



Olive Oil, A Commodity: IOOC (International Olive Oil Council), World Production, Edible Oils, Consumption, China & Global Marketing Initiatives

An extract from Olive Plantations of Australia’s prospectus (2001) provides research and context to the Olive Oil market in Australia and on the World stage. Adding, further to China’s shift in consumption of edible oils, and increasingly olive oil due to Chinese becoming aware of its health benefits vs Palm Oil.

<http://www.internationaloliveoil.org/estaticos/view/232-promotion-division-of-promotion>

<http://www.oliveoilife.com/en/news/html/88.html>

“China will become the last and largest consumption country”

International Olive Oil Council forecasts that China will be the last and largest consumption country in the world and the yearly potential consumption population in China will reach over 30 million people. According to the person’s consumption of 1 kg olive oil, 30 millions people’ demands are also about 300,000 tons. Some international and domestic experts made the most conservative guess at China’s consumption of olive oil, which will reach over 100,000 ton in 2010. According to the above-mention info to calculate, in China the planting area of olive oil will at least need 2 billion sqm, but currently China has only the planting area of 0.2 billion sqm.

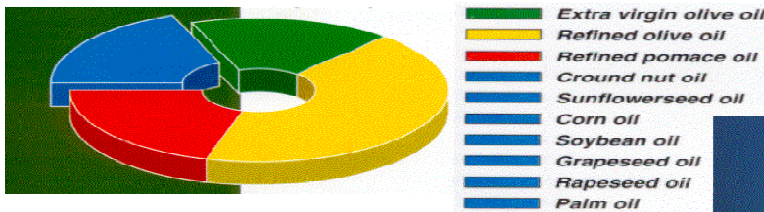
<http://www.eoliveoil.com/2010/olive-oil/olive-oil-market.htm>

<http://currentoilprice.org/global-vegetable-oils-market-to-reach-169-million-metric-tons-by-2015-according-to-a-new-report-by-global-industry-analysts-inc>

http://www.chinadaily.com.cn/china/2010-10/02/content_11373922.htm

<http://www.oilexpo.com.cn/en/c.html>

<http://www.worldfoodscience.org/cms/?pid=1001131>



Olive Oil, is a world commodity within the category of edible oils; is stored for up to 6-12 months under CA (Controlled Atmosphere). Which aids in managing consistent supply, prices and lower yielding years

