



**QvExtra!**

INTERNACIONAL



# INTRODUCTION

- QvExtra! International is a private nonprofit association, created by a group of olive oil producers who took the initiative.
- QvExtra! International guarantees to the end customer that this olive oil will be extra virgin up to the suggested date of consumption. The content of the Extra Virgin Olive Oil (“EVOO”) bottle bearing the QvExtra! stamp will be coherent with its label.
- QvExtra! International is an association which wants to answer the increasing demand of high quality products.
- QvExtra! Intl. supports, as basic principle, IOOC regulations, in its entirety.
- QvExtra! International was born with a clear international vocation.



# AIMS

## Products

1. Identify the EVOO as the engine of the sector because of its health benefits and its unquestionable sensory characteristics.
2. Award an international Quality Stamp to that EVOO which fulfills the physicochemical and sensory requirements established by the Association.
3. The basic rules of QvExtra! Int. is dictated by IOOC, in its entirety.
4. Perform random analysis at the Point of Sale in order to ensure the fulfillment of quality requirements.
5. Collaborate with different International Associations defending and promoting the authentic EVOO. This should be based on agreed codes and quality controls for all producers and consumers.



# AIMS

## Consumer

1. Inform consumers about the extraordinary physical, sensory, nourishing and therapeutic EVOO characteristics. That is, the real olive juice.
2. Give consumers some easy tools to distinguish and appreciate EVOO's authenticity and sensory characteristics.
3. Approach the consumer to the Olive Oil Reality: When and where it is produced in each different zone, characteristics and recommended use for each variety.
4. Give value to the EVOO in the commercial chain guaranteeing consumers a high quality product of exceptional characteristics.
5. Develop Social Networks in order to promote communication among consumers, producers and the rest of members.
6. Use catering companies, doctors and teachers as ambassadors of the EVOO.



# AIMS

## Members

1. Give the producer member a Quality Certificate of QvExtra! International.
2. Facilitate contact and exchanges among EVOO producers within the QvExtra! International Association.
3. Give the producer useful information about how to improve EVOO production up to the QvExtra! level.
4. Organize an annual meeting with members, producers, consumers and people who could be interested in the EVOO to promote the network.
5. Organize and attend conferences, tastings, meetings and national and international events focused on the EVOO promotion and knowledge.
6. Promote the high quality EVOO within the National and International Market.



# AIMS

## Distribution

1. Collaborate in the distribution by promoting the EVOO and its nourishing, physical and sensory qualities.
2. Organize trainings about QvExtra! to distributors and its employees.
3. Offer distributors simple tools in order to distinguish a high quality EVOO.
4. Use websites and social networks as support.
5. Inform distributors, category managers and sales personnel about the storage conditions required to maintain EVOO in perfect conditions.



# AIMS

## International

Collaborate, associate and join International Federations which have similar aims to the association:

- Develop a large International Alliance to defend and promote high quality EVOO.
- This should be based on the IOOC regulation as a unifying element that would guarantee a free market world wide
- Ratify a common stamp for Quality and Authenticity. This must be worldwide recognized as a mention of quality for producers and consumers, based on the same or similar standards and quality controls used in every country.
- Facilitate the contact and exchange among national and international producers and packers who are interested in EVOO.



# AIMS

## Administration

Collaborate with Public Administrations in order to set EVOO as a model in the olive grove sector, and as a quality and authenticity guarantee using:

- Control
- Training
- Promotion
- Regulations





# INTERNAL CONTROL SYSTEM (HACCP)

- All member companies will sign a document in which they commit to fulfill the QvExtra! Quality requirements and to comply with the QvExtra! internal control system.
- The members will not be able to use the same brand for QvExtra! EVOO that for non-QvExtra! EVOO.
- Members must ask for consent to use the QvExtra! Stamp for a different batch and they will have to provide all required information according to QvExtra! quality rules.
- Random analysis will be performed from the origin of the EVOO to the point of sale, in order to guarantee the fulfillment of the QvExtra! quality standards.



# SAMPLE TAKING

1. QvExtra! will subcontract the sample taking and its management will also be done by a third party (like SGS)
2. At least, one sample per brand will be taken every year.
  - Samples can be taken where the QvExtra! EVOO is bottled.
  - Samples can be taken where the QvExtra! EVOO is sold.



# ANALYSIS (I)

Analysis will be done only in Laboratories according to ISO 17.025

1. The laboratory must provide the analysis results indicating those parameters which are close to the thresholds so that it can be studied if the product fulfills the requirements or not.
2. In case a sample meets the requirements it will be published on the International Quality Stamp and QvExtra! Website.
3. If a sample does not fulfill the requirements, the results will be sent to the QvExtra! and to the International Quality Stamp Experts Committee. The laboratory must explain, within a 72 hours period, why this sample does not fulfill the requirements.
4. In the same way, the member will be asked to give to the Committee all necessary information about this.



## ANALYSIS (II)

5. After the investigation, the QvExtra! Expert Committee will determine if it is a minor or a serious breach.
6. In case of a serious breach: The Expert Committee will decide if the member should remain as a member of the Association. In case of expulsion, the brand will be removed from the Website.
7. In case of minor breach: If, for instance, there are certain doubts about parameters, the member will be advised on how to avoid future breaches and the product will be closely examined in the future.
8. In case a QvExtra! EVOO is subject to a control or investigation by the relevant official government administration, the member must inform QvExtra! about the results.



# SERVICE BODIES

- The Internal Control System depends on the QvExtra! Board of Directors which is the highest authority within the Association.
- The Quality Committee will be responsible for most actions so the that Association can act more efficiently.
- The Quality Committee will act on behalf of the Board of Directors in day to day operations. For instance, the Quality Committee will be in contact with the Certifying Company, the Expert Committee and the QVExtra! Validated Laboratories.



# MEMBERSHIP FEE

Estimated QvExtra! Membership fees for 2013 are the following:

- Producer membership fee: 700€/year (including the possibility to use the QvExtra! Stamp for one brand).
- One fixed fee for every brand using the QvExtra! Stamp: 100€/year.
- One variable fee for every different packaging: 0.03€/stamp



# QUALITY (I)

## REQUIRED FINDINGS FOR QVEXTRA

EXTRA VIRGIN OLIVE OIL

IOOC REGULATIONS AND ACCORDING R(CEE) 2568/91 AND SUBSEQUENT MODIFICATIONS

### CHEMICAL CHARACTERISTICS

TEST	AT THE DATE OF PACKAGING (harvesting date - June)	AT THE DATE OF PACKAGING (from July)	AT BEST BEFORE DATE	Analysis Method (Policy)
ACIDITY ( % AC. OLEICO)	≤ 0,3 %	≤ 0,3 %	≤ 0,4 %	R(CEE) 702/2007
PEROXIDE (MEQ. O <sub>2</sub> /KG)	≤ 8 meq. O <sub>2</sub> /KG.	≤ 11 meq. O <sub>2</sub> /KG.	≤ 15 meq. O <sub>2</sub> /KG.	R(CEE) 2568/91
ULTRAVIOLET ABSORPTION K <sub>270</sub>	≤ 0,15%	≤ 0,15%	≤ 0,18%	R(CEE) 2568/91
ULTRAVIOLET ABSORPTION K <sub>232</sub>	≤ 2%	≤ 2%	≤ 2,50%	R(CEE) 2568/91
ETILIC ESTERS	≤15	≤20	≤30	R(CEE) 2568/91
<b>AUSENCIA DE MULTIRRESIDUOS EN LÍMITE DE DETECCIÓN EQUIPO &lt; 0,01 ppm</b>				
TEST	AT THE DATE OF PACKAGING AND BEST BEFORE		Analysis Method (Policy)	
<u>Aceite filtrado</u>	<u>CONVENTIONAL</u>	<u>ORGANIC</u>		
HUMEDITY	≤ 0,1%	≤ 0,12%	UNE-EN ISO-662:2001	
IMPURITY	≤ 0,05	≤ 0,05	UNE-EN ISO-663:2002	



# QUALITY (II)

## REQUIRED FINDINGS FOR QVEXTRA

EXTRA VIRGIN OLIVE OIL

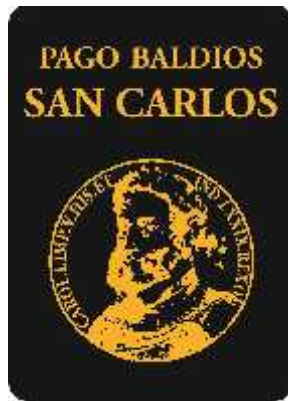
IOOC REGULATIONS AND ACCORDING R(CEE) 2568/91 AND SUBSEQUENT MODIFICATIONS

### ORGANOLEPTIC CHARACTERISTICS

TEST	AT THE DATE OF PACKAGING (harvesting date - June)	AT THE DATE OF PACKAGING (from July)	AT BEST BEFORE DATE	Analysis Method (Policy)
DEFECTS	0	0	0	R(CEE) 640/2008 AND SUBSEQUENT MOFIFICATIONS
FRUITY	≥ 4,5	4,5	1	R(CEE) 640/2008 AND SUBSEQUENT MOFIFICATIONS



# MEMBERS (I)



Casas D Hualdo

# Melgarejo®

Aceite de Oliva Virgen Extra



ABBÆ

D  
QUEILES



ORO  
BAILEN

Oro  
del Desierto

Olealsa



Finca Duernas

OLIVEGROVE & MILL



MED

Aceite de Oliva Virgen Extra



MASIA  
EL ALTET



Almazaras  
de la Subbética



OLIVAR DE  
SEGURA  
COOPERATIVA ANDALUZA



## MEMBERS (II)



HACIENDA GUZMÁN



Finca La Pontezuela

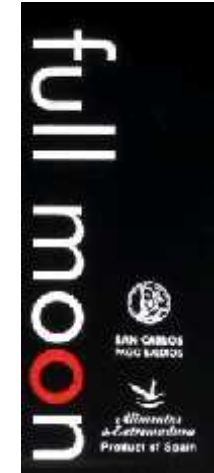


VIANOLEO





# QvExtra! BRANDS (I)



ACEITE DE OLIVA VIRGEN EXTRA  
EXTRA VIRGIN OLIVE OIL  
HUILE D'OLIVE VERGE EXTRA  
EXTRA NATIVES OLIVENÖL  
エキストラバージン・オリーブオイル

Melgarejo  
Aceite de Oliva Virgen Extra



# QvExtra! BRANDS (II)



ORO  
BAILEN



L'alquería

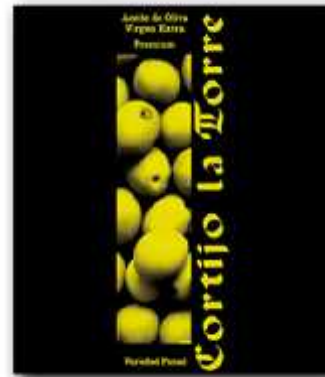


HACIENDA GUZMÁN



elementos

by Finca La Potosada



2B

ACEITE DE OLIVA  
VIRGEN EXTRA  
**ECOLÓGICO**  
**/ ORGANIC**  
EXTRA VIRGIN  
OLIVE OIL



EXTRACCIÓN EN FRÍO / COLD EXTRACTION



surat



iO



Aceite de Oliva Virgen Extra

Almenara

A. Torremocha

OLIESPAL  
ACEITES • DE • LA • C.O. • ALTO • PALANCIA