

BERAT

Olives and Olive Oil

An origin in the making

Title and context

The “Integrated Olive Production Protocol of Berat” is a technical guideline developed within a pilot project of the Albanian Ministry of Agriculture and Rural Development, financed by the World Bank and implemented by CRONO in cooperation with Berat Municipality and local farmers.

It supports the establishment and medium-term operation of two olive clusters in the Berat area, one specialized in extra virgin olive oil and one in table olives.

Objectives

- To improve the quality and sustainability of olive production in the Berat district, with a focus on extra virgin olive oil (EVOO) and high-quality table olives.
- To introduce integrated production practices that reduce synthetic chemical inputs, protect the environment and ensure food safety for consumers and farmers.
- To create the technical basis for branding, certification and market positioning of Berat olives and olive oil, leveraging local cultivars and territorial identity.

Geographic scope and farms

The protocol applies to farms in the hilly areas around the city of Berat and Kuçovë (villages such as Bilçe, Drobonik, Palikesht, Gjoroven, Veleshnje, Moravë, Dyshnik, Molisht, Perondi), an area with a strong centuries-old olive-growing tradition and Mediterranean climate.

Two farmer groups are involved: one for olive oil (about 22 farms, 38,500 trees) and one for table olives (over 20 farms, about 7,400 trees), with an estimated potential production of around 1,200 tons of olives for oil and 450 tons for table use.