

OLIVARES VIVOS



**Olivares Vivos: a model
of olive growing and
biodiversity**

**Carlos Ruiz
SEO/BirdLife**



OLIVARES VIVOS



Olivares Vivos
2015-2021



Olivares Vivos+
2021-2026



Spanish Ornithological Society



UNIVERSIDAD DE JAÉN

University of Jaén



Experimental station of arid zones (EEZA-CSIC)



Regional Government of Jaén



ELGO-DIMITRA (Greece)



D.R.E.A.M. Italia



University of Évora



Juan Vilar Strategic Consultants S.L.

OBJECTIVES

OLIVARES VIVOS



To find a solution for the

Erosion



ENVIRONMENTAL

CRISIS

Biodiversity loss



OBJECTIVES

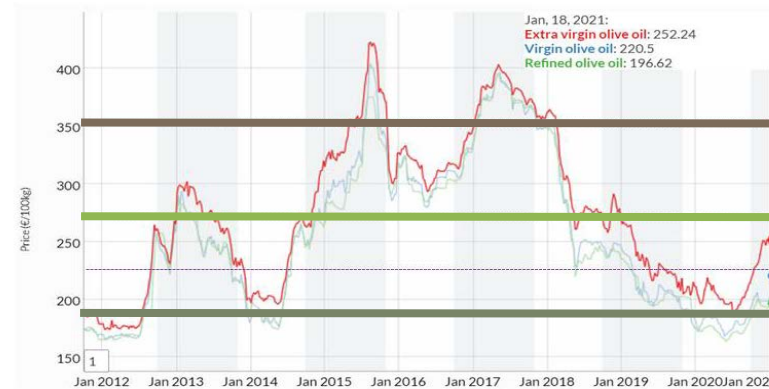
OLIVARES VIVOS



To find a solution for the

ECONOMIC CRISIS

Production costs and market price (Jaén, Spain)



Traditional olive groves on slopes

Traditional olive groves

Intensive and super-
intensive olive groves

IN THE TRADITIONAL OLIVE GROVES:
Prices below production costs

OBJECTIVES OLIVARES VIVOS



To develop



A STRATEGY

TO RECOVER **BIODIVERSITY**
AND TRANSFORM IT INTO
PROFITABILITY

TO CONNECT **PRODUCERS**
WITH **CONSUMERS**



OBJECTIVES

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HOW?

1

Designing and scientifically
certifying a model of olive growing
that **restores biodiversity**

2

And it transforms it into
profitability through a certification
seal, which positions this **added
value** as a recognised and profitable
value in the oil market.

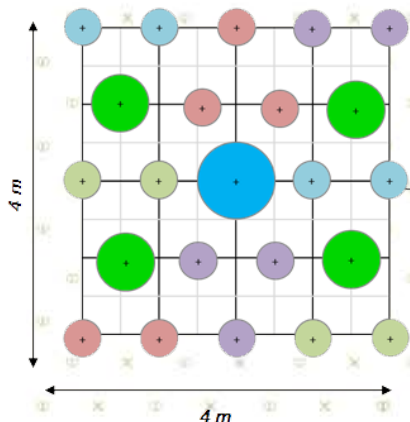


HOW?

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AGRI-ENVIRONMENTAL SCHEME

Tamaño de celda: 1 m



Action plans for the restoration of biodiversity

Sustainable management of the herbaceous cover

Restoration of unproductive areas in the farms



Structures to help local fauna



HOW?

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Sampling design

Indicators

- ✓ Birds
- ✓ Ants
- ✓ Pollinators
- ✓ Herbaceous plants
- ✓ Woody plants

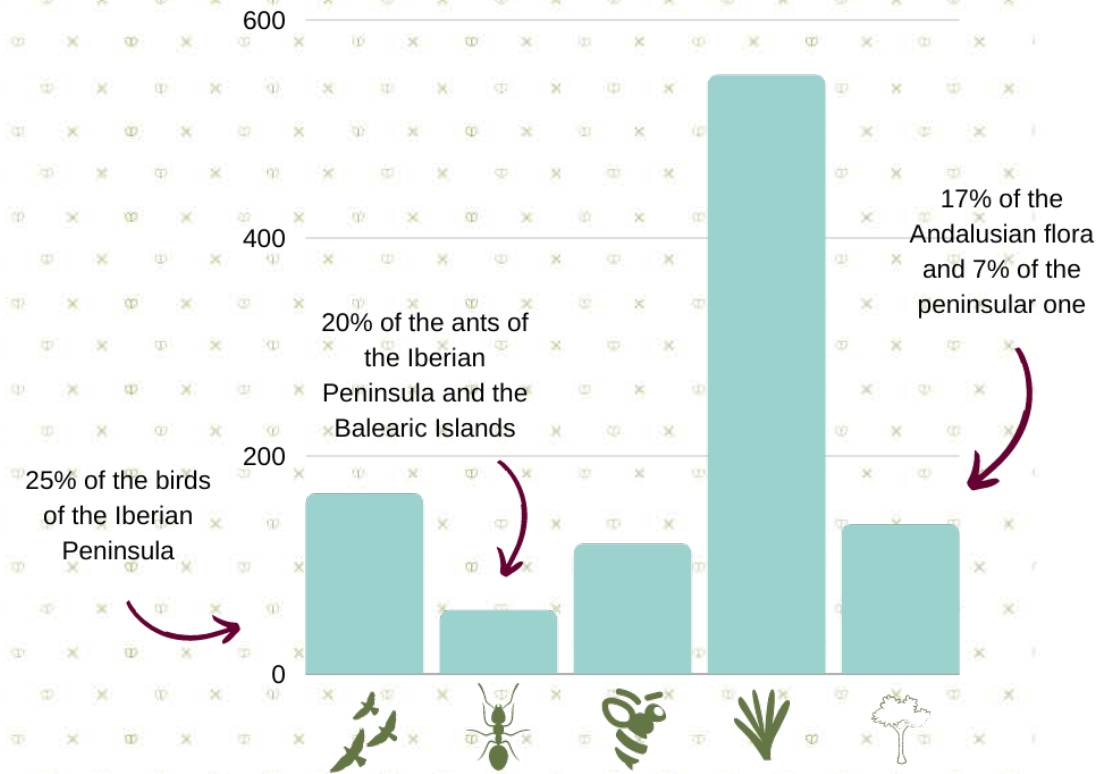


RESULTS

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Pre-operational monitoring of biodiversity

- Olive groves still harbor much of the original biodiversity of the territory
- It is very unevenly distributed
- Strongly influenced by agricultural and land use intensification



RESULTS

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MODELLING → +30%

+10% with herbaceous cover management

+20% with landscape diversification measures

- There is vast opportunity to recover biodiversity using relatively simple agri-environmental schemes

Agriculture, Ecosystems and Environment 277 (2019) 61–73



Agriculture, Ecosystems and Environment

journal homepage: www.elsevier.com/locate/agee



Landscape-moderated biodiversity effects of ground herb cover in olive groves: Implications for regional biodiversity conservation

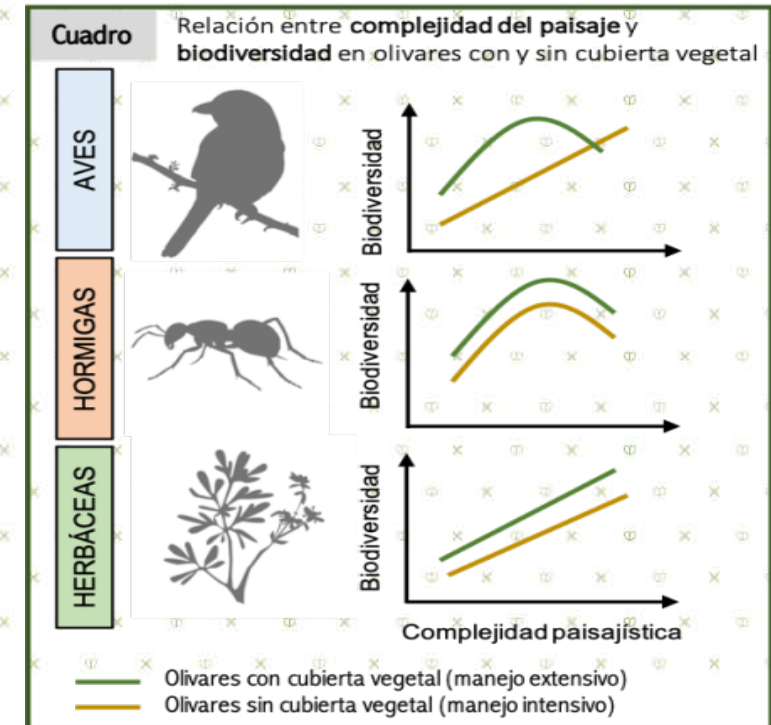
Pedro J. Rey^{a,d,*}, Antonio J. Manzaneda^a, Francisco Valera^b, Julio M. Alcántara^{a,d}, Rubén Tarifa^b, Jorge Isla^a, José L. Molina-Pardo^a, Gemma Calvo^a, Teresa Salido^a, J. Eugenio Gutiérrez^c, Carlos Ruiz^c

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RESULTS

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Post-operational monitoring of biodiversity

BIODIVERSITY

RICHNESS

Average variation 2016/2019.

Birds	+5.4%
Ants	-6.9%
Pollinators	+13.9%
Herbaceous plants	+13.9%
Woody plants	+171.8%

Var. in intensive olive groves

Birds	+9.6%
Ants	-3.1%
Pollinators	+7.5%
Herbaceous plants	+30.1%
Woody plants	+259%

ABUNDANCE

Average variation 2016/2019.

Birds	+9.8%
Ants	+4.1%
Pollinators	+47.2%
Herbaceous plants	+13.4%
Woody plants	+20.0%

Var. in intensive olive groves

Birds	+15.1%
Ants	+0%
Pollinators	+259.8%
Herbaceous plants	+26.7%
Woody plants	+20.0%

RESULTS OLIVARES VIVOS



**HOW DO WE
TRANSFORM
BIODIVERSITY
INTO PROFITABILITY?**

**BASED ON
THREE PILLARS**

- 1** Saving on inputs, through recovery of ecosystem services
- 2** Payment for environmental practices
- 3** Added value on the olive oils market

RESULTS

OLIVARES VIVOS



**HOW DO WE
TRANSFORM
BIODIVERSITY
INTO PROFITABILITY?**

**SAME
PRODUCTION**

as the reference farms

1 SAVING ON
INPUTS,
THROUGH RECOVERY
OF ECOSYSTEM
SERVICES

LESS INPUTS

-22% in the use of fertilisers
and phytosanitary products
in the demonstration farms.



RESULTS OLIVARES VIVOS



HOW DO WE
TRANSFORM
BIODIVERSITY
INTO PROFITABILITY?

2 PAYMENT FOR
ENVIRONMENTAL
SERVICES

Better prepared for the new Eco-
schemes and Rural development
interventions



RESULTS OLIVARES VIVOS

HOW DO WE
TRANSFORM
BIODIVERSITY
INTO PROFITABILITY?

2 PAYMENT FOR ENVIRONMENTAL SERVICES



Feed back to policy makers



INTERVENCIONES DE DESARROLLO RURAL EN ANDALUCÍA

Intervenciones que contribuyen al cálculo de dedicación presupuestaria FEADER a objetivos ambientales

Baja **Potencial para la biodiversidad**
Media **Contribución a su mejora**
Alta

El semáforo OOVV
Valoración en función de su diseño para la consecución de sus objetivos



6501.2-Cultivos sostenibles			6871-No productivas en medio natural		
6501.3-Fomento y gestión sostenible de pastos			6872-No productivas en zonas rurales		
6501.4-Apicultura para la biodiversidad			6881-Forestales no productivas		
6501.5-Protección de la avifauna					
6503-Gestión agroambiental en agricultura ecológica			Intervenciones no incluidas		
6505-Conservación recursos genéticos			6501.6-Mejora de hábitats que preservan biodiversidad		
6613-Limitaciones naturales u otras			6501.7-Alternativas a la lucha química		
6841.1-Productivas en explotaciones agrarias			6501.8-Mejora del suelo y lucha contra la erosión		
6842.1-Con objetivos ambientales en transformación			6502.1. Compromisos forestales de gestión		
6843.1-En infraestructuras de regadíos			6504-Compromisos para bienestar y sanidad animal		
6844-No productivas vinculadas a mitigar el CC			6712-Desventajas por aplicación de directivas		

RESULTS

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THE **ADDED VALUE** CAN BE
TRANSFERED TO MARKET BY A
CERTIFICATION

3 ADDED VALUE
ON THE OLIVE
OILS MARKET

**Europe's first agri-food product with a
scientifically proven contribution to
biodiversity restoration**



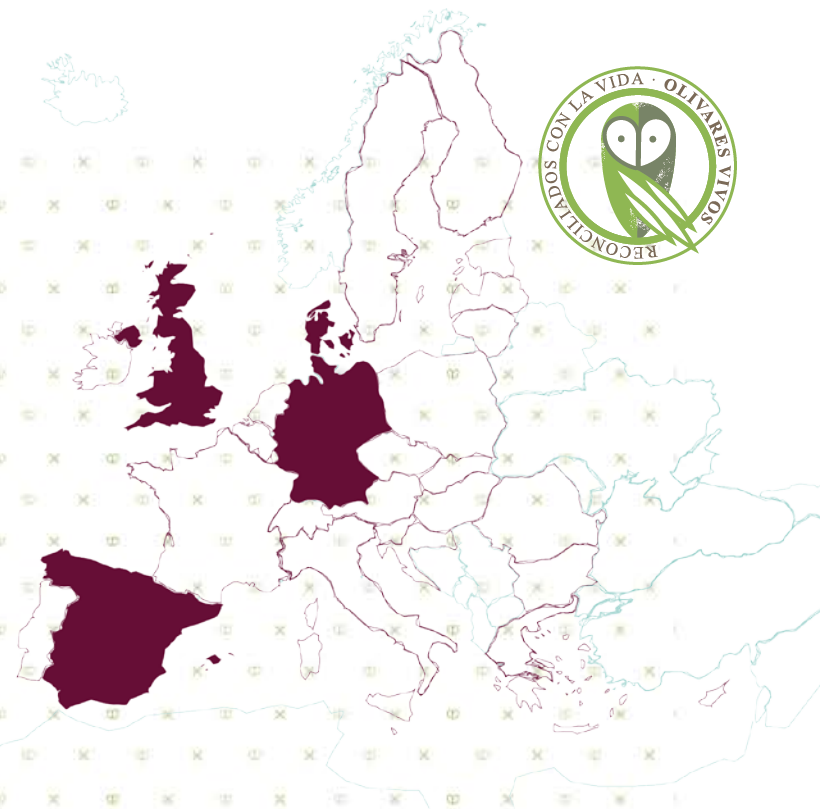
RESULTS OLIVARES VIVOS



HOW DO WE TRANSFORM BIODIVERSITY INTO PROFITABILITY?

3 ADDED VALUE ON THE OLIVE OILS MARKET

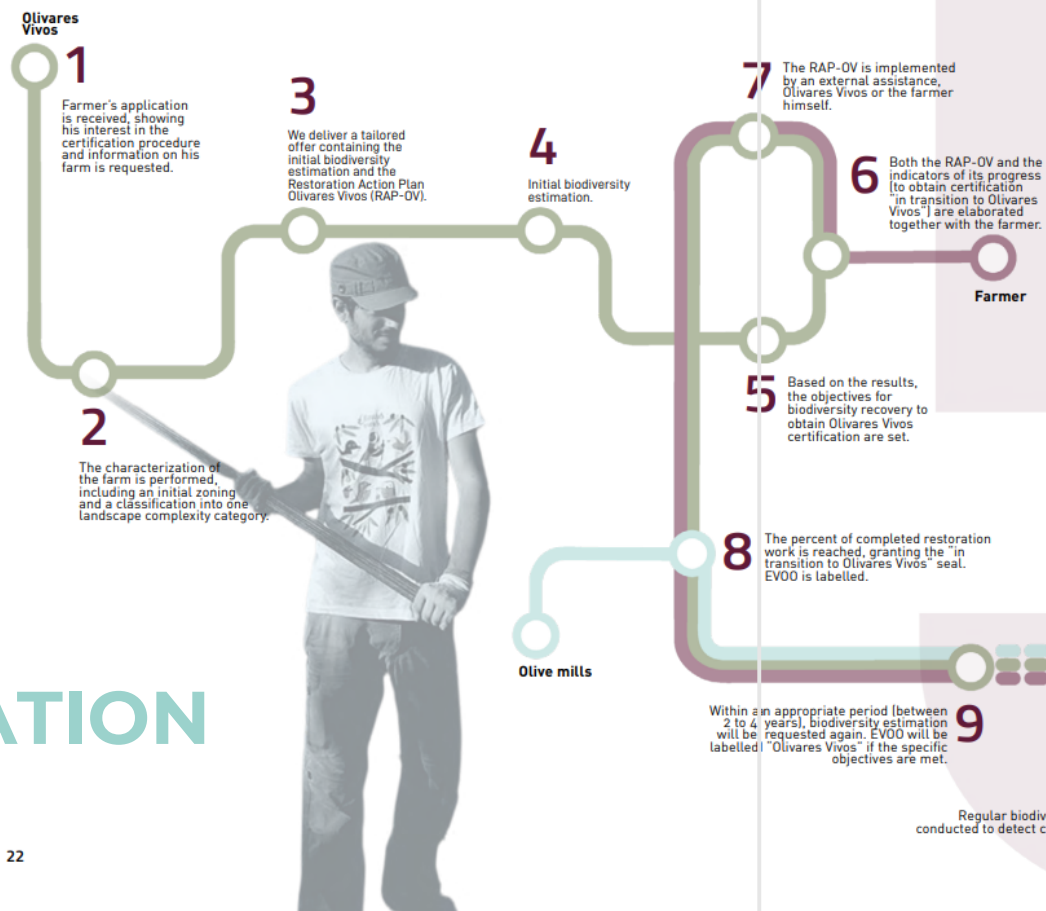
- 1 Market research in **Spain, Denmark, Germany** and the **UK**. 800 surveys in each country with gender, age and education levels.
- 2 Report on key aspects of potential **consumer behaviour** of Olivares Vivos olive oil.
- 3 Consumer focus groups to design the best communication **strategy for the added value** of Olivares Vivos.



RESULTS OLIVARES VIVOS



OLIVE OIL CERTIFICATION SCHEME



Olivares Vivos certification's key

Scientific support: The results of biodiversity recovery and their thresholds have been developed by experts and endorsed by their publication in recognized journals.

Versatility: The certification can be easily adapted to the circumstances and characteristics of the farms and olive growers.

High cost/benefit ratio: The project has succeed to select the most effective and efficient indicators for measuring biodiversity, which saves certification costs.

Traceability: The whole process is monitored, from field to bottling plants, including olive mills. This ensures that only Extra Virgin Olive Oils produced in the certified farms will be labelled "Olivares Vivos".

Third party validation: The certification Olivares Vivos has been reviewed and validated by AENOR, a leading entity in certification systems.

The Olivares Vivos certification not only ensures best practices, but also the real and proven recovery of species.

CERTIFICATION SCHEME





GIVING
CONSUMERS
THE CHANCE TO SUPPORT
BIODIVERSITY
WITH THEIR PURCHASE



WHICH ARE THE NEXT STEPS OF OLIVARES VIVOS?

FROM
ANDALUSÍA
TO THE REST OF
EUROPE

1 To accelerate the replication of the Olivares Vivos model in the main olive-growing regions of the European Mediterranean.

Certification

LIFE Olivares Vivos+: Working in producing countries and consuming regions



WHICH ARE THE NEXT STEPS OF OLIVARES VIVOS?

FROM
ANDALUSÍA
TO THE REST OF
EUROPE

- 2 To transfer it to other crops
Permanent crops, starting with
vineyards, other permanente crops and
cereals (Secanos Vivos-SEO/BirdLife)





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We are in:



Cofinanciers



Contributors



THANK YOU FOR YOUR ATTENTION



Fieldtrip

8 vistas

El último cambio se hizo hace unos segundos

Añadir capa

Compartir

Obtener una vista previa

☒ polígono de prueba.kml

Estilos individuales

Cañada del Duz

Cortijo Virgen de los Milagros

Lunch

Las Cañadas de Sabiote

Mapa base

las cañadas de sabiote

