



olivie

oliviebasilicata.it

THE PROJECT

Le vie dell'Olio – Olivie represents one of the most significant initiatives for the **enhancement of Lucanian olive growing**. The project aims to strengthen the entire extra virgin olive oil supply chain by integrating product **quality, sustainability, research, education, and tourism promotion**.

The project offers five tourist routes in the main olive-growing areas of Basilicata: Alto Bradano, Melandro, Collina Materana, Medio Agri-Basento, and Metapontino-Pollino. These itineraries combine landscapes, villages, visits to olive mills, and tastings, reinforcing the link between product and territory.

Objectives

- Improve the quality of extra virgin olive oil through innovation, modernization and sustainable agronomic practices.
- Strengthen the supply chain by encouraging collaboration among producers, mills, and technicians.
- Enhance regional identity through brands and traceability systems that make Lucanian oil more competitive.
- Promote the territory by creating thematic routes dedicated to olive oil.

Education & Sustainability

Olivie involves primary and secondary schools in activities dedicated to the Mediterranean Diet, knowledge of the territory, and the protection of the olive-growing landscape, with **workshops that bring young people closer to olive oil culture**.

Development & Perspectives

Thanks to **PSR and PNRR funding**, the sector is investing in the modernization of olive mills, the circular economy, agronomic research, and plant health protection.

The goal is to make Lucanian olive growing more resilient to climate change and more competitive on the market.

In short, Olivie is an integrated project that **combines production, culture, and tourism**, transforming Lucanian olive oil into a true ambassador of the territory.

TOURIST ROUTES

PORTA DELLA LUCANIA

The Melandro River valley is a stunning landscape of olive groves shaping the land. A route designed for lovers of nature and olive oil.

VIETRI DI POTENZA-MISSANELLO
ROCCANOVA-CANCELLARA
MONTEMURRO-FORENZA
RUVO DEL MONTE-POTENZA

ALIANO-MATERA-METAPONTO
FERRANDINA SAN MURO FORTE

LA COLLINA MATERANA

From the Archaeological Park of Bernalda to the poetry of Rocco Scotellaro in Tricarico. A journey into the historical and olive-growing heart of Basilicata.

TERRE DELLA MAJATICA

In Ferrandina and its surroundings, the Majatica variety reigns supreme, producing a unique and unmistakable olive oil. Come and discover why it is the undisputed queen.

LETTERE ORAZIANE

Explore the Vulture Alto Bradano area, between Venosa, Forenza, and Rapolla. A journey where the poetry of Horace meets the quality of olive oil.

TERRE DI LAGARIA

Between the Metapontino and the Pollino, a blend of myth, history, and biodiversity. A journey from Greek origins to modern flavors.

TRICARICO-GRASSANO
GARAGUSO-MIGLIONICO
MONTESCAGLIOSO

MONTALBANO JONICO
OLIVETO LUCANO
ROTONDELLA-COLOBRARO

VENOSA-GENZANO DI
LUCANIA RIPACANDIDA
PALAZZO SAN GERVASIO
RAPOLLA-BARILE
ACERENZA-MELFI-MASCHITO

WEB-APP

A new way of exploring Basilicata: the **Olivie interactive map** tells the story of the olive oil routes, offering a digital journey that guides you through olive mills, places, traditions, initiatives, and services across the Lucanian territory.

Thanks to integration with Google Maps, each stop along the journey can be easily reached, allowing visitors to experience Basilicata through its olive-growing culture, its aromas, and its history



**SCAN THE QR CODE
TO DISCOVER EVENTS
AND ITINERARIES**



BRAND IDENTITY

The Olivie brand is built around a system of visual elements developed from a logo based on the core values and thematic focuses of “Le vie dell’Olio” project.

IL PITTOGRAMMA

5 olive
oil routes + Olive
tree
Slow stroll



NAMING

A fresh, impactful and memorable name. Evokes the semantic area of the oil and the itineraries to be traveled.

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AL PASSO CON LE RADICI

PAY-OFF

“In step with the roots”

The pictogram is an evocative symbol of the brand. It visually synthesizes multiple images: the five olive oil routes represented by five strokes, an olive tree trunk, and roots that move at the rhythm of a walk.

With Olivie, it is possible to walk “In step with the roots.” A pay-off that shows how we can explore the land of Basilicata at a walking pace, through a slow stroll, discovering its beauty.

OUR PARTNERS

The partners play a fundamental role within the project: they are passionately dedicated to spreading olive oil culture, the production of high-quality excellence, and the development of sustainable agriculture.

Thanks to their commitment, we offer an authentic experience that enhances the territory and respects the environment, involving farmers, olive mills, and local activities.



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Fondo Europeo Agricolo
per lo Sviluppo Rurale:
l'Europa investe
nelle zone rurali

MISURA 16 - SOTTOMISURA 16.3 – SOSTEGNO ALLA COOPERAZIONE TRA PICCOLI OPERATORI PER ORGANIZZARE PROCESSI DI LAVORO IN COMUNE