



PROJECT TITLE

The journey of “*Oregano*” from tradition to innovation

CLIENT

Apivita, Korres: Cosmetology
Vitro Hellas: Propagation material
ASKAFEFA: Rural Cooperative of MAP's

OUR TEAM

Associate Professor
Economou Garifalia
Tel: 2105294756
E-mail: economou@aua.gr

Associate Professor
Tarantilis Petros

Professor
Tsioubkas Konstantinos

Professor
Papafotiou Maria

Phd Student
Gavriil Elissavet

OBJECTIVES / ENTREPRENEURIAL OPPORTUNITIES

The object of the commercial use of the invention.

- The development of business plan for the crop of “*Oregano type plants*”, originated from the Greek island Ikaria (Aegean Sea) and characterized of high herbal and particular qualitative and quantitative traits (high percentage essential oil yield and high carvacrol content, its main bioactive constituent).
- Subscription of the studied “aromatic medicinal plants” in the National Catalogue of Varieties of Greece.
- Production and trade of certified propagation material.
- Pharmaceutical use of “oregano essential oil” in animal feed (plant origin antibiotics).
-



SOLUTION

How to manage our goals

- Chemotypic analysis of the studied “oregano plants”, *Origanum vulgare* spp. *hirtum* (L.), *Satureja thymbra* (L.), *Coridothymus capitatus* (L.), and *Origanum onites* (L.).
- Establishment of maternal plantations from selective “oregano plants” in Ikaria and A.U.A
- Study of acclimation of the selected “oregano plants” in different environments for six consecutive years (qualitative and quantitative determination of essential oil constituents)
- Development of reproductive material (plant tissue, rooted shoots)



RESULTS

Profits : a) Certified “oregano plant” material, b) Essential oils products of high added value, c) Potential uses in Pharmacopeia, Food and Cosmetic Industry.