

## News from Olive World

Production in Turkey is expected to total 130,000 tons, 50,000 tons less than first estimated, while elsewhere in IOC member countries production appears to be holding to initial figures, the IOC said.

According to Olinerca, GEA Westfalia Separator Ibérica also expects increased production in Portugal, which is tipped to double its total from last season. (IOC data shows Portugal produced nearly 60,000 tons in 2012/13.) Likewise, rises are predicted for Australia and also countries such as Chile and Morocco, "which in the last seven years have seen their production increase seven and five-fold respectively."

Turkey is in line for a 60 percent drop in output, and Turkey and Palestine have had problems due to the phenomenon known in Spanish as *vecería* – a natural alternation between high and low yield harvests.

Source: <http://www.oliveoiltimes.com/olive-oil-business/world-poised-make-3m-tons-olive-oil/39156>

### Spain Sees Record for Exports as Production Recovers

Olive oil production and exports are both back up in Spain, according to new figures for last October to December, the first quarter of the 2013/14 olive season.

Nearly 760,000 tons of olive oil had been produced by the end of December, already well above the full year total of 618,000 tons for 2012/13, when unfavorable weather took a heavy toll, but under the 844,000 tons

produced in the first three months of 2011/12, which was an all-time high production year. By the end of last December nearly 4 million tons of olives had been harvested and converted into olive oil with an average yield of 19.07 percent, two points down on last season, and carryover stocks stood at 720,900 tons, compared to 807,400 tons at the end of December 2012.

### Record exports in first quarter

The first olive oil market report by Spain's new Food Chain Information Agency (AICA for its initials in Spanish), also highlights that the 237,000 ton total in exports for October-December was a record, though the figure for December is still provisional.

Domestic sales are up two percent on the same period last season, though this was largely thanks to an above-average October. And imports totaled 21,000 tons, compared to 22,900 tons at the same time last season and 12,300 tons in 2011/12.

### Table olives

Table olive production is up 14 percent on the same period last season based on a provisional total of 556,0480 tons at end December, but total sales were down a tenth on last season.

Source: <http://www.oliveoiltimes.com/olive-oil-business/europe/spain-sees-record-exports-production-recovers/38450>



## Indian Olive Association

### From the President's Desk



Dear Members,

Saffola Total's advertisement claiming that it has an antioxidant power twice that of olive oil has been rejected by Advertising Standards Council of India (ASCI) acting upon our complaint and Marico Ltd. has been asked to withdraw the advertisement. Details are in the relevant item below.

I have also had several meetings with officials of DGFT for HS Code modifications for olive oil. While there is broad agreement in DGFT, they have asked for comments from the Department of Revenue, in the Ministry of Finance. I have also called on the concerned official and discussed the issue.

I met Mr. S. Dave, Advisor, FSSAI on 24th December 2013 regarding the clarification required on the different types of olive oils specified in Notification No. F.No.5/15015/30/2012 dated 12th July 2013 in Food Safety and Standards (Food Products Standards and Food Additives) Amendment Regulations, 2013. The following points were discussed:

- As some of these grades are blends of each other, a clarification was required to say that olive oil does not fall under the blending rules of FSSAI which state that a minimum of 20% of the oils to be blended is necessary along with Agmark certification.
- The situation regarding import of blended oils was required to be clarified as the current rules of blending envisage only domestically packed oils.
- Details were provided to FSSAI of Farelabs Pvt. Ltd. in Gurgaon which certifies that it can test for Benzopyrene according to the ISO method in connection with our earlier representation to FSSAI that a standard for Benzopyrene in edible oils be pronounced for India.

We are happy to welcome M/s SENGEE Biochem Exim Pvt Ltd., Pune as a new member of the Association.

  
V N Dalmia

### Complaint against advertisements of "Jivo Canola Oil" and "Saffola Total" published in newspapers, in leaflets accompanying newspapers, and online

The Association made a strong complaint to the Advertising Standards Council of India (ASCI), against Jivo Canola Oil, for misleading claims published by M/s Jivo Wellness Pvt Ltd. in a leaflet attached to the Times of India dated 25th December 2013, in an advertisement published in the Hindustan Times newspaper dated 31st December 2013, in Google Ads and on their website. The advertisements, inter-alia made unsubstantiated and unjustified claims that canola oil was better than olive oil. IOA sought an immediate withdrawal of these advertisements. IOA's complaint was upheld and Jivo Canola Oil was directed to withdraw the ads.

IOA also made two complaints against Saffola Total. One complaint that was based on the advertisement by

M/s Marico Ltd. in the Times of India newspaper dated 27th September 2013 was upheld by ASCI. The advertisements claimed that Saffola Total has a proprietary antioxidant power twice that of olive oil and 10% lower absorption than olive oil.

Despite this Saffola was continuing with the campaign and therefore the issue was taken up with ASCI in January, 2014.

We are happy to inform you that ASCI once again upheld the complaint. ASCI has rejected Saffola's claims, afresh with evidence banned the advertisements and directed M/s Marico Ltd. to withdraw the ads.



Yes I am Italian.  
But I can make a mean Jalebi.

Contrary to popular belief, you can fry pakodas, jalebis, tikkas and more in Leonardo Olive Pomace Oil. Mixing health with tradition - we call it **Indiano**.

Join the change. Go Indiano. **LEONARDO Olive Oil**

This issue sponsored by Cargill India Pvt. Ltd.

Edited, Printed and Published by Secretary, Indian Olive Association

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The Association issued a press release in this regard which was well covered by the media with Zee Business doing a live feature on this in their news section on 20

March 2014, at 7.20 pm, which included a telephone talk with Mr. Rajneesh Bhasin, Vice President of the Association.

### Meeting with Turkish Embassy Officials



Mr. Vural Cekinmez and Mr. Caglar Goksu, Commercial Counsellors, Turkish Embassy, New Delhi called on Mr. V. N. Dalmia, President, Indian Olive Association on 8th January 2014 at PHD House, New Delhi, to know about

the olive oil market in India and discuss the prospects of exporting olive oil from Turkey to India.

Mr. V. N. Dalmia enlightened them about the Indian Olive Association and its goals. He highlighted the trends in India's olive oil imports during the period 2008-2013, and also pointed out that the high price of olive oil in India is one of the major hurdles in the growth of the olive oil market in India. The other challenge is to educate Indian consumers about the benefits of olive oil and to increase their awareness.

Mr. Dalmia suggested that they encourage delegations from Turkey in order to meet buyers here and also to take delegations of Indian importers to Turkey. He also advised them to organize a promotional campaign for Turkish olive oil brands in India.

### Increase in Basic Customs Duty on Refined Edible Vegetable Oils

Basic Customs Duty on refined edible vegetable oils including Olive Oil, Olive Pomace Oil has increased from 7.5% to 10% with effect from 20 January 2014, as per notification No. 02/2014-Customs dated 20.01.2014.

This is in order to maintain a reasonable differential between import duty on crude and refined vegetable oils to protect the domestic refining industry and domestic farmers.

### News from Olive World

#### Olive Council Examines 'Legality' of Flavored Extra Virgin Olive Oils

The popularity and burgeoning range of extra virgin olive oils flavored with plant extracts such as garlic, lemon, thyme and rosemary poses a big dilemma for the olive oil sector – should these olive oils really be labelled extra virgin?

As the International Olive Council (IOC) has itself put it, “How can virgin olive oil be considered 'extra' when the substances added to it make it impossible for organoleptic analysis to confirm that it really is extra grade?”

The IOC announced that it was thus seeking input from stakeholders in the olive oil industry about “this delicate issue” with a view to resolving the uncertainty.

The IOC Executive Secretariat has asked delegates in its member countries and IOC experts and representatives of the IOC Advisory Committee on Olive Oil and Table Olives to provide their feedback.

Source: <http://www.oliveoiltimes.com/olive-oil-basics/olive-council-examines-legality-flavored-extra-virgin-olive-oils/38703>

#### Olitalia and other Olive Pomace Oils rejected by Taiwan

Olitalia is the latest exporter to have its olive pomace oil rejected by Taiwan for allegedly containing the green colorant copper chlorophyll.

Amid international concerns about the certainty of its testing, Taiwan's Food and Drug Administration (TFDA) has announced that a nearly 17-ton shipment from the Italian supplier must be either destroyed or returned because the compound was detected in it.

Olitalia, which claims to be the olive oil brand “most distributed in the world”, is the island's number one olive pomace oil supplier.

Fellow supplier Vidoria, a Spanish company, has 8 metric tons of olive pomace oil stranded at a Taiwan port after also testing positive.

Taiwan is understood to be taking samples from all such shipments in the wake of a wider edible oil scandal in Taiwan which has seen various companies fined, and on December 16 saw the head of a leading Taiwanese cooking oil company — said to have adulterated olive oil with cheaper cottonseed oil and copper chlorophyllin — sentenced to 16 years jail for fraud and mislabeling.

Synthetic copper chlorophyllin is permitted in certain foods but not in vegetable oils. Adding it to cheaper oils – called “greening up” – is a trick sometimes used to try to pass them off as olive oil, and especially as extra virgin olive oil.

But as reported by Olive Oil Times, oil expert Wenceslao Moreda, from Spain's Fats and Oils Institute in Seville, is among those who say that under existing test methods, a positive result for the compound in the case of olive pomace oil or grapeseed oil “may correspond to that formed naturally...and not to the addition of the colorant...”

It is understood that a report by Moreda on the subject has been sent to Taiwan by Spanish authorities.

And in a letter to the Italian Institute for Foreign Trade (ICE) in Taipei, ASSITOL, the Association of the Italian Oil Industry, which represents packagers of olive oil and seed oils, said its tests showed that “a minimal presence of copper chlorophyll” can be “generated naturally” and at levels much lower than what would be needed to color an oil. ASSITOL asked the institute to liaise with the TFDA to seek the suspension of any measures against the import and distribution of Italian oils in Taiwan.

Source: <http://www.oliveoiltimes.com/olive-oil-business/asia/taiwan-claims-italian-olive-pomace-oil-contains-colorant/38059>

#### Spanish olive oil body to invest €5 million in India, SE Asia

'Join the olive oil revolution' — this is the message spread across outdoor hoardings in Mumbai. The category has got a fresh boost with healthy ad spends, courtesy Interprofessional Olive Oil from Spain, which is the professional body representing the olive oil industry in Spain. It has marked an investment of €5 million in India and South East Asia for the next three years.

The apex body is supported by the Spanish Olive Oil Exporters Association (ASOLIVA) and has appointed Publicis Capital as its advertising agency.

Publicis Capital has been given the mandate to create a 360 degree campaign for India and Indonesia.

Rafael Pico Lapuente, General Manager of ASOLIVA, said, “We want to globalise the olive oil culture and have to keep identifying high potential markets. With

this objective, we have identified India as the market to invest in for 2013-14.”

“Depreciation of the rupee has slowed down the category growth last year, but we feel the Indian market has a huge long-term potential and should bounce back this year. We have great expectations from this market, and we have seen similar growths in China, where the category has now crossed 50,000 tonnes and is still growing. We strongly believe that India will get there in the next few years,” added Lapuente.

Source: <http://www.thehindubusinessline.com/companies/spanish-olive-oil-body-to-invest-5-million-in-india-se-asia/article5554237.ece>

#### World Poised to Make Over 3M Tons of Olive Oil

While the International Olive Council recently trimmed its estimate for world olive oil production this season from nearly 3.1 to 3.05 million tons, GEA Westfalia Separator Ibérica has upped its from 2.76 to 3.3 million tons, which would set a new record.

In 2012/13, the world produced slightly more than 2.4 million tons of olive oil, according to the IOC's provisional figures, largely due to a disastrous year for Spanish production, which totaled just 616,000 tons.

But this season the IOC expects Spain to bounce back to nearly 1.6 million tons, which is 58,800 tons more than its forecast back in October but equal to the Andalusian regional government's forecast of the same time, and GEA Westfalia Separator Ibérica tips 1.7 million tons, up from the 1.35 million it predicted five months ago. In the first four months of this season – October to January – Spain had already processed more than 1.2 million tons, according to the country's Information and Food Control Agency.

The IOC said in its February newsletter it had reduced its estimates “according to the latest batch of figures received from some IOC member countries.” Apart from the increased forecast for Spain, the outlook is also for higher than initially expected output in Portugal, reaching 85,000 tons, and no change in the estimate of 450,000 tons for Italy, it said.

#### Lower forecasts for Greece, Turkey

Meanwhile, downward revisions apply to the projections for Greece and Turkey. Last October, Greece foresaw a steep decrease in production to a level of 230,000 tons due to the severe drought that summer; however, the latest data points to an even lower tonnage of 157,500 tons, down 56 percent on the previous season, the IOC said. In comparison, Greece's average production for the last four crop years was 318,400 tons.

