

Rajasthan to soon start serving olive tea

The desert state of Rajasthan will soon give the country an alternative to green tea - brewed from olive leaves.

State Agriculture Minister Prabhu Lal Saini said the brand — named Olitia, The Olive Tea — will be launched "very soon" by Chief Minister Vasundhara Raje. "The process has been completed and we will launch it as soon as we get time from the Chief Minister. It will be the first time in the country and the world that a green tea alternative will be produced out of olive leaves," he said.

Rajasthan started cultivating olives in 2007 in collaboration with Israel and now the state cultivates them on 5,000 hectares, the Minister said. "And we have made a lot of progress since then. An olive refinery is operational in the state in Bikaner, also the country's first. We have also begun production of olive honey," he said.

The Olitia, the Olive Tea, packet also claims it has zero caffeine, builds immunity, fights fatigue and has anti-ageing properties. Saini said the "olive green tea" will come in multiple flavours which are in vogue these days like exotic, lemon and mint. "We are trying to diversify and produce other flavours like ginger, Tulsi etc," he said.

"We have received proposals from various countries including the UK, the USA and from the Gulf, that they want to sign MoUs in this regard," he said. He said that 66 per cent of "our state has arid or semi-arid climatic conditions. But we are among the leaders in the country as far as agricultural innovation is concerned thanks to the Chief Minister, scientists, officials and the people".

Source: <http://www.deccanchronicle.com/lifestyle/health-and-wellbeing/240817/rajasthan-to-soon-start-serving-olive-tea.html>

Did You Know?

5 Ways Switching to Mediterranean Diet Can Boost Your Health

The Mediterranean Diet is touted to be one of the most beneficial diets for good health and well-being. It is characterised by high consumption of plant-based foods, grains, vegetables, nuts and olive oil and limits the consumption of red meat and unhealthy fats. Here are the various benefits of the Mediterranean diet as per research studies –

- May help keep the brain healthy
- May prevent breast cancer risk
- May help prevent diabetes
- May reduce death risk for heart patients
- Secret to long life

Source: <http://food.ndtv.com/health/5-ways-switching-to-mediterranean-diet-can-boost-your-health-1726737>



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*Balanced diet as per dietary guidelines & regular exercise is important for overall health. *In comparison with Soyabean Oil as per the test conducted by NABL accredited lab under standard lab conditions. *Due to High MUFA, Trans fat free, zero cholesterol and low absorption. As per the opinion issued by a research institute - Olive Oil, amongst other factors, plays a role in metabolic health.

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Indian Olive Association

From the President's Desk



Dear Friends,

I would like to thank the members for reposing their confidence and electing me as the President of the Indian Olive Association at the Executive Council Meeting held on 9th November 2017. Mr. Rahul Upadhyay continues as the Vice President.

The Association has played an active role in representing the importers of olive and olive oils on various fronts and will continue to do so in the times to come. The Association has taken up several issues with FSSAI relating to

operationalisation of standards of table olives, revision of standards for food additives for table olives and exemption of olive oil from fortification. The details are given below.

Also, your Association has made a request for revision of Olives Shelf Life to the Canteen Stores Department (CSD) in the month of July 2017. The details are mentioned in the relevant items below.

IOA will continue strongly to represent the Olive Oil and Table Olives sector in India and will continue to promote both strongly in order to improve awareness and to educate consumers about the numerous health benefits of these products. We ask for your continued support.


V N Dalmia

Annual General Meeting of IOA

The 10th Annual General Meeting of the Indian Olive Association was held on 05th September 2017 at PHD House, New Delhi. At the AGM, Ms. Neelima Burra, Chief Marketing Officer and Country Head – Olive Oil, Cargill India Pvt. Ltd. was elected as President and Mr. Rahul Upadhyay, CEO, Rian Imports & Marketing was elected as the Vice President of the Association for 2017-18.



On 9th November 2017, Ms. Neelima Burra resigned as President of the Indian Olive Association. Consequently, the position of President fell vacant. As per the IOA's Articles of Association, the Executive Council would elect a new President till the forthcoming AGM. In the Executive Council Meeting held on 9th November, Mr. V.

N. Dalmia, Founder President of IOA and Chairman, Dalmia Continental Pvt. Ltd., was unanimously elected as the President of the Indian Olive Association for the year 2017-18.

Executive Council for the Year 2017-2018

The following were unanimously elected as members to the Executive Council:

1. **Mr. S. N. Bahadur**, Manisha International Pvt. Ltd
2. **Mr. Akshay Modi**, Modi Naturals Ltd.

Since the number of nominations received was less than the number of seats on the Executive Council, it was decided to co-opt all the remaining members who did not send their nominations.

1. **Mr. Sandeep Tiwari**, Field Fresh Foods Pvt. Ltd.
2. **Mr. Rohit Dubepatil**, SENGEE Biochem Exim Pvt. Ltd.
3. **Mr. Nikhil Asrani**, Suresh Kumar and Company (Impex) Pvt. Ltd.
4. **Ms. Susana Toribio**, Director, Deoleo India Pvt. Ltd.

Issues taken up with FSSAI concerning Table Olives and Olive Oil

a. Revision of quality standards and food additives for Table olives

The quality parameters defined for Table Olives category under the FSSR 2011 were not in conformation with CODEX standards which had been a matter of concern for Olive's importers. The existing issues both with respect to the food additives and the quality parameters for Table Olives category had been taken up with FSSAI.

i. Operationalisation of Standards for Table Olives

Based on the representation from IOA, FSSAI revised the Table Olives standards to maintain uniformity with the CODEX as suggested. In its recent notification, the operationalization of the Table Olive standards was shared by the Food Safety and Standards Authority of India (FSSAI). A snapshot of the revised standards which are important from the view of Table Olives stakeholders is highlighted here.

- The limits set for minimum salt content at six per cent and maximum potential of hydrogen (pH) value at 4.3.
- For treated olives, the salt content was set at five per cent and the pH value was 4.3; for dehydrated or shrivelled olives, the salt content was fixed at eight per cent, while the pH value was put at the good manufacturing practices I (GMP) level, and for Olives darkened by oxidation with alkaline treatment, the salt and pH values were set at GMP levels.
- Under the labelling requirements, the standards stated that in case of stuffed olives, the label should give the information on the style of the stuffing, along with the combination of ingredients.
- The draft defined Table Olives as the product prepared from the sound fresh fruits of the cultivated Olive tree (*Olea europaea* L), having reached proper maturity for processing, whose shape, flesh-to-stone

ratio, fine flesh, taste, firmness and ease of detachment from the stone make them suitable for processing and the characteristic colour, flavour, odour and texture of the fruits.

Earlier, FSSAI drafted standards and notified them in the gazette. These were put up for comments and suggestions from stakeholders and the standards were operationalised from the draft notification in November 2016 till final notification. The Association had taken up the issue on standards for Table Olives with FSSAI by sending a representation to Mr. Ashish Bahuguna, Chairperson, FSSAI and Mr. Pawan Kumar Agarwal, CEO, FSSAI.

ii. Revision of standards for food additives- Ferrous Gluconate and Ferrous Lactate for Table Olives

Post the draft notification from FSSAI dated September 5, 2016, which invited comments from stakeholders for the revision of standards for food additives, IOA responded by highlighting that the coloring agents Ferrous Gluconate (INS 579) and Ferrous Lactate (INS 585) were missing.

Further, in the representation, a request had been made that food additives - Ferrous Gluconate and Ferrous Lactate should be included in Appendix A-Table 4 for category 4.2.2.3 so that there is harmonization of the said standards with international standards. Both these colour retention agents are a must in black olives as in their absence, a consistent black colour of olives cannot be achieved and the black olives lose their colour and turn brown. In addition to this, the use of these additives is permitted under CODEX (category 4.2.2.3) and is already allowed as per Table 11, Appendix A of FSS (Food Products Standards and Food Additives) Regulations, 2011.

Post the representation, the additives were included in the proposed draft notification related to the amendment to the Food Safety and Standards (Food

Products Standards and Food Additives) Seventh Amendment Regulations, 2016, notified on 5th September 2016.

b. Exemption of Olive Oil from Fortification

IOA had sent a representation to the CEO, FSSAI, in the month of February 2017, requesting that Olive Oil

Category should be exempted from fortification. In the representation, it was highlighted that given the natural nutritional benefits of Olive Oil, it is the highest grade of oil that is gifted with multiple essential vitamins, MUFA and anti-oxidants, therefore requires no fortification and be best consumed without any addition or modification to its original composition.

Representation on Shelf life for Olives to the CSD

Similar to the change in the shelf life needed for CSD for Olive Oil, a representation was made for Table Olives to change the shelf life from 85% to 65%. The representation was made on the grounds that similar to olive oil, the entire category of olives in brine in India is imported. Transit & stock keeping time from the production unit to CSD Depots is usually between 6-7 months. Owing to the same, only 65% shelf life is left for

the products when the stock reaches the depots; making it improbable to meet the expected 85% shelf life requirement.

The request for revision of Olives Shelf Life has been submitted to the Canteen Stores Department (CSD) by the Association in the month of July 2017.

Issues taken up with Advertising Standards Council of India (ASCI)

IOA had filed a complaint with the Advertising Standards Council of India (ASCI) against the Advertisement of Adani Wilmar Ltd. titled as Fortune Vivo Diabetes-Care Blended edible vegetable oil, which contained the following incorrect statements regarding the oil:

1. Diabetes care oil
2. Clinically proven
3. It helps reduce high blood sugar level
4. Improves insulin sensitivity

IOA objected to the above statements with reasons and facts mentioned against each statement. ASCI informed the Association that the complaint against Fortune Vivo Diabetes Care was considered by the Fast Track Complaints Committee (FTCC) and that the results used to support above claims are not justified and hence not substantiated. **The claims were misleading by ambiguity and that this complaint was UPHELD. ASCI also informed that the decision of complaint being Upheld stands on Review and the matter was reported to the Food Standards Safety Authority of India.**

Data on Olive Oil and Table Olive Imports

Olive Oil

Financial Year

Total Olive Oil imports by India during April-September 2017-18, as per Department of Commerce, Government of India, were 5740 MT as compared to 6271 MT in the same period last year, registering a decline of 8.5%. The shares of Spain and Italy for this period stood at 65.4% and 31.8% respectively.

Total Olive Oil imports by India during the last financial year April-March 2016-17, as per Department of Commerce, Government of India, were 12,812.55 MT as compared to 11,254.44 MT in the same period last year, witnessing a decline of around 10.8%. The shares of Spain and Italy for this period stood at 61.76% and 33.82% respectively.

Crop Year

Olive Oil imports by India during Crop Year October 2016-September 2017 were 12,281.43 MT as compared to 12,211.46 MT during Crop Year 2015-16, registering a mere growth of 0.57%.

Table Olives

Total imports of Table Olives by India during April-September 2017-18, as per Department of Commerce, Government of India, stood at 1,409.03 MT, with table olive imports from Spain amounting to 1,301.12 MT.

Total imports of table olives by India during the last financial year April-March 2016-17, as per Department of Commerce, Government of India, stood at 3422.89 MT, registering a growth of 25.72% from last year. Table olive imports from Spain amounted to 3,193.37 MT.

