

OLIVE OIL

HOW IT IS PRODUCED



The olive harvest starts in October and the fruits from around 9300 trees have to be harvested. The small trees are harvested by hand. The olives are washed, ground and cooled to below 20 degrees. It only takes about 45 minutes to prepare it for the pressing process. After pressing, the oil is filtered and bottled. The olives from different orchards and different varieties are not mixed.

INNOVATION



The olive oil production has been organic from the beginning and is integrated into a circular economy. The filters left over from production are cut and marketed as kindling. The pomace, the remainder of the olive pressing process, is processed into pellets. This enables 30 families in the area to heat their homes.

MARKETING



The olive oil producers see themselves as "ambassadors of Istria" and also sell the spirit of this region with their products. They are aware that their company is too small to compete with the big players on the market, therefore they focus on USPs such as special design, architecture and regional cooperation - all with sustainability in mind.

REGIONAL IMPORTANCE



It is a family business that is also an important employer in this rural region. 30 families, who all own olive trees, work together and supply the company. On their own, they would all be too small and oil production would not be efficient. Together, added value can be achieved for everyone.

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