

The Regional Network of Touristic Olive Oil Mills

BENEFICIARY: Asociación para el Desarrollo Rural de la Sierra Sur de Jaén - ADSUR
(Valdepeñas de Jaén, Spain)

<http://www.adsur.es>

PROJECT PARTNERS:

Asociación para el Desarrollo Socioeconómico de La Loma y Las Villas –

<http://www.adlas.es>

Asociación para el Desarrollo Rural de la Sierra de Cazorla –

<http://www.nueva.comarcasierracazorla.com>

Asociación para el Desarrollo Rural de la Sierra de Segura –

<http://www.sierradesegura.com>

PROGRAMME: LEADER

https://enrd.ec.europa.eu/leader-clld_en

FINANCER:

European Agricultural Fund for Rural Development (EAFRD)

https://ec.europa.eu/regional_policy/en/policy/what/glossary/e/european-agricultural-fund-for-rural-development

Consejería de Turismo y Deporte de la Junta de Andalucía

<http://www.juntadeandalucia.es/turismoydeporte/opencms/>

SUMMARY OF THE PROJECT:

The Regional Network of Touristic Olive Oil Mills is a project promoted by the Association for the Rural Development of the Southern Region of Jaén (ADSUR). It is a commitment to economic diversification by taking advantage of the tourist potential that the oil mills & oil press offer as a factor of sustainable development and as an element of territorial identity.

The network is formed by nine Olive Oil Production Interpretation Centres in the Southern Region of Jaén (Andalusia, Spain) that aimed at the promotion of the “olive world”. Each centre has a different theme on various aspects related to olive growing, such as olive oil production systems and their evolution throughout history, olive oil qualities and uses, olive grove cultivation systems, analysis of the olive growing sector and the olive oil marketing system, the biology of the olive tree, olive varieties, olive grove by-products and their uses, olive growing heritage, traditions, types of olive oil and their quality and the history of the olive tree and olive oil.

The Regional Network can be visited through the tourist route that connects the nine Interpretation Centres with the main tourist attractions of the municipalities of the Southern Region of Jaén. On the other hand, the visit to the Centers will be completed with an internal route through the facilities of the oil mills & oil factories.

RESOURCES:

PROJECT WEBSITE:

<http://www.redalmazarassierrasurjaen.es/>

<http://www.sierradesegura.com/jaenrural/?p=543>

PROJECT FACEBOOK PAGE:

@jaenruralunpasomas

VIDEOS:

*The project (SUBTITLES ES, EN, GRE, ITA):

<https://www.youtube.com/watch?v=rUblUvr3bBo&t=47s>

MORE INFO:

OLEOTOUR JAEN

http://www.oleotourjaen.es/index.php?option=com_k2&view=itemlist&layout=category&task=category&id=59&Itemid=611

PRESS RELEASE:

Diario de Jaén, 29/07/2014

<https://www.diariojaen.es/historico/primer-red-de-almazaras-oleo-turisticas-en-la-sierra-sur-KSDJ68693>

Europapress, 23/01/2014

<https://www.europapress.es/andalucia/turismo-00476/noticia-jaen-turismo-fitur-junta-destaca-proyeccion-red-almazaras-visitables-sierra-sur-20140123175711.html>

20mn, 05/12/2014

<https://www.20minutos.es/noticia/2316678/0/viboras-destaca-apuesta-sierra-sur-jaen-por-conocer-profundidad-cultura-oleicola>