



**THE HEART
OF PUGLIA**



PUGLIA SVEVA®
CONSORZIO DI TUTELA
OLIO DOP TERRA DI BARI



Millenary olive tree in the rural area of Molfetta

History of olive trees in Puglia and in the Terra di Bari area

The first findings of olive trees in Puglia are dated around the 6th century BC and they are located in the area between Torre a Mare and Fasano. It was the **Phoenicians and the Greeks** who introduced the olive tree cultivation in the region, in particular in the province of Bari and, after them, the **Benedictine monks and the Cistercians**, to whom we owe the transformation, around the 5th century A.D. of large expanses of wild fields into olive tree groves that spread the culture of olive production in Puglia.



Dolmen of Bisceglie

Mill workers in the first half of '900
(Photo by Centro Studi Biscegliese)



Historical sources tell us that, in the 13th century, in Venice, the oil from Bitonto was sold at a price three times higher (3 ducats to 1,000 pounds) than the one coming from all other areas. Such prosperity lasts up to the dawn of the 17th century, when there was a severe crisis in the agricultural sector. Nevertheless, in the next century the economy recovers with the olive grove going to establishing itself increasingly on the agricultural landscape thanks to the skilled hands of tree trimmers and plant breeders from Puglia who transform the wooded areas in well-maintained lands, functional to harvest.

A natural heritage that today makes Puglia the first region for olive culture in Italy, with the highest number of enterprises (147,000, representing 33% of enterprises specializing in olive growing) involved and the largest farm area specialized in olive cultivation (34%) (source: INEA 2014).

People at work, 2000s



1. Ruvo di Puglia
2. Corato
3. Canosa di Puglia (Mausoleo di Boemondo)
4. Minervino Murge
5. Castel del Monte

Territory and Climate

The **karst** is a geological phenomenon affecting much of Puglia, but which finds its most visible expression in the Murgia, a topographic plateau of rectangular shape that dominates the central part of Puglia rising just south of the **Ofanto river**, the border of the Daunia, and declining 200 km further south in threshold Messapica, the natural border with Salento.

The Murgia karst phenomenon consists of limestones, calcarenites, sink-holes, caves, cavities sand furrows, called blades or ravines, an integral part of this landscape which, however, shows the lack of homogeneity characters as it splits up into three geological divisions: the high Murgia (Alta Murgia), the low Murgia (Bassa Murgia) and the coastal Murgia. The most representative is the northern area, known as **Alta Murgia**, located between the **provinces of Bari and Barletta-Andria-Trani (BAT)**, which presents a landscape particularly harsh and lonely, almost lunar, without urban centres and characterized by sunny summers and cold winters, whose eroded rock formations alternate with barren lands, sinkholes and basins, the **typical blades**.

Olive groves of Coratina in Andria



Section of land

Panorama towards the sea



Typical dry-stone walls



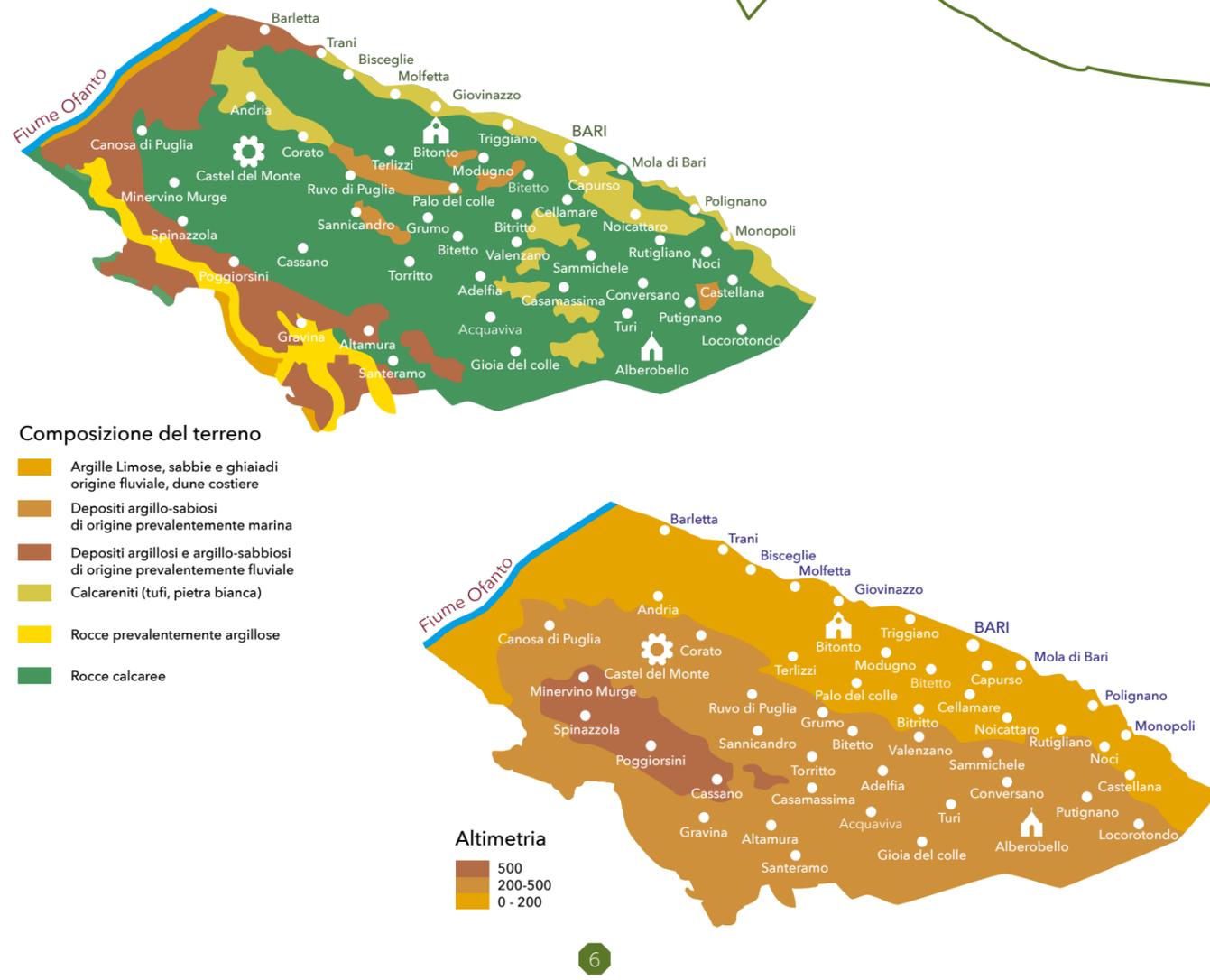
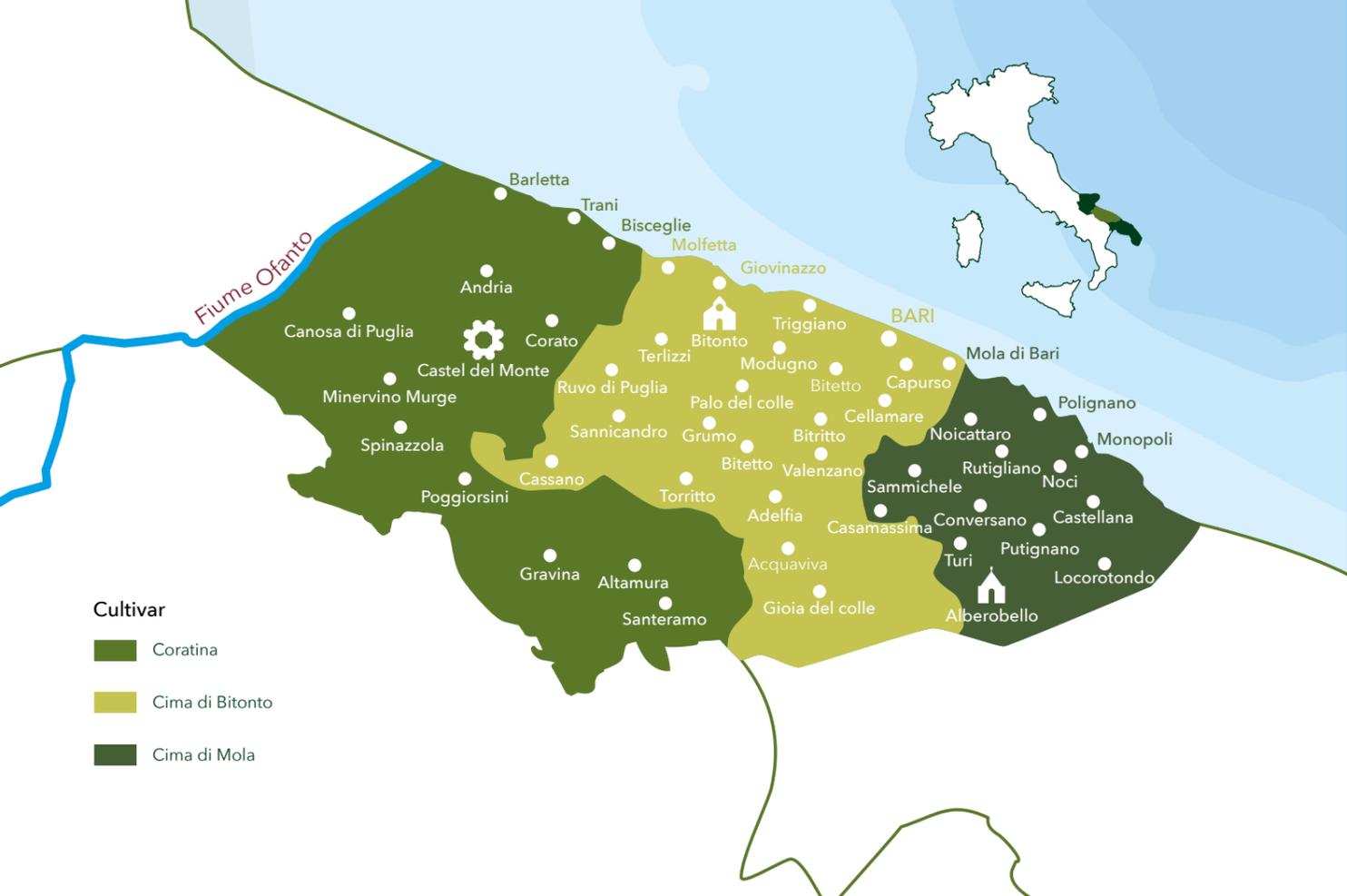
Jazzi

Here the available water for plants is very limited, as well as the presence of organic matter, while the content of exchangeable calcium, magnesium and potassium is very high.

However, **rainfalls** are **moderate**, scarce even in the summer, with average temperatures around **15-16° C** and with very accentuated seasonal temperature ranges, typical of a type of Continental Mediterranean climate becoming more sub-continental as we get closer to the Adriatic coast.

This **environmental ecosystem** represents the last example of pseudo-Mediterranean steppe in peninsular Italy and one of the most important in the Mediterranean area. For this reason, in 2004, it was established the Alta Murgia National Park which is now the largest rural park in Italy and one of the the largest in Europe. In this impressive habitat is also possible to find the patient traces of human labor, that has created small spaces to live and work by clearing the lands of all the ubiquitous stones.

Dry-stone walls as boundaries, "casedde" and trulli to shelter from bad weather, "jazzi" as sheep shelter along ancient sheep tracks of transhumance and farmhouses (masserie) for accommodation of the peasants and to preserve the harvest: these are the still active evidence of centuries of human settlement that now are also become accommodation for tourists.



Finally, there are also the historical and architectural evidence of the Norman-Swabian domination, whose traces can still be found in the municipalities of this district and find their climax in the majestic Castel del Monte, commissioned in the 13th century in the heart of Alta Murgia by Frederick II of Swabia, emperor of the Holy Roman Empire and one of the most extraordinary personalities of the entire Middle Ages, defined by his contemporaries "Stupor Mundi" as well as "Puer Pugliae", having chosen the region as his favorite residence.

Set on one of the highest hills of the Alta Murgia, dominating the entire territory of the municipality of Ruvo di Puglia, Corato, Andria, Minervino and Canosa di Puglia, Castel del Monte is universally known for its octagonal plan, full of symbolic and esoteric references. In 1996 was declared UNESCO World Heritage Site (its image is also reproduced on one Euro cent coined in Italy).

1. Teatro Petruzzelli, Bari
2. Bitonto Cathedral
3. Castel del Monte
4. Santa Maria Assunta Cathedral, Altamura



The Designation of Origin and Production Areas

The Protected Designation of Origin PDO Terra di Bari is reserved for extra virgin olive oil that meets all the requirements defined by regulation. It is obtained predominantly from **Coratina cultivar**, **Cima di Bitonto** and **Cima di Mola** that encompass three additional geographical indications: Castel del Monte, Bitonto and the Murgia dei Trulli e delle Grotte.

PDO Terra di Bari - **Castel del Monte** regards extra virgin olive oil obtained from the **Coratina olive variety** that is present in the groves for at least 80%.

Up to 20 % of olives of other varieties grown in the groves may be used. The production area encompasses the provinces of Bari and Barletta - Andria -Trani and the entire administrative territory of the municipalities of Altamura, Andria, Barletta, Bisceglie, Canosa, Corato, Gravina, Minervino, Poggiorsini, Spinazzola and Trani.



PDO Terra di Bari - **Murgia dei Trulli e delle Grotte** regards extra virgin olive oil obtained from the oil variety **Cima di Mola** present in the groves for at least of 50%.

Up to 50 % of olives of other varieties grown in the groves may be used. The production area encompasses the province of Bari, the entire administrative territory of the municipalities: Alberobello, Casamassima, Castellana Grotte, Conversano, Locorotondo, Mola, Monopoli, Noci, Polignano, Putignano, Rutigliano and Turi.



PDO Terra di Bari - **Bitonto** regards extra virgin olive oil obtained from the varieties of Bitonto or **Cima Ogliarola Barese** and **Coratina** present in the groves for at least 80%.

Up to 20 % of olives of other varieties grown in the groves may be used. The production area encompasses the province of Bari, the entire territory of the municipalities of Acquaviva delle Fonti, Adelfia, Bari, Binetto, Bitetto, Bitonto, Bitritto, Capurso, Cassano delle Murge, Cellamare Gioia del Colle, Giovinazzo, Grumo, Modugno, Molfetta, Noicattaro, Palo del Colle, Ruvo, Sammichele di Bari, Sannicandro, Santeramo in colle, Terlizzi, Toritto, Triggiano, Valenzano.



The Cultivars

PDO Terra di Bari encompasses three varieties of olive oil:

Coratina. Puglia cultivar par excellence, it has spread mainly in the province of Bari and the province Barletta - Andria -Trani. The plants are vigorous with excellent and constant productivity, with very high oil content. The extra virgin olive oil from Coratina is a category medium or intense fruity, rich in polyphenols and characterized by powerful aromas of artichoke, grass and fruit. The load of oleic acid and antioxidants is very high making these extra virgin olive oils among world's most resistant oils to rancidity.



Cima di Bitonto. Ancient variety of central Puglia, particularly common in the inner end of the province of Bari, where he is also known as Ogliarola or Paesana. The plants are often secular, always vigorous and characterized by a good productivity, with medium-high oil content.

The extra virgin olive oils from Cima di Bitonto are characterized by medium-fruity notes with hints of grass and fresh almond, with an always balanced and harmonious taste.



Cima di Mola. Considered by many one of the oldest cultivars of the Mediterranean area, it is the typical variety of Trulli area and covers a large part of the coastal strip of the southern part of the province of Bari.

The plant has a high productivity and drupes maturation occurs between mid-October and late November. The oil content is high and the obtained extra virgin oil stands out for a well-defined character, anticipated by delicate sweet almond notes.





Health benefits of extra virgin olive oil

The extra virgin olive oil has healthy properties directly proportional to the presence of polyphenols, oleic acid and antioxidants. Coratina, the most representative cultivar of Puglia Sveva (Italian for Swabia), is the world's richest variety in these components: tocopherols and vitamin E that boast average values of 290 mg per kg and peaks up to 450 mg, while polyphenols are around 1,030 mg per kg, with peaks up to 1,500, or nearly three times the average polyphenolic load of most Italian cultivars.

They do not differ much from the values of antioxidants and oleic acid present in the variety of Cima di Mola and Cima di Bitonto. It is actually proven that a constant consumption of extra virgin olive oil helps protect the heart, reducing the cholesterol level of "bad" (LDL) and increasing the "good" (HDL). Furthermore, it slows aging, prevents arteriosclerosis, it facilitates calcium assimilation and thanks to an acidic composition very similar to that of breast milk is indicated for weaning children.



Pairing food with extra virgin olive oil

The PDO extra virgin olive oil Terra di Bari is the basis of many recipes of Puglia Sveva. It is used in the preparation of breads, taralli and focacce as well as condiment for simple dishes, such as orecchiette with turnip greens, mashed broad beans with wild chicory or vegetable soups, and even to season and preserve the many varieties of local vegetables such as wild onions, bethrothal, eggplants, peppers and artichokes. The PDO oil Terra di Bari is one of the most important ingredients also for the preparation of traditional desserts, among which cartellate, in the form of small baskets, also known as Roses of Andria, covered with Vincotto (cooked wine) or honey, followed by Gravina Sasanelli and mostaccioli, all local gastronomic delights completing an excellent gastronomic offer.

Properties of PDO extra virgin olive oil Terra di Bari

PDO Terra di Bari - **Castel del Monte**

color: green with yellow highlights;
 smell: intensely fruity;
 taste: fruity with an average sensation of bitterness;
 maximum total acidity expressed as oleic acid, by weight not exceeding 0,5 grams per 100 grams of oil; PanelTest score at: > = 7.00;
 Peroxid number: <= 12 MeqO₂ / kg; K 232 <= 2,20%;
 K270: <= 0.180%;
 percentage of trilooin / Total triglycerides <= 0.20.

PDO Terra di Bari - **Bitonto**

color: green - yellow;
 smell: fruity;
 taste: fruity with a sensation of fresh herbs and a hint of bitter; maximum total acidity expressed as oleic acid, by weight not exceeding 0,5 grams per 100 grams of oil; PanelTest score at: > = 7.00;
 Peroxid number: <= 12 MeqO₂/Kg; K232 <= 2,40%; K270: <= 0.180%;
 percentage of trilooin / Total triglycerides <= 0.20

PDO Terra di Bari - **Murgia dei Trulli e delle Grotte**

color: golden yellow with green highlights;
 smell: slightly fruity;
 taste: fruity with a sensation of fresh almonds and a faint hint bitter; maximum total acidity expressed as oleic acid, by weight, not more than to 0.6 grams per 100 grams of oil; PanelTest score at: > = 7.00;
 Peroxid number: <= 15 MeqO₂ / kg; K232: <= 2.40%; K270: <= 0.180%;
 percentage of trilooin / Total triglycerides <= 0.20.





Images from the production process



Production and distribution methods

The product specification for the Controlled Designation of Origin of extra virgin olive oil Terra di Bari defines the conditions of cultivation, planting distances, types of cultivation and techniques of pruning of olive groves of the Puglia Sveva production area, ensuring the quality of the product of this territory.

The olive trees must be cultivated according to traditional pruning systems. The olive harvest must take place no later than January 30, by hand or with the aid of machines. The production may not exceed 100 quintals per hectare in intensive establishments.

The olives are transported to the olive oil mill in boxes or in other rigid containers where they should be transformed within two days from the collection. The oil content can not exceed 22% by weight of the olives that is the only ingredient used for the production of oil, through mechanical means and without the addition of chemical products for the extraction. The product should be packaged in glass containers or bottles or tinplate with a maximum capacity of 5 liters, with the obligation of indicate on the label the year of olive cultivation from which the oil is obtained.

Conservation

Thanks to the conspicuous presence of polyphenols, natural antioxidants, PDO extra virgin olive oil Terra di Bari is among the most resistant oils to oxidation, that is, the process of processing and rancidification of fatty acids, triglycerides contained inside. However, like all oils, it should be stored away from light and heat, at a temperature of 14-15 ° C and in stainless steel containers or dark glass which does not let the light pass.





Consortium for the Protection

The Consortium for the Protection and Valorization of the PDO Terra di Bari extra virgin olive oil was founded in 2000 by the merger of two previous consortia, Terra Bari and Terrautentica. In 2009 The Consortium obtained the recognition of the PDO.

Today it is the largest PDO oil Consortium in Italy and in Europe, with the largest certificated olive grove of Italy, and its objective is to protect, promote, enhance and manage the general interests of the PDO also by informing the Consumer.

Organization chart

BOARD OF DIRECTORS

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Spagnoletti Zeuli
Gaetano Dentamaro

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Saverio De Carlo
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Gianluigi Marella

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Crescenzo Rizzi

ALTERNATE MAYORS

Sebastiano Zingaro
Fabio Maurizio Molinaro

THE NUMBERS OF THE CONSORTIUM

Associates:
633 olive growers
36 bottlers
21 millers

Extra virgin olive oil certificated in 2015
3139.80 tons



CONSORTIUM FOR THE PROTECTION AND VALORIZATION OF THE PDO TERRA DI BARI EXTRA VIRGIN OLIVE OIL
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