

## Unaprol requests a National Plan 2.0 to guarantee the future of the Italian olive grove

The Consorzio Olivicolo Italiano (Unaprol) has asked the Government for a National Plan 2.0 that combines innovation and modernity with the historical and cultural heritage of the olive sector in order to guarantee the future of the olive grove.

The entity has opted to reduce production costs and to increase the cultivation area from 1 to 1.8 million hectares in the next four years, also increasing irrigation areas and innovative water saving techniques.

"It is necessary to increase the quantity, but the real challenge for the future of the sector involves the development of a policy based on value. For this, it is necessary to work with tools of the supply chain that can create productive stability and, therefore, market, also in terms of exclusivity," said the president of Unaprol, David Granieri.

Granieri has considered important to undertake a process that leads to the modernization of the processing plants and the improvement of the storage capacity of the product, "but all this must be done in parallel with the defense of a sector that remains a point of reference in the world for its quality and diversity".

In this sense, he believes that "it is unthinkable to imagine a future based only on superintensive plants of foreign cultivars, since this situation would distort our identity and cancel a unique heritage at a historical, cultural and landscape level".

"We are open to discussion with all those who are willing to commit to improve the production of Italian olives and find solutions that can reconcile development, identity, biodiversity and sustainability from a landscape, agronomic and environmental point of view", Granieri has concluded.

Lien article : <https://en.mercacei.com/noticia/1857/news/unaprol-requests-a-national-plan-2.0-to-guarantee-the-future-of-the-italian-olive-grove.html>

