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Austria

Oilseeds and Products

Pumpkin Seed Oil-The "Green Gold of Styria", an Austrian Specialty

2004

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Report Highlights:

Styrian pumpkin seed oil is a traditional specialty from the Austrian eastern provinces of Styria, Burgenland and Lower Austria. The planted area of oil pumpkin grew from 10,376 (25,640 acres) ha in 2000 to 15,450 ha (38,178 acres) in 2003. This is an increase of 49 %. Total production of pumpkin seed oil in 2003 amounted to 1.5 million liters. Major export countries include Germany and other Western European countries. New target markets, where promotion activities have already started, are Japan and the United States.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Vienna [AU1]
[AU]

General:

Styrian pumpkin seed oil is a traditional specialty from the Austrian eastern provinces of Styria, Burgenland and Lower Austria. Pumpkin seed oil is used for culinary purposes in human consumption and has a typical strong nutty flavor. It is made from the seeds of the special Styrian pumpkin, in which the seeds have no hull or shell. The high level of chlorophyll is responsible for its dark-green to black color. Pumpkin seed oil is regarded as very healthy because of its high level of anti-oxidative substances and unsaturated fatty acids.



Styrian oil pumpkin field in autumn, ready for harvest

Production:

Due to a growing demand on pumpkin seed oil and a relatively high producer price, oil pumpkin acreage is steadily growing. The planted area grew from 10,376 (25,640 acres) ha in 2000 to 15,450 ha (38,178 acres) in 2003. This is an increase of 49 %. It can be expected that there is an additional increase in acreage in 2004 by around 1,000 ha (2,471 acres). Within the last years oil pumpkin became the third most important crop in the province of Styria. Pumpkin seed oil production is an important income source for 10,000 Styrian farmers and 60 oil mills.

Total production of pumpkin seed oil in 2003 amounted to 1.5 million liters. For one liter of pure pumpkin seed oil, seeds of 30 to 35 pumpkins are required. That corresponds to 2.5 kilograms of seeds or around 27 square meters (33 square yards) farmland.

Market:

Within the last couple of years, total sales of pumpkin seed oil, the so called “green gold of Styria” increased by 30%. Up to 20 % is exported. Major export countries are Germany and other Western European countries. Target figure for exports as defined by the farmers’ organization Styrian Pumpkin Seed Oil (Erzeugerring Steirisches Kuerbiskernoel) should amount to 30 % of the total production (500,000 liters). New target markets, where promotion activities have already started, are Japan and the United States.

Protected Declaration of Origin

Some 2000 Styrian pumpkin growers and 35 oil mills joined forces to launch the regional brand “Styrian pumpkin seed oil”. This product was protected in accordance with Article 5 Rules and Regulations (EEC) Nr. 2081/92. Since November 12, 1998 the label “Styrian pumpkin seed oil – protected declaration of origin” (Steirisches Kurebiskernoel – geschuetzte geographische Angabe) can officially be used for pumpkin seed oil meeting the standards and requirements.

The band with unique identification number was introduced to document

the authenticity of Styrian pumpkin seed oil. It guarantees the secured origin of pumpkin seeds, 100 % pure pumpkin seed oil from the first pressing and manufacturing by domestic oil presses.



“Styrian pumpkin seed oil – protected declaration of origin” band with identification number