The socio-economic characteristics and attitudes of wild olive oil producers from Lun towards labeling with geographical origin

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Wild olives (genuine wild and feral) behind the general characteristics of species are significantly characterized by higher genetic diversity and have better adaptation to different ecological conditions. Moreover, morphological and agronomic characteristics as well as characteristics of oils obtained from different wild olive populations all over the Mediterranean also resulted in a great variability. In general, olive oil from wild olives is categorized as extra virgin olive oil that possesses specific aromas. In Croatia, one of the most original populations of wild olive trees is located on the island of Pag, in village Lun. Due to the specific growing conditions, mainly very strong wind, trees are shaped in different and very interesting forms. Today, this wild olive forest is the base of local tourism and significantly effects local incomes. The aim of this work is to determine via half-structured questionnaire the socio-economic and production characteristics of olive oil producers from the Lun, and their attitudes towards the protection with protected geographical indications (PGI). Results revealed that producers have an average of 199 olive trees, of which an average of 83 wild olives trees. Our results indicate that absolutely all producers are familiar with the concept and they support the protection of olive oil with PGI label. In addition, all producers are aware of the importance of PGI for product recognition, making of cross-border brand based on quality and historical heritage, and increase in revenue.

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