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The Chronic Pathogens of the Olive Oil Sector and Their Impacts on Extroversion or Exports

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In this work, we will initially show the 20-year journey from the field to the shelf, literally including the preparatory stages (corporate identity, branded packaging, transnational partnerships, sale in supermarkets, etc.). Then we will refer to the pathogens that hold us back as a nation and by extension as a product (distrust, suspicion, conservatism, but also lack of knowledge of the rules of the market). Finally, we will outline the identity of olive oil that can dominate the market and unified management and creation of producer groups and agricultural partnerships to achieve economies of scale to make olive oil competitive in international markets.

Keywords: Olive oil marketing; producer groups; transnational partnerships.