



From the President's Desk



Dear Members,

As President-IOA, I was invited to attend the 33rd meeting of the International Olive Council's Advisory Committee on 28th June 2009 at Madrid. Due to the lifting of stocks by the EU, in response to pressure from the agricultural lobby, an upward pressure on prices of olive oil will continue atleast till December. Table olive prices, however, are expected to show no significant change as a result of the good crop in Spain. The IOC is continuing its 2nd year of promotional activities in India, to raise awareness regarding olive oils and table olives and I invite all members to attend these events, details of which have already been circulated.

Continuing our efforts to align the PFA Standards for Olive Oil with those of the International Olive Council and Codex, I met Mr. P I Suvrathan, Chairman, Food Safety and Standards Authority of India, who assured me that as soon as the Authority is formally in place, the matter shall be studied in depth along with any other emerging concerns for the olive oil industry.

The Indian Olive Association is approaching its second Annual General Meeting shortly. Since its registration, the IOA has chartered a fruitful path and the last two years give us reason to reflect back satisfactorily on the meaningful strides made by IOA. I invite more and more stakeholders to join our umbrella association and contribute meaningfully to the growth of olives and olive oil industry in India.

V N Dalmia

Type & Grades of Olive Oil:

In the last issue of our newsletter, we explained the different grades of olive oil. Since we often receive queries or comments about Olive Pomace Oil, in this issue we answer all the frequently asked questions:

1. Is Olive Pomace Oil edible?

Yes. Olive Pomace Oil is an entirely edible grade oil.

2. Is Olive Pomace Oil used for cooking?

Olive Pomace Oil is light and neutral and is ideal for use in cooking and frying. Since it comes without any flavour, Olive Pomace Oil does not change the taste of the food being prepared with it. Additionally, because it is light, it is easy to use for any type of Indian cooking whether deep-frying or 'bhuno-ing'. Olive Pomace Oil is used for frying in the Mediterranean region as well.

3. Is Olive Pomace Oil widely available in India?

Yes. Many brands offer this grade. Olive Pomace Oil forms approximately 30% of all Olive Oil sales for edible use in India.

4. Is Olive Pomace Oil refined?

Yes. Like other commonly used refined or cooking oils including sunflower, safflower, corn, soya, canola and others, Olive Pomace Oil is refined after extraction and then blended with Extra Virgin Oil for edible use.

5. Is Olive Pomace Oil solvent extracted?

Like commonly used seed oils including sunflower,

safflower, corn, soya, canola and others, Olive Pomace Oil is chemically extracted from the residue (pulp) of the olive with the help of the solvent Hexane after the virgin oils have been mechanically extracted.

6. Does Olive Pomace Oil have the same health benefits as Extra Virgin Olive Oil?

No, Extra Virgin Olive Oil has additional health benefits in the form of anti-oxidants but some of these are lost when the oil is heated. The best use of Extra Virgin is raw, when the full benefits of its flavour and health attributes can be fully experienced.

But, Olive Pomace Oil has the same beneficial fat composition as Extra Virgin Olive Oil: approx. 80% of mono-unsaturated fat (the good fat which reduces bad cholesterol) and a mere 10% of saturated fat (the bad fat).

Olive Pomace Oil is certainly several times healthier for the heart than oils like ghee, vanaspati, sunflower, safflower, corn, coconut, palm, soya and others that have traditionally been used in India.

7. Is Olive Pomace Oil affordable?

Yes. Olive Pomace Oil is almost 50% cheaper than Extra Virgin Olive Oil. All olive oils are used in significantly lower quantities (1/3 to 1/2) than other oils. Since Olive Pomace Oil has a high smoking point of 238°C, it can be re-used 3 to 4 times, if filtered after each use through a gauze, muslin or suitable paper filter. Thus, its effective price can be as low as 1/9th its MRP.

8. Is Olive Pomace Oil a substitute for Extra Virgin Olive Oil?

No. Extra Virgin is the high end raw olive oil with perfect aroma and flavour. Olive Pomace Oil is no substitute for Extra Virgin, nor is it promoted as such. However, consumers (including no less a person than Sushma Swaraj, former Health Minister) report problems when deep frying with Extra Virgin because it is a pure, viscous oil which can be unstable at high temperatures. Also, because of its strong aroma and flavour, some Indians dislike the slight change they say it causes in the aroma and taste of their daily food. Olive Pomace Oil is best regarded as the preferred alternative to other refined oils for edible use.

9. Is Olive Pomace Oil the same as Lampante?

Absolutely not. Lampante oil cannot be consumed and is not available to consumers. It is not an edible olive oil.

10. Was Olive Pomace Oil ever banned anywhere?

No. The rumour originates in incidents that took place in Spain in 2001 when the level of benzopyrene in some

Olive Pomace Oil was alleged to be high. Benzopyrene is an aromatic hydrocarbon and is commonly seen as the black substance on the surface of burnt toast. No standard for benzopyrene existed at that time (the current permitted level is 2 ppb). Despite that, the Spanish Government confiscated all Olive Pomace Oil. The action was challenged in court. The Supreme Court finally decided that all government action was illegal and the government had to pay 12 million euro as damages to the affected company.

11. Is Olive Pomace Oil recognised by the International Olive Council, Madrid?

Yes. The International Olive Council (IOC), Madrid, the UNDP promoted inter-governmental agency, has notified the specifications for different types of olive oil and these can be seen in their website: www.internationaloliveoil.org. In the said notification, the following 4 types of oils are the only oils approved by the IOC and the EU for unrestricted sale and edible use.

2.1.1.1(i) Extra Virgin	2.1.1.1(ii) Virgin
2.1.3 Olive Oil	2.2.3 Olive Pomace Oil

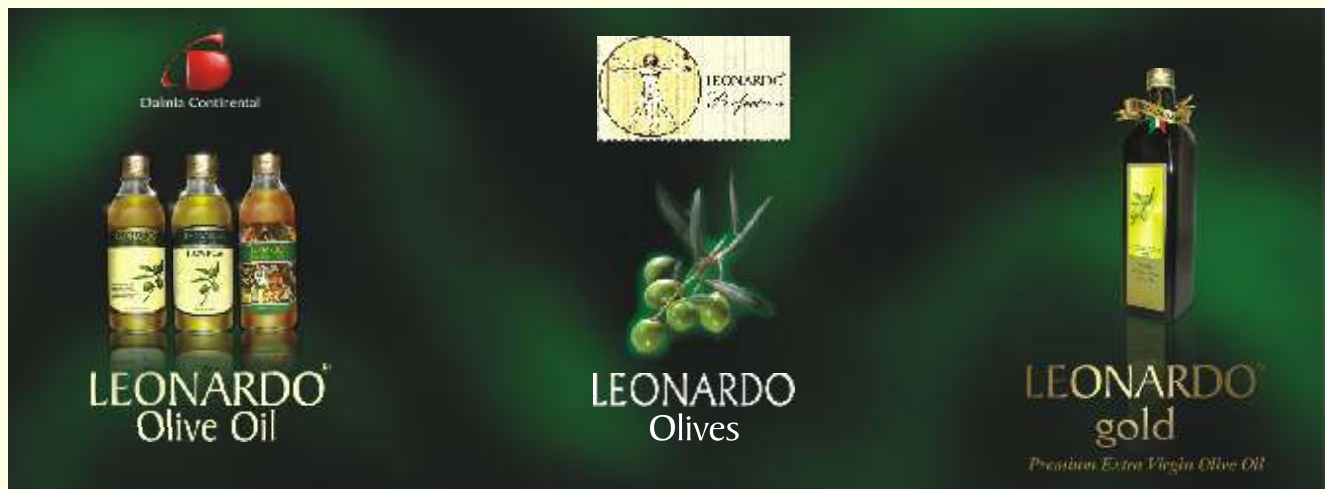
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