




VALDEFLORES

EXTRA VIRGIN OLIVE OIL Holistically managed orchards

ACTYVA Co. is a non for profit multi/stake holders co-operative based on mutual aid, social justice and sustainability. Our vision is an agriculture approach locally implemented according to global principles of agro-ecology and food sovereignty. In Valdeflores (Cáceres, Extremadura, Spain) we produce high quality, enjoyable and affordable food and, in the meanwhile, heal traditional landscapes and practices.

ACEITE DE OLIVA VIRGEN EXTRA

De 6 hectáreas de olivos gestionados holísticamente en combinación con ovino y ganado negro en el paraje llamado Valdeflores (Sierra de la Mosca, Cáceres, Spain). Nuestra cooperativa de tipo integral agrupa a consumidores, técnicos y agricultores quienes trabajan conjuntamente para hacer llegar este oro líquido libre de productos químicos y obtenido directamente de aceitunas y sólo mediante procedimientos mecánicos.

Información Nutricional Por 100 ml

VALDEFLORES CO. 3378 kJ/802 kcal.

GRASAS: 91 gr.

De las cuales: Saturadas: 16 gr.

Monosaturadas: 66 gr.


Póliposaturadas: 9 gr.

GLÚCIDOS: 0 gr.

PROTEÍNAS: 0 gr.

SAL: 0 gr.

100% ORGANIC



VALDEFLORES

Holistically managed olive orchards. A trade mark by *Revitalizando* "Revitalizando la comunidad y la tierra"

ACEITE DE OLIVA VIRGEN EXTRA

Extra Virgin Olive Oil

How did the idea come up?

Information about Valdeflores, Merineando, BBBFarming and ACTYVA Co.

In 2010 CNT decided to promote agroecology, direct selling platforms and cooperatives. ACTYVA, Co. was created by CNT in Extremadura as a non-for profit multi-stake holders in 2014. Nowadays we are more than 400 members covering a wide range of necessities from food, building and education (see www.cooperactyva.org) to research, consultancy, training, ICTs and marketing. BBBFarming is a platform of marketing, training and certification servicing small holders and emerging farmers in order to add value to organic sector. Also, BBBFarming facilitate the transition of new entrepreneurs to a more sustainable life style in the countryside. The farmers and consumers have joined the co-cooperative closing the food supply chain and creating the conditions to launch our own delivery service ("Cáceres para comérselo") and a participatory guarantee system (PGS) which afford and assess healthy and sustainable food.

Since 2016 we have rent a 110 hectares farm, Valdeflores, near Cáceres city (Extremadura, Spain). Previously we have started to manage about 50 ha of abandoned olive orchards and pastures in the same area: La Montaña, Sierra de la Mosca. Within Merineando, we restore the land and produce high quality wool from a flock of black merino (an endangered local breed) for another project of ACTYVA: DehesaLana.



Fig. 2. Elisa wears a shawl handcrafted with DehesaLana yarn from the wool of Merineando flock. Valdeflores, December 2018.



Fig. 3. The two liters olive oil bottle.

Extra virgin olive oil from a 15 ha orchard managed holistically in combination with a black merino flock in the spot called Valdeflores (La Montaña, Sierra de la Mosca, Cáceres, Spain). Our multistakeholders co-operative brings together consumers, technicians and farmers who work to afford you this gold liquid free of chemistry and obtained directly from hand-harvested olives and only by mechanical procedures.

1. The context

Valdeflores in the context of Extremadura.

Although joining farmers from wide Iberian Peninsula the origin of ACTYVA Co settles in Extremadura, the Spanish Midwest region homeland of “dehesa” (Spanish) or “montado” (Portuguese) -almost wooded pasture well-known as the largest high nature value farming system in Europe-, where traditional agriculture has persisted after the “green” revolution. Near 10% of the GDP of Extremadura and 15% of its labour force depend on agribusiness. The most important productions are related on olive trees, vineyards; tomato, paprika; cherries, peaches and other fruits; some cereals specially rice and maize; and overall livestock: free-range Iberian swine, beef cattle, sheep and dairy goats.

According to a Spanish Senate's report (2011) the towns surrounded by dehesa/montado have 8% less economical activity than the rest in Spain. In fact, Extremadura -over one million inhabitants- is the most rural and last region under European Union convergence objective in Spain because of its economic underdevelopment. About a third of the workers and one each two young ones are job seekers. The situation is specially sensitive for formerly construction employees who don't have any option when they are back to their home towns and villages since global crisis started. For them agriculture and food production is probably the only chance to earn regular incomes.

Supporting the struggle against unsustainable mining

The Australian mining company Infinity Lithium (formerly Plymouth Minerals) pretend to literally “swallow” La Montaña, (“the mountain”) which surrounds the city, and which is only 2 km away from the old city of Cáceres (UNESCO heritage). The project would be set just by our farm Valdeflores (Fig. 5). After the first field works of the local partner (Valoriza) the citizens of Cáceres have organized and launched a platform (“Salvemos la Montaña”: “Save The Mountain”) to face the plans of the

company. Till the moment the Council and the Regional Government have not supported the project. This EVOO supports the platform "Salvemos la Montaña" since ACTYVA joined it since its foundation. It would be nice if your organisation back the campaign following in social media and with your dissemination and, of course, consuming this olive oil (see Pricing and ordering at the end of this document).

Organic food for healthy people, healing land and sustainable countryside.

Extremadura is one the first Spanish regions in wine and olive oil production (more than a third of the certified area is for olive trees and there are near 30 oil factories) and especially non critic fruits (second Region in Spain). Organic sheep and beef cattle populations are really important since the Southwest of Spain is almost grasslands ("dehesa").

Sector	Area (ha) or units in 2012	Area (ha) or units in 2017	Increase (%)	Spanish ranking 2017	Spanish ranking 2012
Producers	3,231	3,020	-7	5 ^a	3 ^a
Total area	74,294	94,518	27	5 ^a	4 ^a
Vegs	107	556	420	7 ^a	10 ^a
Fruits*	730	879	20	3 ^a	2 ^a
Olives	31,478	29,581	-6	3 ^a	3 ^a
Vineyards	2,449	1,520	-38	6 ^a	5 ^a
Grasslands	31,572	49,171	56	4 ^a	4 ^a
Cattle	9,490	14,726	55	3 ^a	4 ^a
Sheep	38,205	62,966	65	2 ^a	3 ^a
Goats	2	326	16,200	13 ^a	16 ^a
Poultry	1,017	8,484	734	10 ^a	13 ^a
Hives	1,305	645	-51	12 ^a	8 ^a
Veg processors	146	114	-22	14 ^a	6 ^a
Animal processors	6	15	150	16 ^a	17 ^a

*Citric and tropical trees not included

Source: Spanish Agriculture Ministry (2013)

Fig 4. Organic data of Extremadura in relation to the rest of the regions of Spain

Target, satisfied needs...

BBBFarming service farmers and small holders from Spain and Portugal in order to facilitate the tools of marketing to increase their direct selling both through ACTYVA Co (when members) or on their own. Also we train young entrepreneurs who want to start up an agribusiness. Within the stakeholders of the co-operative there are unemployed for what the company is developing an strategic program to settle them in the countryside with the partnership of veteran farmers.

Supporting alternatives to increase farmers' incomes

Short food supply chain (SFSC) -when there is less than two intermediaries between producers and consumers- have emerged as an alternative to large food supply chain in what retailers monopolize decision and benefit on behalf of consumers and farmers. SFSC is used to identify a broad range of food production-distribution-consumption configurations, such as farmers' markets, farm shops, collective farmers' shops, Community supported agriculture, solidarity purchase groups. That's the reason we created "Caceres para comérselo" (Edible Cáceres) in 2014. CCXC is the hub of ACTYVA which is in charge of delivery and trading our own (and from some collaborators) food production. Although we are focused on local markets we have joined, when possible, transnational networks and alliances with different European organic stakeholders both for research and development or trading. Our first choice will be always those companies ACTYVA Co share vision and values and are betting for SFSC.



Fig. 5. Area which would occupy the mine, near to the City of Cáceres and next to Valdeflores (shadow shape).

In this context ACTYVA Co., a team of high qualified advisers and researchers, afford solutions to production, innovation and trade problems of agribusiness in Extremadura and sorrouded regions.

2. Product description

How is Valdeflores extra virgin olive oil? What makes us different?

2.1. Extra virgin olive oil.

An olive oil is considered extra virgin when it is produced only by mechanics process, is under 0,8% of acidity and pass a taster examination. The lowest acidity the highest quality. We could say that extra

virgin olive oil (EVOO) is the juice of the olive fruit. It has strong flavors and aromas, it is by far the healthier cooking oil and the only that is made without the use of chemical solvents and industrial refining. High quality standards (you can ask for our own analysis certification) start with the care of trees and carefully harvesting and picking the fresh olives, down to thoroughly monitoring every single step of the entire production process. There main chemist qualities of Valdeflores Extra Virgin Olive Oil are in the table below (fig. 6).

Fig. 6. Main parameters for extra virgin olive oil and data for this year Valdeflores EVOO

Parameter	Standard*	Valdeflores
Acidity	≤0,8	0,24
Peroxides	≤20	14
k-232	≤2,50	2,2
k-270	≤0,22	0,2
Δk	≤0,01	0,01
Oleic acid	55-83%	73,6%
Linoleic acid	3,5-21%	9,14%
Palmitic acid	7,5-20%	10,9%
Stearic acid	0,5-5%	2,10%
Palmitoleic ac	0,3-3,5%	1.00%
Linolenic acid	0,0-1,5%	0,23%

*According to International Olive Council.

Valdeflores olive varieties are picual, gordial and manzanilla. These last ones are more common for table olives than for oil which give a special taste to our raw oil, making it really suitable for salads and dressing.

Nutritional facts

ENERGY VALUE 3378 kJ / 822 kcal.

GREASES 91 gr. Of which: saturated 14 gr. Monounsaturated 64 gr. Polyunsaturated 9,1 gr.

GLUCIDES 0 gr.

PROTEINS 0 gr.

SALT 0 gr.

2.2. Production

a) Agroecology

Valdeflores is a 50 years old olive orchard set in a valley next to Cáceres and surrounded by mediterranean bush and dehesa. We don't have watering facilities and we practise a non-tillage agriculture in order to preserve the soil from erosion. The black merino flock is really important to close the cycle of nutrients and keep under control the grass.

b) DIY holistically

We manage apart from this 15 ha of olive orchards more than 50 ha of wooded pastures ("dehesa") with a flock of black merino sheep Based on Holistic Management (Allan Savory, 1999) . Apart from livestock production we face climate change increasing organic soil matter thanks to respecting grass recovery time. Livestock helps with fertilization of the olive orchards and keep the grass as we need also for olive production therefore we do not use any herbicide nor chemistry at all. We share a contest (vision, mision and values) and plan together our finances, facilities and production.

All the sheperds and olive harvesters are members of ACTYVA. All of them have an area of responsability and a percentage in the incomes of the olive oil (see fig. 6).

Fig. 6. Different hubs involved in the production of the olive oil from the orchards to your collective and the percentage of incomes received.

Hub name	Role	Tasks	Timing	Revenues
Merineando	Sheperds	Grass and facilities	All the year	10.00%
Aralur	Growers	Cutting and transportation	All the year	28.00%
Other ACTYVA's members	Harvesters	Harvesting the olives	December	30.00%
La Inmaculada, Co	Processor	Elaboration of the olive oil	December/January	17.00%
BBBFarming	Traders and PGS	Marketing, sales and advising	All the year	15.00%

3.2. Elaboration.

During the mechanical extraction process, the temperature must be kept below 30°C at all times. But even after the oil has been bottled, it is important to preserve all the nutrition properties, flavors and aromas to keep it away from heat and light.. In order to reduce price we have chosen PET instead of glass or caned-oil.

3.3. Trading and certification. .

BBBF certification scheme will be based on:

- **Bueno/quality.** Instead of EU organic certification we have our SPG scheme and laboratories analsisys to certify that Valdeflores EVOO is free of any synthetic chemicals.
- **Bonito/enjoyable.** Friendly marketing to increase acceptance and demand for direct selling food producers.
- **Barato/affordable.** Minimum trade and transport in order to minimize carbon print and cost thanks to a multi-isles network interchanging goods and services.
- **Fair/justo.** Same farm-gate price wherever the product goes.

The protocols and monitoring will be developed together by the different stakeholders (consumers, producers, processors and advisers) through a Guarantee Participatory System (GPS) according to IFOAM, SEAE and Extremadura Sana guidelines. Transparency, open source and access and friendly environment will be assured by the general making decision process of ACTYVA Co based on bottom-up approaches.

Social learning processes should replace the inefficient approach to technology transfer represented by the linear model of research and extension as top-down procedures.

3. Order and delivery

Pricing, special packaging, direct selling and transportation

You can order from one bottle but we recommend at least one pale (about 650 L) because of foot print and a more cost-efficiency transport. If you are interested in another packaging ask us just in case we could afford you.

Fig. 7. Different packaging and prices to distribution and final consumers (before taxes).

Bottle	Distribution	Final price*
250 ml	2,45 € **	4,90 €
2 L	13,40 €	26,80 €
5 L	30 €	60 €

* Recommended final price before taxes.
 ** One euro goes to the struggle against mining.



Fig. 8. General view of the black merino flock in Valdeflores olive orchard.