Brands of Protection of Olive Oil in Sicily: Economic Reflections and Marketing
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This work aims to analyze the evolution of the sector olive oil, for oil production in the last decade in the Sicilian territory.
In recent years, as shown by the ISTAT data, there was a growing trend in Sicily in relation to areas with olive trees submitted to certification of quality (DOP and IPG).
Specifically, mappings will be made throughout the region and comparisons between companies subjected to certification of quality (DOP and IPG) and companies that do not receive such certification.
The objective of this research is that of valuing if the certification of quality leads to adherent companies, improvements in income and market opportunities.
The method used will be based in the elaboration of corporate economic parameters measured by questionnaires administered to business people located in the area concerned by the study.