

Press Release

SOL EXPO 2026, MIN. LOLLOBRIGIDA: DEFENDING MADE IN ITALY EVO OIL MEANS DEFENDING A FAIR PRICE – IT CANNOT COST €3

COLTIVA ITALIA ENCOURAGES PRODUCTION, NO UPROOTING OF OLIVE TREES FOR SOLAR PANEL INSTALLATION

(Verona, March 1, 2026). “We must be able to tell the story of extra virgin olive oil even to those who, in the rest of the world, have no real idea of what it is. Explaining it means letting people taste it, sharing its history and value, so they understand why extra virgin olive oil cannot be sold at €2.99 or even €5,” said the Minister of Agriculture, Francesco Lollobrigida, during his visit today on the opening day of SOL Expo, the event dedicated to olives and olive oil, taking place at Veronafiere until Tuesday, March 3. “Its economic value is essential to reward primary production: a quality product can only be made if producers receive a fair income. The right price must also reflect respect for the environment, labor standards, quality, and well-being. Today,” he continued, “we produce quantities that are not sufficient to cover our exports, and in fact we export more than we are able to produce. We must therefore increase and protect our production. In the Coltiva Italia plan, we have allocated €300 million to ensure investments, the revitalization of the olive sector, and protection against plant diseases, including Xylella. We will also adopt a very important measure,” the minister concluded, “we will strictly ban the installation of ground-mounted solar panels wherever there are olive trees. Seeing an olive tree uprooted to install a solar panel is, for me, intolerable—and we will not allow it.”

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