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Interested in packaging of olive oil

Trade Fairs and Exhibitions

Oil China 2010

6th China International Exhibition of Olive Oil & Edible Oil
in Shanghai
24th - 26th of April, 2010.
Beijing Regalland Convention & Exhibition Co., Ltd.
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From the President's Desk



Dear Members,

On behalf of the Indian Olive Association, and on my own behalf, I wish all of you a Happy and Prosperous 2010.

I attended the 34th meeting of the Advisory Committee on Olive Oil and Table Olives, of the International Olive Council (IOC) in Madrid, Spain, on 16 November 2009. The Director in charge of the Promotion Division spoke about the progress in the India Campaign. He informed that the Campaign in India had kicked off in 2007 with a programme featuring the production of cookery books, a road show and lectures at cookery schools and restaurants. The second stage got off the ground in February 2009. It was well received and featured three sets of activities: road shows in six new cities, participation in three trade fairs and media inserts (four magazines and three TV channels). He reported that the Campaign would undergo evaluation in 2010.

While thanking the IOC for the Campaign, I stressed that the IOC ought to continue its promotional efforts in 2010 even if it meant spending less and concentrating solely on PR activities, because much ground could be lost if activities were to be interrupted. I also highlighted the sharp increase in imports in the first semester of 2009 (up from 1400 tonnes to 1750 tonnes). I expect our imports for the full year to rise to 4000 tonnes vs. 3000 tonnes in 2008.

As a pre-budget exercise, the Association has sent representations to officials in the Department of Revenue, Government of India and the Central Board of Excise and Customs not to enhance the customs duty on olive oil.

We are happy to welcome two new members: M/s Fieldfresh Foods Private Limited, New Delhi (brand: Delmonte), and M/s Dhanya Associates, Chennai (brand: Bilginoglu).

IOA looks forward to the support of more companies joining the Association to strengthen our efforts in promoting the cause of olives and olive oil industry in India.

V N Dalmia

News From Olive World

Nutrition: Lower Depression Risk Linked to Mediterranean Diet

Eating a Mediterranean-style diet packed with fruits, vegetables, legumes, nuts, olive oil and fish is good for your heart, many studies have found. Now scientists are suggesting the diet may be good for your mental health, too.

A study of over 10,000 Spaniards followed for almost four and half years on average found that those who reported eating a healthy Mediterranean diet at the beginning of the study were about half as likely to develop depression than those who said they did not stick to the diet.

The study does not prove a cause-and-effect relationship between the Mediterranean diet and a lower risk for depression, only an association between the two. Still, many scientists are convinced that some damaging inflammatory and metabolic processes involved in cardiovascular disease may also play a role in mental health.

Reshaping olive industry to boost Palestinian economy

For centuries, olive harvesting here has been a mostly local industry.

Farmers, their relatives, and neighbors beat the trees with sticks or strip the olives from branches by hand, then cart them to a local press and sell or trade the oil in nearby markets. Harvest workers keep a share of the crop for their labor, and olive press owners keep a share of the oil - a testament to the small-scale, bartered nature of the undertaking.

That model can help sustain a household but in a new factory on the outskirts of this northern West Bank village, an effort is underway to reshape the olive industry so that it can help sustain a national economy.

With savvy marketing in the United States and Europe, and fair-trade and organic certifications that attract top dollar from Western consumers, a six-year-old farmers cooperative is breaking some of the traditional bounds of the olive industry and beginning to pull in hard currency from abroad.

Developed by a US-trained anthropologist, the venture sent 350 tons of olive oil to the United States and Europe in 2008, about \$4 million worth, with projections that the amount could triple in a couple of years. Olives are the largest Palestinian crop, accounting for more than 40 percent of the land used for agriculture, according to United Nations figures. But earnings from olive trees are disproportionately low - roughly \$120 million in 2008, or 18 percent of all agricultural production.

Olive oil company lays off its entire Spanish staff

The biggest bottler of olive oil in the world, SOS Cuetara, has said that it intends to take drastic measures to appease its creditors who are chasing them for over one billion Euros. The company is going to lay off, not some, but all of its 600 Spanish staff.

This will, of course, close its Spanish factories for as long as six months out of the next 12, in an effort to cut costs. They have units in other countries that will remain in operation.

Olive oil compound may fight Alzheimer's

A compound in olive oil targets and blocks toxic proteins that damage brain cells and cause memory loss in Alzheimer's disease victims, U.S. researchers said.

The compound, oleocanthal, alters the structures of the proteins, ADDLs. Binding of ADDLs is thought to be a crucial first step in the initiation of Alzheimer's disease.

Future studies are needed to identify more precisely how oleocanthal changes ADDL composition. Such insights could provide discovery pathways related to disease prevention and treatment, the researchers said.

New Olive Oil Standards in North America

To prevent mislabeling and fraud, the North American Olive Oil Association (NAOOA) recently started asking states to adopt the international standard for olive oil.

States began working closely with food safety and consumer advocacy officials to develop state-enforced standards for olive oil production and labelling. In November 2008, Connecticut became the first state in the nation to adopt the international standard for olive oil. California, Oregon and New York soon passed state standards for olive oil. Legislators in Massachusetts, New Jersey and Maryland have expressed support in creating an olive oil standard in their states as well.

The regulations stipulate that olive oil production and labeling must comply with a set of quality standards mirroring those established by the International Olive Council. They make it unlawful to manufacture, pack, possess or sell any blended oil claiming to be an olive oil without properly identifying the ingredients. Once enacted, these laws empower consumer protection agencies to levy fines and pull misleading products from store shelves.

Extra virgin olive oil is the oil derived from the first pressing of olives, without any refining. It possesses a distinctive aroma and taste, is low in acidity and may play a role in reducing the risk of coronary heart disease.

Adulterated olive oil, that which is blended with cheaper oils such as nut, soy or low-grade olive oil, and not labelled as such, robs the consumer of the health benefits and superior flavours of extra virgin olive oil. Mislabelling also may pose a health risk for people with certain food allergies.

Turkey working to be Number Two Producer of Olive Oil

Government incentives and intensive planting of vast new plantations hope to set Turkey on path to topple rivals Italy, Greece and Tunisia for number two olive producing slot in the world. Turkey is working hard on overtaking its Mediterranean neighbors to become the world's second largest producer of olive oil.

Currently the world's fifth largest producer, Turkey is expected to cater to the growing global market for olive oil in North America and the Far East, while leaving Spain, Italy and Greece to sell in Europe.

About 95% of the world's olive trees are in the Mediterranean region. Turkey currently produces about 200,000 tons of olive oil annually. This is dwarfed by the world's largest producer, Spain, which currently makes over 1.2 million tons of oil.

The government helped boost the production of olives by offering financial incentives and subsidies to help cover the cost of planting and cultivation in the first few years before the trees begin to bear fruit.

The olive oil industry in Turkey employs hundreds of thousands of people. Turkey has already become the world's largest producer of pickled table olives.

Labelling for virgin and extra virgin olive oil

Italy's Agriculture Minister Luca Zaia has won a hard-fought battle to obtain labelling for virgin and extra virgin olive oil that clearly states where the olives used to make it come from. The victory is a boost for Italian olive oil producers, who are counting on the exceptional quality of the 2009-10 season's oil to make up for a 15 percent fall in output compared with the previous season.

This means consumers will see 'Italian virgin and extra virgin olive oil' written on the labels of bottles, and will know where the oil comes from rather than unwittingly being sold blends of oils from various countries.

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