

Government of Pakistan
Ministry of National Food Security and Research

PRESS RELEASE

Pakistan Joins Global Alliance for Promoting Extra Virgin Olive Oil and Public Health

ISLAMABAD, September 16: Pakistan has joined an international alliance supporting the Lisbon Manifesto, “Extra Virgin Olive Oil: Scientific Evidence for Global Health,” launched following the Olive Oil World Congress 2026, marking an important development in the country’s engagement with global research and policy initiatives related to olive oil, nutrition and public health.

More than 60 organizations from 18 countries across four continents, including universities, research centres, farmers’ organizations, industry associations, sector bodies and government representatives, have endorsed the Manifesto. Pakistan’s participation reflects the growing importance being attached to the development of the country’s olive sector and to strengthening linkages between agricultural production, nutrition, research and public health.

Federal Minister for National Food Security & Research, Rana Tanveer Hussain, said Pakistan’s participation in the Lisbon Manifesto reflected the government’s commitment to linking agricultural development with nutrition, scientific research and public health.

He said the growing international recognition of the nutritional value of extra virgin olive oil provided an opportunity for Pakistan to further develop its olive sector through modern research, improved production practices, quality standards and value addition.

The Federal Minister said Pakistan was focusing on strengthening the entire olive value chain, from cultivation and quality planting material to processing, certification, marketing and consumer awareness, so that farmers could benefit from the growing potential of the sector.

Rana Tanveer Hussain said scientific research and international cooperation were essential for developing a competitive and sustainable olive industry in Pakistan. He appreciated international partners and research institutions for promoting evidence-based work on olive oil and its nutritional properties.

He said Pakistan would continue to promote cooperation among agricultural research institutions, universities, farmers and the private sector to enhance olive production and improve the quality and marketability of Pakistani olive oil.

The Minister said the development of the olive sector could contribute to agricultural diversification, farmers' livelihoods and food and nutrition security, while creating opportunities for value addition and new markets.

The Lisbon Manifesto calls for extra virgin olive oil (EVOO) to be given a preferred place among dietary sources of fat and for its role to be considered in public health strategies addressing chronic non-communicable diseases. It highlights scientific evidence concerning the nutritional and bioactive properties of EVOO, particularly its polyphenol content, within the context of a balanced diet.

The Manifesto also calls for stronger research and professional training, improved availability of quality olive oil in public institutions such as hospitals, care homes and school canteens, and stronger systems for quality assurance, authenticity, traceability and consumer information.

The signatories will present the Manifesto to their respective governments, health systems and relevant authorities, while the Olive Oil World Congress will submit it to international organizations including the World Health Organization (WHO), Food and Agriculture Organization (FAO) and Pan American Health Organization (PAHO) for consideration.

The Ministry of National Food Security and Research, through its National Olive Programme, will continue to facilitate collaboration among national research institutions, universities, farmers, industry and international partners to promote scientific research, quality production and value addition in Pakistan's olive sector.