

Ethical Concerns and Traceability in Conventional and Organic Olive Oil Chains

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Abstract

Traceability and related ethical dimensions of the olive oil chain were examined, as well as how ethical traceability was perceived by the consumers of olive oil in Greece and in USA (California). Findings are presented in this paper. Conventional and organic olive oil chains are examined and provide the basis for the understanding ethical issues related to the olive oil chain. Attention is paid to the knowledge, information, and responsibility of the olive oil chain actors, the trust to the chain and their willingness to pay, in order to establish traceable systems. Qualitative interviews of consumers, producers, retailers and processors both in the organic and conventional olive oil chain have been taken and the data gathered have been coded and analysed. Traceability systems are limited in the conventional olive oil chain while they exist in the organic one. Ethical concerns are partially addressed by the organic olive oil chain.

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