



E.V.O.O. Grove Management Course

 10 weekly classes (30 hours - 6-9pm)

 Zürich City (TBA)

 All levels

 899 CHF



Learning how to manage the soil

The Olive Grove Management Course is dedicated to **amateur** olive grove owners who would like to learn **how to manage an olive grove, maximize their product quality** and how to market it worldwide.

You will learn practically how to manage a healthy and most productive olive grove.

E.V.O.O. Soul **will provide you with all relevant tools (excel based) to manage your olive grove.**

The course lasts **18 hours** in **6 evenings**. Each evening we will have two short breaks where you will be tasting olive oil excellences, paired with basic food.

In this course you will be learning how to:

- **Manage the soil** in different ways, taking into account a number of natural issues, such as infiltration, erosion, evapotranspiration and run-off.
- **Pruning, Diseases and Plagues.** An optimal pruning is vital to prevent either any diseases or any plagues.
- **Irrigation and Nutrition.** You will learn how to make use of the necessary nutrients to grow the olive tree.
- **Olive Grove management.** We will use live the three tools that are commonly required to manage an olive grove.

Program

MATERIAL PROVIDED

- N. 20 EVOO tasting
- 3 Management tools (3)
- Oil tasting glasses (3)

LESSON 1

- Meaning of managing an olive grove
- History and origins of EVOO
- Mind mapping, Introduction to Management tools
- 2 EVOO tasting

LESSON 2

- Management of the soil: Intro
- EVOO Production areas in Italy and around the Globe
- 2 EVOO tasting

LESSON 3

- Olive tree plant and growing cycle
- Pruning, Diseases and Plagues
- 2 EVOO tasting

LESSON 4

- Irrigation and Nutrition
- EVOO and territory identities: DOP and IGP
- Live usage of the Management tools
- 2 EVOO tasting

LESSON 5

- Harvesting and product transformation cycle
- Live usage of the Management tools
- 2 EVOO tasting

LESSON 6

- Budgeting and forecasting
- Live usage of the Management tools
- 2 EVOO tasting

LESSON 7

- Budgeting and forecasting
- Land Plot search - things to consider
- Live usage of the Management tools
- 2 EVOO tasting

LESSON 8

- EVOO & Health: functional and nutraceutical food.
- Marketing
- 2 EVOO tasting

LESSON 9

- Budgeting and forecasting - wrap up
- Mind mapping
- 2 EVOO tasting

LESSON 10

- Business case - Live and practical case
- 2 EVOO tasting

MEET OUR *Team*

Andrea Giorgio Martinetti

Accredited EVO oil Sommelier and since 2022 promotes the culture of Extravirgin olive oil in Switzerland. He lives in Zurich since 2013 and dreams in few years to have an olive groves near where he lives.



Elsa Menegolli

Sommelier & Olive Oil Taster. Based in Valpolicella, Elsa has many years of experience in the didactic and communication fields. She currently works with Andrea at the EVOO Soul Project.