

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Improving the energy efficiency of the olive oil production process of the co-operative Virgen de la Villa olive mil, in Martos (Jaén)

Programa Operativo de Andalucía

Año 2022

Fondo Europeo de Desarrollo Regional

IMPROVING THE ENERGY EFFICIENCY OF THE OLIVE OIL PRODUCTION PROCESS OF THE CO-OPERATIVE VIRGEN DE LA VILLA OLIVE MILL IN MARTOS (JAÉN)

Project Overview

The Andalusian Energy Agency presents an example of its Best Practice, consisting of the aid granted through the **Sustainable Energy Development of Andalusia 2020 Incentive Programme, "Andalucía es más"**, which offers incentives for **SUSTAINABLE SMEs** to encourage Andalusian SMEs to shift to a more efficient and competitive energy management model in every sector of activity, except the raw materials and agri-food sectors. With a budget of **36.7 million euros**, it offers aid for 22 different types of actions. It will finance between 25% and 50% of the cost of projects including electricity self-consumption, renewable energies, cogeneration, equipment renewal, harnessing waste-to-energy and transport fleet management systems.

As part of this scheme, **subsidies were granted in the Jaén province**, with the example of the **Virgen de la Villa Co-operative** in the town of Martos, in the southern countryside of Jaén, an area considered to be the largest olive oil producer in the world.



Under the trade name **OLEOMAR**, it bottles and distributes oils worldwide. The average annual milling is 14 million kilos of olives, which produces 3,500,000 kilos of oil.

The work the co-operative has been able to carry out resulted in a **comprehensive improvement in its production process, renewing almost 80% of the machinery used in the olive oil production process and improving its energy efficiency.**

Four new lines for cleaning, washing and storing olives were supplied and installed, and the milling sub-process has been enhanced with two new lines, each with a capacity of 350 tonnes a day.

The project received **768,631.84 euros** from the EDRF, which represents 80% of the incentive of 960,789.80 euros out of a total investment of 3,520,464.15 euros. These improvements will achieve initial energy savings of 7.8 toe/year, preventing annual emissions of 13.3 tonnes of CO₂ into the atmosphere.

The arguments for this project being considered Best Practice are listed below, in accordance with the criteria defined for this purpose:

Criterion 1. Widespread dissemination among both beneficiaries and the general public.

Virgen de la Villa mounted a billboard on its premises, indicating the energy improvement activities carried out and the co-financing by the EDRF, a communication requirement for fund beneficiaries.

Virgen de la Villa mentions the EDRF aid received for energy improvements in its olive cleaning and milling processes on its website: <http://oleomar.com/web/>

Similarly, **the Andalusian Energy Agency website** has also been used to promote these activities, specifically in the section for the dissemination of successful projects co-financed with EDRF.

Categorías	Información	Mi cuenta	Información de la tienda
Tienda	<ul style="list-style-type: none"> Aviso legal Sobre nosotros Condiciones generales de compra Términos y política de privacidad Envíos y devoluciones 	<ul style="list-style-type: none"> Mis pedidos Mis vales descuento Mis direcciones Mis datos personales 	<ul style="list-style-type: none"> Oleomar, Avenida Europa, 4 Martos, (Jaén) 23600 Llámanos +34 953 550 243 Email: francisoleomar@hotmail.com
SUSCRÍBETE A NUESTRO BOLETÍN <input type="text"/> <input type="button" value="SUSCRIBIRSE"/>			REDES SOCIALES
<small>La Cooperativa Oliverera Virgen de la Villa S. Coop. And., ha recibido una ayuda de la Unión Europea con cargo al Fondo Europeo de Desarrollo Regional para la mejora energética en procesos de limpieza y moliadura de la aceituna, dentro del Programa para el desarrollo energético sostenible de Andalucía en el periodo 2017-2020, que tiene por objetivo conseguir una economía más limpia y sostenible</small>			
<small>Oleomar 2019. All rights reserved.</small>			

A description of the project can be viewed [here](#):

The Virgen de la Villa's energy efficiency work also reached the press, which covered the Councillor for Finance and European Funding, Juan Bravo's **visit to the co-operative** on 30 April 2021, to see the improvements which were co-financed with the EDRF for himself. The media were invited to join the visit and a press release was also sent out explaining the energy improvement measures that were implemented. This press release was also published on the Andalusian Energy Agency website.

In terms of **media coverage**, information about Virgen de la Villa appeared in 10 regional, local and specialised media outlets. In addition to energy-related media, the latter also included the magazine Olimerca, which specialises in the olive oil sector, reported on the news. All the coverage referenced **the EDRF's co-financing**, as can be seen in the following images:

europapress / esandalucia / esandalucia - jaén Actualizado 30/04/2021 17:41

La cooperativa Virgen de la Villa de Martos recibe 960.000 euros de la Junta para mejorar eficiencia energética



Visita a la cooperativa Virgen de la Villa. - JUNTA. MARTOS (JAÉN), 30 Abr. (EUROPA PRESS) -

La Cooperativa Olivarrera Virgen de la Villa SCA, de Martos (Jaén), ha mejorado la eficiencia energética del proceso de obtención de aceite de oliva gracias al incentivo de más de 960.000 euros abonado por la Agencia Andaluza de la Energía, a través de la línea Pyme Sostenible del Programa para el Desarrollo Energético Sostenible, cofinanciado con fondos Feder.



Un broker valenciano impartirá un curso gratuito para aprender a operar en bolsa



Nº 07 Actuación de mejora energética del proceso de obtención de aceite de oliva en almazora.

Además de ahorrar en la factura energética y contribuir a la mejora medioambiental hemos podido renovar casi el 80% de la maquinaria del proceso gracias a las ayudas recibidas que han sido determinantes a la hora de tomar la decisión.

Antonio Arbol Aguila, Presidente

OBJETO DEL PROYECTO
Actuación de mejora energética del proceso de obtención de aceite de oliva en almazora.

PROMOTOR
Cooperativa Virgen de la Villa

LOCALIZACIÓN
Martos (Jaén)

INVERSIÓN (IVA incluida)
3.520.464,15 €

INCENTIVO CONCEDIDO
960.789,8 €

AYUDA DE LA UNIÓN EUROPEA
769.631,84 € procedentes del Programa Operativo FEDER Andalucía 2014-2020 (80% del incentivo total concedido).

GESTOR DEL PROYECTO
Agencia Andaluza de la Energía.

La cooperativa Virgen de la Villa de Martos recibe casi un millón de euros para mejorar la eficiencia energética de su proceso productivo

Juan Bravo visita las instalaciones de esta productora de aceite, que ha renovado el 80% de su maquinaria de proceso gracias al incentivo de la Agencia Andaluza de la Energía

30 DE ABRIL, 2021

Visita a la cooperativa Virgen de la Villa.

La Cooperativa Olivarrera Virgen de la Villa S.C.A., situada en la localidad jienense de Martos, ha recibido la visita del consejero de Hacienda y Financiación Europea, Juan Bravo, quien ha comprobado cómo ha mejorado la eficiencia energética del proceso de obtención de aceite de oliva gracias al incentivo de más de 960.000 euros abonado por la Agencia Andaluza de la Energía, a través de la línea Pyme Sostenible del Programa para el Desarrollo Energético Sostenible, cofinanciado con fondos FEDER.

Con una inversión de 2,9 millones de euros, esta cooperativa fundada en 1954, que moldea anualmente 14 millones de kilos de aceituna que envasa y distribuye a todo el mundo bajo el nombre comercial de OLEOMAR, ha realizado una mejora integral de su proceso productivo. El incentivo concedido le ha permitido renovar casi el 80% de la maquinaria de proceso. En concreto, se han suministrado e instalado cuatro líneas nuevas para la limpieza, lavado y almacenamiento de la aceituna y se ha mejorado el subproceso de moliendura, con dos líneas nuevas de 350 toneladas diarias de capacidad cada una.

Con estas actuaciones se conseguirá un ahorro de energía primaria de 7,8 tep/año (toneladas equivalentes de petróleo), evitando la emisión a la atmósfera de 13,3 toneladas de CO2 anualmente.

Juan Bravo ha señalado en el transcurso de su visita "la importancia de que la agricultura andaluza, motor económico de numerosas comarcas, pueda aumentar medidas de mejora energética, puesto que se trata de un sector donde todavía existe una alta intensidad de uso de combustibles fósiles que puede conseguir una mayor eficiencia a través del ahorro energético, reduciendo sus costes para ser más competitivo y contribuyendo al cuidado del medio ambiente".

Según el informe anual de copuratura del sector oleícola, elaborado por la Cámara Agraria de Jaén, en Andalucía existen 851 almazaras (46,3% del total de España), de las que 325 se ubican en la provincia de Jaén.

"La consecución de un desarrollo energético sostenible para Andalucía pasa necesariamente por impulsar un cambio de modelo de gestión de la

La SCA Virgen de la Villa (Martos) invierte 3MM €

Mejora de eficiencia energética

03/05/2021



Olimerca.- La mejora en eficiencia energética sigue siendo una de las más importantes apuestas del sector del aceite de oliva. Buena prueba de ello es la última inversión llevada a cabo en la Cooperativa Virgen de la Villa (Martos -Jaén), que ha invertido en torno a 3 millones de euros en renovar casi el 80% de la tecnología y equipos de elaboración de aceite de oliva.

Dichas inversiones se han destinado en la instalación de cuatro líneas de limpieza, lavado y almacenamiento de la aceituna, se ha mejorado el subproceso de moliendura, con dos líneas nuevas de 350 toneladas diarias de capacidad cada una. Con estos nuevos equipos se

conseguirá un ahorro de energía primaria de 7,8 tep/año (toneladas equivalentes de petróleo), evitando la emisión a la atmósfera de 13,3 toneladas de CO2 anualmente.

Para la puesta en marcha de esta inversión han contado con un incentivo de más de 960.000 euros abonado por la Agencia Andaluza de la Energía, a través de la línea Pyme Sostenible del Programa para el Desarrollo Energético Sostenible, cofinanciado con fondos Feder.

Líneas de ayudas

La Agencia Andaluza de la Energía, que gestiona el Programa regional para el Desarrollo energético Sostenible de Andalucía, cofinanciado con fondos Feder, ha recibido 736 solicitudes del sector industrial agroalimentario andaluz, con un incentivo asociado de 56,2 millones de euros, que supondrá una inversión global de 151,8 millones de euros.

More specifically, four new cleaning and washing lines with a set of conveyor belts were installed to improve the olive cleaning, washing and storage sub-process, with a capacity of 80-90 t/h, replacing the same number of existing lines that had a capacity of 40-50 t/h.

And to improve the olive milling sub-process, two new complete olive milling lines have been supplied and installed, each with a capacity of 350 t/d, replacing two existing lines, with a capacity of 120 t/d, and one existing line, with a capacity of 150 t/d.

Criterion 3. Aligning the results with the established objectives.

The Virgen de la Villa co-operative undertook this process with several objectives in mind. On the one hand, updating the olive oil production machinery to increase productivity and be more competitive. On the other hand, the company also wanted to save on its energy bill and contribute to environmental conservation, and the actions carried out will enable it to save 7.8 toe/year of energy, reducing its bill as a consequence. It will further avoid annual emissions of 13.3 tonnes of CO₂ into the atmosphere so the subsidised project also fulfils its environmental objective.

Criterion 4. Contributing to the resolution of regional problems or weaknesses.

Andalusian agro-industry represents around 20% of the total number of industries in the region and constitutes a very important sector in the Andalusian economic structure, since in terms of employment it generates approximately 24% of industrial jobs, almost 2% of the total in Andalusia.



There are 851 olive oil mills in Andalusia (46.3% of the total in Spain), 325 of which are located in the Jaén province.

This is a sector with intensive use of fossil fuels. Measures such as those undertaken by this co-operative can achieve greater efficiency through energy savings as well as protect the environment, thus contributing to Andalusia's current energy transition.

The savings made through energy efficiency also help to increase the sector's competitiveness, which is vital for the Andalusian economy, especially in rural areas. It also has an impact on maintaining the population in these rural areas.

Criterion 5. Reaching a high percentage of the target population.

Firstly, the Virgen de la Villa olive co-operative is located in the municipality of Martos, in the southern countryside of the Jaén province, considered the world's largest olive oil producer. It is therefore a sector of great importance and influence in the area.

Secondly, it is the olive co-operative with the largest number of members in the municipality, which means that a large number of people have been able to learn directly and have benefited from the co-financed energy improvement actions.

Finally, as far as customers are concerned, with an average annual milling of 14 million kilos of olives from which 3,500,000 kilos of oil are obtained, the co-operative bottles and distributes its oils all over the world under the trade name Oleomar. If we also take into account the online shop through its website, awareness and understanding of these actions are further multiplied.

Criterion 6. Consideration of the cross-cutting criteria of equal opportunities and environmental sustainability.

The co-operative has taken into account the cross-cutting criteria of equal opportunities and non-discrimination, as well as social responsibility. Environmental sustainability was particularly important in its decision to

undertake these actions, as one of the objectives was to protect the environment; an objective achieved by cutting emissions of 13.3 tonnes of CO₂ into the atmosphere every year.

Criterion 7. Synergies with other policy areas and public intervention instruments.

The project fully aligned with the Strategic Plan for the Andalusian Agroindustry 2020, which advocates "establishing energy efficiency measures in production processes, renewable energies and the use of alternative energy sources" to promote the sustainability of Andalusian agri-food industries.

It is also consistent with the Andalusian Energy Strategy, whose Improving Competitiveness programme aims to make Andalusian companies and the Andalusian economy more competitive through greater efficiency in energy use and the promotion of innovation for the development of new energy products and processes.

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