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Interested in exporting olive oil

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(Information regarding trade enquiries and exhibitions are based on information received by IOA. The Association does not guarantee factual accuracy or endorse individual parties.)

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Interested in exporting olive oil

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Interested in exporting extra virgin olive oil

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Interested in exporting olive oil

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Interested in exporting Olives, olive oil from Spain



## Indian Olive Association

### From the President's Desk



Dear Members,

I attended the meeting of the International Olive Council in Istanbul, Turkey on 27 June. The Advisory Committee reappointed representatives of Turkey and Portugal for the period 2008 to 2011 since Turkey & Portugal recently rejoined IOC. It was noted that the annual production of Syria and Portugal has increased substantially. Greece also made an elaborate presentation on their total production, domestic consumption and the surplus which needs to be exported. Members were informed that a promotional campaign will start in July in USA for 18 months. IOC has assigned €1.5 million.

During the meeting, I pointed out the correct figures for exports by Spain and Italy of olive oil to India. I further stated that my expectation was that, barring unexpected economic events, olive oil and table olives import by India would continue to grow at 40-

50% per annum in the coming years. I recommended to the IOC that the promotional campaign by IOC should be re-started when their present campaigns in USA, Russia, Brazil and China were over in the next couple of years.

I have been in constant interaction with Dr. P.I. Suvrathan, Chairperson, Foods Safety and Standards Authority of India, Government of India regarding the Standards. I have been told that the draft has been seen by the scientific committee and will now be considered by the full Authority in September.

India imported a total of 1475 MT of olive oil from Italy and Spain during Jan-Apr 2011, posting a rise of 16.63% vis- a-vis Jan-Apr 2010. Imports from Italy rose by 6.45% and stood at 624 MT while imports from Spain surged by 25.45% at 850 MT during the same period.

India also imported 267.25 MT of table olives from Spain during Jan-June 2011.

V N Dalmia

### News from Olive World

#### Support by Rajasthan government to promote olive production

The Rajasthan government is providing various forms of support to promote olive production:

- (i) Saplings are being sold to farmers at a list price of `115 per unit on which a 75% subsidy is applied.
- (ii) A cash subsidy of `3,000 per hectare p.a. for the first 3 years after plantation.
- (iii) 70% subsidy towards the cost of approved drip irrigation equipment.

Indirect incentives in Rajasthan include technical know-how and hand-holding, allowance of corporate and contractual farming.

#### Italian Olive Oil Association Meets over Fresh Market Data

Association of the Italian Oil Industry (ASSITOL), representing packagers of olive oil and seed oils, held a conference to review 2010 olive oil market volume and give indications about the early months of 2011. The 2010 figures were more positive for the domestic market and extra virgin than for the export market and other grades of olive

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oil. Members, that include well-known companies as Bertolli and Colavita, packaged about 250,000 tons of olive oil last year. Most of that, or 67 percent, was extra virgin olive oil; olive oil represented 29 percent of the total; and the remaining represented pomace oil. The oil the companies packaged was approximately 60 percent imported and 40 percent domestic. Total tonnage for 2010 fell by 1 percent from 2009 levels, with lower cost olive oil depressing the total. Greater sales of the more valuable extra virgin, and stronger pricing made up for the slip in tonnage.

Source: <http://www.oliveoiltimes.com/olive-oil-business/europe/assitol-italian-olive-oil-market/17543>

### Olive Oil Linked With Lower Stroke Risk

If you love cooking your vegetables with olive oil or adding a splash of EVOO to your salad, you could be lowering your stroke risk, according to a new study published in the journal Neurology.

French researchers looked at the medical information of 7,625 people ages 65 and up. Those who reported using olive oil in all aspects of their diet -- from cooking foods, to using it as a dressing -- for more than five years, were found to have a 41 percent lower risk of stroke than people who never included olive oil in their foods.

However, it should be noted that the overall risk of stroke was still low -- 1.5 percent of people who regularly used olive oil suffered a stroke over the five-year study period, while 2.6 percent of people who didn't use olive oil suffered a stroke during the time period, the study said.

"Our research suggests that a new set of dietary recommendations should be issued to prevent stroke in people 65 and older," study researcher Cecilia Samieri, Ph.D., with the University of Bordeaux and the National Institute of Health and Medical Research, said in a statement. "Stroke is so common in older people and olive oil would be an inexpensive and easy way to help prevent it."

Olive oil, which is high in healthy monounsaturated fats, is already known to protect against heart disease risk factors like diabetes, high cholesterol, obesity and high blood pressure.

Source: [http://www.huffingtonpost.com/2011/06/17/olive-oil-stroke-risk\\_n\\_878495.html](http://www.huffingtonpost.com/2011/06/17/olive-oil-stroke-risk_n_878495.html)

### Feelgood factor of olive leaf

Australians are turning to a new natural remedy for healthy hearts and immune systems - olive leaf extract. Makers say the extract, made by crushing fresh olive leaves, is packed with powerful antioxidants.

Anti-ageing physician Dr Stephen Hedges says he often recommends the extract to patients.

"We all know olive oil is good and olives are good, but the olive leaf itself has the highest concentration of antioxidants," Dr Hedges said.

"Olive leaf extract has about 400 per cent more antioxidants than vitamin C and at least double green tea."

The extract could be taken to help with numerous health issues, including joint pain and circulation. Dr Hedges said the extract was more traditionally used to boost immunity. Clinical trials had shown that it supports cardiovascular health by maintaining normal blood pressure and blood triglyceride levels.

Source: <http://www.adelaidenow.com.au/feelgood-factor-of-olive-leaf/story-e6frea6u-1226068946614>

### Olive Oil Diet Reduces Risk of Type 2 Diabetes

A recent Spanish study published in the scientific journal Diabetes Care showed that a Mediterranean style diet rich in olive oil reduces the risk of type II diabetes by almost 50 percent compared to a low fat diet. Type II diabetes is the most common and preventable form of diabetes.

Individuals who are obese or overweight and have metabolic syndrome are at highest risk for developing this form of diabetes. The study is part of PREDIMED, a long-term nutritional intervention study aimed to assess the efficacy of the Mediterranean diet in the primary prevention of cardiovascular diseases, and is composed of a multidisciplinary team of 16 groups distributed in 7 autonomous communities in Spain.

The study included 418 participants who did not have diabetes. Each participant was randomly assigned to either a low fat diet, a Mediterranean diet with olive oil (up to 1 ltr a week) or a Mediterranean diet with nuts (30 grams a day). After 4 years 17.9 percent of the individuals following the low fat diet developed diabetes, while only 10 percent of the participants following the Mediterranean with olive oil diet developed the disease.

When the two MedDiet groups (olive oil and nut groups) were pooled and compared with the low fat group, diabetes incidence was reduced by 52 percent. It is important to note that the reduction of diabetes risk was independent of changes in body weight or physical activity and that the Mediterranean diets that were followed were not calorie restricted.

Previous studies have shown that a Mediterranean style diet rich in olive oil may prevent the appearance of type II diabetes by improving blood sugar levels, insulin resistance and blood lipid levels.

Source: <http://www.oliveoiltimes.com/olive-oil-health-news/olive-oil-diet-reduces-diabetes-risk/15948>

### International Olive Council Announces "Add Some Life" Campaign

*Aims to increase consumption of olives and olive oil in the U.S. and Canada*

WASHINGTON--(EON: Enhanced Online News)--The International Olive Council (IOC) announced that it is kicking off a new campaign aimed to increase consumption of olives and olive oil in the U.S. and Canada.

Jean-Louis Barjol, executive director of the IOC, said new 'Add Some Life' campaign celebrates the many facets of olives and olive oil, Barjol said. "Both products add flavor, health benefits and a sense of delight to everyday eating, which will be amplified through this dynamic campaign."

The "Add Some Life" tagline will serve as a lively call-to-action, which will be driven through public relations and events and extended across multiple communications platforms. An information-rich website will launch this fall and provide consumers with health information, recipes and tips for cooking with olives and olive oil. The campaign also will feature a Facebook page and Twitter feed. A key goal is to promote the health benefits of both olives and olive oil while showcasing the versatility of each.

New recipes featuring olives and olive oil, including hors d'oeuvres and cocktails, are anticipated to be unveiled, along with more details about campaign efforts. After Europe, North America is the world's largest consumer of olives and olive oil, but there is still room for improvement.

Source: <http://eon.businesswire.com/news/eon/20110712006344/en/International-Olive-Council/Olive-Oil/Olives>

### Dharmendra switches to Olive Oil

Once the quintessential lady-charmer and one of the top- names in the industry, superstar Dharmendra's career graph never quite looked up in the recent past.

However, the actor has of late, again started getting plum acting and production assignments.

And this, sources say, has given Dharmendra a renewed will to quit alcohol.

And helping him beat the habit is no fancy rehab, but good old ghar ka khaana! But, the actor who once swore by desi ghee has now shifted his allegiance to virgin olive oil. "The taste was something else," he said, "but now, I enjoy food cooked in olive oil. It is supposed to be good for health, and lower in cholesterol than desi ghee. As long as I love my food, I am happy."

Source: <http://indiatoday.intoday.in/story/getting-back-his-swagger/1/150253.html?cp>

### Harvard Recommends Olive Oil in New Healthy Eating Guide

Nutrition experts at the Harvard School of Public Health (HSPH) in conjunction with colleagues at Harvard Health Publications have unveiled the Healthy Eating Plate, a visual guide that provides a blueprint for eating a healthy meal.

According to a press release from the school, this new visual nutrition guide addresses important deficiencies in the MyPlate icon, the visual guide released by the USDA this summer. One of the shortcomings of the MyPlate according to Harvard researchers, is that it is silent on beneficial fats. In other words, it does not distinguish between good and bad fats. The Healthy Eating Plate on the other hand depicts a bottle of healthy oil, and encourages consumers to use olive oil, canola, and other plant oils in cooking, on salads, and at the table.

The Harvard guide also recommends limiting butter and avoiding trans fats. This is an important distinction as many consumers tend to group all fats in one category, and are not aware that some fats, such as olive oil, are actually good for you.

Source: <http://www.oliveoiltimes.com/olive-oil-health-news/harvard-healthy-eating-guide/20284>

