

Results from the Implementation of the ANTIOXCERT Program in Table Olives

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The conditions that are formed in the international market for products (including olive oil and table olives), lead to the one-way path of product differentiation based on some special characteristics that can give them additional value, in relation to their competing products. One of the characteristics that can be exploited is their antioxidant power, since it is a variable quantity and depends on many factors that are susceptible to interventions both during cultivation and during the processing of the products. We try to highlight this feature with the ANTIOXCERT standard, with which we certify the antioxidant power of certain products, based on the quantification in each batch of the content of the main compounds to which the antioxidant power of the products in question is due. All products certified with the ANTIOXCERT standard are marked with a common mark, hoping to create a dietary standard, the “ANTIOX MEDERIAN” diet, which essentially differentiates the traditional Greek Mediterranean diet and creates added value in both agricultural products and in the gastronomy-tourism sector.

Keywords: Olive oil; antioxidant power; ANTIOXCERT; ANTIOX MEDERIAN.