



UNIVERSIDAD DE JAÉN
 Calidad e Innovación para el desarrollo de la sociedad
 Quality and Innovation for society development

R+D+I (and Tradition) for socio-economic regional development. The case of olive agro-industrial sector in Andalusia (Spain)



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Outlines

- Socio-economic relevance of the olive groves and olive oil sector in Andalusia
- Needs of R+D+I of the olive groves and olive oil sector
- Responding to needs: structure of public R+D+i in Andalusia

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Olive: Strategic Sector for Andalusia

- Source of revenue and employment
- Element of social and territorial cohesion, conforming the oil industry a strong associative movement.
- System with high environmental value: sink of greenhouse gases, mitigates the erosion, preserves traditional landscapes, supports the biological diversity and has a great potetial for renewable energies generation.
- Basis of andalusian territory and culture: landscape, historical, archaeological, documentary, scientific, industrial and technical heritage

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Some data about the economic relevance ...

- 24% of the agriculture production value
- Principal activity in more than 300 municipalities in Andalusia... and 250.000 families
- More than 22 millon wages per year
- 1.5 million hectares (30% european total, 60% national total)
- Production: 40% of the olive oil of the world, 20% olives of the world
- Agri-food export in Andalusia: 21% (olive oil), 7% (olives)

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Cluster of sectorial and regional development

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R+D+I needs in olive groves and oil sector (I)

Innovation in olive trees, sustainability and utilization of residues of the olive industry

- Improvement of olive trees
- Irrigation improvement of the olive grove increasing water use efficiency
- Olive fruits collect mechanization
- Prevention of olive grove erosion
- Soil maintenance
- Ecological methods in olive grove and integrated production systems.
- Culture, Environment and Biodiversity.
- Use of residues and by-product of olive oil industry.

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R+D+I needs in olive groves and oil sector (II)

Olive oil industrial production technologies: Quality, Food Safety, Nutrition, Health, Biotechnology and New Products

- Quality improvement through production technology improvement
- Preservation of the characteristics and interest components of the olive oil
- Quality control, olive oil characterization and food safety
- New products increasing high-added value compound and applications
- Sensorial analysis
- Olive oil and health
- Automation. Information technologies applied in oil-mills

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R+D+I needs in olive groves and oil sector (III)

Agridfood Economy and Politics, Commercialization, Organization. Heritage and Territory in the olive groves and oil sector

- Oil food economy. Agri-food politics (international, national and regional)
- Consumer behaviour of olive oil. Demand of by-products and new products
- Marketing, Commercialization and management of oil production chain
- Olive oil, environment and rural development: multifunctionality and externals
- Landscapes and cultural and natural heritage of the olive groves and oil

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Knowledge generation public system. Innovation and Transfer Knowledge Andalusian System Agents (I)

Knowledge Generation Agents (I)

- Universities of Andalusia (10 public universities)
- Andalusian Institute of Agrarian, Fishery, Food and Ecological Production Research and Formation (IFAPA): Main centres: Alameda del Obispo, Venta del Llano, Cabra, Camino de Purchil, Churriana, Rancho de la Merced.
- Superior Council of Scientific Research (CSIC): Fat Institute (IGS), sustainable Agriculture Institute, Advanced Social Studies Institute, Zaidin Experimental Station, Arab Studies School

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Knowledge generation public system. Innovation and Transfer Knowledge Andalusian System Agents (II)

Networks and Structures for the Knowledge Transfer, Adaptation and Application for Innovation Production

- GEOLIT (Scientific Technologic Park)
- Technological centers:
 - CITOLIVA (Technological Center for Olive Groves and Oil)
 - CTAER (Technological Advanced Center for Renewal Energies)
 - CEAS Foundation (Excellence Center in Olive Oil and Health Research)
 - Olive Groves and Oil Promoting and Development Foundation

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**The best response to the knowlegde and innovation needs:
 The Agri-food Internation al Excelence Campus (CEIA3)**



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Vision:
 To **modernize** and to **internationalize** the universities of the Campus - Almería, Cádiz, Córdoba, Huelva and Jaén-. They are the engine of the **change towards a productive sustainable, knowlegde-based model** and that it stimulates to the generating of new impulse for knowlegde generation in the area.

Objectives:
 Excellence in teaching and formation, research, innovation and knowlegde transfer, internationalization and management.
 Interactions with the environment (Scientific-Technological Parks, Research Centers, Rural Development Groups, Provincial and Local Goverments, Agri-foods Societies, etc.).
 These clusters will be the basis for the R+D+i improvement

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Gracias, Thank you, Dziekuje, Hvala, Merci,
 Danke, Grazie, Efgaristo, Obrigado,
 Achiu, Tesekkür Ederim,
 Dank u, Tak, Takk, Tänan,
 谢谢, 고맙습니다!

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