SPECIAL GUEST LECTURE

Title: "The EU H2020 OLEUM Project: state of play and advancements"

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Olive oils, especially extra virgin, are high value products; this fact, together with the lack of harmonised and efficient analytical methods for detecting some types of frauds, make olive oil one of the most popular targets for adulteration. The EU H2020 OLEUM project (2016-2020) aims to better guarantee olive oil quality and authenticity by improving detection and prevention of fraud. To solve the current gaps in the olive oil sector, thus enhancing the competitiveness of the OO market, the project will develop innovative and revise existing analytical methods, share relevant results (OLEUM Databank) and establish a wide community of institutions involved in the olive oil sector (OLEUM Network). This contribution aims to present the project state of play and advancements. In particular, the first research activities related addressed to the harmonization will be showed (WP2). Moreover, a description of the sampling procedure will be discussed, providing also preliminary results on the main analytical solutions addressing olive oil quality (WP3) and authenticity (WP4) issues. Finally, advancements on the establishment of the OLEUM Databank (WP5) and of the OLEUM Network (WP6) and the dissemination/communication strategies (WP7) will be presented. This work was developed in the context of the project OLEUM "Advanced solutions for assuring authenticity and quality of olive oil at global scale" funded by the European Commission within the Horizon 2020 Programme (2014–2020, grant agreement no. 635690). The information expressed in this abstract reflects the authors' views; the European Commission is not liable for the information contained therein.