

MEDIA RELEASE



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AUSTRALIAN FIRST: LANDMARK OLIVE OIL STANDARD APPROVED

- **Strong support for new standard from 800 public comments**
- **Industry welcomes consumer protection game-changer**
- **Mislabelling and misrepresentation dealt a blow**

Following a rigorous standards development process involving multiple industry stakeholders – and almost 800 public comments – Standards Australia has approved a new olive oil standard that will bolster consumer protection.

“The new standard will establish a benchmark for olive oil quality to ensure that consumers get the product they pay for,” said Colin Blair, Chief Executive Officer, Standards Australia.

“Olive oil can be found in virtually every kitchen pantry and this standard will result in better quality products for everyday consumers,” Mr Blair said.

Mr Blair said the public comment process attracted significant public interest due to concern regarding the quality and consistency of olive oil products.

The new Australian Standard for Olive and Olive-Pomace Oils will:

- Clearly outline different grades of oil – whether fresh or refined
- Unambiguously define what constitutes Extra Virgin Olive Oil
- Include the most current and effective testing methods for quality and authenticity
- Provide a technical basis for ‘best before’ claims
- Provide labelling requirements to minimise consumer confusion
- Crackdown on misuse of the words: premium, super, pure, light/lite, extra light/lite
- Require substantiation of words describing country/region of origin
- Require substantiation of processing methods (e.g. cold pressed, first extraction)
- Accommodate the natural variations that occur in different countries, olive varieties and regions, without compromising the ability to test and verify quality

“The standard responds to legitimate community concerns and will result in a more transparent marketplace with better quality products on our shelves,” Mr Blair said.

Mr Paul Miller, President of the Australian Olive Association, welcomed the standard as a significant step forward for the industry.

“This voluntary standard developed with input from the entire supply chain is a world first in many respects. The standard is a game-changer for the entire olive oil industry from producer to consumer.

“The standard promotes and protects authentic products, and puts consumers in a much stronger position when it comes to making informed choices,” Mr Miller said.

Standards Australia developed the standard in consultation with stakeholders including retailers, importers, consumer associations, government bodies, scientists and olive oil producers.

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