

Argan oil is becoming increasingly popular in high-cuisine for the preparation of food and high-end personal-care products.

The oil, produced from the almonds of the argan tree (*Argania spinosa* L.), is obtained in endemic production in Morocco in cooperatives organized by Amazighe women.

Two different qualities of Argan oil are on the market. The argan oil for cosmetic purposes is obtained from unroasted almonds while for the production of edible argan oil the almonds are roasted to obtain the typical nutty and roasted taste and smell of the edible oil.

Since quality aspects are becoming more and more important for customer buying decisions, it is necessary for producers and marketers of argan oil to have comprehensive knowledge regarding aspects that can negatively impair the quality of oils during processing, storage and transportation. This includes the oxidative state and shelf-life of the oils, contaminants but above all the sensory quality since only oils that meet the expectations of the consumer will have success on the market. This is especially true for a high-price product such as argan oil.

The aim of the workshop is giving an overview on the different quality aspects regarding processing and storage of argan oil, as well as on its characteristics, application and trade. Within the workshop results from a joint research project between the Mohammed V University, Rabat, Morocco and the Max-Rubner-Institut, Detmold, Germany with the title "Lipodimic profiling of edible argan oil as tool to access the impact of processing from the tree to the bottle with the aim to improve the oil quality" within the Moroccan-German Program of Scientific Research (PMARS) will be presented. The results show that the production of high-quality argan oil is using an easy process, but still faces real challenges on each processing stage.

The workshop will feature a sensory evaluation of edible argan oil with special emphasis on the relationship between processing and sensory quality on one side and volatile compounds responsible for the sensory perceptions on the other side. The participants will be introduced to the technique of sensory evaluation by practical examples with different good and bad qualities of edible argan oil.

Further input to the workshop by representatives of the Slow Food and Fair Trade associations will discuss the challenges of marketing their high-quality oil on the international market in ways that are mutually beneficial to the producers, their customers, and the biological and cultural diversity of the communities. Slow Food supports the argan oil producers through a Presidio project with training courses and assistance in developing quality protocols and marketing strategies.

At the end of the workshop the participants should have expanded their horizons regarding the different quality aspects, characteristics, production, application and trade of edible argan oil in order to facilitate their daily work and to improve the customer's satisfaction with their products.

It would be a great pleasure for us to welcome you in Frankfurt to the workshop on argan oil quality.

Prof. Zoubida **Charrouf**
MOHAMMED V UNIVERSITY
Rabat, Morocco

Dr. Bertrand **Matthäus**
MAX RUBNER-INSTITUT
Detmold, Germany

VENUE

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Dag-Hammarskjöld-Weg 1-5, Haus 1
D-65760 Eschborn

REGISTRATION

To register for the workshop please e-mail before **October 9th, 2015** to

bertrand.matthaeus@mri.bund.de

Limited number of participants, first come, first served.

Workshop is **free** of charge.

CONFERENCE LANGUAGE

All contributions will be in English.

PARTNERS



WORKSHOP

OCTOBER 21TH, 2015

ARGAN OIL

A SPECIAL PRODUCT
FROM THE **MOROCCAN** MARKET

APPLICATION - CHEMICAL QUALITY - SENSORY EVALUATION



Argan fruit from Morocco



The goats in Morocco which climb into the argan trees to eat the fruit



Women sit around on the ground while cracking the shell of the argan

PROGRAMME WEDNESDAY, OCTOBER 21TH, 2015

- 10:00 - 10:15** Introduction
- 10:15 - 11:00** **Argan oil - A 40 years success story**
(Zoubida Charrouf, Rabat, Morocco)
- 11:00 - 11:30** **Quality parameters for edible oils**
(Bertrand Matthäus, Detmold, Germany)
- 11:30 - 12:00** **Shelf life and stability of argan oil**
(Said Gharby, Rabat, Morocco)
- 12:00 - 13:30** Lunch
- 13:30 - 14:00** **Argan oil in cosmetical and pharmaceutical applications**
(Dominique Guillaume, Reims, France)
- 14:00 - 14:15** **Food and biodiversity: Slow Food Presidi projects**
Dr Ursula Hudson, President Slow Food Germany
- 14:15 - 14:30** **Argan Oil as first fairtrade product in Morocco: how fairtrade supports small producers for a high quality and equity product?**
Fairtrade International (FLO) Germany
- 14:30 - 15:00** **Volatile compounds as markers for argan oil quality**
(Bertrand Matthäus, Detmold, Germany)
- 15:00 - 15:30** **Sensory evaluation of edible oils**
(Ludger Brühl, Detmold, Germany)
- 15:30 - 16:00** Coffee break
- 16:00 - 17:00** **Practical course - Sensory testing of argan oils**
- 17:00 - 17:30** Final discussion



After, women hand grind kernels from the argan



The final result of the moroccan argan oil product