



## National prize for extra virgin olive oil

Via Carducci n. 23/25 - 09170 Oristano

Seneghe – Oristano, February - March 2012

[segreteria.premiomontiferru@or.camcom.it](mailto:segreteria.premiomontiferru@or.camcom.it) – [www.premiomontiferru.it](http://www.premiomontiferru.it)

### **RULES OF PARTICIPATION** **for INTERNATIONAL SINGLE SECTION**

(reserved to Foreign Extra virgin olive oil Producers)

#### **ART. 1 - COMPETITION**

The Chamber of Commerce of Oristano, the Province of Oristano, the Town of Seneghe, Laore Sardegna and Agris Sardegna, in cooperation with the National Association "City of Oil", make up the **Montiferru Committee** which, implementing a formal Agreement Protocol signed with the Regional Competition Committee "Olio Nuovo", that constitutes the regional Sardinian selection, announces the 19<sup>th</sup> edition of the **Montiferru Prize, National Award for Extra Virgin Olive Oil** held every year in Seneghe and Oristano between February and March.

#### **ART. 2 - ORGANIZATION**

The **Montiferru Committee**, composed of a representative for each signing entity, has the task to organize and coordinate all the operations related to the predisposition and functioning of the Competition.

The Committee will be supported, where necessary for the technical aspects, by the Panel Chiefs of the National Jury.

The **Secretariat functions** of the Competition and of the **Montiferru Committee** are managed by the Chamber of Commerce of Oristano.

The **Committee** is directed by the President of the Chamber of Commerce of Oristano or by a delegate.

The **Committee** is responsible for complying with the inspiring principles of the Competition particularly in reference to the norms which implement the present Rules of Participation.

#### **ART. 3 - AIMS**

The **Montiferru Committee** aims at:

1. The awareness of oil producers and olive press owners in order to rationalize the production techniques to improve the oil quality and to maintain the quality and preservability during the time (shelf life);
2. Incentivizing producers to pay attention to image and packaging for the product presentation in qualified markets;
3. Enhancing the best extra virgin olive oils produced in Italy **or in foreign countries for the International Section**, in order to encourage knowledge and appreciation by consumers;
4. Promotion of specific brands such as the "Biological", the "PDO/GPS" and "Monocultivar" productions;
5. Territory promotion by using olive oil as an element of attraction.

#### **ART. 4 - TARGETS AND REQUIREMENTS OF PARTICIPATION**

The **competition** is reserved to extra virgin olive oil extracted from olives cultivated and worked in Italy **or Abroad for the International Section**, with organoleptic and chemical-physical parameters according to articles 8 and 9.

Entities allowed to participate in the competition are:

- **single or associated olive growers and producers** (associations, cooperatives and business nets) – pursuant to article 10, Sections 1, 2, 3 and 4
- **olive press owners (non agricultural producers)** - pursuant to article 9, Section 5
- **foreign oil producers** - pursuant to Art. 9, Section 6

that package the product under the applicable standards for packaging and labelling of extra virgin olive oil.

The participating companies must certify their own production and marketing (packaged and labelled product) of a homogeneous batch of at least 10 hl for each sample of oil in competition through a self-certification indicating the production and all the necessary information in the label in order to identify the origin batch. The quantitative limit is not required for the Monocultivar Section (Art. 9 item 3), provided that the total company production per year is at least equal to 10 hl.

#### **ART. 5 - APPLICATION FORM**

The Secretariat of the Prize sends an invitation briefing note, the Rules of Participation and the Application Form to all Italian and Foreign producers interested companies through different information channels.

All the producers who intend to participate need to fill in every part the Application Form, the Company Profile of the production and the oil in competition, which will be attached to the invitation and available at the secretariat or on the web site [www.premiomontiferru.it](http://www.premiomontiferru.it); the documents have to be filled in and sent by fax to **0039 0783 2143401** or by email to [segreteria.premiomontiferru@or.camcom.it](mailto:segreteria.premiomontiferru@or.camcom.it), **within 2<sup>nd</sup> February 2012**.



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Moreover the company has to send the **company logo and the oil label in good resolution digital format (JPEG or PDF)** to be used for the Official Catalogue.

In order to apply for the competition, the companies have to pay a fee set to **50.00 €** for each oil batch in competition, to be paid within **9<sup>th</sup> February 2012** as follows:

- Payment on postal account n. 19228097 to the Chamber of Commerce, Commerce, Industry, Craft and Agriculture of Oristano.
- Bank transfer on Bank Account **IBAN: IT02 X031 2717 4000 0000 0284 212 (BIC or Swift Code: BAECIT2B for international bank transfers)** to the Chamber of Commerce, Industry, Craft and Agriculture of Oristano.
- Direct payment by cash or non-negotiable cheque to Chamber of Commerce of Oristano, at the treasure office of the Chamber of Commerce (on the first floor of the office based in via Carducci 23/25, Oristano).

In case the documents submitted within the deadline are incomplete or incorrect, the Secretariat will allow the document regulation indicating a new deadline. Failure to comply will result in exclusion from the competition.

### ART. 6 - SAMPLES DELIVERY

The participants have to deliver **8 bottles (50 cl each one) or 12 bottles (25 cl each one)** packaged for the marketing with the regular batch number of the 2011/2012 harvest, **within and not later than 9<sup>th</sup> February 2012** to the following address of the Organizational Secretariat:

**Camera di Commercio Industria Artigianato Agricoltura di Oristano Via Carducci 23/25, 09170 Oristano**

### ART. 7 - CHEMICAL AND SENSORY ANALYSIS

The oil samples that participate in the Prize will be submitted to a sensory analysis (Panel Test) conducted by a qualified and regular Taste Commission – National Jury (Panel), composed of experienced tasters with a long experience and of national renown, appointed by the Montiferru Committee, after consultation of the National Jury President.

The Montiferru Committee appoints the President, two Vice-presidents of the National Jury, all the recognized Panel Chiefs and the Secretary.

The Committee itself, considering also the reports of the above mentioned Presidents, selects and appoints the Jury members on the basis of attested professionalism and certified experience, as well as the following requirements:

- being on the national list of the experienced tasters, on a regional basis;
- being regularly part of a taste Panel;
- not being Owner, Legal Representative or Delegate of companies producing oils taking part in the competition.

In order to guarantee the regularity of the Prize, the oil samples will be properly made anonymous through a secret procedure, carried out by the General Secretary of the Chamber of Commerce of Oristano or by an official. The samples will be, then, submitted to sensory analysis conducted by the National Jury.

If necessary, the samples could be submitted to an olfactory screening, at President's discretion, to be admitted to the following taste sessions for the final selection, on the base of a minimum score defined by the Panel Chiefs.

The same Committee will define the minimum excellence score (threshold) to identify the oils deserving awards.

This resulting list will be ratified by a chemical-physical analysis conducted by a certified laboratory that will determine the values of acidity, peroxides, Uv spectrophotometry, tocopherols, polyphenols in HPLC, according to the following parameters:

Acidity in oleic acid (% max) **0.30**; Peroxide number (meq O<sub>2</sub> max) **10**; K232 (max) **2.20**; Polyphenols through HPLC method (mg/kg min) **250**, Tocopherols (mg/kg min) **160**.

Other parameters according to law.

For the "Hermanu" Special Prize the biophenols+tocopherols content has to exceed **500 mg/kg**.

### ART. 8 - ORGANOLEPTIC PARAMETERS

The Panel members will complete an evaluation card considering the intensity of olfactory and retro-olfactory, taste and tactile sensations as well as the overall harmony and cleanness sensations.

The Secretary, assisted by the President, will guarantee all the formal aspects and the operational modalities and, at the end of the sessions, will take the minutes indicating the sensorial analysis results.

The Panel will work behind closed doors.

In order to preserve the prestige of the participating companies, the score for each sample will not be made known.

The Secretary will draw up the list, processing the data of the single tasters according to the methods of the Coordination Committee and under the supervision of the Panel Chiefs.

The score given by the Jury will be definitive and unappealable.

The card with the graphic results of the oil sample sensory analysis will be reported in the competition Official Catalogue published and distributed by the Committee.



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### ART. 9 - AWARDS AND WINNERS

The extra virgin olive oils with the best evaluation by the National Jury will be awarded for the following sections:

#### **NATIONAL AWARDS**

1. PDO/GPS Section;
2. Biological Section;
3. Monocultivar Section;
4. Pluricultivar Section;
5. \*Olive Press Owners Single Section non agricultural producers;

#### **INTERNATIONAL AWARDS**

6. International Single Section;

The competition prizes will be assigned for each section to the **first, second and third place**.

\* for section n. 5. will be assigned only one price for each section n. 1, 2, 3 and 4.

Among the finalist non-winner oils, the Committee will award, on recommendation of the National Jury, **Menzioni d'onore (Honour Mentions)** and **Gran Menzioni (Great Mentions)**.

Moreover, among the winning and mentioned oils, the following **Special Awards** will be identified and assigned:

- **Best packaging (quality and design-labelling balance for marketing)**
- **Best Sardinian oil**
- **Hermanu Special Prize** (to be assigned only to winning oils and Honour Mentions) dedicated to **Marco Mugelli**, highly esteemed National Jury President departed in 2011, awarded to the oil with the highest antioxidants (biophenols and tocopherols) content.

The winners proclamation will be officialised on the occasion of the prize-giving ceremony.

The date will be opportunely made known in advance.

The companies owning the first placed oils in the different sections will receive a trophy indicating "**Su Succuttadore**". The other second and third placed winning oils for each section will be awarded a personalized plate.

All the companies producing the final selection oil samples (Winners, Honour and Great Mentions) will be given a participation certificate indicating the prize obtained. The results will be published in the Competition Official Catalogue which will be widespread through the medium of the press and other information media.

All the companies owning the finalist oils can use the obtained prize for promotional purposes. The companies owning the winning oils can put on the packages, respecting the correct information to consumers, the mark given by the Competition Secretariat (2.000 pieces for the first place and 1.000 pieces for the second and third place). The use of awards does not entail any type of obligation or commitment with the exception of the participation conditions according to the Rules of Participation.

**SHELF LIFE** (preservation of the sensory and chemical characteristics over the time).

The winning oil samples and the ones receiving the Honour Mention in the February session, after a period of about eight months since the first taste, will be submitted to a new sensory analysis carried out by a regular and qualified taste Commission – National Jury (Panel), in order to ensure the preservation of the excellence characteristics over the time. For this purpose the Committee will preserve the sealed samples in suitable environment (in the dark and at controlled temperature). The chemical parameters, in comparison with the February session, will be modified as follows: Acidity in oleic acid (% max) **0.30**; Peroxide number (meq O<sub>2</sub> max) **15**; K232 (max) **2.40**; Polyphenols through HPLC method (mg/kg min) **200**, Tocopherols (mg/kg min) **150**. Other parameters according to law. At Committee's discretion, the oils receiving the Great Mention too could be submitted to new analysis. In this case the result can only confirm or not the same award already obtained.

On the basis of the sensory and chemical analysis results, new lists will be drawn up, awarding the winners with new prizes (personalized plates) and giving the certificates to participants who will receive a Mention (Honour Mention and Great Mention).

### ART. 10 - CONTROLS

The Montiferru Committee is allowed to carry out directly or through delegates special administrative controls on the self-certifications and also through a posteriori visits, aiming at ensuring the truthfulness of the winning company statements. If differences are noticed compared to the participation requirements, the Committee will make it known and possible prizes will be revoked.

### ART. 11 - PROMOTIONAL ACTIVITIES

In order to encourage the commercial diffusion of oil production, the Montiferru Committee intends to carry out promotional activities both in Italy and abroad, by organizing missions, workshops and participating in national and international events.