

Did You Know?

5. As a natural way to treat ear infections

This one is mostly for baby – but a baby that's not in pain equals a mother who's not under extra strain! Put a couple of drops of lukewarm — not warm and not cold — olive oil into the affected ear for mild pain relief and cleansing of wax buildup.

Source: <https://www.oliveoiltimes.com/olive-oil-basics/6-ways-new-moms-use-olive-oil/57202>

Indoor Olive Trees are Trending

The big names in interior design agree that olive trees should be allowed to take root inside our homes.

Joanna Gaines, a host of HGTV's popular Fixer Upper program, is a huge advocate of bringing the olive tree inside. According to Gaines, you can add a little farmhouse charm to any room with an indoor olive tree.

American interior designer Nate Berkus has embraced the trend for indoor olive trees for quite a while. Berkus's partner, Jeremiah Brent (also a designer) idolizes trees as houseplants. The couple's Los Angeles home is awash with olive trees in old Indonesian pots.

English architect Ian Simpson is another devotee of the indoor olive tree. Simpson welcomed olive trees in his home well before the current trend began. The architect created an indoor garden in his Manchester penthouse apartment and graced it with 30 olive trees imported from Tuscany.

Richard Brunton, art director at NZ House & Garden magazine is enthusiastic about the trend for indoor olive trees. "I really like the sound of it. It has quite a Mediterranean look and could be very interesting in the right space. An olive tree would look wonderful in a home that has a Mediterranean theme or Tuscan decor. They can also be a great option for filling the gaps in a room with limited furnishings," he said.

Olive trees are also spurting up in chic hotels and trendy restaurants around the world. Guests at The Four Seasons Hotel in Bahrain Bay are welcomed by eight 200-year-old olive trees that adorn the hotel's lobby. In the UK, Gusto new Nottingham restaurant is decked out with indoor olive trees.

As well as bringing a bit of nature into your home, olive trees create a relaxed, calming environment and may

boost your creativity. Aristotle accredited his greatest thinking to being among olive trees. Vincent Van Gogh claimed that he found profound learning in olive trees, which he believed housed a sacred force.

Dwarf varieties of olive trees are best for interiors unless your home is large with tall ceilings. Even dwarf varieties can reach a height of around 6 feet. To thrive indoors an olive tree requires around six hours of sunlight each day. Olive trees flourish best near south-facing windows.

Olive trees add an interesting twist to home decor trends. Potted olive trees make adaptable, low maintenance house plants, but don't expect a bumper crop of olives; most potted olive trees won't bear fruit. Olive trees that may produce fruit indoors are the Arbequina, a slow growing "weeping" olive tree, and the Picholine.

Source: <https://www.oliveoiltimes.com/olive-oil-basics/indoor-olive-trees-trending/55347>

Primary olive oil ingredient may help prevent brain cancer: Study

According to researchers, oleic acid, the primary ingredient in olive oil, can help prevent cancer-causing genes from functioning in cells. The oily substance - one of a group of nutrients known as fatty acids - stimulates the production of a cell molecule whose function is to prevent cancer-causing proteins from forming, they said.

"While we cannot yet say that olive oil in the diet helps prevent brain cancer, our findings do suggest that oleic acid can support the production of tumour-suppressing molecules in cells grown in the lab," said Gracjan Michlewski from University of Edinburgh in the UK. Researchers analysed the effect of oleic acid on a cell molecule, known as miR-7, which is active in the brain and is known to suppress the formation of tumours.

They found that oleic acid prevents a cell protein, known as MSI2, from stopping production of miR-7. In this way, the olive oil component supports the production of miR-7, which helps prevent tumours from forming.

Source: <http://www.hindustantimes.com/fitness/primary-olive-oil-ingredient-may-help-prevent-brain-cancer-study/story-5Jowo0kRxmtoZUFZBgys2H.html>

Recipe Section

Olive Oil Biscotti

Makes 50-60

Ingredients:

- 230ml extra virgin olive oil
- 170g caster sugar
- 130g demerara sugar
- 1 vanilla pod
- 1 lemon zest
- 2 eggs
- 1 tbs milk
- 330g plain flour, sifted
- A pinch of salt
- 1 tsp bicarbonate of soda



Method:

1. Mix together the olive oil, sugars, vanilla and lemon zest. Add the eggs and milk, and mix well, then add the sifted flour, salt and bicarbonate of soda, and let the dough rest for 24 hours.
2. Preheat the oven to 170C/340F/gas mark 3-4. Roll the dough into small balls, flatten slightly then bake in the oven for 8-10 minutes, until golden brown.

Source: <https://www.theguardian.com/lifeandstyle/2013/nov/16/10-best-olive-oil-recipes>

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Indian Olive Association

From the President's Desk



Dear Members,

The association has several updates to share regarding the import data, GST updates concerning olive oil and table olives and few other updates concerning the industry. The olive oil prices across the globe have taken a hit due to poor production this year and will be seen to trailing high for a while. The GST rate for olive oil being fixed as 5% has been welcomed across industry but table olives falling under 12% slab nearly doubles the tax implied on the olives previously.

A snapshot of the import data has been shared below; the association had circulated the charts concerning the comparative data on import of olive oil with Italy and Spain breakups for the financial years April-March 2016-17 and April-March 2015-16. India's imports of table olives for the FY April-March 2016-17 were also circulated.

Rajneesh Bhasin
Rajneesh Bhasin

GST Updates: Olive Oil & Table Olives

S no.	Product Name	HSN Code	CGST	SGST	IGST	Schedule reference	Description
1	Extra Virgin	1509-1000	2.50%	2.50%	5%	Schedule I	Olive oil and its fractions, whether or not refined, but not chemically modified
2	Refined Olive Oil	1509-9010	2.50%	2.50%	5%	Schedule I	Olive oil and its fractions, whether or not refined, but not chemically modified
3	Pomace Oil	1510-0091	2.50%	2.50%	5%	Schedule I	Other oils and their fractions, obtained solely from olives, whether or not refined, but not chemically modified, including blends of these oils or fractions with oils or fractions of heading 1509
4	Table Olives	2005-7000	6%	6%	12%	Schedule II	Other vegetables prepared or preserved otherwise than by vinegar or acetic acid, not frozen, other than products of heading 2006

Olive Oil

All categories of olive oil fall under the schedule I of the GST Act with an IGST rate of 5%. With the previous VAT rate being 5% for all the olive oil variants, the category will foresee a neutral impact after the GST implementation



Table Olives

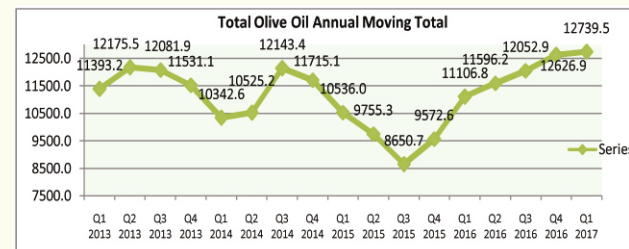
Table Olives category falls under the Schedule II of the GST Act with an IGST rate of 12%.The category might take a hit with the GST rates being 140% higher than the previous applicable VAT rate of 5% (which was applicable in most states barring a few).

Data on Olive Oil and Table Olive Imports

Olive Oil

Financial Year Data (April-March 2016-17)

Total olive oil imports by India during FY 2016-17, as per Department of Commerce, Government of India, were 12,812.55 MT as compared to 11,254.44 MT in the same period last year. The shares of Spain and Italy for this period stood at 61.76% and 33.82% respectively.



Notes: Quarters in the graph refer to Calendar year quarters. Q1 - (Jan to Mar)

Olive Oil imports have seen a growth since Q3 of 2015 and has finally peaked again beyond the 12,000 tons mark

Table Olives

Total imports of table olives by India during FY 2016-17, as per Department of Commerce, Government of India, stood at 3422.89 MT, registering a growth of 25.72% from last year. Table olive imports from Spain amounted to 3,193.37 MT.

News from Olive World

FSSAI sets minimum salt content and maximum pH value for table olives

In its recent notification, the Food Safety and Standards Authority of India (FSSAI) operationalised the standards for table olives, in which it set the limit for minimum salt content at six per cent and maximum potential of hydrogen (pH) value at 4.3.

For treated olives, the salt content was set at five per cent and the pH value was 4.3; for dehydrated or shrivelled olives, the salt content was fixed at eight per cent, while the pH value was put at

the good manufacturing level (GMP) level, and for olives darkened by oxidation with alkaline treatment, the salt and pH values were set at GMP levels.

Under the labelling requirements, the standards stated that in case of stuffed olives, the label should give the information on the style of the stuffing, along with the combination of ingredients.

The industry welcomed the move, saying that the standards were set largely based on the recommendations made by the food business operators (FBOs).

“We have welcomed the move. It is largely based on our representation. We had urged the authority to make standards based on GMP, which is also a part of Codex. Earlier, there was a minimum limit for pH value. Now, FSSAI has incorporated the maximum limit for pH value and salt content was also set at GMP levels,” said Amit Lohani, convener, Federation of Indian Food Importers (FIFI).

Meanwhile, the FSSAI has ordered all the FBOs to follow the standards, and the enforcement of these standards has commenced.

The draft defined table olives as the product prepared from the sound fresh fruits of varieties of the cultivated olive tree (*Olea europaea* L), having reached proper maturity for processing, whose shape, flesh-to-stone ratio, fine flesh, taste, firmness and ease of detachment from the stone make them suitable for processing and the characteristic colour, flavour, odour and texture of the fruits.

Earlier, FSSAI drafted standards and notified them in the gazette. These were put up for comments and suggestions from stakeholders in November 2016.

Source: <http://www.fnbnews.com/Top-News/fssai-sets-minimum-salt-content-and-maximum-ph-value-for-table-olives-40686>

Marico bets on premium edible oils with the launch of Saffola Aura

In April, Marico launched its first olive oil offering, Saffola Aura, which is blended with flaxseed oil to provide Omega 3 fatty acids and anti-oxidants for healthier cooking. The brand is positioned in the super premium range with a 1 litre bottle priced at Rs. 1,150. In comparison, brands like Del Monte, Figaro and Leonardo are priced Rs. 400-600 cheaper for a 1 litre bottle.

“With Aura, I don’t see why Saffola won’t grow by 10% (in volumes)”, Gupta said in the earnings call. “We will see more action in super premium with Aura

News from Olive World

coming in. A brand growing at 8-10% in volumes is not a bad performance.”

Marico will stay away from lower-priced olive pomace oil and focus on the refined olive oils ideal for cooking, he said.

Source: <http://www.livemint.com/Companies/aE7Gcm0xbkwC9Sj7s77INN/Marico-bets-on-male-grooming-premium-edible-oils-and-food-f.html>

Turkey's Olive Trees Threatened by Draft Law

Proposed changes to “The Olive Law” which has protected Turkey’s olive trees since the 1930’s could result in thousands of trees being cut down and olive groves replaced by mines, industrial projects and housing schemes deemed to be “public benefits” if a draft submitted on 17th May moves forward.

If this law passes then all our and fellow villagers’ olive groves will be in danger.- Haluk Yurtkuran, Adatepe Olive Oil and an Olive Oil Museum.

Haluk Yurtkuran, co-founder and president of Adatepe Olive Oil and an Olive Oil Museum in the Çanakkale province of Turkey told Olive Oil Times, “it is a draft law which will definitely kill ages-old olive trees on the Mediterranean and Aegean coast of Turkey by allowing mining, industrial and housing projects on olive groves.”

Under existing law (Article 9 Law No. 3573) olive groves are expected to have no more than 15 trees per decare (1,000 square meters, or approximately 0.25 acres). If the new law gets the green light, any olive grove housing less than 15 trees per decare will not be classed as an olive grove.

Yurtkuran said, “This is the most critical point of this draft because all the olive groves in the Mediterranean and North Aegean regions of Turkey have very old trees which were planted traditionally 10 meters x 10 meters according to old know-how. So in most of the olive groves, the number of olive trees are naturally less than 15 per decare.

Furthermore, until recent times, the land is divided among the inheritors in very small pieces of land. Now, this rule has been changed but thousands of small farmers have very small scale groves. So with this new law, their groves will be under threat of not being counted as olive groves anymore and treated as ordinary fields.”

Currently, olive growing land is “protected” from any industrial activity other than olive oil production. This

encompasses the grove and land within a three-kilometer radius. According to Yurtkuran, many small olive groves have been encroached upon by industrial, mining and housing projects. Yurtkuran believes the new law would pose a threat to larger groves, where there was a “public benefit” in letting industrial plants, mines, and other activities move in.

Adatepe lost its biggest olive grove to nationalization. Yurtkuran explained, “Our biggest piece was nationalized a few years ago just because of a highway construction which would pass through our grove.” When the company objected they were told there was a “public benefit” from the project.

In the widest and most public demonstration of opposition to date, the Turkish group “The Friends of Olives Association” (Zeytindostu Derneği) have launched a petition called, “Don’t touch my olive tree.” Over 18,000 people have signed the petition and the organizers hope to collect one million signatures against the proposed draft.

Prior to this campaign, local communities, the general public and associations including the National Olive and Olive Oil Council and The Friends of The Olive Association have voiced their opposition to the proposed new law through seminars, protests and on social media platforms.

The government, now in its fourth term in office, first attempted to change the olive law in its second term. Fears have been expressed that the government is stronger and more confident in getting the draft passed following April’s approval of the presidential regime.

This will affect our advantage of producing olive oil from the olives picked from our neighborhood which we believe has the best micro-climate affecting the taste of the oil.

Under current Turkish law, anyone who unlawfully cuts down an olive tree faces a fine of 2,000 Turkish Lira (\$560) per tree. The draft amendment aims to remove the three-month prison term for unauthorized animal grazing on olive land; offenders would instead be fined 5,000 TL (around \$1,400).

Adatepe teamed up with other farmers, olive oil companies and NGO’s to raise public awareness and save Turkey’s olive trees.

Source: <https://www.oliveoiltimes.com/olive-oil-business/asia/turkeys-olive-trees-threatened-draft-law/57144>

Did You Know?

Research finds extra virgin olive oil may protect against effects of high-fat diet

The study – conducted on mice – found that a relatively low dose of a particular compound found in extra virgin olive oil was able to reverse oxidative stress linked to fatty liver disease and reduce bad cholesterol.

A new study finds that extra virgin olive oil protects against oxidative stress and the effects of a high-fat diet on the liver, heart and brain.

A compound commonly found in extra-virgin olive oil can significantly reduce symptoms of insulin resistance and non-alcoholic fatty liver disease – the negative effects of a high-fat diet, a study has found.

Hydroxytyrosol is a polyphenol found in extra-virgin olive oil, which is known to have antioxidant properties and may play a key role in its health benefits. “Our research shows that in mice fed on a high-fat diet, hydroxytyrosol exerts a protective effect in the liver,” said lead author Rodrigo Valenzuela from the University of Chile.

The study conducted on a mice, showed that hydroxytyrosol was able to reduce liver enzymes that are linked to an imbalance in the fatty acid composition of the liver, brain and heart as well as increase their activity.

“Our results indicate that hydroxytyrosol may be a key part of the health benefits of extra virgin olive oil. We have demonstrated that this compound may offer protection against oxidative stress and detrimental fatty acid composition in the liver, heart and brain caused by a high-fat diet,” Valenzuela noted.

For the study, published in the journal Lipids in Health and Disease, the team fed four groups of 12-14 mice on either a high-fat diet (60% fat) or a control diet (10 per cent fat), with or without supplementation of 5mg hydroxytyrosol per kg body weight, administered orally, for a 12 week period.

The results revealed that adding a relatively low dose of hydroxytyrosol to the diet was able to reverse oxidative stress which is linked to fatty liver disease. In addition, hydroxytyrosol also lowered the increase in levels of low-density lipoprotein or the bad cholesterol.

However, these findings need to be established in humans, the researchers said.

Source: <http://www.hindustantimes.com/health-and-fitness/research-finds-extra-virgin-olive-oil-may-protect-against-effects-of-high-fat-diet/story-Y7Y3TzKsZ6PzvLDj71praK.html>

Ways for New Moms to Use Olive Oil

New mothers face a plethora of things to think about and more willingness to use only natural, organic home remedies rather than the more chemical and artificial products commercially available now that their bundle of joy has arrived. Although the uses of olive oil for babies are becoming well known, mothers can benefit from it just as much. Here are 6 ways to use olive oil as a new mum you may not have thought of:

1. As a safe, natural cleaning agent

Generally speaking, a clean home is a safe home, but what about all the harmful chemicals in commercially available cleaning agents? Both wooden furniture and anything stainless steel, from kitchen fittings to your skillet, can be cleaned and shined up at the same time with the use of some olive oil and a little scrubbing.

2. Mommy's little insomnia helper

The sleeplessness and general anxiety associated with the first while of first-time-mommyhood means that cognitive abilities such as memory and concentration are often not at peak. Luckily, Harvard Health Publications reported in 2012 that quoted a Brigham and Women’s Hospital study which found that women who ate the most saturated fats such as butter performed worse on tests of thinking and memory than women who ate the lowest amounts of these fats and more unsaturated fats such as olive oil.

3. As a breast friend

In 2015, the US National Library of Medicine National Institutes of Health reported on the effects of olive oil consumption on healing burn victims’ skin. It’s a profound insight into the sheer power of taking olive oil as a supplement to help your skin heal. Moms with irritations, even teeth marks, on their breasts can take olive oil orally or rub it on topically for relief.

4. As a post-surgery skin healer

For those who deliver via a C-section, olive oil can be a godsend to help with post-surgery scarring. This is due to the high amounts of skin-healing vitamins K and E found in olive oil. Simply rub a high-quality olive oil into the skin surrounding the scarring daily.

