



5-9 September 2016 in Melbourne, Australia

OCEANIA, SOUTH AMERICA AND AFRICA TAKING UP THE CHALLENGE OF SOL D'ORO SOUTHERN HEMISPHERE

Chile, Australia, Argentina, Peru, Uruguay and South Africa: these countries, representing three continents where extra virgin olive oil is produced in the southern hemisphere, have entered samples in the third edition of the Sol d'Oro Southern Hemisphere competition. The competition organised by Veronafiere is the most important on an international scale. The objective is to promote qualitative and commercial development of olive growing world-wide.

Melbourne - Australia, 6 September 2016. Three continents producing extra virgin olive oil south of the Equator - Oceania, South America and Africa - line up for Sol d'Oro Southern Hemisphere, scheduled until 9 September in Melbourne, Australia.

The third edition of the international competition organised by Veronafiere dedicated to countries producing olive oil in Spring - the opposite time of year compared to traditional northern hemisphere areas - has attracted even more entries from - over and above Australia itself - Chile, Argentina, Peru, Uruguay and South Africa. Australia, together with Chile, is one of the major producing countries in the southern hemisphere and is also represented for the first time by Tasmania, demonstrating even broader development of olive growing around the world.

«We expect to see good quality among the samples entered» explains **Marino Giorgetti**, Panel Leader of the jury comprising eight other international experts, *«This is despite the rather variable production trend this year in the southern hemisphere caused by climatic conditions affecting the various olive growing stages»*.

From a quantitative point of view, output was good in South Africa, with +15% compared to 2015, while Chile an unusual performance, with less production in the south of the country, where olives are mainly grown, while good weather conditions in the north ensured a plentiful harvest; the situation in Australia was similar, with "patchy" out that prevented higher production levels.

The olive oils winning awards will be announced on 8 September, followed by a guided tasting dedicated to sector journalists and professionals in the ho.re.ca channel. Three seminars are also scheduled on the same day looking into business opportunities for Australian olive oils on international markets.

Sol d'Oro Southern Hemisphere is held with the sponsorship of the Government of the State of Victoria, in the conviction that bring the Competition to Melbourne was an ideal opportunity for promoting extra virgin olive oils produced south of the Equator as well as development of quality and trade, with the patronage of the Italian Consulate and the collaboration of the Italian Chamber of Commerce in Melbourne.

Veronafiere (www.veronafiere.it) began operations in 1898 and is today the first direct organiser of exhibitions in Italy and second by turnover, as well as among the leaders in Europe.

VeronaFiere is the leader in the agricultural and agro-foods sector, with a share of relative exhibition events in the field of 45%. Over the years it has developed new areas of interest such as the building industry, constructions and transport, furnishing, sport and tourism, as well as university and professional training.

Veronafiere's main international trade fairs include **Vinitaly**, the largest exhibition in the world dedicated to wine, **Sol&Agrifood** (International Quality Agro-Food Exhibition with a major section dedicated to extra virgin olive oil) and **Enolitech** (International Exhibition of Wine-Growing and Cellar Techniques/Olive Growing and Olive Oil Technology) - all held alongside each other every year between March and April. The last edition of Sol&Agrifood was visited by 56,000 professionals (with almost 25% from 82 countries)

Sol d'Oro is the most important international olive oil competition in the world.

Veronafiere's commitment to quality was set in motion in the early 1990s with the Leone d'Oro award and continued in 2002 with Sol d'Oro.

Two editions of Sol d'Oro have been held as of 2014: Sol d'Oro Northern Hemisphere in Verona in February as the preview event for Sol&Agrifood and Sol d'Oro Southern Hemisphere, travelling around producer countries south of the Equator.

The competition aims to promote the best extra virgin olive oils in order to encourage improvements in production quality.

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