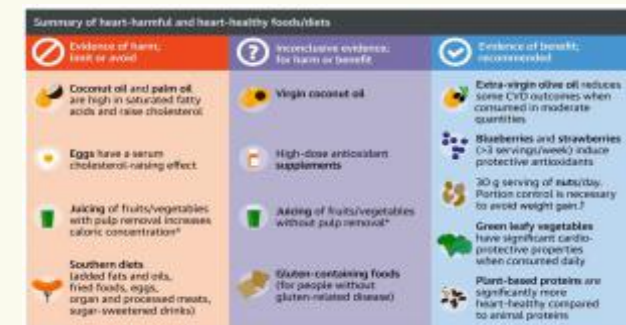


Did You Know

comprehensive, with clear evidence for a benefit in cardiovascular risk reduction,” the scientists said.

At the same time, the researchers suggest that weight-conscious consumers might want to use olive oil only in moderation, given that it is high in calories.

Coconut and palm oils, by contrast, come in for special concern. The analysis says the purported heart-health benefits of such oils are unsubstantiated and recommends that consumers avoid using them.



“There is a great amount of misinformation about nutrition fads,” Andrew Freeman, director of cardiovascular prevention and wellness in the division of cardiology at National Jewish Health in Denver and the paper’s lead author, said in a press release. “However, there are a number of dietary patterns that have clearly been demonstrated to reduce the risk of many chronic diseases, including coronary heart disease.”

The analysis supports eating a largely plant-based diet, noting that evidence suggests the consumption of fruits and leafy green vegetables promote heart health. But researchers warned that patients who use blood thinners should seek a medical consultation to determine what amount of leafy vegetables are best for them. (The high levels of Vitamin K in such vegetables can affect blood clotting.)

Scientists note that a number of health fads such as juicing, gluten-free food and herbal medications have not been shown to offer cardiovascular benefits.

“A generous amount of veggies and fruits, a moderate amount of whole grains and nuts, supplemented with your favorite protein sources of legumes, fish, poultry and lean meats, is a heart-smart, healthy eating plan,” Michael Miller, a Professor at the University of Maryland School of Medicine, and a co-author of the review, said in an interview with the Washington Post.

The 52,000-member American College of Cardiology says that The Journal of the American College of Cardiology is the most widely read cardiovascular journal in the world.

Source: <https://www.oliveoiltimes.com/olive-oil-health-news/journal-american-college-cardiology-recommends-olive-oil/55557>

Olive Oil for Skin and Hair

Olive oil can be used as a facial cleanser, makeup remover and deep conditioner. And like any culinary recipe, just make sure to use the right type and amount to get the true benefits of olive oil in your beauty regimen.

The compounds found in olive oil that can reduce the risk of heart disease can also benefit the skin. Vitamin E reduces scarring, antioxidants combat free radicals and the anti-inflammatory nature can calm redness or breakouts. Just like with cooking, using high-quality extra virgin olive oil increases the benefits of use.

Using the oil cleansing method, olive oil becomes a substitute for cleanser. Pour a small amount into the palm of your hand and gently massage the oil all over your face, including eyes and lips if makeup needs to be removed. A hot towel placed on the skin helps open the pores and loosen any trapped dirt.

If using straight olive oil seems a little strange, there are plenty of oil based cleansers to try. Olive oil is a fantastic remover for waterproof mascara, stubborn matte lipstick or face paints. Either rub the oil straight onto the skin or use some on a cotton ball like a traditional makeup remover.

Olive oil isn't just for the face – it can be used all over the body. It's a great option for dry winter skin. Massage small amounts onto the knees and elbows or use in place of a body lotion, especially areas like heels that crack. Before bed, rub oil onto the feet, elbows and knees. Letting the oil sit on your skin overnight can help soften cracked, dry skin. The same method can be used to combat dry hands and cracked cuticles. However, be careful applying; the oil can possibly stain fabrics or make feet slippery on bathroom floors.

An alternative to store bought deep conditioners is olive oil. To really condition, wrap a warmed towel around the hair and let the oil sit for twenty minutes before styling as usual. If time is an issue, a small amount of olive oil can help tame flyaways and condition dry ends. There are two ways to easily treat split ends: coat the ends hair with olive oil before showering or smooth a small amount on wet hair before styling. The oil can also help soothe an itchy, winter scalp.

Source: <https://www.oliveoiltimes.com/olive-oil-basics/olive-oil-skin-hair/53762>

Recipe Section



Chocolate Olive Oil Glaze

By adding some mild-tasting extra virgin olive oil to melted chocolate, you'll end up with a

delicious vegan chocolate dip and even a lusciously smooth cake glaze.

Ingredients

- 6 ounces dark chocolate (70 to 72%), finely chopped
- 2 tablespoons mild tasting extra-virgin oil
- 2 pinches flaked sea salt (optional)

Instructions

1. Line a sheet pan with a piece of plastic wrap, parchment or a Silpat baking mat.
2. Melt half of the chocolate with olive oil in a heatproof bowl set over a pan of simmering water (make sure the water does not touch the bottom of the bowl), stirring a few times until the chocolate is just melted. Add the rest of the chocolate and stir until melted.
3. Remove bowl from the saucepan. Wipe the water from the bottom of the bowl. Crush the salt between your fingers and add to chocolate, stirring until the chocolate is completely melted and the glaze is smooth.
4. To dip larger items: hold by the end or stem. Dip each piece two-thirds of the way into the chocolate. Lift up and allow the excess chocolate to

drip back into the bowl. Set each piece on the lined sheet pan and push forward just slightly, so the chocolate doesn't puddle too much. Allow chocolate to set at room temperature for about 15 minutes, then refrigerate on the tray until set. To dip smaller pieces, such as nuts or seeds, plunk a bunch at a time into a shallower bowl of chocolate and push them around with a fork until coated. Remove with a large fork or slotted spoon and allow the excess chocolate to drip back into the bowl. Place on the lined baking sheet to harden and then refrigerate.

5. Refrigerate until serving. The chocolate dipped “anythings” will peel off the acetate, parchment, or Silpat when the chocolate has hardened.

Note: Fruit must be thoroughly dry and cold before dipping (chocolate sets fastest on cold fruit). Rinse the fruit gently (do not wash berries more than 30 minutes before using), gently pat dry with paper towels and refrigerate until cold.

Variation: Add a coating of chopped nuts, seeds, coconut or fine cake or cookie crumbs: After dipping the item, roll or sprinkle with any of the above toppings. Make a free-form design by waving a forkful of melted chocolate over the item instead of dipping. If you want to create neat lines, pipe the melted chocolate through a small pastry bag, paper cornet, or squeeze bottle.

Source: <http://www.oliveoilmarket.eu/recipe-chocolate-olive-oil-glaze/>



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Indian Olive Association

From the President's Desk



Dear Members,

Indian Olive Association has sent a representation to the CEO, Food Safety & Standards Authority of India (FSSAI), in the month of February 2017, requesting that Olive Oil Category should be exempted from fortification. The details are given below. Another representation was sent to FSSAI on table olives in the month of December 2016. The details are given in the relevant item below.

The Association circulated the comparative data on import of olive oil with Italy and Spain breakups for the periods April-September 2015-16 and April-September 2016-17, alongwith India's olive oil imports for the crop year October 2015-September 2016. India's imports of table olives for the period April-September 2016-17 were also circulated. Details are given below.

*Rajneesh Bhasin*  
Rajneesh Bhasin

Fortification of Edible Oil

Mr. Rajneesh Bhasin, President, IOA has 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 mentioned that given the natural nutritional benefits of Olive oil, it is an oil that is gifted with multiple essential vitamins, MUFA and anti-oxidants, and therefore requires no fortification and is best consumed without any addition or modification to its original composition.

FSSAI notification related to Operationalization of standards for Table Olives

FSSAI had issued a notification on Operationalization of standards for table olives, on 24th November 2016. It has been observed that the notification does not fully address the problems faced by the importers. The Association had asked for feedback from its members.

Mr. Rajneesh Bhasin, President, IOA has sent representations to Mr. Ashish Bhauguna, Chairperson, FSSAI and Mr. Pawan Kumar Agarwal, CEO, FSSAI, on the revision of standards for Table Olives, in December 2016.

Through the representation, it is highlighted that in the notification in respect of Food Safety and Standards (Food Products Standards and Food Additives) Seventh Amendment Regulations, 2016, names of food additives Ferrous Gluconate and Ferrous Lactate

as colour retention agent for food category 4.2.2.3 have not been mentioned. Both of 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.

In the representation, a request has 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.

## Article on "India is awakening to health benefits of olive oil" by President, IOA

In an article in Prowellness India, Mr. Rajneesh Bhasin, President, Indian Olive Association has propagated the health benefits of the Olive Oil based cooking, a trend away from the high-heat techniques that had been characteristic of traditional Indian cooking.

According to him, Olive Oil has beneficial effects on virtually every aspect of body function, development and maintenance, including brain development, bone structure, digestion, aging process, the condition of skin and hair, metabolism, and on plague formation in the blood vessels. So, it is time that each one of us introduces it to our everyday lives for a healthier future.

Mr. Bhasin has been vocal that Indians, who lead the world in rates of cardiovascular disease and diabetes, have every reason to consider bringing olive oil into their diets, yet per capita consumption stands at less than a teaspoon per year. On modern Indian life and its impact on health, Mr. Bhasin feels that Indians today start work early in the morning at 7, 8 and by the time we get back home, it's 7, 8 in the evening, so most of us live a fairly sedentary lifestyle, spending most of the days staring at a laptop or at a computer, and there is very little time for physical exercise. That's where a lot of these health concerns are growing, and they are coming in fairly young, so a lot of people in their early 40's are beginning to get these problems because of the lifestyle that we are living in."

According to Mr. Bhasin, one of his favourite quotes is of the third president of America, Thomas Jefferson, who believed that "The olive tree is surely the richest gift of heaven." Mr. Bhasin is quick to highlight that the benefits of olive oil are even mentioned in the books of Islam, Christianity and Judaism. Health benefits and culinary uses of olive oil mentioned in the Greek mythology are validated by modern science research, he adds.

He has brought about eleven distinct surprising ways Olive Oil could help one to lead a fuller, healthier life.

- Reduces risk of blood pressure
- Helps prevent cancer
- Anti-inflammatory agent improves health
- Boosts immunity to fight against various health problems
- Helps stomach in easy digestion
- Prevents the body from mental ageing
- Helps prevent from Skin Cancer
- Protects skin from adverse effects of radiation
- Aids in stopping skin ageing
- Works as best skin and hair massage oil
- Ideal conditioner for hair

The detailed article can be accessed at the following link:  
<http://prowellnessindia.com/2017/02/20/india-is-awakening-to-health-benefits-of-olive-oil-bhasin/>

## Data on Olive Oil and Table Olive Imports

### Olive Oil

#### • Financial Year Data

Total olive oil imports by India during April-December 2016-17, as per Department of Commerce, Government of India, were 9686.67 MT as compared to 8216.74 MT in the same period last year. The shares of Spain and Italy for this period stood at 62.65% and 33.81% respectively.

Total olive oil imports by India during the financial year April-March 2015-16, as per Department of Commerce, Government of India, were 11,254 MT as compared to 12,620.65 MT in the same period in 2014-15, witnessing a decline of around 10.8%. The shares of Spain and Italy for this period stood at 66.63% and 30.56% respectively.

#### • Crop year Data

Total imports by India during Crop Year October 2015-September 2016 were 12,211.46 MT as compared to 10,758.54 MT during Crop Year 2014-15, registering a growth of 13.5%.

### Table Olives

Total imports of table olives by India during April-December 2016-17, as per Department of Commerce, Government of India, stood at 2329.73 MT, with table olive imports from Spain amounting to 2182.40 MT.

Total imports of table olives by India during April-March 2015-16, as per Department of Commerce, Government of India, stood at 2,722.68 MT, registering a growth of 35.89% from last year. Spain accounted for 97.96% of total imports.

## News from Olive World

### The price of olive oil is surging

It might be a good idea to keep an extra bottle of olive oil stowed away for safekeeping. The prices of the ubiquitous kitchen item are starting to skyrocket because of shortages in Europe.

The shortage of olive oil and produce is the result of years of severe weather fluctuations, with heatwaves and floods across Spain, Italy, and Greece, including searing heat waves that decimated production by as much as half in some places.

Producer prices of olive oil in Spain—the world's largest producer—have increased by 10% since the same time last year. Production is expected to fall as much as 50% this season, Bloomberg reported, and retail olive-oil prices in Spain are near a seven-year high.

In Italy, prices have gone up by 70%; in Greece, 17%; and in Tunisia, by 18%, according to a report by the International Olive Council. Across the globe, the appetite for olive oil has risen, notably so in China, which saw imports increase by more than 160% in November 2016 from the prior year.

Shortages were felt most acutely in the UK, the result of the pound's precipitous collapse in value against other currencies after the country voted to leave the European Union. Economic headwinds have pushed some restaurants there out of business, and the increase in prices of kitchen staples such as olive oil aren't helping, according to Bloomberg. So far, American consumers have been immune to the impact of the rising price of olive oil due to the strong dollar.

Source: <https://qz.com/907813/climate-change-in-spain-italy-destroy-crops-and-drive-up-prices-of-olive-oil/>

### Olive Council Inaugurates World Olive Day

The International Olive Council launched 'World Olive Day' to celebrate olive trees, their health benefits and environmental advantages.

The International Olive Council chose November 26 for a celebration of the olive tree, the "universal symbol of peace and harmony, which has now spread to the five continents and contributes to sustainable economic and social development and the preservation of natural resources," the Madrid organization said.

Between 2014 and 2016, the land area in the world planted with olive trees have increased by 10 percent: from 10 million hectares (24.7M acres) to 11 million hectares (27.1M acres), of which well over 8 million hectares (19.7M acres) are not irrigated.

A ceremony was held at the headquarters of the IOC, during which the Executive Director, Abdellatif Ghedira read an official declaration on the importance of olive trees, their health benefits and their environmental relevance.

This was also the subject of a short film prepared for the 22nd session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP22): 'Olive oil, the liquid gold helping to reduce greenhouse gas emissions.' "As an agent in combating global warming, olive growing has a positive carbon balance, sequestering more CO2 in its growth cycle than the greenhouse gasses emitted in the production process of virgin and extra virgin olive oil," Ghedira noted.

"Olive oil and table olives" are a proven source of nutrition and health and are key ingredients in the Mediterranean diet and increasingly appreciated by the world's most renowned chefs. Furthermore, "the action of their many therapeutic properties in preventing certain diseases is now widely recognized" as the IOC declared during the event.

With the idea to set up an annual celebration, the IOC published in September a call for proposals for grants to co-finance the series of simultaneous events which have been scheduled by member countries.

In Italy, the World Olive Day has been celebrated in collaboration with Unaprol with a full day of study on the development of the olive oil quality systems and economic and environmental aspects of the appellation of origin procedures. The event coincided with the twentieth anniversary of the first five Protected Designations of Origin (PDO) for extra virgin olive oils at the European level: Apurino pescarese, Brisighella, Canino, Collina di Brindisi and Sabina.

In Algeria, the celebration of WOD 2016 was inaugurated by the Minister of Agriculture and included a demonstration of the operation of a crushing unit and a tasting of the oil produced, that was followed by olive tree plantings.

In Egypt, a seminar on olive growing and the environment and the health benefits of olive products took place in collaboration with the University of Alexandria.

In Spain, a workshop for foreign students was held at the University of Jaén including a talk on olive oil, with a tasting session and cooking demonstrations.

In Greece, the Kalamata Olive Oil Taste Laboratory organized sensory analysis sessions and a seminar on the health benefits of olive oil, organoleptic quality standards, and quality management.

## News from Olive World

In Morocco, the fifth edition of the International Forum on Olive Oil was held in Meknès, with a conference that highlighted the value of the olive tree biomass as a new and renewable energy source.

In Tunisia, the event focused on the extension of the olive growing area in the country and the sustainability of the sector. One thousand olive trees were planted in nurseries.

In Turkey, after a visit to an ancient mill, participants took part in the harvest of monumental olive trees and oil extraction at a press kept at the Museum of Olive Oil.

Portugal celebrated World Olive Day with the president of the Casa do Azeite, Luís Folque and the Minister of Agriculture, Forestry and Rural Development, Luís Manuel Capoulas Santos.

Source: <https://www.oliveoiltimes.com/olive-oil-business/olive-council-inaugurates-world-olive-day/54046>

### 'Raj Olive Oil' – India's first indigenous olive oil brand

Rajasthan's tryst with olives began in 2008 with 1.12 lakh saplings brought from Israel and grown here. The saplings were planted in 182 hectares of government farms in seven agri-climatic zones – Bassi, Bakalia, Santhu, Barore, Tinkirudi, Lunkaransar and Bsbasina villages.

"After eight years, cultivation has spread across 800 hectares in the state and we will be launching India's first indigenously-produced olive oil brand," ROCL Managing Director Yogesh Verma said.

Sitaram Yadav, a farm manager at Lunkaransar, said, "Moreover, the plants can survive difficult conditions. Hence, even arid and saline conditions in Rajasthan are apt for the plants growth."

"We are planning to increase cultivation to 5,000 hectares keeping in mind the future demand for the oil," Verma said.

## Did You Know

### Journal of the American College of Cardiology Recommends Olive Oil

A group of doctors and researchers in the U.S. set out to examine the evidence behind a slew of claims, fads, diets and trends related to cardiovascular health. They published their findings in the latest issue of the Journal of the American College of Cardiology.

At the Centre of Excellence for Agriculture at Bassi, the state has embarked on developing olive tea in four flavours- mint, ginger, tulsi and lemon.

Source: <http://www.oliveoilmarket.eu/raj-olive-oil-indias-the-first-indigenous-olive-oil-brand/>

### Google Recommends Olive Oil as Butter Substitute to 40M Oscars Viewers

For every cup of butter, substitute three-quarters cup of olive oil. - Google Home Commercial

"Okay Google, what's a good substitute for butter?" a man asks in the 15-second spot that aired throughout the four-hour Oscars broadcast.

"For every cup of butter, substitute three-quarters cup of olive oil," the Google device responds, offering a conversion that takes into account the difference in density of the two fats. After a pause, the man then asks, "Okay Google, what's a good substitute for olive oil?" (Maybe the unconscionable absence of olive oil in the man's kitchen is due to this year's over-publicized olive oil shortage scare.) That question, however, seems to leave even Google speechless, as the commercial cuts away. After all, there really is no substitute for olive oil.

While such a passing reference might not be noteworthy for some industries, the high-profile mention can be seen as a welcome product plug for the olive oil sector which has been trying to get people to consider olive oil as a healthier option well-suited for cooking.

Unlike some sectors, olive oil has no concerted promotional campaigns that could reach such a worldwide audience. And even if it did, the simplicity of Google's incidental plug would be hard to beat.

Source: <https://www.oliveoiltimes.com/olive-oil-basics/google-recommends-olive-oil-butter-substitute-40m-oscars-viewers/55529>

Chief finding is that oils such as olive and canola are healthier than hard fats like butter and margarine. Extra virgin olive oil is singled out in the analysis as being the smartest heart-healthy choice, given the evidence accumulated in a large number of studies conducted on the food.

"The evidence base for olive oil is the most

