



# The Olive Festival

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Martos / Spain

WORKSHEET#1

## Reading Text

### The Olive Festival: A Celebration of Identity and Tradition

Every year, on **December 8th**, Martos celebrates the **Fiesta de la Aceituna** (Olive Festival), an event that officially marks the beginning of the olive harvest season. Martos, often described as the **“Olive Oil Capital of the World,”** has a long-standing connection with olive cultivation, which has shaped its economy, landscape, and cultural identity.

The festival was first organized in **1980** to pay tribute to farmers and their hard work. Today, it has grown into a major cultural event. The most iconic tradition is the **“molienda,”** where people watch how olives are pressed using both traditional and modern techniques. Another highlight is the tasting of **“hoyo,”** a simple but symbolic snack made with rustic bread, freshly pressed olive oil, olives, and codfish.

Beyond food and tradition, the Fiesta de la Aceituna is also about **community and heritage**. Schools, cultural associations, and even international visitors take part in exhibitions, concerts, and conferences. For the people of Martos, this celebration is a living reminder of their roots and a source of collective pride.

Finally, the festival is a chance to promote the excellence of **extra virgin olive oil** from Martos. Recognized worldwide for its **flavor, quality, and health benefits**, this oil is a key element of the Mediterranean diet, declared by UNESCO as **Intangible Cultural Heritage of Humanity**.





# Activities

## 1. Warm-up Discussion (Pairs)

Talk about a typical food or product in your hometown. Are there any festivals related to it?

## 2. Reading Summary (Pairs)

Summarize the text in **three sentences**.

## 3. Multiple Choice (Individual)

1. The Fiesta de la Aceituna began in...  
a) Roman times   b) 1980   c) 2000   d) 1950
2. The “molienda” is...  
a) a concert   b) olive pressing   c) a dance   d) bread
3. “Hoyo” includes...  
a) bread, oil, olives, codfish   b) bread, cheese, ham   c) oil & chocolate   d) pasta
4. Olive oil belongs to the...  
a) Roman diet   b) Mediterranean diet   c) American diet   d) French diet

## 4. Vocabulary in Context (Individual)

Fill in the blanks with the correct form of the word in brackets:



1. Olive oil is one of the most \_\_\_\_\_ (recognize) products from Andalusia.
2. The festival pays \_\_\_\_\_ (tribute) to farmers.
3. Olive oil has many \_\_\_\_\_ (health) benefits.
4. The Fiesta is an event of cultural \_\_\_\_\_ (important).

### 5. Debate (Small Groups: 4–5 students)

Discuss: *Should traditional festivals be adapted to modern times or preserved as they are?*

Write 2–3 key arguments from your group.

### 6. Role-play (Pairs)

Student A: Explain the Fiesta de la Aceituna to a visitor.

Student B: Ask questions about the festival and compare it with a festival in your country.

Write a short dialogue or notes from your conversation.

### 7. Task-based Project: Festival Promotion (Groups: 3–4 students)

Design a **promotional campaign** for the Fiesta de la Aceituna. Include:

- A **slogan**
- **2–3 activities** for visitors
- A **short paragraph** for a brochure or website

### 8. Wrap-up Reflection (Individual)



Write a short paragraph answering: *Why are festivals like the Fiesta de la Aceituna important for cultural identity?*

**9. Design your own poster for the next “Fiesta de la Aceituna”**

A large, empty rectangular box with a black border, intended for the student to design their own poster for the next 'Fiesta de la Aceituna'.