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IFOAM ORGANIC WORLD CONGRESS LATEST NEWS

WA 'Highly Commended' in Congress Olive Oil Challenge

Drawing on the renowned sensory talents of the judges of the Biol Italia Awards, the world's most prestigious extra virgin olive oil awards, the 15th IFOAM World Organic Congress *Organic Extra Virgin Olive Oil Challenge* showcased the quality of Australian product, along with some of the finest award winning oils produced in the EU.

Featuring a seminar presentation with prominent Biol Italia judge, Anna Neglia and others, the *Organic Extra Virgin Olive Oil Challenge* was held on the Wednesday 21st September following the closure of the IFOAM Congress World Exhibition.

The *Challenge* consisted of a 45-minute interactive seminar presentation with judges sharing their knowledge and experience in oil tasting and evaluation. Through practical example, attendees were encouraged to recognise and describe smelling and tasting attributes, to understand the main defects of olive oil and to compile evaluation papers. The 30+ attendees at the Challenge event took advantage of the opportunity to taste the range of Australian oils on display and to discuss the variances between local and European olive oil.

An assessment of Australian oils was conducted on the night with assessors selecting four oils from the fourteen presented - all from WA - which were deemed 'highly commended'. These included Kailis Organic Olive Grove, Agonis Ridge, Valley of the Giants and Zephyr Olives.

The majority of other Australian oils displayed were assessed on the night as being of 'medium range' sound quality.

Following the Congress, highly commended oils were featured in cooking demonstrations with Ian Parmenter at the *Go Organic Festival*.

For further information on the Biol Italia event, held each year in the last week of April, visit www.premiobiol.it.

* The *Organic Extra Virgin Olive Oil Challenge* was an event program developed specifically for the Congress, and, as such, did not constitute an internationally recognised and endorsed judging program.

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