



# MILL & PROCESS





**OUR PARTNER MILL LOCATED  
IN KAIROUAN TUNISIA**

# OLIVE OIL HISTORY

For thousands of years, olive oil had been prominent in all the great civilizations that have prospered in Tunisia. The olive tree was cultivated by the Phoenicians, the Greeks, the Carthaginians, the Romans and the Arabs, in a tradition that has been passed down from father to son ever since.

- Olive cultivation in Tunisia dates back to the 8th century BC, even before the founding of Carthage by the Queen Dido. The Phoenicians were the first to introduce this crop to North Africa.
- In the Carthaginian period, olive cultivation started to spread an account of several advantages granted to olive-growers. Romans continued the expansion of olive-growing stepped up irrigation, olive oil extraction techniques. Excavations at Sufeitula(present-day Sbeitla) and Thysdrus(El Jem) and Roman mosaics discovered in Sousse, attest the widespread culture of olive-trees throughout Tunisia.
- Tunisia is the largest olive oil producer outside the European Union, and comes fourth in the world following Spain, Italy and Greece.
- Since ancient times, olive oil was used for various purposes: Athletes used it to massage their muscles to make them suppler, women used it to keep their skin looking young, it was thought to be a strengthening tonic which helped prevent baldness, and with addition of wine and spices, it was used for cosmetic.
- The collection of the archeological and ethnographic objects and utensils attest the importance of olive oil in the everyday life and people's art living throughout the History of Tunisia.
- The olive (*OleaEuropea*) is an ancient fruit worthy of the loresand acclaims that surrounds it. Marvelously versatile, it is enjoyed as a condiment, served as an appetizer, ground into spreads, tossed into salads, simmered with stews and sauces and essentially pressed for its oil. It yields heart-healthy olive oil and satisfies all of the five tastes: sweet, sour, salty, bitter and pungent. Its traditional reputation as a healthy food is being highlighted by modern sciences, as studies on the Mediterranean olive-consuming people have shown.
- All of our Tunisian olives are traditionally cured, helping them retain a unique bouquet a full flavor and a distinctive texture that you get from eating the olive at its source.Table olive varieties are characterized by features such as good fruit size an excellent taste, a good flesh-to-stone ratio and an easy detachment of the flesh from the stone.

# **OLIVE OIL**

**Olive oil is obtained from the fruit of the olive tree by manual or mechanical means. The olive oil is a product, which is natural and can be consumed as soon as the procedure of its collection has been completed.**

- It is almost totally absorbed by the organism (98%) and it gives the same number of calories as all the other natural oils, which are 9.3 for each gram. It comprises the basic source of fats in Mediterranean Nutrition.**

- The fats of vegetable origin contain more polyunsaturated and monounsaturated fat acids and are considered healthy since they do not contain any cholesterol.**

- Different types of olive oil can be found with more or less processing such as green olive oil, organic olive oil, and aromatic olive oil.**

- Green Olive Oil –The First Oil of The Year**

# PROCESSING STAGES

Following the harvesting, the fruit is transported to the oil press where the processing stages begin:

- Fruit weighing and delivery.
- Leaves removal, which is a necessary step because they give a bitter taste to the olive oil and enriches it with chlorophyll which is a negative factor in the quality.
- Washing.
- Grinding and milling, whereby the fruit gets crushed with mechanical hammers (in previous years, mill stones).
- Kneading of the olive pulp.
- Centrifugal separation of the stone of the olives.
- Collection of oil from the olive pulp.
- Final separation where the water is separated from the oil and the oil is cleaned.
- Packing
- The mills' hygiene conditions are very important as well as the temperatures which determine the quality and the maintenance of the nutritious and quality characteristics of the oil.

Also, the tanks must be stainless steel and located in shady areas in order to keep the oil in a safe place without further quality deterioration.

# **EXTRA VIRGIN OLIVE OIL**

**The extra virgin olive oil of the first unripe fruit of the year has a rich, fruity and spicy smell but also a bitter taste.**

**It is usually available in small quantities and selected from the best olives. Green olives are collected by hand and not by beating or falling.**

**This rare taste, the green olive oil has, is of limited lifespan; the consumer has only 9 months to enjoy it.**

**It is rich in anti-oxidants by nature and combines a superior taste with a high organic value**

# RECEPTION OF OLIVES





# WASHING STEPS









# GRINDING AND MILLING







# CENTRIFUGAL SEPARATION









# FINAL SEPARATION OF OLIVE OIL







# STORAGE OF OLIVE OIL













# LABORATORY & ANALYSIS



# FILTRATION STEPS





# FILLING & BOTTLING











# COVERING PALLETS



# CERTIFICATIONS

- ISO 22000
- ORGANIC CERTIFICATION BY “ECOCERT”
- KOSHER BY CRC
- FDA
- JAS
- INTERNAL LABORATORY FULLY EQUIPED TO CONTROL THE QUALITY AND THE TRACABILITY OF OUR PRODUCTS.

**THE CHALLENGE OF VOG IS TO ENSURE THAT THE QUALITY OF OUR OLIVE OIL REMAINS EQUALLY HIGH FROM THE MOMENT OF ITS SELECTION UNTIL THE TIME OF ITS DELIVERY TO THE CONSUMERS.**

**GREAT EMPHASIS IS GIVEN TO THE COMPLIANCE WITH THE STRICTEST HYGIENIC RULES IN ALL PRODUCTION STAGES IN ORDER TO PROVIDE THE SUPPLY CHAIN WITH SAFE PRODUCTS.**

**Deciding when to harvest is a critical decision for olive oil makers.**

- **Earlier-harvested olives tend to yield a greener, more bitter oil that is rich in Polyphenols(a group of antioxidants).**
- **Later-harvested, riper olives usually create mild, buttery oil, with much lower Polyphenol levels.**
- **At our farms the harvesting takes place from the middle of November to the end of February by ways of hand-picking and tree-shaking machinery.**
- **The oil is then extracted in the VOG partner state-of-the-art mill, at low temperatures to keep all the aromas and nutritional values in tact.**
- **The best olive oil is pressed soon after harvesting ideally within 24 hours.**
- **Early harvested olive oil is pressed during the beginning of the harvest season when the olives are still green or have turned a light purple.**
- **A new tree takes about six to seven years to establish, twice as long as a vine, but can produce for hundreds of years.**
- **At Our farm the average age of the trees is between 30 to 80 years old.**
- **The oil pressed from green olives has intense flavor, and is naturally higher in antioxidants.**



**THANK YOU  
FOR YOUR INTEREST !**

To learn more about us :  
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