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MEETING ABSTRACT OP

The future of Greek olive farming: The role of olive oil mills in competitiveness and sustainability

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Abstract: Olive oil mills are a crucial link in the value chain of Greek olive farming, ensuring the full utilization of olive pomace and contributing substantially to the circular economy of the sector. This paper examines their strategic role in shaping costs, sustainability and competitiveness, as well as their contribution to energy utilization and the production of value-added products. At the same time, the main challenges they face today—environmental requirements, regulatory framework and quality issues—as well as the emerging opportunities through technological upgrading and the green transition are analyzed. The aim is to highlight the prerequisites for a modern, sustainable and entrepreneurially strong sector.

Keywords: Olive oil, Mediterranean diet, phenolic compounds, cardiovascular health

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