C/2025/3097

6.6.2025

# Publication of an application for registration of a name pursuant to Article 50(2), point (a), of Regulation (EU) No 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuffs

(C/2025/3097)

Following this publication, the authorities of a Member State or of a third country, or a natural or legal person having a legitimate interest and established or resident in a third country, may lodge, in accordance with Article 17 of Regulation (EU) 2024/1143 of the European Parliament and of the Council [1] an opposition with the Commission within three months from the date of this publication.

SINGLE DOCUMENT

**'Olive taggiasche liguri'**

**EU No: PGI-IT-03011 — 5.10.2023**

**PDO ( )  PGI (x)**

1. **Name(s) (of PDO or PGI)**

'Olive taggiasche liguri'

2. **Member State or Third Country**

Italy

3. **Description of the agricultural product or foodstuff**

3.1. *Type of product*

Class 1.6. Fruit, vegetables and cereals, fresh or processed

*Combined Nomenclature code*

— 07 - EDIBLE VEGETABLES AND CERTAIN ROOTS AND TUBERS

— 0710 - Vegetables (uncooked or cooked by steaming or boiling in water), frozen:

— 0710 80 - Other vegetables:

— 0710 80 10 – Olives

— 20 - PREPARATIONS OF VEGETABLES, FRUIT, NUTS OR OTHER PARTS OF PLANTS

— 2005 - Other vegetables prepared or preserved otherwise than by vinegar or acetic acid, not frozen, other than products of heading 2006:

— 2005 70 – Olive

[1] Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012 (OJ L, 2024/1143, 23.4.2024, ELI: http://data.europa.eu/eli/reg/2024/1143/oj).

3.2. *Description of the product to which the name in (1) applies*

The protected geographical indication 'Olive taggiasche liguri' refers to table olives (olives in brine, dry pitted olives, pitted olives in brine, pitted olives in extra virgin olive oil) and olive paste or pâté made from olives of the 'taggiasca' variety produced in the defined geographical area.

When placed on the market, 'Olive taggiasche liguri', in their standard form (olives in brine), have the following characteristics:

Shape: oval, slightly elongated, if whole; flattened and irregular in shape with a visible cut or incision, if pitted;

Size: minimum size 10 mm;

Colour: from green to purplish green, typically iridescent, to dark brown or black;

Flesh: firm, if whole; yielding, elastic, unctuous to the touch, not very fibrous, if pitted;

Texture: slightly crunchy, if whole; from soft to slightly crunchy, if pitted.

Aroma: Presence of fruitiness;

Taste: slightly acid, well balanced, with a slight bitter note.

Ease of pitting: median ≥ 8,0 if whole;

Sweetness: median ≥ 2,0;

Bitterness: median ≤ 3,0;

When placed on the market, 'olive taggiasche liguri' paste and pâté have the following characteristics:

Consistency to the touch: oily, creamy;

Colour: from brown to vinous red to dark brown;

Flesh: oily;

Texture: fine, spreadable;

Aroma: Presence of fruitiness;

Taste: slightly acid, well balanced, with a slight bitter note.

Sweetness: median ≥ 2,0;

Bitterness: median ≤ 3,0.

Deacidification using alkaline chemical agents is prohibited.

The sensory attributes of 'olive taggiasche liguri' in their standard form (olives in brine) and in the form of olive paste or pâté are assessed in accordance with the 'Method for the sensory analysis of table olives' developed by the IOC document COI/OT/MO No 1/Rev. 3 June 2021.

3.3. *Feed (for products of animal origin only) and raw materials (for processed products only)*

The raw material for 'Olive taggiasche liguri' consists of olives of the 'taggiasca' variety produced in the Liguria Region in line with traditional environmental and growing conditions that are characteristic of the area and such as to lend the olives specific quality characteristics.

3.4. *Specific steps in production that must take place in the identified geographical area*

The following steps in the production of 'Olive taggiasche liguri' must take place, in order, in the geographical area of the Liguria Region.

The preliminary operations, after harvesting, are leaf stripping, washing, sorting and sizing in order to remove any drupes that are too small. The latter operation may also be postponed until the end of the processing, at the pre-packaging stage.

The process of brine formation and maturation involves immersion of the drupes in brine, i.e. in a solution composed of water and sodium chloride at 5 to 15 %, inclusive. The olives must be kept in the brine for at least 45 days.

At the end of the maturation stage, the olives may undergo further processing: pitting and, without prior sorting, reduction into paste.

In the first case, after pitting the olives may be centrifuged for drying. The product thus processed may remain as such (dried pitted olives) or be added to extra virgin olive oil at between 30 and 40 % of the weight of the olives (pitted olives in extra virgin olive oil).

In the second case, the flesh obtained after pitting, possibly refined to remove any remaining skin, is ground until a creamy, spreadable paste (olive paste or pâté) is obtained.

It is then packed and pasteurised.

During the above processes and until packaging, herbs may be added to the product or it may be flavoured with natural aromas and treated with acidifying agents.

3.5. *Specific rules concerning slicing, grating, packaging, etc. of the product the registered name refers to*

'Olive taggiasche liguri' are packed in containers made of material suitable for food use. The net weight of the product varies from 40 g to 5,0 kg. Where the contents are immersed in a preserving liquid, this weight shall be understood as referring to the drained product.

'Olive taggiasche liguri' to be used for subsequent processing or preparations may be packed without a limit on the net weight in containers which comply with the legislation in force. Products with such packaging may not be intended for the final consumer.

In order to safeguard quality, ensure traceability and monitor the product placed on the market, 'Olive taggiasche liguri' must be packed in the production area referred to in point 4 for the following reasons: (a) to ensure the origin and traceability of the product, avoiding the risk of mixing with olives of different provenance; b) to safeguard its quality and typical characteristics, given that the product is in a delicate balance in microbiological terms and perishable and must not be subject to oxidisation, abrupt temperature changes, expedition over long distances or further handling, which could compromise its quality, halt the proper fermentation process or cause its smell, taste and texture to deteriorate; (c) to maintain tradition, since the product also owes its reputation to traditional practices that have been established over time and are linked to the environment of origin; (d) to ensure maximum transparency vis-à-vis consumers, who, through the PGI designation, can confidently link the product's identity and reputation to its origin and provenance from Liguria.

3.6. *Specific rules concerning labelling of the product the registered name refers to*

Every pack of 'Olive taggiasche liguri' must bear on the label:

— the name 'Olive taggiasche liguri';

— the specific product type: 'in brine', 'dried pitted', 'pitted, in brine', 'pitted, in extra virgin olive oil' or '... paste/pâté' in a font size smaller than the size of the name;

— the words 'Indicazione Geografica Protetta' [Protected Geographical Indication] or the abbreviation 'IGP' [PGI];

— the symbol provided for in EU legislation for Protected Geographical Indications;

— the logo, reproduced below, made up of four ellipses overlapping and intersecting at several points to form a figure that graphically resembles the oval of a taggiasca olive. The following elements are shown inside the ellipses: in the top part, the words ‘OLIVE TAGGIASCHE LIGURI’; in the lower part, highlighting the geographical origin of the product, the outline of Liguria, which, at both ends, overlaps with the ellipses. The lettering used is MIDO in cream white Pantone 3-9 C. The outline representing Liguria and the ellipses are cream white Pantone 3-9 C. The background is sea blue Pantone 105-6 C.




A monochrome version in Pantone sea blue 105-6 C or grey scale (positive or negative) and a version on a sea blue Pantone 105-6 C background are permitted, as shown below:







The size of the logo may be adjusted to the various types of use, observing the rule of a minimum size of 15 mm in height.

The name ‘Olive taggiasche liguri’ must be kept in Italian, but translations into the languages of the countries in which the product is sold may be added.

On the labelling and in the presentation and advertising of ‘Olive taggiasche liguri’:

— it is forbidden to add any product description that is not expressly provided for;

— the use of indications referring to names, business names or private trademarks is permitted provided that they are not such as to mislead the consumer or highlight characteristics that the product must in any case have as they are required by the product specification;

— other truthful and verifiable references, including an illustration of the history of the product and/or business, which are permitted by the legislation in force and which do not conflict with the aims and content of this product specification may be used;

— the names and locations of agricultural holdings, estates and farms may be added to the labelling only if the product has been obtained solely from the crop of the olive groves on that particular holding, estate or farm;

— the use of collective or certification marks adopted or authorised by official bodies is allowed, as long as it is not contrary to the purposes and content of this product specification.

Each jar or pack of pitted ‘olive taggiasche liguri’ in extra virgin olive oil must state on the label, in addition to the specific product type, the percentage of olive oil in the net weight of the total product.

4. **Concise definition of the geographical area**

The geographical production area for 'Olive taggiasche liguri' comprises the entire administrative territory of the Liguria Region.

5. **Link with the geographical area**

The recognition of the 'Olive taggiasche liguri' protected geographical indication is based on its reputation. This rests on specific features of the product, which are supported by scientific and sectoral literature (CERSAA, 2021; A. Ricci in *Olive e Olio*, [Olives and Oil] 2010) and confirmed by laboratory analysis (LabCam Albenga, 2021 and 2024). These features are widely appreciated among the public and include in particular: the sweet taste, to which a slight bitterness contributes, the ease with which the flesh can be separated from the pit during chewing, and the more delicate flavour. It is also significant that, according to market research (Demoskopea, 2022) conducted both in areas with greater commercial impact and at national level, the most notable quality aspects are clearly associated with the area of origin. 'Olive taggiasche liguri' were spontaneously recognised as being characteristic of the area of origin by two thirds of the sample of consumers in north-west Italy and by a majority of consumers at national level, and their reputation extended to all the current product types on the market (olives in brine, dried pitted olives, pitted olives in extra virgin olive oil and olive paste).

Certain aspects of the link with the area, in particular the way the variety (genotype) has adapted to the natural, historical and human factors of the native environment (phenotype), have contributed to strengthening the product's reputation based on its characteristics.

The taggiasca olive, which owes its name to the town of Taggia where, in the tenth century, Benedictine monks planted the first trees, is a plant characterised by great fertility and strong growth, but susceptible to frost and extreme temperatures. It has been able to acclimatise itself to Liguria, which is shaped like an arc with the open part facing south and occupies a narrow strip of land between the sea, which brings beneficial effects in terms of weather conditions and temperature, and a ridge of mountains, sheltering it to the north from winds and cold temperatures. The spread of the variety in this area has been encouraged by its dual use (both tables olives and olive oil) and its natural vegetative vigour (Gallesio, Pomona 1817-1839), which mean that it can be grown on difficult land, ensuring with its root system the maintenance of drystone walls and thus contributing to the uniqueness and conservation of the typical terraced landscape of Liguria, which UNESCO has declared intangible cultural heritage of humanity.

The specific soil, climate and environmental situation is also considered to influence some of the specific features of 'olive taggiasche liguri'. This relates firstly to their sweetness, which is higher than that of other olives, whether from different cultivars or from taggiasche olives not produced in Liguria. The climate of the region during the growing period of the drupes (hot, dry summers, no extreme temperature changes, constant breezes) are conducive to slow and homogeneous ripening. This allows olive growers to plan staggered harvesting depending on altitude, thereby taking advantage of the longer period during which sugar accumulates in the olives (between the onset of ripening and full ripening). This is supported by some statistical surveys, which show higher average carbohydrates in 'olive taggiasche liguri' than in other varieties (CeRSAA, 2021 and CeRSAA – LABCAM, 2024).

In addition, the same climatic conditions resulting from the location of Liguria close to the 45th parallel (in particular a lower average temperature, no extreme temperature differences and less intense diurnal light than in other olive-growing regions) have a significant impact on the polyphenol content which, being statistically less than for other olives, is expressed in a slight bitterness which provides a pleasant contrast with the sweetness of 'taggiasche liguri' olives.

The specific characteristics mentioned, which are sought by many consumers, are common to the various types of product, as they are present in the basic raw material, the whole olives in brine used for subsequent preparation or processing, including olive paste, a simple artisanal product in which the same characteristic organoleptic values are found.

One important aspect of the reputation of 'Olive taggiasche liguri' is the ease of detachment from the stone, expressed in the sensory analysis. This is yet another specific feature in which there is a fruitful interaction between natural and human factors in the area: dry cultivation and the choice of the right degree of ripeness through the practice of staggered harvesting benefit the deep and progressive maturation of the tissues of the drupe and stone, favouring firm flesh which easily detaches from the stone.

Another noteworthy human factor influencing the reputation of 'Olive taggiasche liguri' is the specific local know-how expressed in the care devoted to the management of the olive groves, the visual selection of the olives in order to establish optimum quality and ripeness levels for their intended purpose and the craftsmanship of the processing plants, the high number and spread of which demonstrate a high degree of professionalism rooted in the economic and social fabric.

The tradition of families preserving taggiasche olives in brine has been historically documented since the nineteenth century. After the end of the Second World War, and stimulated by specific studies, the product definitively moved beyond elite and household settings following the favourable response from consumers to the first mass marketing of the product. In the 1960s and 1970s, 'Olive taggiasche liguri' consolidated their reputation as a quality product typical of Liguria following the involvement of an ever-growing number of producers, the strengthening of their market position and the increased range of product types (in brine, pitted, in oil and as a paste). This reputation, including as a result of the growing use of the name in trade and everyday language, grew over the following years (R. De Andreis and A. Giacobbe *Storia della Taggiasca* [History of the Taggiasca Olive], 2022) through specialist texts (A. Ricci *Olive da mensa* [Table Olives], 2007; F. Lanza *Olive: A Global History*, 2011), recipe books (*La grande cucina regionale* [Great Regional Cuisine], Liguria, 2005), articles in the main national newspapers appearing repeatedly throughout the second half of the twentieth century (Corriere della Sera, 7 February 2004; Repubblica, Stampa and Secolo XIX in Turismo.it, 22 June 2020) corporate advertising (McDonald's, 2022) and advertising for supermarkets (Conad), publications in the USA (I. Virbila, *The Review*, 2011) in the UK (W. Van Grinsven-P. *The Olive Oil Masterclass*, 2019) in Germany (C. Shinharl *Frühling, Sommer, Gemüse!* [Spring, Summer, Vegetables!], 2015) and Spain (Alamy, 2015), blogs in Italy (*la carruba*) and abroad (Scordo.com: Italian olives: The lovely Taggiasca olives from Liguria), interventions by major international chefs and gastronomes such as Alain Ducasse (La Stampa, 26 April 1998). The latter have also spread awareness of a range of traditional Ligurian dishes, of which 'Olive taggiasche liguri' are an essential part, first and foremost Ligurian Rabbit, the recipe for which featured in a scene viewed worldwide in Paolo Sorrentino's 'The Great Beauty', which won Best Foreign Film at the 2014 Oscars.

**Reference to publication of the product specification**

https://www.politicheagricole.it/flex/cm/pages/ServeAttachment.php/L/IT/D/1%252Fd%252F5%252FD.c75638049e4c9deecd87/P/BLOB%3AID%3D3335/E/pdf?mode=download