

## 17 facts, views and tips on olive oil

Blog post 2/13

### 1. What is the fair price for 0.5 litres of olive oil?



First of all, a general point: one should live in a manner fitting with the way one spends money and the way one presents oneself so that a harmonious balance is created. Someone who drives a BMW, Mercedes or Porsche, or a woman wearing Chanel, Hermès or Christian Louboutin should not buy a three-quarter litre bottle of wine or a half-litre bottle of olive oil at a price of less than €10. In my opinion all aspects of one's personal life should be in balance: Education, circle of friends, home, furniture, car, clothes, food, holidays, hobbies. If you drive a car for which you may have spent a six-figure sum of money, why wear shoes for €40 or buy olive oil and wine for €5? It doesn't fit together and the different aspects of life don't harmonise with each other.

That's why I'm starting my blog series with the price of olive oil, so that you can make your own assessment right at the beginning. Because if you find that a 0.5 litre bottle of olive oil is not worth €10 to you, then you don't really need to read the rest of my blog. It all depends on your priorities. As far as I am concerned, I can say that I have never in my life chosen food by the price. That is not what I look for in food, my criteria concern quality. If I want to enjoy food, I allow myself the luxury of buying

the highest quality. This is not wastefulness, stupidity, snobbery or arrogance. It is not an offensive display of wealth or social status.

It is rather about my personal appreciation of food - I appreciate high quality - I love high quality food - I want to enjoy it at all costs.

With a car I have my limits. It should be safe and drive from A to B. But for me food is more than a mere necessity, it is a means of enjoyment. Of course you have to satisfy your hunger - but that is not what this is about. You can also eat without olive oil, but less well! For me, there are almost no upper price limits for good quality food. And if I can't afford or don't want a product at a certain price, I can choose another product which can be produced more cheaply.

A kilo of unripe olives costs around €2 locally in Italy and ripe olives are sold for €1 per kilo. For one litre of olive oil you need about 10 kilos of unripe or 5 kilos of ripe olives. In addition, there are economic costs of production and marketing: harvesting nets, harvesters, vehicles, ladders, grinding fees at the olive mill, pressing, bottles, closures, labels, cartons and marketing. These amount to at least 5 € per litre of olive oil. If we now also take into account the intermediary trade and the profit margins of the retail trade, we arrive at a price for a 0.5 litre bottle of pure olive oil of assured origin for olive oil traded in Germany of at least € 9 to € 18. To believe that you can buy 0.5 litres of genuine, unadulterated or non-adulterated olive oil of guaranteed origin for € 5 in Germany is no longer just naive, it is self-deception.

**A good olive oil should cost just as much as a good wine.**

For example, in one working day, a harvester collects grapes for 500 three-quarter litre bottles of wine. But if he collects olives instead, only 17 bottles of olive oil can be pressed from the olives collected in the same period of time, and with ripe olives the quantity can be almost doubled. This alone shows the immense amount of work involved in the olive harvest.

Do you remember or have you heard about the glycol wine scandal of 1985?

A well-known German discounter, let's call him "ES KOSTET NIX", offered mainly Spätlese and Trockenbeerenauslese wines and Eiswein for about 3.50 DM (equivalent to 1.79 €). At that time, such wines would have cost at least DM 25 if they had been produced by an honest and conscientious winegrower. These wines were not only mixed with sugar (which unfortunately is still legal today), but also adulterated with antifreeze to enrich the alcohol. The wine adulterations were discovered when a winegrower conspicuously wanted to claim large quantities of antifreeze for tax purposes, even though he only owned a small tractor. The lesson is that anyone who

buys a product which should actually cost DM 25 for DM 3.50 and actually thinks he is getting a bargain in this way is under great misconception..

**In this world nothing is free (or you end up buying rubbish).**

It is perfectly legitimate to set your personal priorities differently from mine, but in that case you should rather choose a good rapeseed or sunflower oil that costs about 2.50 € per 0.5 litre.

Think about it: on 9 June 2020, an ounce of gold cost €1665. If someone offered you an ounce of gold for €600, what would you think? "Oh, that is cheap! I'll buy that", or: "Fraud! I'd rather leave it alone"?

So if you are willing to spend at least €9 on 0.5 litres of olive oil, then you are welcome to read the next blog post, which will be about the characteristics of olives, olive oil and their quality features.

And if you are willing to pay at least €9 for a bottle of 0.5 olive oil, you are welcome to read the next part of the series, which focuses on the characteristics of olives and olive oil and why some oils are more bitter than others.

**DO YOU HAVE ANY QUESTIONS, SUGGESTIONS, ADVICE, MESSAGES, PROPOSALS?**

**PLEASE CONTACT US.**

**Your Ergin Family**

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