

A sense of Identity

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Oliv-track: traceability of origin & authenticity of olive oil by combined genomic and metabolic approaches. Description of project

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The main objective of this project is to apply molecular technologies based on genomic and metabolic information to the traceability of origin and authenticity of olive oil produced and sold within the European Union. The purpose of this is to ensure the production of reliable quality olive oil for the consumers' health and confidence, to protect sustainable cultivation of olive trees and to authenticate their European region of origin.

Application of molecular methodologies through traceability is essential to extend traceability from the raw material to the final product through the whole production chain. For this purpose global metabolic information on olive milling obtained through mass spectrometry and other analytical procedures will be compared with the total genomic information obtained through molecular marker technology.

Other relevant objectives:

- 1) To establish through a feasibility study the applicability of available DNA extraction/purification methods to olive oils collected at different stages of the production chain.
- 2) To obtain and deliver the information available on the genetic makeup and distribution of alleles across cultivars in European regions.
- 3) To compare the data set obtained with genomic information and metabolic profiling to assess and quantify cultivar composition of oil in a diagnostic test that will be made available as tool kit for all actors of the chain.
- 4) To establish the procedure for obtaining a "molecular identity card"(M-ID) for each olive oil, based on genomic and metabolomic data, in order to prepare a label for the products.
- 5) To develop a network of all the interested parties including growers, companies and consumers.

This study has been carried out with financial support from the Commission of the European Communities, specific RTD programme "Quality of Life and Management of Living Resources", QLK1-CT-2002-02386, "Traceability of origin and authenticity of olive oil by combined genomic and metabolomic approaches (OLIV-TRACK)".

Keywords: Olive, oil, traceability, origin, metabolic, genetic

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Quality products: what are the non sensory attributes most valued by consumers?

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The objective of this research is to describe the buying behaviour of consumers of fresh meat, their knowledge of the quality labels and the importance that consumers give to some non sensorial attributes.

This study goes deeply into the economical importance of the product. Also the particularities of its selling process which is different from other food products.