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Investment Plans of Innovation

Project title: Olivia - Development of innovative table olive products with low salt content and increased shelf life

Regional Unit: Thessaloniki

Project budget: 398.935,00 €

Community contribution: € 297 701.23

Start date: 10/2021

Closing date: 11/2024

The company "**PELOPAC SA**", which is headquartered in the Region of Central Macedonia, has joined the Action: "Investment Plans of Innovation" of the "Central Macedonia 2021-2027" Program.

The aim of the OLIVIA project is to develop innovative, competitive and healthy table olive products and to harmonize the company with the achievement of the World Health Organization's goals to produce foods with reduced salt content, but at the same time with extended shelf life, superior nutritional value and desirable organoleptic characteristics.

The OLIVIA project, which dealt with osmotic dehydration and edible coating in olives, proved that these techniques can contribute significantly to reducing salt intake during fermentation, while maintaining the high quality of the final product. The use of alternative osmotic solvents facilitated the dehydration of olives, speeding up the process and reducing water activity. In addition, the fermentation of both black and green olives was successful, with osmotic dehydration improving the process, controlling salt absorption and enhancing brine stability. At the same time, the application of edible coating offered significant advantages in preserving the moisture, texture and visual characteristics of olives, making them more resistant to storage. Overall, the combined approach of these methods has contributed to the production of olives with improved quality and organoleptic characteristics, while reducing the need for excessive use of salt, which makes them more attractive for both the market and the health of consumers.

The Action "Investment Plans of Innovation" is co-funded by Greece and the European Union and is implemented under the Program "Central Macedonia 2021-2027".