

SICILY ENHANCES EXCELLENCE AND CERTIFIED PRODUCTIONS

Dos Sicilia is the Association of Consortia for the Promotion and Enhancement of typical Sicilian agri-food products with PDO, PGI, and QS brands



Seventeen meetings, scheduled over several months, to communicate a product and enhance its characteristics. Dos Sicilia, the Association of Consortia for the Promotion and Enhancement of typical Sicilian agri-food products with PDO, PGI, and QS brands, created a program of events that have focused attention on the excellence of the territory and the 17 Consortia of protection and enhancement of certified quality products: PGI Novella di Ispica Carrot, PDO Cherry from Etna, PGI Chocolate from Modica, PDO Sicilian Pecorino Cheese, PDO Piacentinu from Enna, PDO Ragusano Cheese, PDO Mount Etna oil, PDO Hyblaean Mountains oil, PDO Mazara Valley oil, PDO Raffadali pistachio, PDO Bronte green pistachio, PGI Pachino tomato, PDO Provola cheese from Nebrodi, PDO Vastedda from Belice Valley, PGI Peach from Leonforte, Progetto Natura Società Cooperativa Agricola (QS), Rete Ovinicoltori Siciliani (QS) Network.

Cohesion, sharing, and participation are the key points on which Dos Sicilia association focuses to favour the aggregation of the offer, with the aim of satisfying the demand in a systematic way and guaranteeing the producers a profitable placement of the product. The appointments took place in July and September and will continue to proceed in October and November to continue also in the first quarter of 2024. In July, it was the turn of PDO Val di Mazara oil, with a golden yellow colour and intense green shades, distinctive for its fruity smell with hints of almond, due to the velvety flavour and sweet aftertaste, conferred by the fruits of the olive tree of Biancolilla, Nocellara del Belice and Cerasuolo varieties, to which Ogliarola Messinese, Giarraffa and Santagatese are added, in an amount not exceeding 10%. The olives are harvested and processed in the province of Palermo



Educational programs

Massimo Todaro, president of Dos Sicilia, told: 'We have set ourselves important objectives in terms of enhancement and promotion, especially in the field of communication. We believe the most effective way to do this is through educational programs, through which we will be able to bring stakeholders here who will help us better communicate our heritage of values and culture, as well as our gastronomic heritage. Certainly, telling the consumer about the specifics of a product after seeing it first-hand is more effective and credible.'



and numerous municipalities in the province of Agrigento. Salvatore Martorana, director of the Consortium for the Protection of PDO Extra Virgin Olive Oil Val di Mazara, explained: 'The excellent quality of this product is given by the characteristics of the area where it is grown. The olive harvest must be carried out from the beginning of maturation and until December 30th of each year, then olives must be placed in rigid and ventilated containers and stored in rooms with humidity between 50 and 60%, with the milling operations which must take place within two days from collection'.

Olive oil, one of the best

Wirecutter is a website, owned by The New York Times Company, which reviews the products on the shelves of the US large-scale distribution. Extra virgin olive oil, too, is examined by the judges. This rigid selection includes PGI Bono Sicilia, organic Sicilian Extra Virgin Olive Oil, considered among the best products among those analysed. It is a recognition of value that emphasizes Bono oil among the best oils to buy in the United States. And precisely in the USA, this Sicilian brand has invested heavily in recent years. Carmelo Zagari, sales and marketing director of Bonolio, explained: 'Exports have an important weight for the company and the American market is certainly the most profitable for us. 55% of our turnover comes from abroad, while the remaining 45% from Italy, where we expect to grow in the coming years. Especially in the United States of America, we have made important investments with rewarding results that allow a double-digit growth every year'.

We are talking about a fruity and floral oil, as the American website writes, also underlining the multiple ways of using it in the kitchen. The Sicilian company, which is based in Sciacca (Agrigento), is a point

of reference for over 477 certified farms (PDO Val di Mazara / PGI Sicilia) for the milling of the olives produced on their lands (Nocellara del Belice, Biancolilla and Cerasuola), as well as for over 100 certified mills. Salvatore Bono, general manager packaged division of Bono, underlined: 'This production system allows us to export our superior oils not only to Europe, but also to the United States, Canada, and Asia'. In the list of awards received, the one attributed by Wirecutter is not the only one. Recently, in fact, Bono has distinguished itself for the value of its design, entering the circle of finalists in the packaging section, on the occasion of Mediastars contest, an Italian advertising award, promoted by Media Star Editore, held every year in Milan.

ALESSANDRA BONACCORSI



Sicilian masterpiece

Capolavoro di Sicilia line was awarded for 'clean lines and essentiality, quality of the materials used, from the personalized, ergonomic and functional bottle, to the paper for its label and even its cap-cover capsule, original in its graphic design and undoubtedly out of the usual canons, above all in the identification of lively and discontinuous colours compared to the classic yellow and green'. Among its strengths, there is also the traceability code placed on the back label, through which it is possible to trace the plants from which the olives come.

