



Olive Wellness
INSTITUTE™

Key achievements and future plans

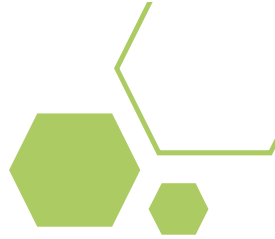
OCTOBER 2019



BACKGROUND

The Olive Wellness Institute
was launched in
February 2018

The Olive Wellness Institute™
will help to **educate,**
empower collaboration
and grow the body of
health-related evidence
for olive products.



OWI ADVISORY PANEL

The Olive Wellness Institute has an expert Advisory Panel, to provide insight and guidance, and to ensure a high level of scientific direction.

The Olive Wellness Institute is viewed as a highly credible, evidence-based source of olive nutrition, health and wellness information.



PROFESSOR CATHERINE
ITSIOPOULOS (CHAIR)

All information that is prepared and released by the Olive Wellness Institute is credible, non-biased and scientifically sound.



ASSOCIATE PROFESSOR
MARY FLYNN



DR. SIMON
POOLE



PROFESSOR
RUSSELL KEAST



PROFESSOR
MICHAEL KINGSLEY



DR FLAVIA
FAYET-MOORE



DR TASSOS
KYRIAKIDES

KEY OUTPUTS



**educational
webinars**
(and recordings)



**Growers
toolkit**



Podcast Channel
Featuring leading experts in the field





Unique users
65,115



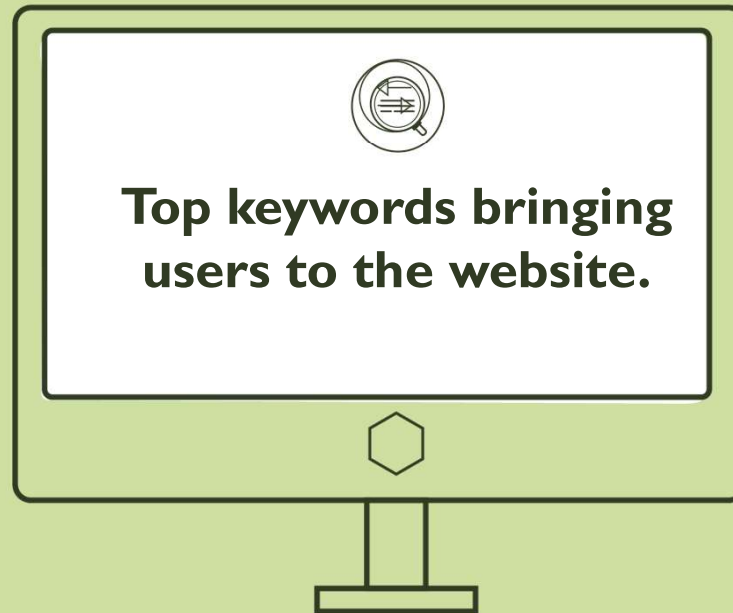
Sessions
109,947



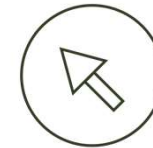
Page views
153,497

KEY WEBSITE STATS

February 2018 - September 2019



ORGANIC SEARCH BREAKDOWN:



Clicks
52.7k



2.38
million impressions

* <https://searchengineland.com/study-organic-search-drives-51-traffic-social-5-202063>

COMMUNITY

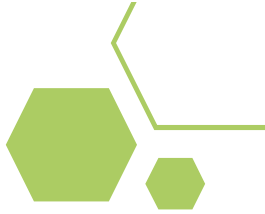
Community is from

- **Website / Email database**
- **Facebook**
- **Instagram**



Newsletters sent
monthly to
subscriber database

10,900
in overall community



EVENTS

June 2018 - October 2019



AOA ROAD SHOWS



13
road shows and
awareness events
attended

Over 350
growers and health
influencers
educated

HCP EVENTS



9 events
attended as a
trade exhibitor

Over 4,500
HCPs interacted
with as a result of
these events

RESOURCE EXAMPLES



GROWERS AND PROCESSORS



What is available?



Event Kit

Posters for display at farmers markets or other community/health events
Leaflets – e.g. cooking with EVOO
FAQs – common EVOO questions / training manual



Infographics

Cooking with EVOO
Grades of Olive Oil
Oil comparisons



Information leaflets



Articles

All resources are downloadable

MARKET RESEARCH

3 waves completed – April 2018, December 2018 and September 2019

KEY ATTITUDINAL RESULTS

8% — 34%



Belief that there is a role
for EVOO in the healthy daily diet –

**growth from
78% to 88%**

Overall awareness

of the Olive Wellness Institute amongst
healthcare professionals is at 34%, from
a base of 8% at wave once completed
in May 2018.



Awareness

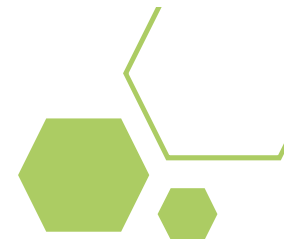
of Olive Wellness Institute has quadrupled
since wave 1, with more than 1 in 3 HCPs
having heard of Olive Wellness Institute
in wave 3.

**>8/10 are Promoters
of Olive Products**

More than 8 in 10 HCPs are 'promoters'
of olive products in wave 3 –
this figure has increased since
wave 1, almost significantly
(from more than 7/10)

PAYER LEVY SURVEY

April 2019



As per the **M&E plan**, olive levy payers, being a key project stakeholder are being surveyed at present.

75 responses have been received.

The results of the survey broadly show:



68% of respondents
were aware of the Olive Wellness Institute

92% of respondents
believed the Olive Wellness Institute
to be a worthwhile initiative.

93% of respondents
would like to see the Olive
Wellness Institute continue.



“This is a totally fabulous initiative. Well done to all those involved”

“Keep up the good work. I just need to incorporate it more into my markets and marketing activities”



OLIVE WELLNESS PODCAST



Launched 3rd
September 2019



Focus on EVOO science, OLE science and all of the goodness that comes from the Olive Tree (the 'superplant').



Available through ALL major podcast channels including Apple & Spotify



New episodes released twice a month

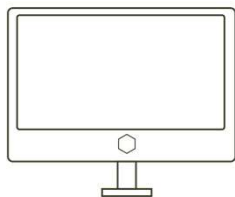


Featuring Leading experts in the field



FUTURE PLANS

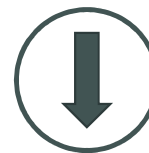
Continue to develop
and improve the
website



Dedicated website
section for
EVOO recipes



Developing new
**resources and
downloads**



Continue to release
bi-monthly
podcast episodes



More work on
**'How to choose a
high quality EVOO'**



FUTURE PLANS



STAGE 1
2020
**Lifetime
achievement
awards**



STAGE 2
2021
**Olive science
research
award**

Part of the
Australian Society
of Lifestyle
Medicine event
program



STAGE 3
**12 month
Fellowship**

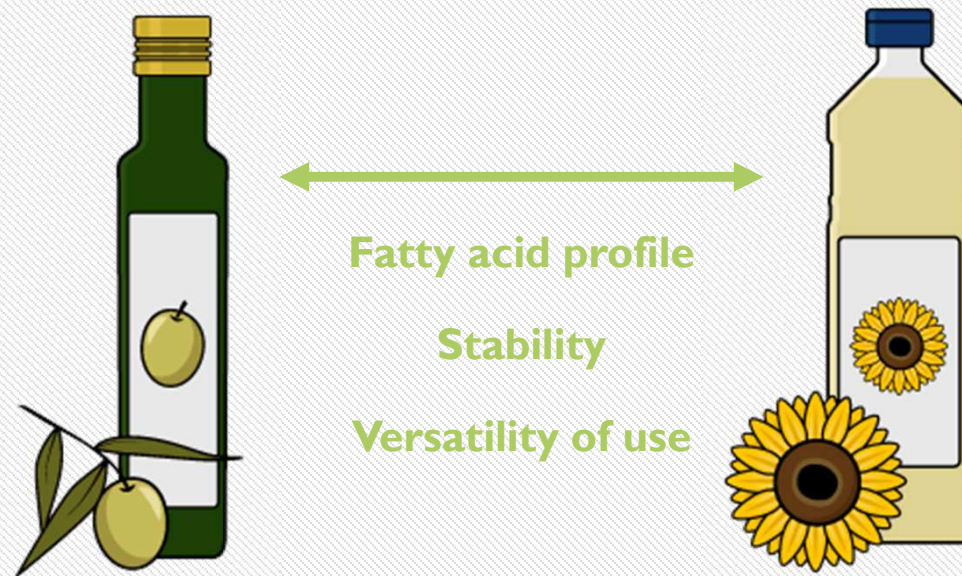
**“Moving the
Mediterranean into
Healthcare – An Extra
Virgin Olive Oil
Interactive Sensory
Experience”**

**OLIVE
WELLNESS
INSTITUTE
FELLOWSHIP**

NEW OIL COMPARISON TOOL

Available from February 2020

Easily compare 22 common cooking oils





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Thank you

www.olivewellnessinstitute.org

