paraje Los albardinales, S/N  
(Ctra N-340)

04200 Tabernas-Almería

Spain

### Telephone

+34 950611707

### Email

orodeldesierto@orodeldesierto.com

### Web

www.orodeldesierto.com



### Rafael Alonso decided to start

full-time work in agriculture in 1996, when he took over the family farm inherited from his ancestors. The farm already had almond trees, vines and dry land olive trees since time immemorial. He chose to add an organic olive grove.

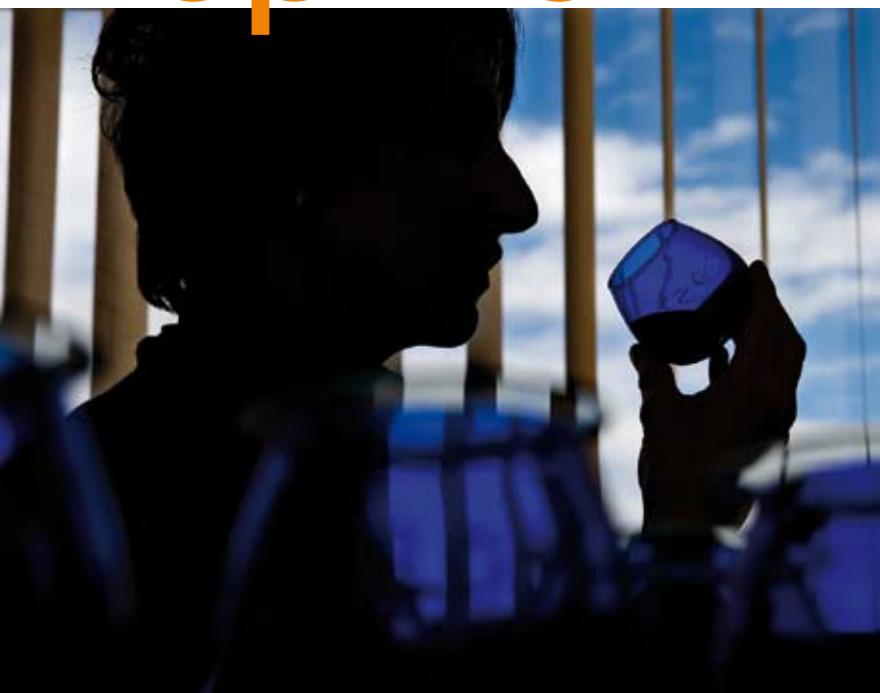
### He didn't choose this cultivating

philosophy by chance. He gave continuity to the work carried out by his ancestors, who always cultivated the land in a traditional way, without using synthetic inputs. The company's dream was to make its extra virgin olive oil and take it to market with their own brand in order to obtain high-quality product and added value.



### The Rafael Alonso Aguilera

company was founded in 1999. The extra virgin organic olive oil comes from organically grown olives and is prepared in the traditional way, with traditionally chosen olives which are carefully hand picked, according to the degree of maturity at each location.



Tasters of great international reputation and long-lasting careers within the extra virgin olive oil sector were responsible for anonymously tasting the samples. Aroma and flavour are the two fundamental parameters when assessing an oil. In short, "feeling" organic oils which, as Salvador Cubero, director of the jury, explains, improve their quality and excellence each year.

## The aroma of organic products

**T**he XI organic oil tasting-competition, EcoTrama, took place on June 9th 2012 in Córdoba Regional Government's premises. EcoTrama is a benchmark prize for organically produced extra virgin olive oil.

It constitutes a consolidated recognition and promotional tool for the sector's companies. The aim of these international awards, organized by Córdoba's Regional Government, the Valor Ecológico Association and the EPEA Association (Andalusian companies with organic products), is to support the development of the organic olive oil sector, serving as a support for promotion and recognition on behalf of the consumer, but in addition, putting value to the quality of organically produced extra virgin olive oil.

Tasters of great international reputation and long-lasting careers evaluated a total of 36 samples of organic oils from seven different Spanish regions: Andalusia, La Rioja, Murcia, Catalonia, Valencia, Castilla La Mancha and Navarra, as well as samples from Italy. The jury of EcoTrama, which was headed by Salvador Cubero, was composed of Juan Ramón Izquierdo, José Alba, Cristino Lobillo, Anunciación Carpio, Brígida Jiménez, Yolanda Avilés, Juan Salas, Cristóbal Lovera, María Santolalla and José María Penco

### Tasting procedure

Once the period for receiving samples is closed, the process starts by pre-selecting them. A committee of experts makes a first selection of the best organic oils, and later, a panel of experts in sensory

analysis undertakes a second tasting of the extra virgin organic olive oils. This allows them to choose those which deserve an award. The extra virgin organic olive oils remain anonymous during the professional tasting.

The process itself consists of several steps. Firstly, the director of the competition assigns a code to each of the samples submitted. This is kept in a sealed envelope until the tasting finishes. Secondly, the oils are served under standardized tasting conditions, with coloured glasses and a suitable temperature. Each of the samples is identified with the code assigned by the competition's director. Finally, and after the members have tasted the oils, the director creates a nominal listing of the oil scoring and the jury's decision is made public





**Salvador Cubero**  
Director  
of EcoTrama 2012

## “We must grow in terms of international visibility”

**With an extensive career in the industry and a broad knowledge of extra virgin organic olive oils, Salvador Cubero directed the tasting jury for the Ecotrama 2012 competition.**

♦ **After many years being responsible for the Ecotrama International Competition, what are your highlights?**

During these years, the number of both national and international samples participating at Ecotrama has grown. Currently, 85% of the samples are national and 15 % are foreign. The jury's number of members, without whom this evolution would not have been possible, has also increased. The jury consists of the best experts in the sector plus directors of specialized magazines, thus ensuring the competition represents another window of opportunity for the dissemination of the samples. Something remarkable is the positive evolution of level of quality of the submitted oil samples. I can confirm that quality and excellence have increased significantly and that organic juices are at the highest level.

♦ **How is interest in participation evolving among producers and industrialists?**

Organic producers value and are fully aware of this competition and its media repercussion.

Without fear of contradiction, we can safely say that it is the national benchmark in terms of organic oils, for producers, consumers and specialised press. Many of the participants, in addition to advertising, seek recognition on behalf of the professionals who form the jury.

The organic subsector is especially dynamic and concerned with quality and going to market. The average level in these aspects is above the average for the olive oil sector in general. Companies seek to provide an added value different from the product.

♦ **What are the organizers' future goals? What changes do you intend to include in forthcoming editions of Ecotrama?**

We always tend to improve and it is clear that it will be beneficial for everybody if a competition like this thrives. The upward trend in terms of quality and the number of samples submitted to the competition will probably become consolidated in future editions. On the other hand, we are also working to ensure that the outcomes of Ecotrama have a greater impact in the international media.

Working to achieve greater media visibility, especially at an international level, should lay the foundations for an essential change. At the end of the day, that is what participants are interested in.





# "Quality is the only way to capitalize on organic oil"

**T**he first matter that arises when talking with the jury of the XI organic oil Tasting-Competition, Ecotrama, is the assessment of the latest edition. In this sense, **Juan Ramón Izquierdo** explains that "This year the level of the oils has been very high, with very good products, and this made the jury's work difficult when choosing the winners". For **Yolanda Avilés** "The nuances of many of the samples we received were a pleasant surprise, and with some exceptions, the level of the participants was on par with other international conventional oil competitions. The factor that still differentiates this organic competition from others is the number of samples submitted. The number is significantly lower in Ecotrama because organic production is still a minority compared to conventional oil".

Quality is the determining value and, placing the level of Spanish organic oils against other international organic oils, this is a perception agreed on by all the members of the jury. The expert **Brígida Jiménez** reveals that "Spanish organic oils have, for many years, positioned themselves among the first positions in prestigious international competitions such as Ecotrama or Biol. The trend in recent years is that there is an increasingly large number of Spanish companies which work to position themselves as the best extra virgin organic live oils in the world". For his part, **Jose Alba** recognizes that "as we have witnessed with the oils submitted to the competition, the sensory quality of Spanish organic oils is at



**The team of expert tasters who make up the Ecotrama jury spoke about their experiences in this competition after several years choosing the best extra virgin organic olive oils.**

a slightly higher level than organic oils from other countries".

## Supporting organic quality

To conclude, it is timely for all these professional experts to advise the producers and sellers of organic oils so they can continue backing quality. In this sense, **Anunciación Carpio** is clear-minded: "Producers who join a quality based project do not abandon it, they continue working to outdo themselves, they do not need my advice, but my encouragement and congratulations. Quality is the only possible path to capitalize on organically produced oil". **Mary María Santolalla** and **Juan Salas** agree that "Organic products, in general, are consumed by a more demanding market, and are often aimed at those who seek to maintain their health and take care of the environment.

Since this consumer is normally willing to pay a higher price, these virgin oils should also be differentiated based on their higher level of quality".

**José Alba** recommends "Disseminating and properly educating

consumers about the sensory features of authentic high-quality extra virgin oils and their very significant impact on health". **Yolanda Avilés** fully agrees with that aspect because "Organic oils can play with two major assets in their marketing which are, respect for the environment during production and the health benefits for the person who consumes them; but this is not sufficient if the consumer does not receive in addition the sensory quality which is expected". **Juan Ramón Izquierdo** gives a telling example of the boom in the quality of organic products: "We need only remember that the Abba de Hacienda Queiles oil, which won an Ecotrama award, has also received this year's award on behalf of the Ministry of Agriculture, Food and the Environment for the best olive oil in Spain".





BioFach 2013

# **BIOFACH 2013** **Action for a Future World**

**Just like every year in the month of February, Nuremberg is host to the organic trade fair par excellence: BioFach, which this year will be held from 13th to 16th February. This not-to-be-missed organic sector event grows in scale and international prestige, year after year. The fair is a showcase for the latest developments in the field of organic food and drink production, and provides participants with an excellent opportunity to establish and strengthen business contacts.**





**B**iofach is the world's leading trade fair for organic products, and runs in parallel with Vivanness, which focuses on natural cosmetics and well-being. This fair covers a wide and comprehensive range of food and drink, certified to the highest standards and accreditation guidelines. The "Asociación Valor Ecológico" (in English: Organic Va-

lue Association) has attended this annual event for over 15 years. In this edition, BioFach will serve as a platform for the entity (previously known as: CAAE) to present its new name, which was launched in the New Year, on the international scene. The association's recently released certification guarantee brand name, 'Ecovalia', which has already been imple-

mented in three pilot companies, will also debut.

As in previous editions, the Asociación Valor Ecológico will support its affiliated companies during the event, hold meetings with other attendees and participate in forums and activities. As in previous years, in 2013 the association will participate in the space set aside for EXTENDA, the





Andalusia Foreign Trade Agency, along with other companies and entities from Andalusia.

The Asociación Valor Ecológico will showcase a wide range of organic products in BioFach, thanks to its more than 14,000 members. On this occasion, 25 of the association's affiliated companies will be present in Nuremberg. Among other activities, pro-

**The fair will also host the Olive Oil Awards, which has become one of the highlights that attracts most visitors at the fair. In 2012, more than 200 producers from 26 countries submitted their oils to the competition**

ducts will be showcased from the association's stand, where a series of planned daily tastings will give visitors a first-hand opportunity to discover the quality of the products on display.

Under this year's theme, "Shared values . Action for a Future World", BioFach will present the most recent developments in the sector in 2013. The latest global





trends in organic food and drink will be showcased on an exclusive stand. In addition, the "Best New Product" will be voted for in six different categories, and the rating process will be broadcast live on screens in the exhibition centre.

The fair will also boast several tasting areas where tastings of a wide range of products will be carried out, including wines, oils, coffee, and fish, in a building set aside for the purpose.

### **The starring role of wine and oil**

Organic wine and organic extra virgin olive oil are two of the most eagerly awaited products at the Nuremberg fair. The event will boast a series of tastings of both

**The fair will also boast several tasting areas where tastings of a wide range of products will be carried out, including wines, oils, coffee, and fish, in a building set aside for the purpose**

products. Visitors will be able to enjoy a wide range of oils in the Olive Oil Bar.

In addition, the fair will also host the Olive Oil Awards, which has become one of the highlights that attracts most visitors at the fair. In 2012, more than 200 producers from 26 countries submit-

ted their oils to the competition. The winners were selected from the almost one hundred extra virgin olive oils entered, and visitors were able to enjoy the action live on screens in the exhibition centre.

BioFach also boasts a wine bar where visitors can taste over 200 organic wines from 23 countries. The International Mundus Vini BioFach Wine Awards is one of the not-to-be-missed events at the fair every year. A panel of experts rates the wines based on a 100-points system, which adheres to the standards outlined by the International Organisation of Vine and Wine (OIV) and the Union Internationale des Enologues.

**ROLL OF HONOR ECOTRAMA 2012**

| <b>Oil</b>   | <b>Company</b>                                   |
|--|--|
| <b>Gold Medal and Council of Córdoba Special Award</b> |  |
| Selección  | Almazara Finca La Torre (Bobadilla, Málaga)      |
| <b>Gold Medal</b>                                      |  |
| Ol Premium   | Almazara AC 1050, Córdoba                        |
| Primo Bio de Sicilia                                   | Frantoi Cutrera di Cugtrera Giovanni, Italia     |
| La Organic Oro Intenso                                 | La Amarilla de Ronda, Madrid                     |
| La Organic Oro Suave                                   | La Amarilla de Ronda, Madrid                     |
| Rincón de la Subbética Hojiblanca                      | Almazaras de la Subbética, (Caracabuey, Córdoba) |
| <b>Silver Medal</b>                                    |  |
| Oro del Desierto                                       | Castillo de Tabernas, Almería                    |
| Olicatessen  | Els Torms, Lérida                                |
| Rincón de la Subbética Picudo                          | (Almazaras de la Subbética, Caracabuey, Córdoba) |
| Padilla Oliva Bio                                      | Aceites Padilla (Bailén, Jaén)                   |
| Alhema de Queiles                                      | Hacienda de Queiles, (Tudela, Navarra)           |

**ROLL OF HONOR ECORACIMOS 2012**

| <b>Winery</b>  | <b>Wine</b>                       |
|--|-----------------------------------|
| <b>Gold Medal and Council of Córdoba Special Award</b> |                                   |
| Bodegas Robles SA                                      | Piedra Luenga Bio Fino 2002       |
| <b>Gold Medal</b>                                      |                                   |
| Bodegas Bocopa Laudum                                  | Crianza Nature 2009               |
| Garmendia Bodega y Viñedos                             | Garmendia envejecido en barrica   |
| Albet I Noya S.L.                                      | Reserva Martí 2007                |
| Aroa Bodegas S.L.                                      | Aroa Gorena                       |
| Bodegas Lezaun S.L.                                    | Lezaun Tempranillo                |
| Bodegas Bocopa   | Laudum Alta Expresion             |
| Bodegas Azpea S..L.                                    | Azpea dulce                       |
| <b>Silver Medal</b>                                    |                                   |
| Bodegas Lezaun S.L.                                    | Lezaun Sulfitos                   |
| Viñedos Real Rubio S.L.                                | Real Rubio Tinto                  |
| Bodegas Quaderna Vía                                   | Quaderna Vía Especial             |
| Martin Kieninger                                       | Vinana Coupage                    |
| Bga. Joaquín Fernández Pacergon                        | Garnacha 2010                     |
| Bodega Biurko Gorri SAL                                | Biurko Graciano                   |
| Viñedos Ruiz Jimenez                                   | Ingenio                           |
| Bodegas Quaderna Vía                                   | QV 2008                           |
| Bodegas Robles SA                                      | Piedra Luenga Bio Oloroso         |
| Pagos de Familia Vega Tolosa S.A.                      | Vega Tolosa Selección             |
| Garmendia Bodega y Viñedos                             | Garmendia Selección               |
| Viña Las Colonias del Galeón S.L.                      | Colonias de Galeón Roble          |
| Vinos Sierra Norte S.L.                                | Fuenteseca Tinto                  |
| Bodegas Pastor Diaz                                    | Castroviejo Tempranillo Ecológico |
| Albet I Noya S.L.                                      | Brut 21                           |
| Vinos Sierra Norte S.L.                                | Fuenteseca Blanco                 |
| Altaman SOC. COOP. De CLM                              | Prior de Castilla 2009            |
| Bodegas Quaderna Vía                                   | Quaderna Vía Crianza              |
| Bodegas Uncastellum S.L.                               | Uncastellum Rosado 2011           |
| Mureda Alimentación S.L.                               | Mureda Syrah                      |
| Aroa Bodegas S.L.                                      | Aroa Larrosa                      |

# ECOTRAMA

## International Competition



For Organically Produced  
Extra Virgin Olive Oil