

**The South African Olive Industry Association (SAOIA)
is pleased to announce the 4th consecutive Extra Virgin Olive Oil Competition**

**Chaired by *Elsabé Ferreira – ELPRO*
*Panel Leader, Gerrie Duvenhage***

1 CLOSING DATE FOR ENTRIES: Friday 23 July 2010 at 12:00

1.1 Entry forms must be fully completed to avoid mistakes. It is the responsibility of each entrant to ensure the correctness of his entry form. Incorrect entries will summarily be disqualified.

1.2 **Entry forms and samples (including the proof of payment and labels), should reach Elsabé Ferreira, before closing date as indicated.**

- MAIL: PO Box 1411, Suider Paarl 7646
- DELIVERY BY HAND: EIPro, c/o VinPro (KWV Head Office), 57 Main Street, Suider Paarl 7646
- EMAIL: elsabe@efpromosies.co.za
- FAX: 086 6006393 (*only in an emergency*)

2 ENTRY FEES:

SAOIA members: R750/sample (incl Vat)
Non-members of SAOIA : R1 500/sample (incl Vat)
Entry forms without payment will not be accepted.

3 DOCUMENTS TO BE ATTACHED TO THE ENTRY FORM:

- Each oil entered in Classes 1 and 2 to include a chemical analysis showing at least free fatty acid and peroxide values.
- The appropriate class number must be indicated on these forms where applicable
- Labels or copies of labels of each oil entered

4 CONDITIONS OF ENTRY:

- Entries must be 100% South African
- A maximum of five (5) oils from any one commercial entity, or group of commercially affiliated entities, unless under SAOIA membership will be accepted
- 2 bottles 500ml (or at least 2 bottles / packages with minimum combined volume of 1 000 ml) of oils must be provided
- Exhibitors understand and agree to the publication of all show results, and public tastings of their entries. Please note that the identity of all award winning oil will be publicized. All other oils will only be identified by confidential three alphanumeric code provided by, and known to the exhibitor and HORTGRO^{SERVICES}
- Recipients of awards agree that all advertising, promotions or labelling arising from the award will include details of the year of the award, class number and nature of the award. They also agree that only specific oil that received the award can have any reference to that award on the label or container.
- Any remaining oil remain the property of the SAOIA
- The organizing committee reserves the right to refuse any exhibit.

5 CLASSES:

Class 1: Boutique - Less or equal to 1 000 trees or volume produced smaller or equal to 1 000 liter
Class 2: Commercial - More than 1 000 trees or volume produced more than 1 000 liter
*Samples must be taken from stock that is either for sale or is intended to be sold within South Africa.
Lot numbers to be displayed.*

6 STYLE DEFINITION:

Delicate: The overall combined level of bitterness and pungency must be the least prevalent characteristic of the oil. The oil must not be high in bitterness and or pungency.
Medium: The overall combined level of bitterness and pungency must be moderate but not high.
Intense: The overall combined level of bitterness and pungency must be high.

7 JUDGING CRITERIA:

- Delicate:** The oil should display aromas and flavours that are fresh, distinct and complex. The oil may also display from zero to a low degree of bitterness and or pungency.
- Medium:** The oil should display fresh and complex aromas and flavours of moderate or better intensity. It should also have a moderate degree of bitterness and or pungency that is balanced with fruit flavour intensity.
- Intense:** The oil should display intense, fresh and complex aromas and flavours. Its bitterness and pungency should be high and distinct, but in balance with its fruit flavour intensity.

8 HOW THE JUDGING IS CONDUCTED:

- 8.1 The competition is conducted under the auspices of ELPRO
- 8.2 The competition is organized by HORTGRO^{SERVICES} who is not an exhibitor
- 8.3 No judge or panel leader is ever in a position to access or influence the assessment of their own oil
- 8.4 The oils is tasted blind from numbered standardized glasses by a panel of seven experienced judges plus a panel leader
- 8.5 After tasting individual oils blind, scores of numbered oils are given back to HORTGRO^{SERVICES}/ELPRO for calculation of results in total confidentiality.
- 8.6 The Board shall, in their discretion, appoint the panel of judges to determine award recipients. The judges ruling is final and binding on participants and no correspondence shall be entertained.**

9 Double Gold, Gold, Silver and Bronze awards will be awarded.**10 Publication and Presentation of the Awards:**

- 10.1 Award winners will be announced at the SAOIA Awards dinner on 31 August 2010.
- 10.2 A show results booklet will be published giving the quality score and panels comments on all oils
- 10.3 The show results booklet will be forwarded to all exhibitors, mid September, following the official announcement and press release of the award winners.
- 10.4 Unless specifically advised otherwise on Entry Form, the SAOIA may divulge contact details (name, address, telephone contacts, email) on award winners to media.

11 Award Decals:

- 11.1 Please indicate the number of decals required if medal is awarded
- 11.2 Decals will be available from HORTGRO^{SERVICES} from 13 September 2010. The cost will be finalised.

Enquiries: *Elouise van Zyl, Tel: 021 870 2900/Fax: 021 870 2915/Email: elouise@hortgro.co.za*

OLIVE ACHIEVER OF THE YEAR 2010

You are hereby invited to nominate the OLIVE ACHIEVER OF THE YEAR.

The successful candidate should have contributed significantly to any aspect relating to the olive industry. On your nomination it is expected to motivate the nominee and include a short CV of this person.

The judging panel will consist of 3 judges appointed by SA Olive Industry Association Board of directors. The judging panel will be chaired by John Scrimjor.

Nominations to reach Elouise van Zyl - HORTGRO^{SERVICES} - in writing by 23 July 2010.
PO Box 357 Paarl 7620; Email: elouise@hortgro.co.za, Tel: 021 8702900