

Did you know?

Mediterranean diet may help reduce bone loss: Study

Eating a Mediterranean-type diet - rich in fruit, vegetables, nuts, unrefined cereals, olive oil, and fish - could reduce bone loss in people with osteoporosis, a study claims. The study, published in the American Journal of Clinical Nutrition, is the first long-term, pan-European clinical trial looking at the impact of a Mediterranean diet on bone health in older adults.

More than 1,000 people aged between 65 and 79 took part in the trial, and volunteers were randomised into two groups - one which followed a Mediterranean diet and a control group which did not. Bone density was measured at the start and after 12 months. The diet had no discernible impact on participants with normal bone density, but it did have an effect on those with osteoporosis.

People in the control group continued to see the usual age-related decrease in bone density, but those following the diet saw an equivalent increase in bone density in one part of the body - the femoral neck. This is the area which connects the shaft of the thigh bone to its rounded head, which fits in the hip joint.

"Bone takes a long time to form, so the 12-month trial, although one of the longest to date, was still a relatively short time frame to show an impact. So the fact we were able to see a marked difference between the groups even in just this one area is significant," UK study lead Prof Susan Fairweather-Tait said.

Source: <https://www.tribuneindia.com/news/health/mediterranean-diet-may-help-reduce-bone-loss-study/618825.html>

Nutrition in Olive Oil: Amazing Olive Oil Nutrition Facts and Health Benefits

Here are some health benefits of olive oil:

Olive Oil Nutrition at a Glance Per 13.5 g {1 table spoon}

Energy	119Kcal	Palmitic acid	11.2g
Fat	13.5g	Mono Unsat Fat	72.96g
CHO	0g	Oleic Acid	71.2g
Protein	0g	Poly Unsat Fat	10.5g
VitaminE	14.35mg	Cholesterol	0g
Sat Fats	13.8g		

1. Good for the Heart: Maximum amount of fats present in olive oil are MUFAs, which are well researched for their beneficial properties in protecting us against lifestyle diseases like blood pressure, stroke, cardiac diseases and diabetes by improving the risk factors for the same. Nurses' health study and Health professional follow up determined that replacing 5% of energy from saturated fats with MUFA from plant sources lowers the risk of heart diseases by 15%. MUFA has also been linked with a positive effect on high blood pressure.

2. Protects against Cancer: Olive oil is linked to protection against cancer because of two compounds - squalene and terpenoids. Both the compounds are said to be preventive against cancer. Extra virgin olive oil is especially abundant in squalene.

3. Promotes Weight Loss: Intake of healthy fats is linked to better insulin control. Insulin is the hormone that controls blood sugar. High insulin levels promote fat deposition, keeping the weight from decreasing, which is why high intake of carbs and very low fat diets don't really work for weight loss. Adequate intake of good fats along with moderate carbs works better.

4. Diabetes Management: Because of its positive effect on insulin function, poly and monounsaturated fats have been found to be beneficial for diabetes control. Olive oil contains compounds like MUFA and biophenols - hydroxytyrosol and oleuropein, which have been seen to prevent inflammation and oxidative damage. They have been found to show glucose lowering, reducing carbohydrate absorption, and increasing insulin sensitivity.

5. General Health: The hormone balancing and anti-inflammatory properties of healthy fats like olive oil also contribute to fight mood disorders and depression. The antioxidants in olive oil contribute to slowing the ageing process by reducing cellular stress.

To get the maximum antioxidants from your olive oil:

- Do not keep it beyond 6 months.
- Store in cool dry space in opaque bottles.
- Buy it from a place where the turnover is high so that you know it hasn't been there for long.
- It can be refrigerated and will become cloudy and thick, no worries it isn't spoiled. It will regain its natural colour on reaching room temperature.

Source: <https://food.ndtv.com/food-drinks/nutrition-in-olive-oil-amazing-olive-oil-nutrition-facts-and-health-benefits-1888277?amp=1&akamai-rum=off>

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Indian Olive Association

From the President's Desk



Dear Friends,

I would like to thank the members for electing me as the President and Mr. Akshay Modi as the Vice President of the Indian Olive Association at the Annual General Meeting held on 11th September 2018.

The Association circulated the comparative data on import of olive oil with Italy and Spain breakups for the quarter April-June 2018-19 and April-June 2017-18. India's imports of table olives for the period April-June 2018-19 were also circulated. Details are given below.

The Association has started to undertake marketing and promotional activities in terms of digital campaign for the promotion and growth of olive oil category. The efforts are also in place to expand the membership base of the Association. The Association has decided to focus on the following three pillars:

1. Drive association growth, awareness and membership
2. Promote the category
3. Regulatory support to the category

Rahul Upadhyay

Annual General Meeting of IOA

The 11th Annual General Meeting of the Indian Olive Association was held on 11th September 2018 at PHD House, New Delhi. At the AGM, Mr. Rahul Upadhyay, CEO, Rian Imports & Marketing was elected as President and Mr. Akshay Modi, Director, Modi Naturals Ltd. was elected as the Vice President of the Association for 2018-19.

The following were unanimously elected as members to the Executive Council:

1. Mr. Vishal Gupta, Managing Director, Borges India Pvt. Ltd.
2. Mr. Kallol Mandal, Business Head - Health & Wellness, Cargill India Pvt. Ltd.
3. Mr. S. N. Bahadur, General Manager, Manisha International Pvt. Ltd.

Executive Council for the Year 2018-2019

At the first Executive Council meeting held on 11th September 2018, it was decided to co-opt all the remaining members who did not send their nominations but had paid the membership subscription for the year 2018-19.

1. Mr. V N Dalmia, Dalmia Continental Pvt Ltd.
2. Mr. Sandeep Tewari, Bharti Del Monte Fieldfresh Foods Private Limited
3. Mr Rohit Dubepatil, SENGEE Biochem Exim Pvt Ltd.
4. Mr. Nikhil Asrani, Suresh Kumar and Company (Impex) Pvt Ltd.
5. Ms. Susana Toribo, Deoleo India Pvt Ltd.
6. Mr. Paul Thachil, Frigorifico Allana Pvt Ltd.



Data on Olive Oil and Table Olive Imports

Olive Oil

Total olive oil imports by India during April-June 2018-19, as per Department of Commerce, Government of India, were 3400.8 MT as compared to 3002.42 MT in the same period last year. The shares of Spain and Italy for this period stood at 67.27% and 30.55% respectively.

Total olive oil imports by India during the last financial year April-March 2017-18, as per Department of Commerce, Government of India, were 10,914.86 MT as compared to 12,812.55 MT in the same period last year, witnessing a decline of around 17.3%.

Table Olives

Total imports of table olives by India during April-June 2018-19, as per Department of Commerce, Government of India, stood at 698.01 MT, with table olive imports from Spain amounting to 618.83 MT.

Total imports of table olives by India during the last financial year April-March 2017-18, as per Department of Commerce, Government of India, stood at 3,346.74 MT, witnessing a decline of 2.22% from last year.

News from Olive Oil World

European olive oil market reaches €3bn, but challenges loom

IRI, the big data and tech expert for consumer industries, analysed seven countries across Europe – UK, France, Germany, Greece, Italy, Spain and the Netherlands. Of these, six saw sales growth close to 7% year on year due to higher material costs and price inflation across the region.

According to IRI's analysis, the European olive oil market overall is worth €3 billion, with Extra Virgin Oil managing to stave off decreases in volume year on year, potentially helped by lower price inflation rates compared to the overall category.

Extra Virgin now contributes €1.2 billion, while Standard Olive Oil contributes around three-quarters of a billion Euros.

Notably, organic olive oil has grown by 37.4% in value and 17.5% in volume in the UK market compared to a year ago. The olives market shows a similar pattern, according to IRI, with six of the seven countries posting value growth close to 6% year on year, but all markets showing volume declines in the last year.

Green olives dominate across Europe, yet black olives show stronger underlying growth more consistently.

"Olive oil prices have risen substantially, as poor harvests and challenging economic conditions have impacted the price of raw materials and production costs by as much as 13% or 14% in countries like Greece and Italy," said Olly Abotorabi, Senior Regional Insights Manager at IRI.

"As a result we're seeing a very interesting picture of the current state of the market, with volume declines in all markets, but value increases versus a year ago. High shelf prices

are starting to act as a deterrent and to prompt consumers to try other cooking oils."

Source: <https://fdiforum.net/mag/european-olive-oil-market-reaches-3bn/>

Can China Become a Major Olive Oil Producer?

China's growing demand for olive oil is accelerating the development of a domestic olive oil industry at a pace that appears to start raising alarm among traditional olive oil producers.

In 2013, Spanish daily El Mundo predicted that it would take China a couple of years to move from 39 million olive trees to 59 million, matching the area of planted olive orchards in Jaén, where most of Spain's olive groves are.

Healthy eating habits have become increasingly important for Chinese consumers making olive oil a highly appreciated food. Additionally, travel to



countries as Spain or Italy has introduced them to this product with a great market potential considering the growth of China's middle-class urban population.

To meet growing consumer demands, the Chinese government implemented an aggressive national strategy to boost its domestic olive oil industry, launching a plan for the development of olive trees. Olive cultivation is also meant to improve the living conditions of local farmers and preventing their migration within the country.

Large-scale olive growing in China began in 1960s and went through additional phases which, according to the International Olive Council, increased trees from 70,000 in 1973 to 23 million in 1980. In 1979, more plants were introduced, including European varieties, which were distributed for grafting and regional testing in several provinces, a crop that helped advance a Chinese olive oil industry that began to thrive at the beginning of the millennium.

Source: <https://www.oliveoiltimes.com/olive-oil-business/can-china-become-a-major-olive-oil-producer/63700>

Imported olive oil prices rise as fire devastates European crops

Virgin olive oil prices are expected to rocket as crops have been hit by poor weather and devastating wildfires.

Italian and Greek farmers are struggling this year, with their harvest down by nearly 60 per cent in some areas, while a smaller crop from Tunisia means worldwide production is set to dip 10 per cent.

Wholesale prices of European extra virgin olive oil have already soared from €3,000 a ton to €6,000 a ton, in spite of a bigger than normal crop of Spanish olives.



In Italy, farmers are predicted to produce just 180,000 tons of olive oil, down from 428,900 tons last year. Their 2018-19 crop was expected to be smaller because olive trees have a production cycle in which a large harvest one year is followed by a smaller one the next. However, the trees in olive-producing areas have also been hit hard by frosts.

Source: <https://www.iol.co.za/lifestyle/food-drink/recipes/imported-olive-oil-prices-rise-as-fire-devastates-european-crops-17478930>

Olive Oil Production Up More Than 25 Percent, Consumption Edges Higher

Provisional data analyzed by the International Olive Council (IOC) forecasts a 28 percent increase of olive oil production this year compared with last. The data, which was provided by both member and non-member countries, indicate the global production will reach 3,315,000 tons for the 2017/18 crop year, an increase of 723,500 tons compared with last year.

Tunisia experienced the largest increase, producing 280,000 tons, which was a 180-percent increase compared with last year. Italy also had a strong season, producing 428,900 tons, an increase of 135 percent.

Portugal, Argentina and Greece also experienced large increases, producing an additional 94 percent, 81 percent and 77 percent, compared with last year, respectively.

Meanwhile, Turkey and Morocco enjoyed more moderate increases, producing 48 percent and 27 percent more olive oil than last year, respectively. Overall, the European Union (EU) increased olive oil production by 25 percent compared with last year.

The notable exceptions to the production increases were in Algeria and Spain, which experienced decreases of an estimated 31 percent and 2.7 percent, respectively, compared with last year. However, Spain remains the world's single largest producer with an output of 1,256,200 tons, making up about 38 percent of the world total.

According to the IOC, olive oil consumption also increased by 9 percent in the 2017/18 harvest season, reaching 2,958,000 tons.

Along with consumption, imports also increased in seven of eight of the IOC's benchmark markets. These markets are generally characterized as countries that consume more olive oil than they produce, with the exception of the E.U.

Source: <https://www.oliveoiltimes.com/olive-oil-business/olive-oil-production-up-more-than-25-percent-consumption-edges-higher/64683>

