



AnadOlive

Impact Report

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Main Partner



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AnadOlive Impact Report

Country : Turkey
Sector : Food & Beverage



Business Model

Countries in the Mediterranean are home to 98% of the olive harvest and produce 95% of the olive oil in the world.¹ Olive and olive oil production hold a significant place in the economies of the Mediterranean countries, including the Turkish economy. Turkey is ranked fourth in the olive and olive oil industry with 190 million olive trees.² Yearly global olive oil production is on the rise with 3.3 million tonnes in 2019 and 3.67 million tonnes in 2020.³ As a result of this production, every year 30 million tonnes of waste is produced globally,⁴ with 8% of it produced in Turkey.⁵

AnadOlive is an innovative and impactful enterprise aiming to transform waste generated from olive oil production process into usable materials in the food industry, promoting a circular economy in several industries linked to olive production.



¹ Ministry of Economy and Trade (2018)

² Esnaf, Sanatkarlar ve Kooperatifçilik Genel Müdürlüğü, Nisan 2020, "2019 Yılı Zeytin ve Zeytinyağı Raporu".

³ Uluslararası Zeytin Konseyi, Kasım 2019.

⁴ TUBİTAK MAM, 2015, "Zeytin Sektörü Atık/Artıklarının Yönetimi".

⁵ UZZK, 2019, "2019-2020 Üretim Sezonu Sofralık Zeytin ve Zeytinyağı Rekoltesi Ulusal Resmi Tespit Heyeti Raporu".

AnadOlive uses eco-friendly technologies to develop processes that transform waste that can damage the soil, water, and biodiversity if undisposed, into value-added circular products. AnadOlive also invests in research and development to re-utilise various plant-based food wastes in food, cosmetics, or chemical industries. In two years, AnadOlive has saved soil equivalent to the size of 1.5 football fields as well as 180 tonnes of water.

AnadOlive repurposes this waste to produce a no-chemical, no-preserved food product marketed to end consumers including home cooks and chefs.



Key Stakeholders



Olive is produced in half of the provinces in Turkey with 53% of the olive processing companies based in the Aegean Region.

65% of the companies in the region use the three-phase production system that has the highest yield as well as the highest waste produced

This method produces almost 1 million tonnes of waste every year in the region alone. AnadOlive works with small businesses operating in the Aegean Region and uses their waste from production as raw material. By doing so, AnadOlive becomes a circular solution partner to several businesses in the region.

According to EIT 2020 data, there has been 50% increase in demand for healthy food, 30% decrease in fast food, 30% decrease in additive and preservatives and 50% increase in local produce consumption, following the COVID-19 outbreak. The company's customers are health-conscious customers looking for both environmentally friendly and healthy options.

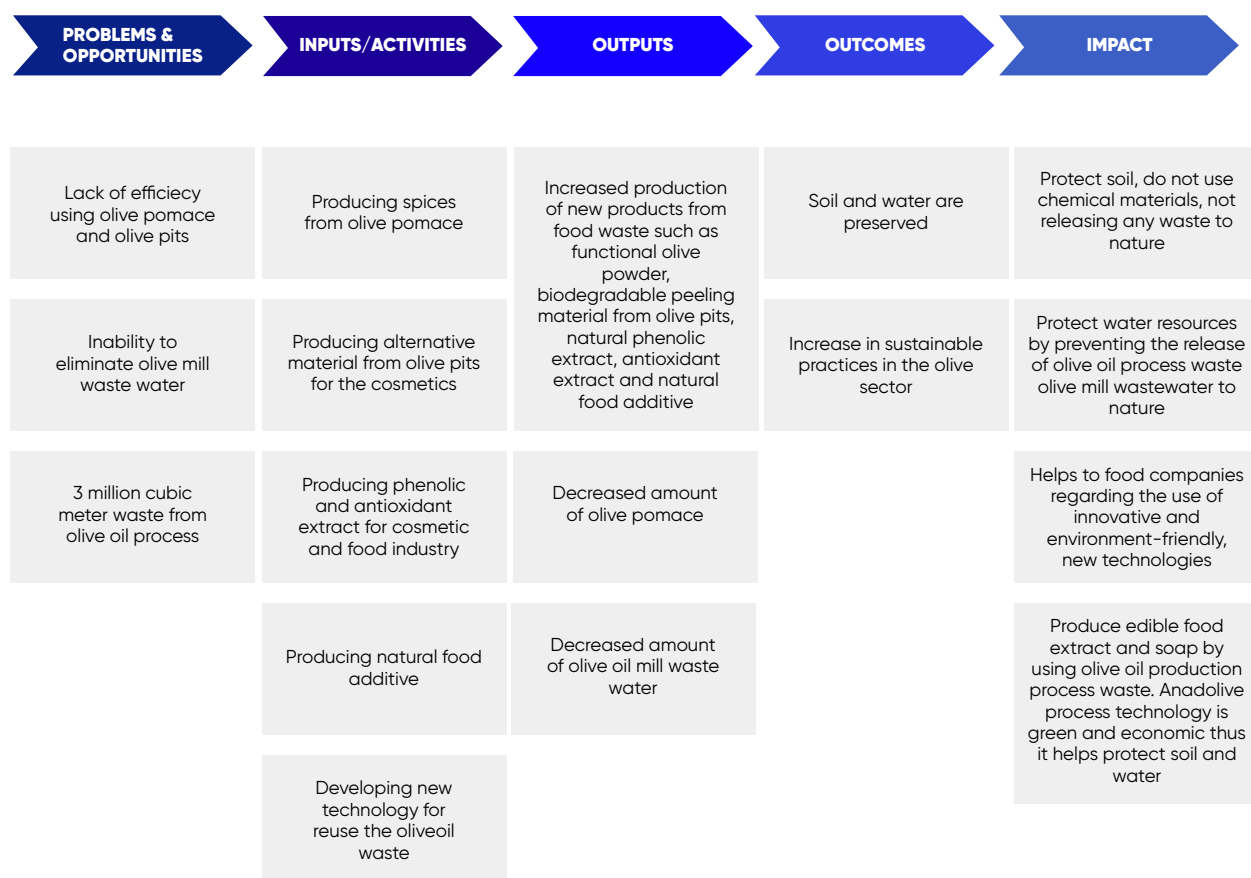
A: Planning for Impact

AnadOlive identified environmental problems the company wanted to address through its business activities. These include a lack of efficiency in the olive oil sector, an inability of olive mills to eliminate waste water (also known as residual black water) leading to pollution of the Aegean Sea Basin, and excess waste from olive oil production. The uncontrolled disposal of olive mill wastewater, in particular, has become a serious environmental problem, due to its high organic chemical oxygen demand concentration, and because of its high content of microbial growth-inhibiting compounds, such as phenolic compounds and tannins.⁶

To address these issues, the company is developing technology for reusing olive oil waste and producing new products from the waste generated in the olive oil sector. As a result of its activities, there is a decrease in waste generated from olive oil mills and an increase in the availability of new products such as olive powder, olive pits, natural extracts, and dietary fibre.

In the mid-term, AnadOlive influences positive outcomes such as sustainable practices in the olive oil sector, an increase in alternative sources of income from new products, and preservation of soil and water. The company's long-term impact goals include protecting water resources and soil by reducing use of chemical materials in the olive oil production, promotion of innovative and environment-friendly practices, and championing a circular economy model in the olive oil sector in Turkey.

Impact Value Chain



⁶ Basheer, Sobhi & Sabbah, Isam & Ahmad, Yazbek & Jacob, Haj, (2007). Reducing the Environmental Impact of Olive Mill Wastewater in Jordan, Palestine and Israel.

B: Framing Impact

| Indicator | Baseline in 2021 | Target for 2025 | Stakeholders | Data Collection Method | Indicator Source | Data Source | Linked SDG Targets | |
|--|------------------|-----------------|----------------------------|------------------------|------------------|--------------------------|------------------------------------|-----------------------------|
| Value of the revenue from sales of the organization's products/services during the reporting period. | 10000 | 500000 | Customers | Primary | IRIS+ (PI1775) | Company Records | 6.3 9.4 12.4 12.a 15.3 | 6.6 12.3 12.5 15.1 |
| Amount of material recycled | 2000 | 200000 | Suppliers | Primary | SDG Indicators | Company Records | 6.3 9.4 12.4 12.a 15.3 | 6.6 12.3 12.5 15.1 |
| Amount of product produced using olive oil mill wastewater | 500 | 30000 | Suppliers | Primary | Custom Indicator | Company Records | 6.3 6.6 15.1 15.3 | |
| Amount of product produced using olive pomace | 1200 | 60000 | Suppliers | Primary | Custom Indicator | Company records | 6.3 9.4 12.4 12.a 15.3 | 6.6 12.3 12.5 15.1 |
| Number of customers with recurring orders | 100 | 10000 | Individuals and Corporates | Primary | Custom Indicator | Survey and order records | 6.3 9.4 12.4 12.a 15.3 | 6.6 12.3 12.5 15.1 |
| Number of annual orders | 100 | 5000 | Customers | Administrative | Custom Indicator | Company Records | 6.3 9.4 12.4 12.a 15.3 | 6.6 12.3 12.5 15.1 |

While working with local olive mills and producers in Akhisar, Manisa province, AnadOlive collected 1 ton of olive pomace, 800 liters of black waste water and prevented almost 80% of potential waste from olive mill, which otherwise will be reached to Aegean Basin and/or pollute soil near the production site.

C: Measuring Impact

AnadOlive primarily uses administrative data to assess performance and drive business decision-making. This data is collected from small and midsize family-owned olive producers and calculates the exact amount of reduced olive mill wastewater and olive pomace. The company also deploys surveys to understand the experience of consumers and their perception of the products. This helps the company assess satisfaction and the value placed by customers on environmentally friendly products.

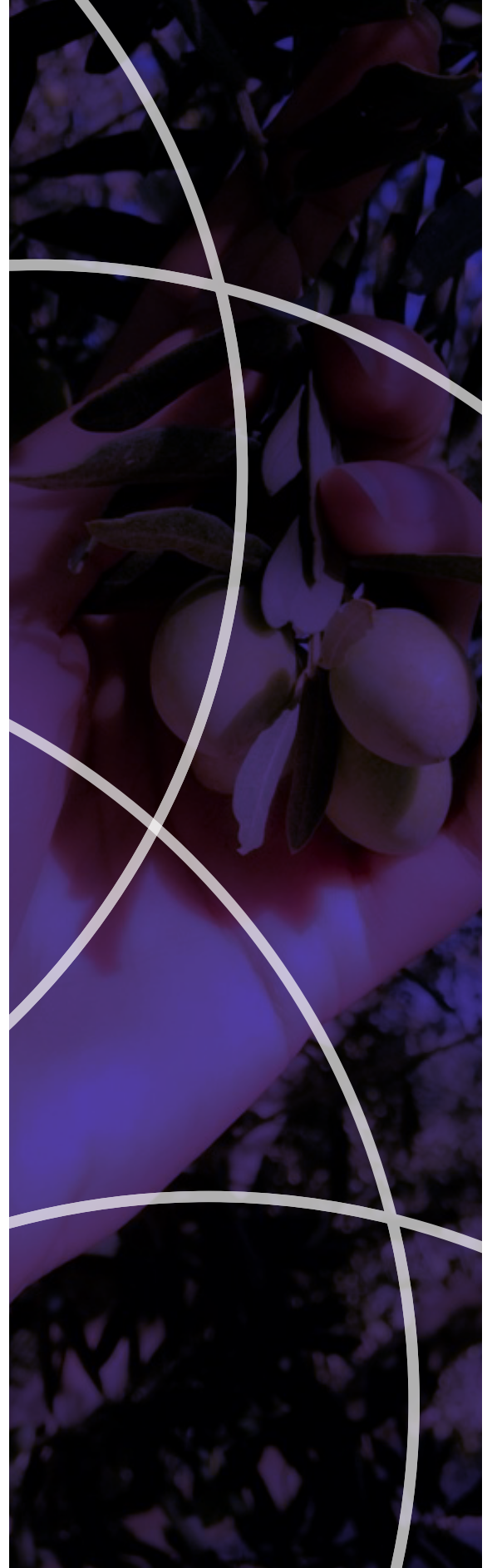


The data gathered through impact measurement is generating useful insights that help AnadOlive improve its operations. Through this process the company has learnt that AnadOlive collects data from both its suppliers and customers using an online survey method. As a result of these collected data, 3 basic lessons have been learned:

Approximately 90% of the customers stated that they are happy to use a delicious and nutritious product produced with an environmentally friendly approach and will order again, which is an indicator for the company.

More than half of the suppliers release olive mill waste water to nature, polluting clean water resources

Nearly 40% of them started to transfer their family businesses to the second generation members. When considered that newer generations are to be more conscious about the sustainability issues of the new generation, the conclusion was reached that the sector can further develop in Turkey.



Lessons Learned

AnadOlive has learnt that suppliers need more training on the correct disposal and storage of these wastes. Through this training, the company is further building capacity that will result in decreasing regional water pollution in the Aegean Basin and manage waste effectively in Turkey.

The most important data obtained from customers for AnadOlive is that consumers are highly motivated to use products made with sustainable techniques that contribute to a positive impact on the environment. As environmentally-conscious buyers are increasing, the demand for sustainable or eco-friendly products rise. In order to meet the demand for using sustainable products on the customer side, AnadOlive has decided to try to increase the product range. The data is also driving AnadOlive's strategy to find new ways to reuse olive oil waste. Furthermore, the company's activities are increasing the awareness of circular economy in Turkey's olive supply chain.

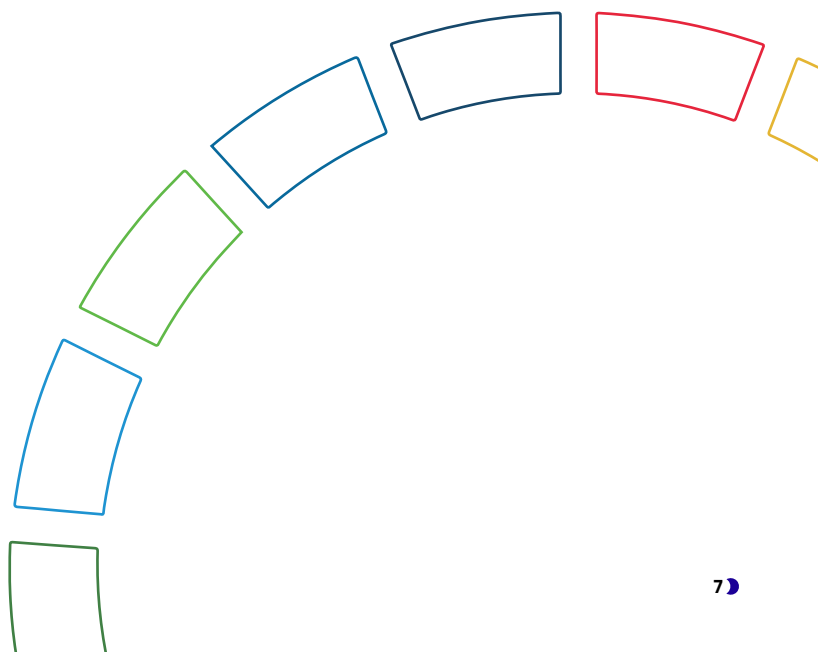
Way Forward

Undertaking impact measurement has enabled AnadOlive to better understand the ecosystem it operates in and prioritize its strategic goals. AnadOlive has started to plan research in future to study how waste can be transformed into innovative products for use in different sectors.

AnadOlive has designed a rapid training program for its suppliers and initiated data gathering with supplies as partners for the disposal, storage and evaluation of olive process wastes.

“ In line with the sustainable development goals, Anadolive sees this journey as a way to go diversify with partners and provide leadership in innovation ”

Aysu Gurman
Founder



For more information

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