







AIPO NATA · SELECTED COMPANY

Centro Fiera del Garda MONTICHIARI (BS) 23-24-25 MARCH 2018

at the Salone di Origine Show



Would you like to add a creative touch to your cooking and learn how to make extravagant dishes to enhance the aromas, flavours and nutritional characteristics of Made in Italy products or those from your own vegetable garden?

Don't miss the new cooking shows inspired by the Edizioni L'Informatore Agrario series.

From the field to your table to discover the value of Origine.



L'INFORMATORE AGRARIO AND AIPO TO RE-LAUNCH THE OIL PRODUCTION CHAIN

Do you want to develop the unspoken potential of your extra virgin olive oil?

Are you interested in extending your brand visibility on an international level?

But, above all, in increasing your company's earning capacity?

The Aipo d'Argento competition now provides the answers thanks to an innovative collaboration between Aipo and the Italian agriculture magazine L'Informatore Agrario.

"Starting from this authoritative award given in recognition of excellence, our aim is to involve the entire olive cultivation and oil production supply chain in order to enhance the quality of the products and to offer them at a sustainable price"

(Antonio Boschetti, Editor of L'Informatore Agrario)

"The competition is particular because it goes beyond being merely a contest. At the end, our technicians, based on the sensorial analysis results, are able to provide companies with key information in order to improve their EVO oil and their market position"

(Enzo Gambin, Director of Aipo Verona)

GROW WITH THE STRENGTH OF AN ASSOCIATION

The Associazione Interregionale Produttori Olivicoli (AIPO Verona - Inter-regional Olive-growers' Association) has been offering technical, legal, regulatory and agronomical consultancy services as well as specialized courses to its over 6,000 members operating within the Italian olive oil production chain (olive-growers, oil mills, consortiums, cooperatives...) since 1978.

OLIVA DOMESTICA





Equipped with an **analysis laboratory** for oils, olives and virgin olive residues with a database regarding 15,000 different types of oil in the Mediterranean area, it carries out about 5,000 chemical analyses every year.

An AIPO panel, recognized by Ministerial Decree, performs sensorial tests and assessments on oils on a daily basis and collaborates in **regional and inter-regional projects**.





A PARTNER OF A TOP BRAND IN ITALY

Achieve visibility among the public at large, professionals and institutions **thanks to a brand recognized nationwide** for the quality of its content and activities in support of the whole Italian agriculture supply chain.

- EDIZIONI L'INFORMATORE AGRARIO
 more than 70 years of publications, events and specialized
 training initiatives.
- ORIGINE DE L'INFORMATORE AGRARIO

 11 years of information and storytelling about excellent, niche and denomination products.
- VITA IN CAMPAGNA
 35 years of information and now Italy's number 1 in the amateur agricultural sector with over 950,000 contacts per year.
- ARTE CIBO

 the www.artecibo.com project describes and promotes first class products abroad in order to open up a privileged communication channel between quality agricultural producers and restaurant industry professionals in Italy and Japan.

WHY PARTICIPATE IN THE AIPO D'ARGENTO 2018 COMPETITION



The Aipo d'Argento competition spotlights the quality of your company and enhances its "100% Made in Italy" identity on an international scale.

4 GOOD REASONS FOR ENROLLING:

1. TO ASSESS THE PERFORMANCE OF YOUR OIL

Rediscover the chemical and sensorial characteristics of your product thanks to nationally registered, Mipaaf ministry-certified tasters on panels led by agronomic experts who carry out tastings on a daily basis.

2. IMPROVE THE QUALITY

At the end of the competition, you will be given the assessment sheets containing agronomic and marketing indications that will be useful for enhancing your olive oil production, create new blends and successfully place them on the market.

3. INCREASE YOUR TURNOVER

The oils that reach the finals will be exhibited at the Salone di Origine agricultural product show during the Vita in Campagna Fair where you will be able to set up direct contacts with oil-lovers in Northern Italy. Aipo experts will give you helpful suggestions about which channels and geographical areas to target.

4. GIVE YOUR COMPANY MORE VISIBILITY

Aipo and L'Informatore Agrario will amplify the competition and its finalists on a nationwide scale by means of a press and web campaign. Through cooking shows and events, you will gain the attention of professionals and institutions





The 15th AIPO d'Argento international olive oil competition with L'Informatore Agrario gives **awards for dop and igp monovarietal, organic, 100% Italian and international categories** in the specific light, medium and intense fruity sections.

By enrolling:

- you will receive a free chemical and sensorial analysis of each oil sample sent.
- you will participate in four selection stages with anonymous analysis sessions.
- the first, second and third places for each type of EVO oil, will receive the Aipo d'Argento award.
- and if you don't win.. you can obtain certificates of merit to spend on the market.



VITA IN **CAMPAGNA FAIR NUMBERS**



The Aipo d'Argento-L'Informatore Agrario competition finals will take place on 23rd and 24th March at the Salone di Origine agricultural product show during the 8th Vita in Campagna Fair: Italy's top show due to the quality of its training and product offer, appreciated by a selected public.

At a **stand in Hall 8**, visitors will be able to taste the oils that reached the competition final.

THE 2017 EDITION

MEDIA CAMPAIGN

Over 40,000 visitors	33,000 exhibition

6 Halls

more than 300

200,000 copies of *Vita* in Campagna and Vivere la Casa in Campagna

30,000 copies of

L'Informatore Agrario

50,000 copies of Il Giornale di Brescia

950,000

loyal contact

120 commercials on

> over 40 milion users reached with the web campaign

50.000 copies of L'Eco di Bergamo

320,000 leaflets on targeted





THE AIPO D'ARGENTO COMPETITION IS OPEN TO

- Olive-growers and oil producers whose oil is sold under its own label.
- Oil mills, olive oil cooperatives, producer organizations, producer associations.
- Owners of companies and/or bottling-packaging-trading firms subject to any type of control or certification system, holders, in their specified area, of products ready to be released for consumption.

To enrol download the regulations:

www.aipoverona.it/contenuti/pagina/743

HOW TO ENROL WHAT YOU NEED TO KNOW



Complete the enrolment form and company information sheet. Then send them, together with the oil samples, from 15th January 2018 - to no later than 19th February 2018 to the Competition Office AIPO Verona - viale del Lavoro 52 - 37135 - Verona - Italy.

From 22nd February to 23rd March, the technical commissions will perform the 3 pre-selection stages.

The winners will be announced on 24th March prior to the Salone di Origine Agricultural Product Show held at the Vita in Campagna Fair.

CATEGORIES:

- 1) DOP/IGP extra virgin olive oil (Italian and international)
- 2) ORGANIC extra virgin olive oil from Organic Farming (Italian and international)
- 3) MONOVARIETAL extra virgin olive oil (Italian and international)
- 4) 100% ITALIAN extra virgin olive oil
- 5) INTERNATIONAL extra virgin olive oil
- 6) EVO TOP WINNERS 3th edition

Subdivided into the following sub-groups:

a) light fruity | b) medium fruity | c) intense fruity



DON'T FORGET THE AIPO – L'INFORMATORE AGRARIO LABEL

And if you don't win... the Aipo d'Argento-*L'Informatore Agrario* contest will still open new market opportunities.

If, after enrolling in the competition, you pass the two Aipo-L'Informatore Agrario test panel pre-selection phases, you will have the right to a **certified quality label** that you can attach to every bottle of your oil.



ONE LABEL, MANY ADVANTAGES FOR YOUR COMPANY



The professionalism of Aipo, united with the competence of L'informatore Agrario and the widespread communication campaign along the entire production chain, makes the Aipo d'Argento vertified quality label the most immediate and prestigious way to attract your public.



Ask for it now!

Because the Aipo e L'informatore Agrario certified quality label is an immediate sign of:

- Guarantee of strict compliance to production regulation
- Correct procedures in both the cultivation of olives and their transformation into oil
 - Respect of hygiene standard
 - Physical, chemical and organoleptic quality of the oil
 - Use of advanced technologies to maintain the product's shelf life
 - High and recognized consumer and trader visibility

FOR INFORMATION