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(Announcements)

OTHER ACTS

EUROPEAN COMMISSION

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

(2016/C 474/07)

This publication confers the right to oppose the application pursuant to Article 51 of Regulation (EU) No 1151/2012 of the European Parliament and of the Council ⁽¹⁾.

SINGLE DOCUMENT

'MARCHE'**EU No: IT-PGI-0005-01338 — 26.5.2015****PDO () PGI (X)****1. Name(s)**

'Marche'

2. Member State or Third Country

Italy

3. Description of the agricultural product or foodstuff**3.1. Type of product**

Class 1.5. Oils and fats (butter, margarine, oil, etc.)

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

'Marche' Protected Geographical Indication is reserved for extra virgin oil made from olives grown in the geographical area referred to in point 4.

In order to be released for consumption, 'Marche' Protected Geographical Indication extra virgin oil must have the following characteristics:

— colour: yellow/green,

— smell/taste:

Descriptor	Median
Defects	0
Fruity	3-7
Bitter	2,5-7

⁽¹⁾ OJ L 343, 14.12.2012, p. 1.

Descriptor	Median
Pungent	3-7
Grass and/or almond and/or artichoke	2-6

Maximum total acidity by weight, expressed as oleic acid: 0,4 %

Peroxide value: ≤ 12 (meq O₂/Kg)

Oleic acid: min. 72 %

Linoleic acid: max. 9 %

K232: max. 2,2

K270: max. 0,15

Delta K: max. 0,005

Total polyphenols: min. 200 mg/kg (determined colorimetrically and expressed as gallic acid)

Marche PGI is characterised by a medium green fruitiness, medium pungency and medium bitterness, with slight upward or downward variations in intensity linked to agronomic/technological parameters and to the year. The fruitiness is characterised by fresh herbaceous notes accompanied by a typical scent of grass, sometimes accompanied/replaced by scents of almond and/or artichoke depending on the variety mainly used.

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

Twelve main varieties, including ten native ones, are used to produce 'Marche' Protected Geographical Indication. The native varieties are: Ascolana tenera, Carboncella, Coroncina, Mignola, Orbetana, Piantone di Falerone, Piantone di Mogliano, Raggia/Raggiola, Rosciola dei Colli Esini and Sargano di Fermo. The other two varieties, Frantoio and Leccino, are used by custom as they have both been present in the area for around a century since becoming common following the harsh freezes in 1905, 1929 and 1956 owing to their resistance to the cold as well as their high productivity. The twelve varieties mentioned above must be present in olive groves, alone or together, at a minimum of 85 %. Other varieties are allowed up to a maximum of 15 %.

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

All the stages in the production process: namely cultivation, harvesting and oil extraction, must take place within the identified geographical area.

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

'Marche' PGI oil must be marketed in recipients permitted by the legislation in force and with a capacity not exceeding 5 litres. The recipients must be sealed and labelled.

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

The label must feature the wording 'olio extravergine di oliva "Marche" IGP' ("Marche" PGI extra virgin olive oil) in distinct, indelible lettering in such a way that it can be distinguished from all the other information given on the label.

It is permitted to use names, holding names, company names, association names or private trademarks, provided that they have no laudatory purport and are not such as to mislead the customer.

The names of holdings, estates and farms may be used only if the product is made exclusively from olives harvested from olive groves belonging to the holding in question. Reference to packaging at an olive holding is permitted only if the oil is packaged on the holding in question.

These notices may appear on the label in lettering the height and width of which do not exceed half of those used to indicate the protected geographical indication.

It is permitted to use the word 'monovarietale' ('single-variety') followed by the cultivar listed in point 3.3 used.

The year of production of the olives from which the oil was made must be indicated on the label.

The European protected geographical indication symbol must be included on the label, in CMYK or black and white, in compliance with the provisions in force.

4. Concise definition of the geographical area

The production area for 'Marche' Protected Geographical Indication covers the municipalities listed below, the territories of which are olive-growing areas capable of producing olives with the required quality characteristics. Set out below, firstly, is a list of the municipalities that fall within the 'Marche' PGI area. For municipalities not included in full, a list of the cadastral map sheets falling within the area is provided. Each municipality is divided into map sheets and parcels, and the sheets are numbered separately for each municipality. Complete documentation is deposited with the Revenue Agency (Land Registry).

(a) Municipalities included in their entirety:

Acquaviva Picena, Agugliano, Altidona, Ancona, Appignano, Appignano del Tronto, Ascoli Piceno, Auditore, Barbara, Barchi, Belforte all'Isauro, Belforte del Chienti, Belmonte Piceno, Belvedere Ostrense, Camerano, Camerata Picena, Campofilone, Camporotondo di Fiastrone, Carassai, Cartoceto, Castel di Lama, Castelfidardo, Castelleone di Suasa, Castellplanio, Castignano, Castorano, Chiaravalle, Cingoli, Civitanova Marche, Colli del Tronto, Colmurano, Corinaldo, Corridonia, Cossignano, Cupra Marittima, Cupramontana, Falconara Marittima, Falerone, Fano, Fermignano, Fermo, Filottrano, Folignano, Force, Fossombrone, Francavilla d'Ete, Fratte Rosa, Frontino, Gabicce Mare, Gradara, Grottammare, Grottazzolina, Gualdo, Isola del Piano, Jesi, Lapedona, Loreto, Loro Piceno, Lunano, Macerata, Macerata Feltria, Magliano di Tenna, Maiolati Spontini, Maltignano, Massa Fermana, Massignano, Mercatino Conca, Mergo, Mogliano, Mobaroccio, Mondavio, Mondolfo, Monsampietro Morico, Monsampolo del Tronto, Monsano, Montalto delle Marche, Montappone, Monte Cerignone, Monte Giberto, Monte Porzio, Monte Rinaldo, Monte Roberto, Monte San Giusto, Monte San Martino, Monte San Pietrangeli, Monte San Vito, Monte Urano, Monte Vidon Combatte, Monte Vidon Corrado, Montecalvo in Foglia, Montecarotto, Montecassiano, Monteciccardo, Montecopiolo, Montecosaro, Montedivino, Montefalco Appennino, Montefano, Montefelcino, Montefiore dell'Aso, Montegiorgio, Montegranaro, Montegrimano Terme, Montelabbate, Monteleone di Fermo, Montelparo, Montelupone, Montemaggiore al Metauro, Montemarciano, Monteprandone, Monterubbiano, Montottone, Moresco, Morro d'Alba, Morrovalle, Numana, Offagna, Offida, Orciano di Pesaro, Ortezzano, Osimo, Ostra, Ostra Vetere, Palmiano, Pedaso, Peglio, Penna San Giovanni, Pergola, Pesaro, Petriano, Petriolo, Petritoli, Piagge, Piandimeleto, Pietrarubbia, Poggio San Marcello, Pollenza, Polverigi, Ponzano di Fermo, Porto Recanati, Porto San Giorgio, Porto Sant'Elpidio, Potenza Picena, Rapagnano, Recanati, Ripatransone, Ripe San Ginesio, Rosora, Rotella, Saltara, San Benedetto Del Tronto, San Costanzo, San Giorgio di Pesaro, San Lorenzo in Campo, San Marcello, San Paolo di Jesi, Santa Maria Nuova, Santa Vittoria in Matenano, Sant'Angelo in Pontano, Sant'Elpidio a Mare, Sant'Ippolito, Sassocorvaro, Sassofeltrio, Senigallia, Serra de' Conti, Serrungarina, Servigiano, Sirolo, Smerillo, Spinetoli, Staffolo, Tavoleto, Tavullia, Tolentino, Torre San Patrizio, Trecastelli, Treia, Urbino, Urbisaglia, Vallefoglia, Venarotta.

(b) Municipalities partially included (the dash indicates that all the cadastral map sheets between the two figures are included; for example, 4-8 means that map sheets 4, 5, 6, 7 and 8 are included):

Acquacarina — map sheets 3, 7, 8; Acqualagna — map sheets 1-31, 34-54; Acquasanta Terme — map sheets 12, 22-26, 34-39, 45-50, 57-67, 71, 73-84, 90-92, 95-98, 104, 105, 110-113; Amandola — map sheets 1-26, 29-34, 40-50, 53-60, 65, 66, 68-70; Apecchio — map sheets 2-7, 21; Apiro — map sheets 1-20, 22-29, 33-41, 48-50, 53-55, 64, 65; Arcevia — map sheets 1-39, 41-48, 52-59, 63-69, 73, 75-79, 84-90, 93-101, 103-109, 114-121, 123; Cagli — map sheets 1-40, 42-61, 65-83, 85-104, 107-117, 122-138, 150-157, 176-180, 192-198; Caldarola — map sheets 1, 2, 6, 8, 13-16, 22-25, 30; Camerino — map sheets 1-9, 15-19, 25-28, 34-36, 43-50, 58-65, 71-75, 78-87, 89, 90, 102-124; Carpegna — map sheets 1-24, 28-30; Castelraimondo — map sheets 1, 3, 4, 10-22, 24-28, 30-32; Cerreto d'Esi — map sheets 1-3, 8-20; Cessapalombo — map sheets 1, 2, 4, 5, 7-9; Comunanza — map sheets 1-16, 18-25, 27-30, 33-38, 41-44, 46-52, 54; Esanatoglia — map sheets 2-4, 9-11, 13, 14, 17, 19, 20, 26; Fabriano — map sheets 19-22, 25, 26, 39-43, 57-63, 80-87, 93-103, 117-122, 136-143, 153-159, 167-170, 177-180, 192-195, 208, 216, 225-227; Fiastra — map sheets 1, 6-8, 10, 11, 14-17, 23-26, 32-37, 40, 45; Fiordimonte — map sheets 1-7; Frontone — map sheets 1-12, 15; Gagliole — map sheets 6, 7, 11-13, 16-19, 21, 22; Genga — map sheets 1-3, 7, 12, 18, 20, 24, 25, 29, 34, 40-42, 50-52, 60-63, 68-70; Matelica — map sheets 11, 16-19, 21-26, 31-35, 40-45, 48-58, 60-83; Mercatello sul Metauro — map sheets 27-29, 36, 47-51, 59-61, 69; Montefortino — map sheets 6-8, 11, 12, 19, 22, 23, 28, 35, 46; Montegallo — map sheets 7, 8, 13; Muccia — map sheets 1, 4, 7-9, 11, 12, 18-21; Pieve Torina — map sheets 2, 5-7, 23-25, 35-37; Pievebovigliana — map sheets 1-16, 20, 21, 26; Piobbico — map sheets 8, 16, 17; Pioraco — map sheets 8-10, 12-15; Poggio San Vicino — map sheets 1, 2, 5, 6, 11; Roccafluvione — map sheets 1-22, 27-36, 38, 40-50, 52-60; San Ginesio — map sheets 1-35, 37, 39-56, 59-64, 68-77; San Severino Marche — map sheets 1-6, 13-26, 31-40, 45-51, 57-67, 68, 77-85, 90-100, 106-117, 120-128, 131-143, 148-159, 165-172, 181-186, 191-197; Sant'Angelo in Vado — map sheets 1-49, 52-56, 60-64, 67-87; Sarnano — map sheets 1-5, 7, 9-15, 21-24, 29-32, 36-39, 43-45; Sassoferrato — map sheets 1-4, 6-9, 12-16, 21-25, 27-35, 37-46, 48-57, 61-68, 72-75, 82-88, 93-96, 100-102, 107-110, 117-119, 125-128, 136, 137; Serra San Quirico — map sheets 1-3, 5-10, 16-20, 25-28, 32-36, 38-43, 45; Serra Sant'Abbondio — map sheets 1-5, 7-10, 12, 15-17; Serrapetrona — map sheets 9-13, 19, 20, 25, 26, 30, 31, 34; Urbania — map sheets 1-16, 18, 19, 21-33, 38-44, 48-59, 64-69, 76, 77.

5. Link with the geographical area

The reputation of 'Marche' oil dates back many centuries and has been maintained until the present day. The oldest historical references mention 'di Marca' or 'de Marchia' oil, whereas over the past two centuries the plural form 'Marche' oil has become more widespread, referring to the name of the Region which definitively appeared in the decree annexing it to the Italian State in 1860.

Marche oil and the quality thereof are mentioned in the period of the 'signorie' (lordships). In 1228, boats from Marche that docked on the banks of the Po in Ferrara had to pay a toll known as the 'ripatico' amounting to 25 pounds of oil, which was attributed a higher value than that from other regions. This is confirmed by the rules of the 'Arte dei Ternieri' (oil vendors' guild) in Venice, drawn up in 1263, which specified that 'de Marchia' oil had to be distinguished from other similar products and resold at a higher price owing to its colour and taste.

Marche oil was also sold to Florentine traders: in 1347 the wool makers of Florence imported no fewer than 2 500 'orci' (terracotta pots) of olive oil from Marche. Such exports to other regions continued until the mid-1600s. Lastly, in a February 1828 letter, the great Marche poet Giacomo Leopardi reported to his father that 'l'olio della Marca' (oil from La Marca) was also famous outside the region.

This age-old reputation has remained unchanged over the centuries and, now more than ever, Marche oil is sought out and appreciated because of its characteristics. This is demonstrated by the numerous accolades received nationally and internationally in recent years by firms from Marche (named best traditionally pressed Italian oil by the Unione Mediterranea Assaggiatori Oli (Mediterranean Union of Oil Tasters), World Culinary Cup at Expogast, International Olive Oil Award in Zürich, Los Angeles County Fair, Der Feinschmecker, Slow Food's Due Olive Award, BioFach, AVPA in Paris, New York International Olive Oil Competition, Global Olive Oil Competition in Shanghai, Copenhagen International Olive Oil Awards, Enohobby's Orciolo d'oro, Ercole Olivario).

Another factor is the spread of the name, both in trade and in everyday language, of which there is ample evidence. Most significantly, typing the words 'olio Marche' into the main search engines brings up thousands of documents, many of which are particularly important and testify to the spread of the name among those in the know, starting from businesses.

In trade, the spread of the name has been limited in recent years by European rules on indications of origin (Regulation (EC) No 2815/98, Regulation (EC) No 1019/2002 and Regulation (EU) No 29/2012). Nevertheless, demand on the market has led many producers to still use the geographical reference 'olio Marche', as demonstrated by the numerous penalties handed down by the relevant department at the Ministry of Agricultural, Food and Forestry Policy.

This positive reputation enjoyed by Marche oil undoubtedly stems from its quality characteristics, which are down to a combination of soil- and climate-related, technological and socioeconomic factors.

Marche oil is a recognisable product that is yellow-green in colour and generally of medium or medium-intense fruitiness. Overall it is a very aromatic oil with well-balanced taste sensations. The description of the taste and sensory profile of 'Marche' oil, based on analyses carried out on 259 samples since 2009, is confirmed by the technical report drawn up by the head of panel at ASSAM (Marche Agency for Agrifood Sector Services) (panel accredited by the International Olive Council in 2001 and now authorised by the Ministry of Agricultural, Food and Forestry Policy).

Another study was carried out by the Institute for Olive Oil Production in Pescara with the aim of identifying 'elements of interregional characterisation'. This involved recording ¹³C spectra for hundreds of samples of oil produced in Marche. The statistical analysis of the relative intensities of the ¹³C signals of the fatty acids of the triglycerides aimed to identify groupings of homogeneous oils influenced by the geographical area of production. On this scientific basis, the study ascertained that, in comparison with oils originating in the regions of Abruzzo and Puglia, oils from the Marche Region form 'a distinct grouping'. This is further confirmation of the specificity of Marche oil stemming from its specific characteristics that can be attributed to the interaction between the geographical environment and the area of production.

According to the classification by Mennella, who divided Italy into 15 climate zones, the Marche region, with its annual isotherm of between 15 ° and 16 °, falls within zone 6 (Central Adriatic).

The production area covers around 76 % of the Region and makes it possible to ensure that the PGI is economically sustainable, since it allows there to be a critical mass of product which, although representing only around 0,5 %-0,7 % of the national output, can ensure a satisfactory return for farmers, in line with one of the fundamental principles of Regulation (EU) No 1151/2012.

The specificity of the product does not vary greatly between the various olive-growing areas in Marche, as the production area is fairly homogeneous and, it should also be stressed, 'Marche' oil is produced predominantly using native varieties that have been bred over the centuries, becoming well established.

Marche is the most northerly Adriatic region where olive trees are the main tree crop. This influences the unique nature of the product, which is characterised by a fluidity that results from there being less synthesis of saturated fatty acids, such as palmitic acid and linoleic acid, as compared to oleic acid and other unsaturated acids. This composition of acids brings it closer to the oils of Lake Garda or Liguria as borderline areas for the presence of olive growing and the resulting unsaturation of the fat given the semi-continental climate conditions. The fact that temperatures tend not to be particularly high also encourages the presence of polyphenols, the content in which is the highest among all the registered Italian designations (42 PDOs and 1 PGI). Local varieties which, over the centuries, have become adapted to the Marche environment help to further enrich the sensory profile of the oil with specific scents (grass, almond, artichoke).

Another feature of the specificity of Marche oil is the level of maximum acidity (0,4 %), which is the lowest of all among the registered designations. This qualitative parameter significantly reduces the variability of the oil obtained in the identified production area.

Another factor that helps to characterise the quality of Marche oil is the particular attention that has traditionally always been given during the harvesting stage both to choosing the optimal period and to the method used. Over time, the method has remained the same, with the olives being harvested directly from the tree, either by being picked by hand, or with the aid of tools — which is currently the most widespread way — or with mechanical systems that ensure the olives remain whole and are not damaged. Olives that have fallen to the ground have never been harvested in Marche.

There is also a long tradition of oil extraction technology in Marche. A 1910 census in the province of Ancona recorded 163 oil mills in operation, powered either by animals or mechanically. It can thus be inferred that such equipment was widespread in all the municipalities of the region in which olives were grown. In 2000, 165 oil mills were operating in the region. Such facilities are so widely distributed that it can be said that, at present, olive pressing services are available in all municipalities where olives are grown. This is a veritable network of oil mills which ensures that oil extraction takes place quickly, without the quality of the olives being compromised. The availability of modern technologies is also down to the presence, in the Marche Region, of the world's leading oil industry machinery producer.

Reference to publication of the specification

(second subparagraph of Article 6(1) of this Regulation)

The consolidated text of the product specification is available on the internet:
<http://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/3335>

or alternatively:

by going directly to the home page of the Ministry of Agricultural, Food and Forestry Policy (www.politicheagricole.it) and clicking on 'Prodotti DOP e IGP' (at the top right-hand side of the screen), then on 'Prodotti DOP, IGP e STG' (on the left-hand side of the screen) and finally on 'Disciplinari di produzione all'esame dell'UE'.
