

**Question for written answer E-007966/2015  
to the Commission**  
Rule 130  
**Ivan Jakovčić (ALDE)**

Subject: WiFi technology for olive tourism

The EU currently produces 73 % of the world's olive oil.

In the last 10 years we have seen the emergence of wireless sensor networks (WSN) in agriculture, which are used for monitoring soil moisture, water flow, relative humidity, wind speed and direction, temperature, rain, etc.

There is evidence that the European programme for the promotion of olive oil has enhanced oleotourism, which is a growing trend that both favours consumers and producers and fosters economic development in large rural areas.

The deployment of WSN in olive growing in order to foster production, distribution and tourism remains under-exploited, even though such networks could improve the visibility of lesser-known producers, provide scope for sharing experiences of rural tourism and devising a common model for the regions involved through the exchange of good practices, consultations and so on, and promote transnational cooperation between various olive-oil-producing towns and regions.

Does the Commission intend to implement and increase the use of Wi-Fi technologies as a tool for combining tourism, technology and agriculture?