



OLIVARES VIVOS

Olivares Vivos: a model of olive growing and biodiversity



Land stewardship for the sustainability of farming: networks and practices

OLIVARES VIVOS



Spanish Ornithological Society



ELGO-DIMITRA (Greece)



UNIVERSIDAD DE JAÉN

University of Jaén



D.R.E.A.M.
ITALIA

D.R.E.A.M. Italia



Experimental station of arid zones (EEZA-CSIC)



UNIVERSIDADE
DE ÉVORA

University of Évora



Regional Government of Jaén



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

OLIVARES VIVOS



HOW?



Scientifically designing 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?

OLIVARES VIVOS

Sampling design

**40 very different
olive groves**

(20 demonstrative & 20 control)

- Size.
- Intensification.
- Landscape.

3,600 hectares With land stewardship agreements

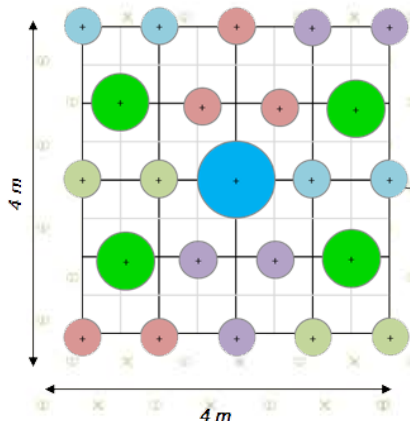


HOW?

OLIVARES VIVOS

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



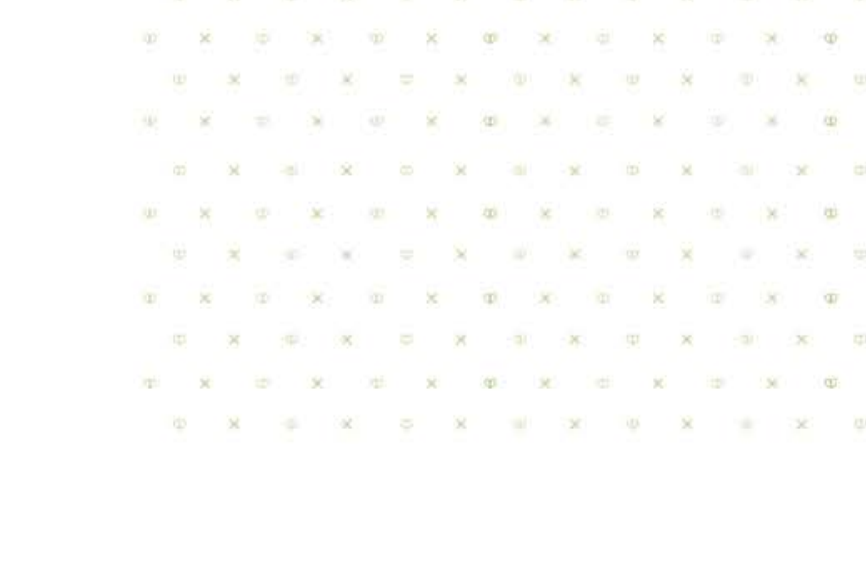
Structures to help local fauna











HOW?

OLIVARES VIVOS

Sampling design

Biodiversity monitoring:

**Before (2016) and after (2019) the implementation
of the agri-environmental scheme**

Indicators:

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

**More than 15,000 censuses carried out and more
than 600,000 contacts registered and analyzed**

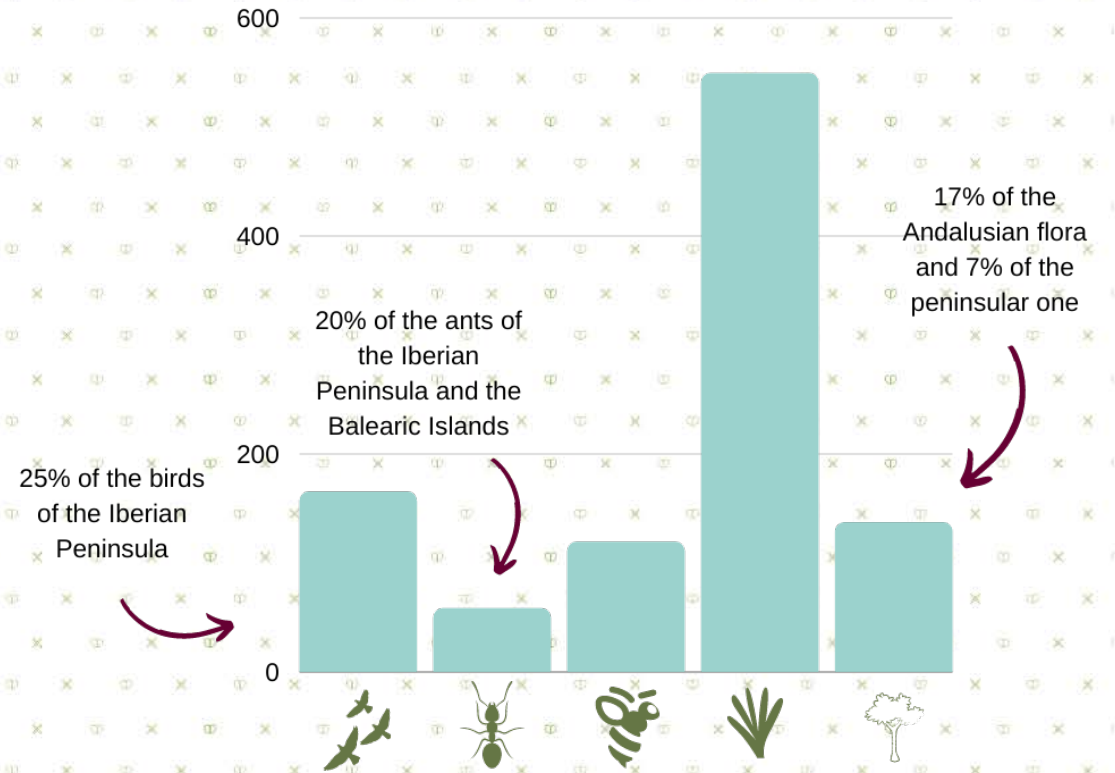


RESULTS

OLIVARES VIVOS

Pre-operational monitoring of biodiversity

- Olive groves still harbor much of the original biodiversity of the territory

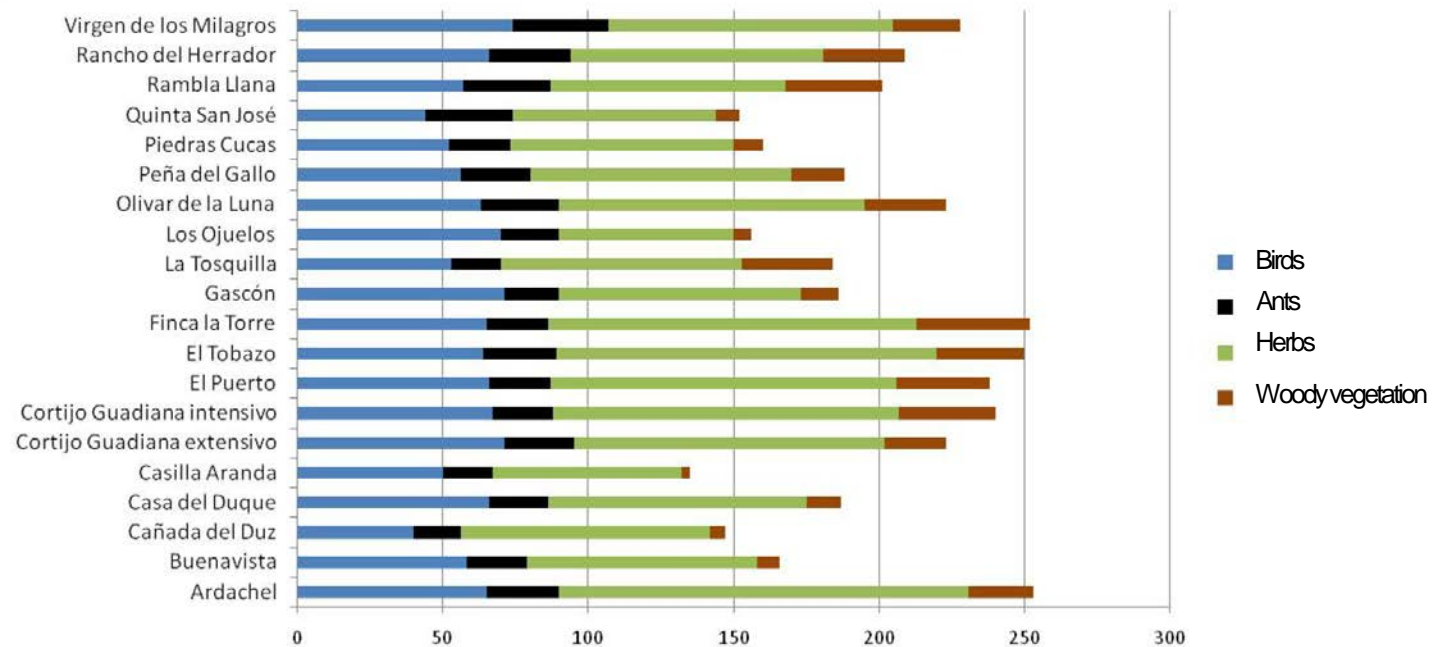


RESULTS

OLIVARES VIVOS

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

OLIVARES VIVOS



Post-operational monitoring
of biodiversity

BIODIVERSITY

RICHNESS

Average variation 2016/2019.		Var. in intensive olive groves	
Birds	+5.4%	Birds	+9.6%
Ants	-6.9%	Ants	-3.1%
Pollinators	+13.9%	Pollinators	+7.5%
Herbaceous plants	+13.9%	Herbaceous plants	+30.1%
Woody plants	+171.8%	Woody plants	+259%

ABUNDANCE

Average variation 2016/2019.		Var. in intensive olive groves	
Birds	+9.8%	Birds	+15.1%
Ants	+4.1%	Ants	+0%
Pollinators	+47.2%	Pollinators	+259.8%
Herbaceous plants	+13.4%	Herbaceous plants	+26.7%
Woody plants	+20.0%	Woody plants	+20.0%

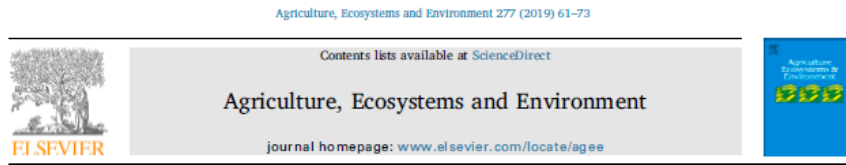
RESULTS

OLIVARES VIVOS

MODELLING → +30%

+10% with herbaceous cover management
 +20% with landscape diversification measures

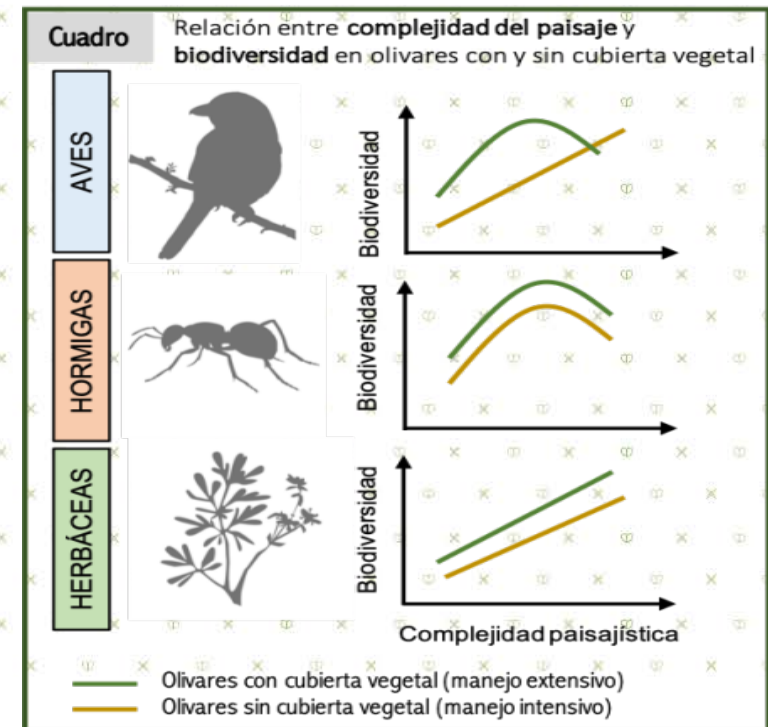
- There is vast opportunity to recover biodiversity using relatively simple agri-environmental schemes



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

^a Dep. Biología Animal, Biología Vegetal y Ecología, Universidad de Jaén, E-23071 Jaén, Spain
^b Estación Experimental de Zonas Áridas, EGEA-CSIC, Ctra. de Sacramento s/n, La Cañada de San Urbano, E-04120 Almería, Spain
^c Sociedad Española de Ornitología, SBO-Hnílf, Oficina del LIFE Olivares Vivos, GROLIT, Parque Científico y Tecnológico, c/ Sierra Morena, CTSA, E-23620, Mengibar, Jaén, Spain
^d Instituto Interuniversitario del Sistema Tierra de Andalucía, Universidad de Jaén, E-23071 Jaén, Spain



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		Intervenciones no incluidas	
6503-Gestión agroambiental en agricultura ecológica		6501.6-Mejora de hábitats que preserven biodiversidad	
6505-Conservación recursos genéticos		6501.7-Alternativas a la lucha química	
6613-Limitaciones naturales u otras		6501.8-Mejora del suelo y lucha contra la erosión	
6841.1-Productivas en explotaciones agrarias		6502.1. Compromisos forestales de gestión	
6842.1-Con objetivos ambientales en transformación		6504-Compromisos para bienestar y sanidad animal	
6843.1-En infraestructuras de regadíos		6712-Desventajas por aplicación de directivas	
6844-No productivas vinculadas a mitigar el CC			

RESULTS

OLIVARES VIVOS



THE **ADDED VALUE** CAN BE
TRANSFERRED 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

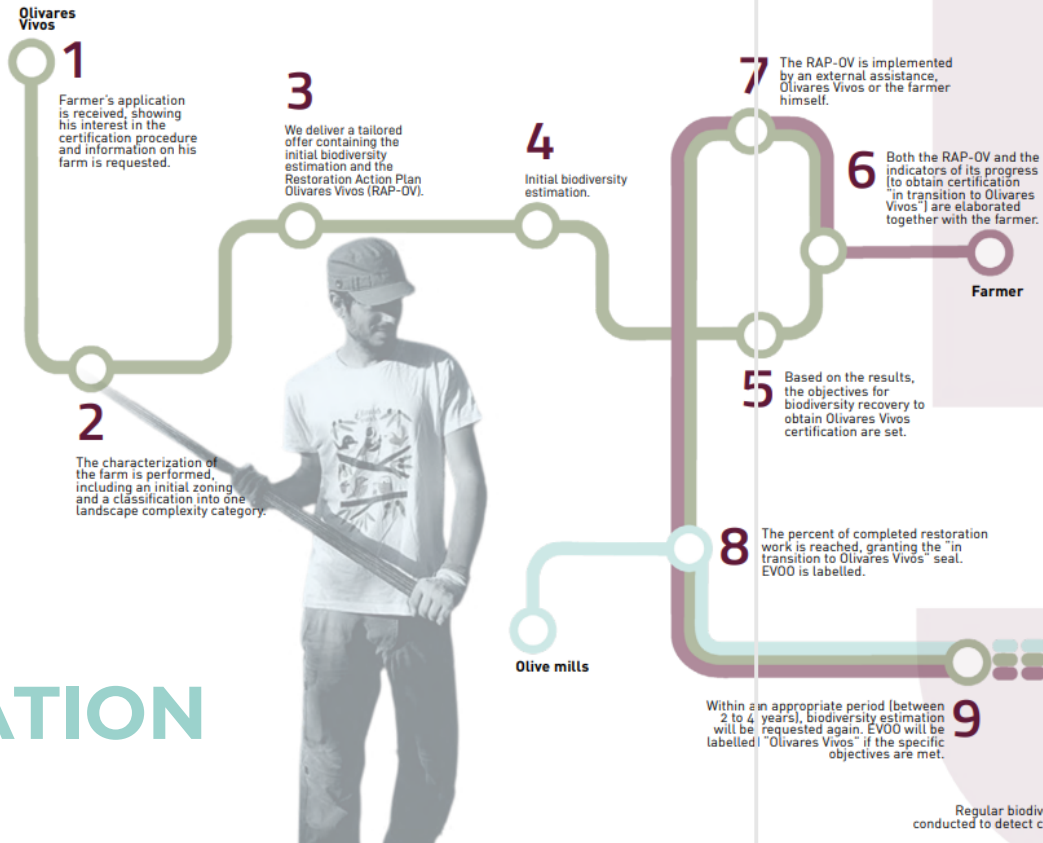
Consumer focus groups to design the best communication **strategy for the added value** of Olivares Vivos.



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

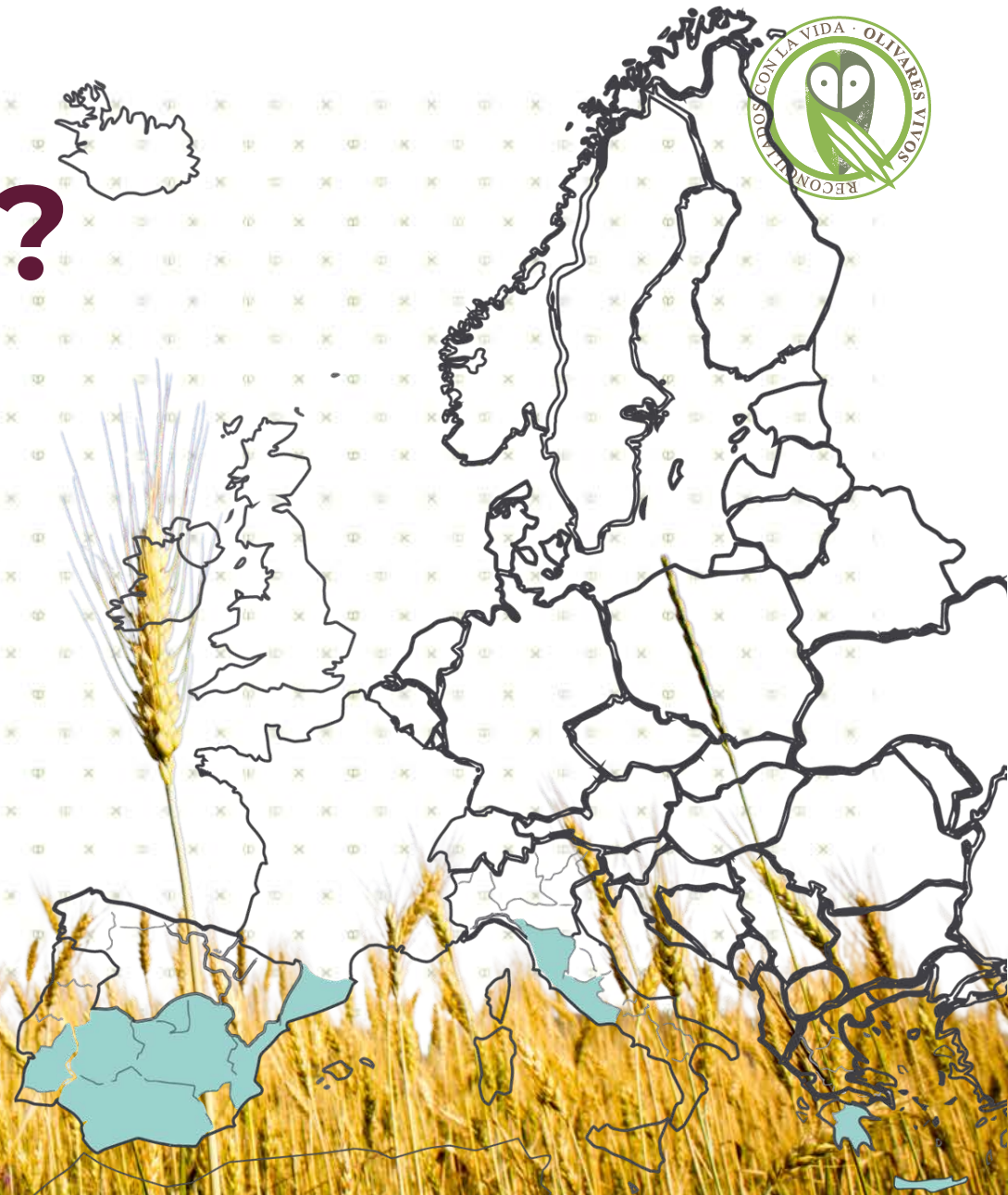
LIFE Olivares Vivos+: Working in producing countries and consuming regions



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)





OLIVARES
vivos

Olivaresvivos.com
olivaresvivos@seo.org

953 373 160

We are in:



UNIVERSIDAD DE JAÉN



D.R.E.A.M.
ITALIA



UNIVERSIDADE
DE ÉVORA



ΕΛΛΗΝΙΚΟ ΤΕΛΕΤΙΟ
ΟΡΓΑΝΙΣΜΟΣ ΑΝΤΙΣΤΡΟΦΗΣ

JUAN VILAR
CONSULTORES ESTRATÉGICOS

Cofinanciers



Junta de Andalucía
Consejería de Agricultura, Ganadería,
Pesca y Desarrollo Sostenible

Contributors



THANK YOU FOR YOUR ATTENTION

