



ENTE PARCO REGIONALE STORICO AGRICOLO DELL' OLIVO DI VENAFRO
Registro nazionale dei paesaggi rurali storici (D.M. n. 6419 del 20.02.2018)
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Object: “VENOLEA 2020 - Plinius, Beyond the time” Award, organized by the Regional Agricultural Historical Park of the Olive of Venafro and by the “Mario Lepore” Foundation.

The Regional Agricultural Historical Park of the Olive regularly organizes an award dedicated to the best olive oils able to retain their organoleptic qualities still after one year from their pressing.

A test to verify the resistance to the time for olive oils produced during the last oil season campaign, to check which one has managed to better preserve the freshness and organoleptic characteristics compared to the others.

The award aims to revisit the first classification of oils in the history by Pliny the Elder who mentioned Venafro, Istria and Betica as the best places of olive oil production in the ancient world. The initiative is also aimed at creating a Mediterranean network of areas populated with historic olive trees.

Park Authority of Venafro is the first protected area devoted to olive, it is one of a kind in the Mediterranean. Its institution aims to promote and preserve traditional olive cultivation that had magnificence and splendour. No other place in the world, cultivated with olive trees, indeed, can boast such traditions and literary quotations.

Furthermore with Decree of the Italian Minister of Agricultural, Food, Forestry and Tourism Policies n. 6419 dated 20/02/2018, the Park was registered in the National Register of Historic Rural Landscapes which currently includes just 12 landscapes recognized in the whole Italy. The National Register of Historical and Rural Landscapes provides targeted actions on these recognized territories, by the Regions and the Ministry, giving them an international projection, as only the historic rural landscapes registered can be nominated for UNESCO or as sites GIAHS, the specific FAO program dedicated to the protection and conservation of traditional agriculture and its landscapes, in the world.

The Park Authority can rely on several internal and external collaborators with massive experience in running and managing EU projects at all level and under all the EU programs, as last project “2017 Interreg ITA-ALB-MNE Programme – Cross Border Olive Project.”

One of the various events held by Park with the aim to promote the territory and its products is "Venolea". It is the annual peak event.

The event is the occasion for important events related to historic olive growing and to enogastronomic tourism, to which the National Association of Oil Cities regularly takes part.

In the recent past, during the event the study on the dating and genetic characterization of the Gethsemane olive trees in Jerusalem was presented and another edition of the event was organized together with the Olive Branch Foundation of Taybeh - Efraim, another historical site of Mediterranean olive growing, in Palestine.

Two editions, in 2012 and 2015, were the subject of the Italian National TV RAI television program "Serenio Variabile".

Venolea can also rely on the patronage of the Ministry of Agricultural, Food, Forestry and Tourism Resources and of Associazione Nazionale Città dell'Olio.

The "Venolea" 2020 award - Plinius, Beyond the time, included in the Venolea 2020 event. Participants are asked to deliver or send one labelled bottle and two unlabelled bottles of at least 250 ml of olive oil, by 31/03/2020, at the following address:

*Fondazione Mario Lepore
via Mulini 3 - 86079 Venafrò (IS).*

It is preferable shipping the samples by courier, indicating the telephone number of the Park Authority in case of needs : (0039) 338 8618979.

Before being sent to the regional panel room of Larino (Campobasso - Italy) and regional panel room of UMAO – Rome, for the sensorial evaluation, the samples will be made anonymous by the organization.

The Venolea event will be held on 5th and 6th December 2020. The categories that will be rewarded during the event will be the following:

1. **"Best oil of historical rural landscapes"**, obtained in soils contained by dry stone walls with traditional cultivation techniques which are not intensive and respectful of the historical landscape.
2. **"Best extra virgin olive oil"** considered more harmonious and balanced in the conventional Extra virgin, organic, PDO, PGI and without distinction for the types light fruity, medium fruity, intense fruity.
3. **"The Oil of History"**, assigned out of the ranking, to an extra virgin olive oil from a site of historical importance for the Mediterranean olive growing.

The first oil ranked in each category will be awarded a specific prize consisting of an artistic reproduction of significant value referring to the "National Historic Rural Landscape of the Olive Tree Park of Venafrò" (Decree of the Italian Ministry of Agricultural, Food and Forestry Policies no. 6419 dated 20.02.2018). All participants will receive a parchment showing the classification reported for the first 3 olive oils and the finalist "statement" for olive oils classified from the 4th to the 10th ranking. If the winners of the competition are from places located more far away than 150 km from Venafrò (award place), it might be guaranteed to them accommodation and a contribution for travel, for the necessary and useful period to take place at the event and pick up the award.

Moreover, it will be even guaranteed to participants wide advertising and dissemination through the Park's initiatives until the next edition, as well as on social media and on the Park website.

We therefore ask you to express your Company's adhesion to the Award by communicating it directly to the Park Authority at the following email

info@parcodellolivodivenafro.eu

info@pec.parcodellolivodivenafro.eu,

enclosing the information requested in the attached participation form.

<https://www.parcodellolivodivenafro.eu/index.php/eventi/venolea>

Venafrò, 15.02.2020

The President of the Park

Dr. Emilio Pesino

Prof. Ferdinando Alterio **(RUP)**

“VENOLEA”2020 AWARD
“Plinius, Beyond the time”

PARTICIPATION FORM

Name and surname of the olive oil

producer: _____

Address _____ residence _____

Province _____ postal code _____ country _____

profession _____ e-mail _____

phone-number _____

Brief description of the olive groves history (purchased, inherited, dry stone walls presence etc.)

Brief description of the places of production (municipality, district, extension, altitude, number of olive trees by variety, traditional intensive planting, age of olive trees, pruning, quantity produced per year in the last three years, organic certification, body certification, etc.)

Harvest period by variety

Harvesting systems: manual, mechanical, other

Extraction system and temperatures (continuous, traditional, mixed)

Continuous cycle number of cold stages, Presses with stone grinders, Natural dripping (sinolea)
OTHER

Manufacturer of the extraction system

Average yield in the last 3 years

Oil storage containers (cans, glass, steel, etc.)

Place of bottling, product available in packs of: 100 ml, 250 ml, 500 ml, 750 ml, 1lt, 5lt and cost to the public