

Did You Know

phenolic alcohols, secoiridoids, lignans, and flavones are the four categories identified in EVOO as the most important.

Though it is likely due to the synergistic activity of all olive oil (OO) compounds, according to research, phenols known as tyrosol and hydroxytyrosol and their fractions 3,4-dihydroxyphenylethanol-elenolic acid (3,4-DHPEA-EA) and 3,4-dihydroxyphenylethanol-elenolic acid dialdehyde (3,4-DHPEA-EDA), are the compounds being identified as providing some of the greatest antioxidant activities.

A study, published in Food & Function, 2015, found that the polyphenolic compounds in EVOO, 3,4-DHPEA-EA and 3,4-DHPEA-EDA significantly protect red blood cells from oxidative stress. In regard to cardiovascular disease, EVOO has been shown to change the status of oxidative stress, inflammation, lipid peroxidation, and lipid profile in coronary artery disease.

Researchers have even suggested that EVOO may be beneficial for preventing oxidative stress related diseases such as retinopathy of prematurity, bronchopulmonary dysplasia, periventricular leukomalacia and necrotizing enterocolitis, in very low birth weight infants.

The central nervous system (CNS) is particularly susceptible to oxidative stress. EVOO has also been shown to exert a positive influence on CNS oxidative stress, in particular brain lipid peroxide levels and helping to restore brain fatty acid composition – especially levels of docosahexaenoic acid (DHA). It's also been shown to increase antioxidant enzyme activities to help mitigate the oxidative damage that leads to neurodegenerative disorders such as Alzheimer and Parkinson disease.

The role that EVOO plays in reducing oxidative stress is extremely important. Clearly the research shows that EVOO does, in fact, provide a cost effective, readily available antioxidant food source that can be prescribed for consumption in the everyday diet to reduce the effects of oxidative stress and therefore reduces the risk and progression of many different diseases.

Source: <http://www.oliveoiltimes.com/olive-oil-basics/role-olive-oil-reducing-oxidative-stress/50816>

Keep Your Olive Oil from Going Bad with These Proper Storage Tips

Olive oil is perfect for everyday cooking, but if you have some really nice olive oil you use for dipping, you probably won't use it as much. You can extend its shelf life by keeping it stored the right way.

Olive oil has three enemies: oxygen, light, and heat. When exposed to those elements, the oil will turn rancid more quickly. Olive oil should be stored in a cool, dry, dark cupboard, away from the heat and light.

It also helps to put in a dark-colored bottle that barely lets any light in, or even a stainless steel container. It's also important to make sure your container has a proper cap or lid so oxygen doesn't slowly degrade the oil.

These storage tips will work for any olive oil.

Source: <http://lifelifehacker.com/keep-your-olive-oil-from-going-bad-with-these-proper-st-1704577777>

Recipe Section

Watermelon with Mint and Lime

Ingredients:

- 6 cups (about 3/4 pound) seedless watermelon cubes, from about 1/4 seedless watermelon (rind removed)
- 2 tablespoons chopped fresh mint
- 1 tablespoon extra-virgin olive oil
- Juice of two limes

Direction:

In a large bowl, toss the watermelon cubes with the mint, olive oil and lime juice. Chill the salad for at least 1 hour before serving.



Recipe Section

Parmesan Spring Chicken



Ingredients:

- 1 egg white
- 5 tablespoons finely grated Parmesan cheese
- 4 boneless, skinless chicken breasts
- 1 pound small potatoes, cut into small cubes
- 6 ounces of frozen peas
- Good handful of baby spinach leaves

- 1 tablespoon white wine vinegar
- 2 teaspoons olive oil

Directions:

Heat broiler to medium and line the broiler pan with foil. Beat the egg white on a plate with a little salt and pepper. Tip the Parmesan onto another plate. Dip the chicken first in egg white, then the cheese. Broil the coated chicken for 10-12 minutes, turning once until browned and crisp.

Meanwhile, boil the potatoes for 10 minutes, adding the peas for the final 3 minutes, then drain. Toss the vegetables with the spinach leaves, vinegar, oil and seasoning to taste (those of you who like a little spice, add a pinch of your favorite chili powder or Hungarian paprika). Divide the vegetables between 4 warm plates and then serve with the chicken.

Source: http://trib.com/special-section/health-med-fit/chef-s-corner-fresh-and-flavorful/article_f0cee6da-2976-5c48-9104-fd9b06bbc905.html



Indian Olive Association

From the President's Desk



Dear Members,

On behalf of the Association and myself, I welcome three new members to the Indian Olive Association namely – M/s Aditya Birla Retail Ltd., M/s Metro Cash & Carry India Pvt. Ltd. and M/s Jindal Retail India (Pvt.) Ltd.

At the Executive Council meeting held this year, Mr. Deoki Nandan Muchhal from Cargill India was unanimously appointed as the Vice President of the IOA.

I am also happy to mention that in this period, the association had been very aggressively voicing its concern to various policy makers. Representations regarding a separate category for olive oil in terms of import duty have been submitted to Mr. Arun Jaitley, Hon'ble Union Minister of Finance, Govt. of India and Mr. Jayant Sinha, Minister of State for Finance, Government of India. In addition to this, a detailed

representation has been submitted to Mr. Ashish Bahuguna, Chairperson, FSSAI, regarding the issues faced by members in import of Table Olives and Edible Oil Blends.

The Association circulated the comparative data on import of olive oil with Italy and Spain breakups for the financial years April-March 2015-16 and April-March 2014-15. Details are given in the relevant item below.

Rajneesh Bhasin
Rajneesh Bhasin

Workshop on - The Sweet Taste: Business Opportunities & Perspectives for Italian Food and Wine in India

The Trade Promotion Office of the Italian Embassy in India organised a workshop "The Sweet Taste: Business Opportunities & Perspectives for Italian Food and Wine in India" on 27th April 2016 at the Leela Palace, New Delhi.

The event was organised to create awareness about Italian food and wine and to encourage Italian companies to explore new business opportunities in India. The event saw both Italian as well as Indian

experts speak on topics such as olive oil, fruits and wine.

Mr. Rajneesh Bhasin, President, Indian Olive Association was also invited as a guest speaker. He presented his views about the Olive Oil sector in India and the scope it has in the near future. He also spoke about the efforts made by the Association in creating awareness about its benefits, and for the alignment of standards for olive oil and table olives, with the standards acceptable internationally.

Olive Oil Import Data

Olive Oil

- Financial Year Data

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.



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Olive Oil Import Data

- Crop Year Data

As per Department of Commerce, Government of India, total imports by India during Crop Year 2014-15 were 10,758.54 as compared to 12,244.84 MT during Crop Year 2013-14, registering a decline of around 12%.

News from Olive World

World's Best Olive Oils for 2016 Announced

Curtis Cord, President of the New York International Olive Oil Competition (NYIOOC), announced the best olive oils in the world for 2016 at a press conference packed with over 200 olive oil producers', retailers, distributors, chefs and journalists from around the world, in New York City.

Cord was flanked by the NYIOOC panel of judges, comprised of 15 top tasters from every region of the globe, and led by Carola Dümmer Medina, Fernando Martínez Román, and Konstantinos Liris. After meticulously tasting and evaluating over 820 oils from 26 countries — the largest international collection of olive oils ever assembled — over four intense days, the winners were decided.

Despite the many challenges, 314 producers took home awards, an overall success rate of 38 percent. Italy won 109 awards, overtaking last year's top winner, Spain, who racked up 78 wins, a strong second. The United States came in third place with 50.

Portugal and Greece tied for fourth place, with 20 awards each.

Source: <http://www.oliveoiltimes.com/olive-oil-business/north-america/worlds-best-olive-oils-for-2016-announced/51159>

Olive oil sales could climb on strength of Heart-Check logo addition

Olive oil's already healthy image just got a boost — and so too could sales soon — thanks to the American Heart Association giving the ingredient its blessing to use its widely recognized Heart-Check Food mark on labels.

Source: <http://www.foodnavigator-usa.com/Manufacturers/Olive-oil-sales-could-climb-on-strength-of-Heart-Check-logo-addition>

Table Olives

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.

Italy to Introduce Extra Virgin Olive Oil Anti-Fraud Label

Italy is set to introduce an anti-fraud label on bottles of 100 per cent extra virgin oil, in an attempt to fight a counterfeiting problem that costs the industry an estimated €1.5 billion per year.

The initiative, which has been developed by the National Association of Olive Growers (CNO) and is supported by the Italian Farmers Confederation (CIA) and the State Mint, consists of using a special mark, similar to that which already exists for wine.

At a press conference, the president of CIA, Dino Scanavino, explained that the extra virgin olive oil sector has a strong impact on the Italian economy, with over 700,000 active companies.

He said the the new label will be open to all extra virgin olive oil producers able to demonstrate full traceability of the product, from the tree to the bottle.

Source: <http://www.esmmagazine.com/italy-to-introduce-extra-virgin-olive-oil-anti-fraud-label/24394>

Third Food Expo Greece

The third Food Expo Greece took place near Athens March 19-21 and, according to exposition organizer Nikos Choudalakis, CEO of Forum SA, the event has "become the leading food and beverage trade show in Southeast Europe," offering "the largest selection of PDO and PGI products ever assembled on European soil."

Held a short shuttle bus ride away from the Athens International Airport at the 55,000 square meter Metropolitan Expo site, this year's Food Expo Greece attracted 970 Greek and international exhibitors, 153 of them exhibiting olive oil, plus 450 hosted buyers and 55,000 trade visitors, including 1,200 from 55 countries outside Greece.

News from Olive World

Hosted buyers were representatives of food and beverage companies who participated in the Food Expo Hosted Buyer Program. Buyers attended 6,750 scheduled business-to-business (B2B) meetings with exhibitors.

Source: <https://www.oliveoiltimes.com/olive-oil-business/europe/3rd-food-expo-greece-showcases-mediterranean-foods/50990>

Kettle Brand releases new chips

Kettle Brand has recently launched Uprooted, a line of vegetable chips, and a line of potato chips cooked in olive oil and avocado oil.

The Uprooted chips are made from fresh slices of root vegetables and are certified gluten-free and verified by the Non-GMO Project.

Two varieties are available: Sweet Potatoes and Beets & Parsnips. Sweet Potatoes are thick-sliced sweet potatoes cooked and seasoned with sea salt, and Beets and Parsnips add thick slices of a medley of beet and parsnips cooked and seasoned with sea salt. The chips contain no trans fats or preservatives, according to the company. Kettle also has launched a line of potato chips that's cooked in olive oil and a line that's cooked in avocado oil.

Source: <http://www.statesmanjournal.com/story/life/2016/03/28/kettle-brand-releases-new-chips/82349206/>

Taiwanese Businessman Sentenced to Four Years in Prison for Olive Oil Fraud

Wei Ying-chung was sentenced to a four-year prison term and fined more than \$15 million for blending inferior grade palm and other low-cost oils into a mixture that was then marketed as high-grade olive oil.

In one of the most egregious and extensive examples of food fraud, forgery, and regulatory violations ever prosecuted in East Asia, the former chairman of Wei Chuan Foods Corp was found guilty in a Taipei courtroom of selling adulterated oil products.

Wei Ying-chung was sentenced to a four-year prison term and fined more than \$15 million for blending inferior grade palm and other low-cost oils into a mixture that was then marketed as high-grade olive oil. The court deemed the products, which also contained artificial coloring, harmful to public health.

Source: <http://www.oliveoiltimes.com/olive-oil-business/asia/taiwanese-businessman-sentenced-to-four-years-in-prison-for-olive-oil-fraud/51023>

Croatian Olive Oil Wins Gold in Japan

Croatian olive oil producers returned from the recent International Extra Virgin Olive Oil Competition – Olive Japan 2016 – in Japan with a number of gold medals. 12 olive oil producers from Croatia, 11 from the Istria region and 1 from Dalmatia, were in Japan taking part in the competition which featured 600 olive oils from 21 countries around the world, including the best from Spain, Greece, Italy and Australia.

Olive Japan is an international event organised annually by the Olive Oil Sommelier Association Japan held in Tokyo.

Source: <http://www.croatiaweek.com/croatian-olive-oil-wins-gold-in-japan/>

Project Aims to Bring Social Change through Olive Oil in Brazil

While Brazil isn't widely known as an olive oil producer, a new initiative might just change that — not through the scale of its olive oil production, however, but as a result of an innovative cause-driven effort called Social Trees.

The goal of the initiative is to support youth education in the poor communities of Brazil's southern Rio Grande do Sul region. To achieve this, Social Trees will try to raise funds to plant between 7,000 and 35,000 olive trees (likely Arbequina, Arbosana, Koroneiki and/or Picual varieties, all which have been successfully grown and cultivated in the region), from which extra virgin olive oil will be produced and sold. 100 percent of the profits will then go toward local social projects, and, in theory, do so over the course of at least 70 years (considered an orchard's average production time).

The effort is led by Leonardo Dutra, who specializes in agribusiness and has experience in the management and marketing development of Brazil's agro-industries. He is supported by a diverse group, which includes olive oil producers from Brazil, Italy and Portugal, and the project is seeking donations through the crowdfunding site, Indiegogo.

Source : <http://www.oliveoiltimes.com/olive-oil-basics/project-aims-to-bring-social-change-through-olive-oil-in-brazil/50889>

News from Olive World

EU approves duty-free Tunisian olive oil imports

The European Parliament has agreed to waive taxes on olive oil imports from Tunisia to the EU, in a bid to boost the country's economy.

The European Parliament adopted a European Commission proposal to support the Tunisian economy by increasing olive oil imports, by 500 votes to 107, with 107 abstentions. Under this deal, Tunisian producers will be able to export up to 35,000 tonnes more olive oil, duty and tax free, in 2016 and 2017.

To soften the impact of this decision on European producers, the Parliament made two amendments to the Commission's original proposal, introducing stricter requirements for traceability and prohibiting the measure from being repeated. But many Italian MEPs fear this decision will unfairly penalise olive oil producers in the EU.

Source: <https://www.euractiv.com/section/agriculture-food/news/eu-approves-duty-free-tunisian-olive-oil-imports/>

World Olive Oil Production Exceeds 3.2 million tonnes

According to the latest production figures released by the International Olive Council (IOC), world olive oil output for the 2015-2016 season has been better than initially expected. This year's total, estimated to exceed 3.225 million tons, will come close to the record 3.271 million tons produced in the 2013-2014 production season.

Did You Know

3 Great Things That Olive Oil Can Offer Your Hair!

There has never really been a doubt that olive oil is a great multi-faceted product for women with natural hair. You can use it for

1. Getting shinier, smoother and healthier hair after just one wash
2. Preventing Inflammation, Dandruff and Heat Damage
3. Easy to Do, Versatile Treatments

Source: <http://www.ebony.com/style/3-great-things-that-olive-oil-can-offer-333#ixzz47kIMWfHu>

This year's global output is 33 percent higher than the previous season, representing an increase of 790,500 tons.

The world's largest olive oil producers, Spain and Italy, have had a strong season with a 65- percent increase in production for Spain, and a 112-percent increase for Italy compared to the 2014-2015 season which was the worst experienced by both the countries in the past two decades. Greece has also seen a slight increase of 3-percent, while Portugal is poised for a 65-percent rise in production.

A few olive oil producing countries outside the European Union like Algeria, Morocco, Libya, and Egypt will have only slight increases, with the most significant figures coming from Argentina, which has seen a 317-percent boost in its production. Modestly higher results were noted in Iran (30-percent) and Jordan (26-percent).

Meanwhile, a few countries have experienced a decrease in production, notably Tunisia with 59-percent less than last year, which was a record production for the North African country. Turkey, Israel, Albania, and Lebanon are also experiencing a decline in olive oil production for the 2015-2016 season.

Source: <http://www.oliveoiltimes.com/olive-oil-business/italy-leads/51742>

Role of Olive Oil in Reducing Oxidative Stress

Essentially, oxidative stress is an imbalance between the oxidant and antioxidant systems of the body. Antioxidants stabilize free radicals by providing a supply of electrons to stabilize cells. Therefore, if we can aid the body by providing more antioxidants, it makes sense that oxidative stress is reduced and therefore, damage to organs and tissues is also reduced.

Extra virgin olive oil (EVOO) is one of the most studied antioxidant food sources. According to a study published in Food Chemistry, 2014, phenolic acids,

