

## Did You Know

stimulate the production of dopamine in the brain, thereby aiding in the treatment of depression.

**Prevents Skin Cancer:** The vitamin C present in lemon juice and the antioxidants present in olive oil work together in preventing the abnormal multiplication of the cancerous skin cells, thus preventing skin cancer.

Source: <http://www.boldskey.com/health/nutrition/2016/these-two-kitchen-ingredients-can-treat-seven-diseases/7-prevents-skin-cancer-pf127859-104086.html>

### 5 Reasons Extra Virgin Olive Oil is incredibly healthy

Extra virgin olive oil constitutes the main source of fat in the Mediterranean diet. Because it is produced without heat or industrial refining, all the antioxidants and vitamins in the fruit remain intact. Extra virgin olive oil is one reason people following the Mediterranean diet live long and healthy lives. Here are five of the most important compounds that make extra virgin olive oil a veritable cocktail of health:

**1. Antioxidants:** Extra virgin olive oil is rich in some of nature's most potent natural antioxidants, phenolic compounds, which have been shown to destroy free radicals, kill cancer cells, and reduce the risk of heart disease. They are thought to be why the Mediterranean diet is associated with great health, a reduced risk of cancer and heart disease, and remarkably increased longevity.

**2. Oleocanthal:** Oleocanthal is believed responsible for the burning and tingling sensation that high-quality extra virgin olive oil cause to the throat. An anti-inflammatory phenolic compound with the same properties as commercial pain-killers, oleocanthal inhibits the COX1 and COX2 enzymes responsible for triggering pain, inflammation, and fever. It can also prevent Alzheimer's disease by helping clear beta-amyloid plaques from the brain, and in vitro, oleocanthal has been shown to effectively kill cancer cells.

**3. Monounsaturated fatty acids (MUFAs):** Monounsaturated fatty acids are found in abundance in nuts, fish, and vegetable oils, particularly olive oil, which is composed of about 75 percent MUFAs. MUFAs protect against disease by increasing the fluidity and elasticity of the cell membranes. The consumption of these healthy fats has been shown to reduce the risk of heart disease, diabetes, atherosclerosis, and colon cancer.

**4. Vitamin E:** Olive oil is rich in vitamin E, a fat-soluble antioxidant that protects the

body against eye and skin problems, cancer, diabetes, and neurological diseases such as Alzheimer's. It is widely used in skin creams and lotions because it reduces scarring and promotes healing, and is excellent for the hair as well. A recent study has shown that vitamin E also can protect the lungs against air pollution.

**5. Vitamin K:** Another fat-soluble vitamin found in olive oil is vitamin K, which is necessary for coagulation and for processes that involve the fixation of calcium in the body. Good levels of vitamin K have also been shown to protect against insulin resistance and several types of cancer. A tablespoon of olive oil contains about 10 percent of the daily dose of vitamin K recommended for an adult.

Source: <http://www.oliveoiltimes.com/olive-oil-health-news/5-reasons-extra-virgin-olive-oil-incredibly-healthy/52075>

### Eight ways to use olive oil outside the kitchen

Olive oil makes for a delicious addition to many recipes. It is used everywhere in cooking, from making salad dressing to bruschetta and beyond. But did you know olive oil has so many wonderful, beneficial uses outside of the kitchen? It is one of the most versatile household items we own, so take a look at these fantastic ways to start using it.

**1. Shaving:** Replace your shaving cream with olive oil when you shave to help lock in moisture and keep your skin soft and supple naturally.

**2. Polishing silverware:** Olive oil is a great alternative to clean products safely and not cause corrosion to stainless steel appliances. Gently dab a little onto a soft cloth and in a circular motion rub your silverware until a light sheen occurs and wipe gently with paper towelling to remove any residue.

**3. Pet care:** By adding a few drops of olive oil in your pet's wet food, this will prevent cats from getting hairballs and will help to prevent any dry skin or skin infections in dogs.

**4. Nail care:** Gently rub a dab of olive oil into your cuticles and then use a cuticle stick to work it into the nail bed for beautiful, smooth and strong nails.

**5. Squeaky doors:** You can use a little olive oil on any squeaky doors to help lubricate the hinge and prevent those annoying noises.

Source: <https://startsats60.com/stories/living/eight-ways-to-use-olive-oil-outside-the-kitchen>

## Recipe Section

### Chocolate olive oil mousse



#### Ingredients:

150g dark chocolate, broken into pieces  
4 large eggs, separated  
80ml refined olive oil  
60g caster sugar  
a little Maldon salt

#### Method:

- Melt the chocolate in the microwave or in a heatproof bowl over simmering water (don't let the bowl touch the water). Once it has melted, let it cool down a little. Add the egg yolks and whisk it all well. It will become a very thick paste. Then pour in the olive oil slowly while you continue to whisk.
- Separately whisk the egg whites until they form soft peaks. Gradually add the sugar, 1 tbsp at a time, whisking all the time until the mixture becomes glossy. Beat one third of the egg whites with the chocolate, then fold in the remaining egg whites carefully.
- Pour into glasses or ramekins and chill for three hours. Sprinkle a little Maldon salt over to serve. You can also shape the mousse into quenelles with two spoons warmed under a hot tap and serve it with orange salad.

Source: <http://www.dailymail.co.uk/home/you/article-3701687/Made-Spain-Chocolate-olive-oil-mousse.html>

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## Indian Olive Association

### From the President's Desk



Dear Members,

I would like to thank the members for reposing their confidence and re-electing me as the President and for electing Ms. Neelima Burra as the Vice President of the Indian Olive Association at the 9th Annual General Meeting held on 14th September 2016.

Mr. Mongy Aly Badr, Minister (Commercial), Embassy of Egypt visited the Association on 30th May 2016 to meet me and Ms. Shabnam Pareek, Secretary, IOA. Details of the meeting are given below.

The Association circulated the comparative data on import of olive oil with Italy and Spain breakups for the periods April-June 2015-16 and April-June 2016-17. India's imports of table olives for the period April-June 2016-17 were also circulated. Details are given in the relevant item below.

*Rajneesh Bhasin*  
Rajneesh Bhasin

### Annual General Meeting of IOA and Executive Council for the Year 2016-2017

The 9th Annual General Meeting of the Indian Olive Association was held on 14th September 2016 at PHD House, New Delhi and the following were unanimously elected as President and Vice President:

**Mr. Rajneesh Bhasin** - **President**  
Managing Director  
Borges India Pvt. Limited

**Ms. Neelima Burra** - **Vice President**  
Chief Marketing Officer  
& Country Head – Olive Oil



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

- Mr. Amit Kapoor**, Jindal Retail India (Pvt) Ltd.
- Mr. S N Bahadur**, Manisha International Pvt. Ltd.
- Mr. Akshay Modi**, Modi Naturals Ltd.
- Mr. Nikhil Asrani**, Suresh Kumar & Co. (Impex) Pvt. Ltd.

At the first Executive Council meeting held on 14th September 2016, the following members were co-opted to the Executive Council:

- Ms. Susana Toribio**, Director, Deoleo India Pvt Ltd.
- Mr. Vikas Sharma**, Manager, Fieldfresh Foods Private Limited
- Mr. Rahul Upadhyay**, Rian Imports & Marketing





## Issues taken up with Advertising Standards Council of India (ASCI)

i. IOA had filed a complaint with the Advertising Standards Council of India (ASCI) and the Food Safety and Standards Authority of India (FSSAI) against the television commercial issued by M/s Marico Limited claiming that Saffola Total has better protection than olive oil and has two times anti-oxidant power than olive oil.

The complaint was upheld and ASCI had asked the advertiser to withdraw or modify the advertisement.

ii. IOA filed a complaint with ASCI against the contents of advertisement by M/s Adani Wilmar Pvt. Ltd. titled as "India's first diabetes care oil", which contained the following incorrect statements regarding the cooking oil:

1. India's first diabetes care oil
2. Clinically proven
3. It helps reduce high blood sugar level
4. Improves insulin sensitivity
5. From the farms of Canada
6. Blended vegetable oil

IOA objected to above statements with reasons and facts against each statement.

The Association urged ASCI to direct the advertiser to withdraw the advertisement.

ASCI informed the association that a similar complaint was considered by the Fast Track Complaints Committee (FTCC) and the complaint was UPHELD.

## Meeting with Mr. Mongy Aly Badr, Minister (Commercial), Embassy of Egypt

Mr. Mongy Aly Badr, Minister (Commercial), Embassy of Egypt visited the Association to meet Mr. Rajneesh Bhasin, President, IOA and Ms. Shabnam Pareek, Secretary, IOA on 30th May 2016.

He expressed the interest of Egypt to export olives and olive oil to India. Mr. Bhasin informed him that the

Indian Olive Association has been working towards the growth of this sector in India and has been taking up various issues with government authorities, including customs duties and standards. Mr. Bhasin requested Mr. Badr to send information on the olive oil sector of Egypt, on the potential for import in India and on the prices.

## FSSAI draft notification related to standards for Table Olives

FSSAI had uploaded a draft notification on standards for table olives, on 10th March 2016. The notification incorporates the standards, submitted by the Association without any change and they have accepted the proposed standards.

Once accepted, Indian standards will be world class and in conformity with Codex.

## Data on Olive Oil and Table Olive Imports

### Olive Oil

#### Financial Year Data

Total olive oil imports by India during April-June 2016-17, as per Department of Commerce, Government of India, were 3104.19 MT as compared to 2,583 MT in the same period last year. The shares of Spain and Italy for this period stood at 59.21% and 36.90% respectively.

Total olive oil imports by India during the financial year April-March 2015-16, as per Department of Commerce, Government of India, were 11,254 MT as compared to 12,620.65 MT in the same period in 2014-15, witnessing a decline of

around 10.8%. The shares of Spain and Italy for this period stood at 66.63% and 30.56% respectively.

#### Table Olives

Total imports of table olives by India during April-June 2016-17, as per Department of Commerce, Government of India, stood at 816.29 MT, with table olive imports from Spain amounting to 776.67 MT.

Total imports of table olives by India during April-March 2015-16, as per Department of Commerce, Government of India, stood at 2,722.68 MT, registering a growth of 35.89% from last year. Spain accounted for 97.96% of total imports.

## News from Olive World

### Indian cricketers avoid rich food

Indian cricketers have turned health conscious prefer lunch and dinner prepared in olive oil. But the guest team members are trying Indian dishes, besides their regular food.

The hotel executive Vikas Mehrotra said that in comparison to previous visits, the Indian team is more health conscious now and avoiding rich diet. During lunch or dinner, most of the team members join Virat Kohli in enjoying sea food, grilled dishes and salad. During previous visits, Indian team members used to order spicy food. But this time, they are following their skipper, who is health conscious.

Mehrotra said that the team also demands boiled dishes and omelettes fried in olive oil. Captain Virat prefers nutritious diet, rich in protein.

Source: <http://timesofindia.indiatimes.com/city/kanpur/Indian-cricketers-avoid-rich-food/articleshow/54507116.cms>

### Spain's Olive Pomace Oil Industry Gets a Voice

As the world's largest producer of olive oil, Spain has welcomed a new organization to the olive oil sector. The Professional Organization of Olive Pomace Oil (Organización Interprofesional del Aceite de Orujo de Oliva), officially recognized by Spain's Ministry of Agriculture, Nutrition and Environment now joins other industry groups including the Professional Organization of Table Olives and the Professional Organization of Spanish Olive Oil.

Given that the country is, of course, also the world's leader in olive pomace oil production, the new group's objectives are focused around the oil's research and promotion. In doing so, they hope to foster the oil's use in the food and food service sectors, which often use oils of lesser quality.

"We won't work against anyone," the organization explained in a release, "but rather work in favour of olive pomace oil and seek out relevant niche markets." In many cases, this includes opportunities to replace the use of other vegetable fats, which, says the organization, largely come from imports.

Their efforts to maximize olive pomace oil's use could also permit other benefits beyond just food consumption such as its use in cosmetics and animal food products, as well as advantages when it comes to the environment. Olive pomace can be a valuable source of biomass energy.

The group is made up of five organizations that come from different areas of the olive pomace oil supply chain. On the production side, the members include the National Association of Olive Pomace Oil Businesses (ANEO), Agrifood Cooperatives, and the Spanish Federation of Olive Oil Industrialists and Manufacturers (INFAOLIVA).

The industrial and manufacturing side is made up of Spain's National Association of Industrial Packagers and Edible Oil Refiners (ANIERAC), the Spanish Association of Olive Oil Industry and Trade Exports (ASOLIVA), and also the aforementioned ANEO.

Source: <https://www.oliveoiltimes.com/olive-oil-business/europe/spains-olive-pomace-oil-industry-gets-a-voice/50290>

### Olive plant to reduce India's edible oil import

In an attempt to make India self reliant in edible oliveoil, the government of Rajasthanhas imported 100,000 saplings of olive plants from Italy, Spain, Israel, etc. for replanting in the state-owned field on experimental basis.

Speaking on the sidelines of the road show organized by the government of Rajasthan on its event "Global Rajasthan Agritech Meet (GRAM) to be held between November 9 and 11 this year, Prabhu Lal Saini, Minister of Agriculture, Horticulture and Animal Husbandry, Government of Rajasthan, said "The agro climatic condition of Rajasthan suits plantation of olive plants which we want to exploit for long term sustainable basis. We have imported 100,000 samplings of olive plants and re-planted around half of that in 5,000 hectares of land. This will reduce our olive oil import."

Olive oil is the highest priced edible oil in India ranging between Rs 850–1200 a kg and imported primarily from Italy, Spain and Israel. In summer, the olive plant requires 47 degrees Celsius of heat while in winter minus 6-7 degrees Celsius of cold climate is needed. Rajasthan enjoys this type of temperature diversity. Hence, olive plants can comfortably be grown in the state. However, the Minister urged governments of the neighbouring states to join hands to grow olive plant in India to increase its availability, which will automatically help reduce prices.

"To support oil initiative in olive plantation, the government has set up a refinery also," said Neelkamal Darbari, Principal Secretary, Agriculture and Horticulture, Government of Rajasthan.

## News from Olive World

According to Mr. V N Dalmia, Founder President of IOA, the government of Rajasthan lacks technology for converting olive fruits into oil. The government plans to sell crude olive oil which requires refining to make it edible. The olive plants which start yielding fruits in three years require a modern refinery with advanced technology adoption from countries like Israel, Italy and Spain, Dalmia added.

Rajasthan, with 25.5 million ha (14% of India's total) cultivable land, is the leading producer of pulses, edible oilseeds, cereals like bajra and maize. Apart from that, the state produces a large quantity of fruits for processing.

The growth of olive plant in Rajasthan assumes significance in the wake of India's over 60% of edible oil demand (~23.5 million tonnes) is met through import.

"Apart from that the government of Rajasthan has taken several initiatives to incentivize farmers and industrialists to become a partner in agriculture growth in the state to achieve Prime Minister Narendra Modi's dream of doubling farmers' income by 2022," Darbari said.

Source: [http://www.business-standard.com/article/markets/olive-plant-to-reduce-india-s-edible-oil-import-116072501307\\_1.html](http://www.business-standard.com/article/markets/olive-plant-to-reduce-india-s-edible-oil-import-116072501307_1.html)

## Did You Know

### Why Olive Oil Is Going To Save Your Eyesight

Olive oil is able to do this because it increases the ability of the intestine to absorb lutein by 167%. Coconut oil increases this ability by 150% compared to the control group.

Olive oil allows for the three key requirements of lutein absorption:

1. Transfer of lutein to the mixed micelle (aggregate molecules) during digestion in the small intestine.
2. Uptake by the enterocytes (a cell of the small intestines lining).
3. Transport into chylomicrons (fat droplets) for secretion.

The researchers say that a fatty acid which is naturally occurring in olive oil may also assist with increased absorption.

The study also found that the accumulation of lutein in the eyes was the highest with olive oil (117%). The second highest was coconut oil (109%).

The researchers say that these findings may go a long way towards the nutrition and biomedical fields choosing a suitable dietary lipid to protect the eyes against the progression of AMD (age-related macular degeneration) and cataracts.

Source: <http://www.longevitylive.com/olive-oil-going-save-eyesight/>

### Drink Lime Juice With Olive Oil, Watch What Happens To Your Body!

Did you know that the mixture of lemon juice and olive oil can treat up to 7 diseases?

### Ingredients Required:

Lemon juice - 1 tablespoon  
Olive oil - 1 tablespoon  
Water - 1 cup

**Method of Preparation:** Add 1 tbsp of lemon juice and 1 tbsp of olive oil to a cup of water. Stir it well using a spoon. Your drink is now ready for consumption.

Also, have a look at some of the various health benefits of this natural health drink, below.

Treats Allergies: The combination of lemon juice and olive oil can reduce allergy and itching caused by reaction to pollution and certain foods, as this mixture comes with an anti-inflammatory property.

Prevents Cancer: As olive oil contains powerful phytonutrients, this natural drink has the ability to prevent cancerous cell growth in the body.

Prevents Type 2 Diabetes: As this mixture is rich in vitamins and omega-3 fatty acids, it can prevent type 2 diabetes by regulating the blood sugar levels.

Prevents Stroke: A research study has claimed that consumption of lemon juice and olive oil can reduce the occurrence of blood clots in the brain, thus preventing strokes.

Fights Osteoporosis: This homemade health drink stimulates the bones' capacity to absorb optimum levels of calcium, thereby reducing the symptoms of osteoporosis.

Treats Depression: This combination of olive oil and lemon juice has the ability to

