

## News from the Industry

Incentives per ton exported to Canada and South America is \$700 for extra virgin oil and \$640 for virgin oil.

Production of olive oil reached 12,000 tons in 2011, according to the Food and Agriculture Organization (FAO). The price of each 15 kilogram container of olive oil ranges between \$120 and \$130.

According to IDAL, around 563 square kilometers of land are planted with olive trees, which represent 5.4 percent of the territory, or eight percent of the total agricultural land.

Olive groves are mainly grown in six regions extending from north to south: Koura, Batroun, Zgharta, Akkar, Rashaya Al Foukhar, and Hasbaya.

Source: <https://lebanonbusinessnews.wordpress.com/2015/12/10/olive-oil-exports-up-by-40-percent-top-destinations-canada-and-south-america/>

### Climate change threatens Tunisia olive farming

Tunisia's 3,000-year history of olive farming is under threat with warnings that production is at risk of halving by 2030 because of the extremes of climate change, from floods to droughts.

"Before it used to rain regularly and the harvest was good. Today, everything is different," said 65-year-old olive farmer Amor Slama.

Climate change can wreak havoc in the North African state, where only a few hundred kilometres (miles) separate the fertile lands on the shore from the first dunes of the Sahara desert.

Extreme weather can add to the perils, with heavy rains inundating the land, sweeping away the earth and damaging trees.

## Did You Know?

### Vegetable oils contain 'toxic' chemical linked to cancer and brain degeneration, say scientists

Cooking with vegetable oil releases toxic chemicals linked to cancer and even the degeneration of the brain, according to experts.

Lard, butter, coconut and olive oil are all better dietary choices, leading scientists have said - in advice which directly contradicts the NHS.

When heated, corn, sunflower, palm and soya bean oils - often called "vegetable" oils - release chemicals called aldehydes which have been linked to various cancers and neurodegenerative diseases such as Alzheimer's.

Martin Grootveld, Professor of bioanalytical chemistry and chemical pathology at DeMontfort University said that a meal fried in vegetable oil such as fish and chips contains 100 to 200 times more aldehydes than the daily limit set by the World Health Organisation (WHO), according to the Daily Telegraph.

In the short term, Tunisia's olive oil sector, which accounts for more than 40 percent of revenues from agricultural exports and five percent of total exports, has cause to celebrate.

Source: <http://news.asiaone.com/news/world/climate-change-threatens-tunisia-olive-farming>

### Low Olive Oil Reserves Cast Shadow on Spain's Increased Production

After a dismal 2014-2015 harvest, estimates for a substantial increase in Spain's 2015-2016 olive oil production have come as welcome news. But low reserves are casting a shadow, reducing a perceived increase of 398,000 tons to an actual inventory increase of just 80,000.

In October, the Government of Andalusia released official estimates that the country's olive oil industry should produce some 1,240,000 tons during the 2015-2016 season, a seemingly large increase over last year's output of just 842,000 tons.

As it stands, the existing reserves are likely owed to the price increases over the summer, which left consumers turning to alternatives.

With supply still limited, the industry now looks to the future, hoping that after two relatively unproductive seasons (one very bad; the other just average), that next year will bring more promise.

The outlook, however, isn't necessarily good. Rain, which can be beneficial during harvest — both for the olives being harvested, and the season to come — has so far been limited.

Source: <http://www.oliveoiltimes.com/olive-oil-making-and-milling/shadow-on-spain-increased-olive-oil-production/49891>

Using butter, olive and lard in the frying pan, however, was found to produce much lower levels of aldehydes - with coconut oil coming out as healthiest.

Yet the NHS has long warned against cooking with butter and lard. The NHS choices website advises: "Try to cut down on foods that are high in saturated fat and have smaller amounts of foods that are rich in unsaturated fat instead. For a healthy choice, use just a small amount of vegetable oil or reduced fat spread instead of butter, lard or ghee."

Yet vegetable oil has been linked to heart disease, cancer, inflammation, rising blood pressure and mental health.

The omega 6 fatty acids present in vegetable oils are pushing out the important omega 3 fatty acids that keep the brain healthy, according to Professor John Stein, Emeritus Professor of Neuroscience at Oxford University. "If you eat too much corn oil or sunflower oil, the brain is absorbing too much omega 6, and that effectively forces out omega 3," Prof Stein said, according to the Daily Telegraph. "I believe lack of omega 3 is a powerful contributory factor to such

## Did You Know?

problems as increasing mental health issues and other problems such as dyslexia." Olive oil, meanwhile, has been repeatedly linked to health benefits.

Source: <http://www.independent.co.uk/life-style/health-and-families/health-news/vegetable-oils-contain-toxic-chemical-linked-to-cancer-and-brain-degeneration-say-scientists-a6725881.html>

### Use Olive Oil to Get Rid of Acne Scars

Most of us know that olive oil is good for our health, but not many know about its ability to heal the skin. Here is why you can use olive oil for acne scars:

- Olive oil is rich in vital vitamins, which makes the healing process of acne scars faster.
- It is full of antioxidants, which keep toxins at bay and prevent all sorts of infections.
- It possesses excellent antibacterial as well as anti-inflammatory properties that are necessary for curing acne and its scars.
- It is non-comedogenic (does not clog skin pores) by nature, which makes it an ideal remedy for acne.

Source: <http://www.stylecraze.com/articles/easy-ways-to-use-olive-oil-to-get-rid-of-acne-scars/>

## Recipe Section

### Mustard Roasted Potatoes

#### INGREDIENTS:

2 pounds small Yukon Gold potatoes, scrubbed and quartered; 1 tablespoon plus 1 1/2 teaspoons kosher salt; 2 tablespoons plus 1 teaspoon extra-virgin olive oil; 2 tablespoons whole-grain mustard; 1/2 teaspoon freshly ground black pepper



#### METHOD

- Preheat the oven to 425°F. Put a half-sheet pan in the oven (it'll heat up while the oven preheats).
- Add the potatoes to a pot with 1 tablespoon salt; cover with about 1 inch of water. Bring to a boil, reduce heat to low to maintain a simmer, and cook

- for 5 minutes, or until easily pierced with a paring knife, but the center is still hard.
- Whisk together 1 1/2 teaspoons kosher salt, 2 tablespoons olive oil, mustard, and black pepper in a large mixing bowl.
- Thoroughly drain the potatoes and then toss with the mustard mixture.
- Take the preheated sheet pan out of the oven, drizzle with 1 teaspoon olive oil, and tilt the pan to spread it evenly. Add the potatoes, arranging them so that a flat side is in contact with the pan, and bake for 25 minutes, or until the bottoms are brown. Flip the potatoes and cook for another 15 to 20 minutes, or until deeply browned and tender.

Source: <http://www.popsugar.com/food/Mustard-Roasted-Potatoes-Recipe-39114156>

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## Indian Olive Association

### From the President's Desk



Dear Members,

On behalf of the Association and myself, a very Happy and Prosperous New Year to all the members.

We are happy to inform our members that IOA had lodged a complaint with the Advertising Standards Council of India (ASCI) against the television commercial issued by M/s Marico Limited for their product i.e. "Saffola Total" - allegedly claiming that: "Saffola Total has 2X anti - oxidant power than olive oil". As per their decision, the complaint was upheld and M/s Marico Limited has been asked to withdraw or modify the advertisement.

The Association circulated the comparative data on import of olive oil with Italy and Spain breakups for the periods April-September 2015-16 and April-September 2014-15, alongwith India's olive oil imports for the crop year October 2014-September 2015. Table olives imports by India for the period April-September 2015-16 were also circulated. Details are given below.

*Rajneesh Bhasin*  
Rajneesh Bhasin

### Complaint against the television commercial issued by M/s Marico Limited for their product i.e. "Saffola Total" - allegedly claiming that: "Saffola Total has 2X anti-oxidant power than olive oil"

The Indian Olive Association (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.

IOA stated that Marico is in complete disregard of the rules and regulations framed under FSSAI and continues to make misleading and exaggerated claims in ads for Saffola Total, indulging in unfair trade practices. Statements in the ads have not been adequately or scientifically justified and violate the provisions of the FSSAI and the packaging and labelling regulations under the ASCI code.

IOA had earlier in 2013 filed complaints with the Advertising Standards Council of India informing them about the misleading nature of the claims of Marico which were upheld by the Consumer Complaints Committee of ASCI.

However, Marico, in complete disregard of such decisions of the CCC continues to broadcast similar claims.

The Association urged ASCI to direct Marico to withdraw ads at the earliest. A Press Release was also issued in this regard.

As per the decision of Consumer Complaints Council (CCC), the complaint was UPHELD.

The advertiser representatives were given personal hearing by ASCI. The claim support data was reviewed by the technical expert of ASCI. The CCC viewed the TVC and considered the Advertiser's response as well as the opinion of the Technical expert presented at the meeting. The CCC concluded that-

Claim 1: "Saffola Total has 2X anti-oxidant power than Olive oil": Advertiser has demonstrated antioxidant power of Saffola Total through two approaches: i) chemical methods like Totox value and DPPH scavenging activity ii) As part





of the clinical study, the advertiser has measured inflammatory biomarkers such as SuperOxide Dismutase (SOD), oxidized LDL and Apolipoprotein B to study the benefits of Saffola Total versus olive oil variants. Saffola Total shows positive influence on inflammatory biomarkers indicating that it can contribute to protection of cells from oxidative damage. However, it cannot be considered as a “2X” physiological end benefit to consumer. Therefore the claim, “Saffola Total has 2X anti-oxidant power than olive oil”, was considered to be misleading by ambiguity and implication. This complaint was UPHELD.

Claim 2: "Saffola Total gives better protection than olive oil" (Olive oil se behtar hifajat): Advertiser has conducted human intervention study and demonstrated that Saffola Total has been found to have better efficacy in managing five lipid parameters and three inflammation biomarkers. However, a generalized claim of "Saffola Total providing better protection than Olive oil" is misleading by ambiguity. This is because Olive oil is also known to have health benefits due to presence of anti-oxidant (Vitamin E). The CCC also opined that to say that one oil is better than another based on one

selected study would be technically incorrect as no single oil can be considered as the best. Each oil has its own profile of chemical constituents that may/may not have diverse health beneficial properties. Health experts also recommend that consumers should keep changing the oil used in their diet to avail of different health benefits each oil offers. Based on the above, the CCC concluded that in the context of the advertisement, the TVC by stating "Isiliye olive oil nahin" unfairly denigrates another product (olive oil). This complaint was UPHELD.

ASCI has asked the advertiser to withdraw or modify the advertisement.

In an article published in the Hindu Business Line on 18th December 2015, Mr. Rajneesh Bhasin, President, Indian Olive Association said that “The fact that Saffola has two times the antioxidant power than olive oil has been a false claim for the past three years.

The link for the detailed article is given below:

<http://www.thehindubusinessline.com/companies/olive-oil-players-to-up-the-ante-against-marico/article8005247.ece>

## Olive Oil Import Data

### Olive Oil

#### - Financial Year Data

Total olive oil imports by India during April-September 2015-16, as per Department of Commerce, Government of India, were 5313.98 MT as compared to 7176.1 MT in the same period last year, witnessing a decline of around 26%. The shares of Spain and Italy

for this period stood at 66.01% and 30.63% respectively.

Olive oil imports by India during the first two quarters of the financial year 2015-16 – April-June 2015-16 and July-Sept 2015-16 – amounted to 2583.01 MT and 2731 MT respectively (recording a fall of 23% and 28.5% respectively over the same periods last year).

#### Olive Oil Imports by India

(in MT)

HS Code	Commodity	April-June 2015-16	% change as compared to April-June 2014-15	July-Sept 2015-16	% change as compared to July-Sept 2014-15	Apr- Sep 2015-16	% change as compared to Apr- Sep 2014-2015
15091000	OLIVE OIL VIRGIN	353.08	-12.5	463.9	-26.8	816.95	-21.2
15099010	OLIVE OIL & ITS FRACTNS (EXCLDNG VRGN)OF EDIBLE GRDE	1,595.12	-18.7	1545.3	-6.0	3140.40	-12.9
15099090	OTHER OLIVE OIL & ITS FRACTNS (EXCLD VRGN)	183.03	-28.5	184.2	-22.6	367.20	-25.7
15100091	OTHER OIL (EXCLD CRUDE OIL) OF EDIBLE GRADENOT CHMCLY MODFD FR OLIVES	441.67	-39.6	516.6	-60.2	958.23	-52.8
15100099	OTHER OIL OTHER THAN EDBLE GRADE(EXCLDNG CRUDE OIL) FROM OLIVES	10.11	304.4	21.1	282.8	31.20	289.5
	<b>Total</b>	<b>2583.01</b>	<b>-23.0</b>	<b>2731.0</b>	<b>-28.5</b>	<b>5313.98</b>	<b>-25.9</b>

## Olive Oil Import Data

### - Crop Year Data

As per Department of Commerce, Government of India, total imports by India during Crop Year 2014-15 were 10,758.54 as compared to 12,244.84 MT during Crop Year 2013-14, registering a decline of around 12%.

### Table Olives

Total imports of table olives by India during April-

September 2015-16, as per Department of Commerce, Government of India, stood at 1310.85 MT. Spain accounted for 98.23% of imports. Table olives imports by India during the first two quarters of the financial year 2015-16 – April-June 2015-16 and July-Sept 2015-16 – amounted to 716.40 MT and 594.45 MT respectively, with table olive imports from Spain amounting to 696.58 MT and 591.10 MT during the respective quarters.

#### Olive Imports by India

(in MT)

HS Code	Commodity	Apr-June 2015-16	July-Sept 2015-16	Apr-Sept 2015-16	Apr-June 2015-16	July-Sept 2015-16	Apr-Sept 2015-16
20057000	OLIVES PRPD/PRSD, NT FRZN	539.84	464.14	1,003.98	526.89	460.79	987.68
7099010	*OLIVES FRESH OR CHILLED	-	-	-	-	-	-
7112000	OLIVES PROVISIONALLY PRESERVED	176.56	130.31	306.87	169.69	130.31	300.00
	<b>Total</b>	<b>716.40</b>	<b>594.45</b>	<b>1,310.85</b>	<b>696.58</b>	<b>591.10</b>	<b>1,287.68</b>

## Press Release

### Interviews in Olive Oil Times

In an interview with Olive Oil Times in December 2015, Mr. Rajneesh Bhasin, President, Indian Olive Association discussed the fast-changing dynamics of the Indian olive oil market. He said there is a growing interest among his country's 1.25 billion people in the health benefits of olive oil and a trend away from the high-heat techniques that characterize traditional Indian cooking.

The opportunity has not escaped some of the largest food companies.

Indians, who lead the world in rates of cardiovascular disease and diabetes, have every reason to consider bringing olive oil into their diets, yet per capita consumption stands at less than a teaspoon per year.

### On modern Indian life and its impact on health

We start work early in the morning at 7, 8, and by the time we get back home, it's 7, 8 in the evening, so most of us live a fairly sedentary lifestyle, spending most of the days staring at a laptop or at a computer, and there is very little time for physical exercise. That's where a lot of these health concerns are growing, and they are coming in fairly young, so a lot of people in their early 40's are beginning to get these problems because of the lifestyle that we are living in.

### On the potential for market growth

He said that the category is just 12,000 tons, and India consumes at least 15 to 18 million tons of edible oil. There's enough room to grow the category exponentially and if all of us players start working on building the category, creating consumer awareness around olive oil and the health benefits, the category will grow many-fold in years to come.

### On olive oil made in India

India, in times to come, and I'm really hoping it happens within the next decade or so, if we have more than 15, 20,000 hectares of land cultivated across various states producing olive oil, I'm sure we'll start producing, 3000-5000 tons of local olive oil which will help hedge the prices that we get in imports, and maybe will put some pressure on exporting countries to bring their prices down to be more competitive in the Indian market.

The detailed interviews can be accessed from the links given below:

<http://www.oliveoiltimes.com/olive-oil-basics/rajneesh-bhasin-on-olive-oil/50021>

<http://onoliveoil.com/episode/rajneesh-bhasin/>

## News from the Industry

### Tunisia has a Moment as Top Olive Oil Exporter

Tunisia exported more olive oil than any other country for the 2014/2015 season, overtaking Spain, according to statistics released by the Tunisian Ministry of Industry, Mines and Energy. Olive oil exports reached 299,300 tons — three times the previous year's output and more than 10 percent of global olive oil consumption — fetching a record 1.9 billion Tunisian dinars (\$976 million).

While Spain and Italy experienced the worst harvests last season due to bad weather and infestations of *Xylella fastidiosa*, the 2014/15 harvest in Tunisia was a record-breaker.

Tunisia's olive oil exports to Spain increased twelve-fold, and by 336 percent to Italy, with the two EU countries traditionally being Tunisia's largest customers.

Such growth in export figures was made possible in part by the weak demand at home, as Tunisians themselves have been turning more to seed oils in recent years.

For the upcoming 2015/2016 Tunisian olive oil harvest, production is expected to be back down to about 140,000 tons.

Olive oil exports represent 40 percent of the country's agricultural exports and 10 percent of total exports.

Source: <http://www.oliveoiltimes.com/olive-oil-business/africa-middle-east/tunisia-has-a-moment-as-top-olive-oil-exporter/49119>

### Turkey's olive oil exports fall by 33 percent due to skyrocketing prices

Turkey's olive oil exports have declined by 33 percent because of higher prices compared to European market prices, figures by Aegean Exporters' Associations revealed, as reported by Anadolu Agency.

While big olive oil producers had their worst year in more than a decade, Turkey was unable to turn this situation to its advantage despite increasing production, as some merchants stockpiled their oil, causing prices to rise dramatically.

According to figures, the country only earned \$66 million from olive oil exports between Nov 2014 and Oct 2015, compared to \$100 million earned in the 2013-14 crop year.

Figures also show that the country exported 14,856 tons of olive oil from Nov 2014 to Oct 2015, nearly half of what it exported last year during the same period (26,343 tons).

Spain, which accounted for half the world's production of all grades of olive oil last year, had a mediocre year due to a toxic cocktail of scorching temperatures, drought and bacteria. The same reasons hampered France and Italy's productions, whereas Turkey, a leading producer, increased its production by 12 percent compared to last year. Meanwhile, the total world production of olive oil decreased by one-third.

In spite of all the obstacles, France, Italy and Spain increased their prices only by 25 percent, while Turkey, despite the escalation in production, raised its prices by 60 percent, making the oil in Turkey the most expensive in the world.

Source: <http://www.hurriyetdailynews.com/turkeys-olive-oil-exports-fall-by-33-percent-due-to-skyrocketing-prices.aspx?pageID=238&nlD=91445&NewsCatID=345>

### Olive Oil Prices Fall despite supply seen as modest

The last months of 2015 are taking a toll on Spain's olive oil prices. The farm gate price of virgin olive oil has dropped 22 percent, from a high near €4.00 per kilo, to €3.00. Extra virgin prices have gone down by 6.25 percent over the last week alone.

There doesn't appear to be any concrete explanation for this either.

Last year saw a low-producing harvest, the current supply is average, and the year to come doesn't look promising — all factors which would lend to a scarcity of stock now and for some time. Logically, this should cause prices to go up, but instead they continue to fall, and quite notably.

Adding to the complexity is the fact that Spanish consumers have been buying less olive oil (likely compounded by previously high prices), and are purchasing more of the seed oils instead. Other factors include the anticipation of olive oil from the recent harvest, as well as a greater supply from Tunisia.

These price drops aren't just happening in Spain, with both Italy and Greece seeing reductions in last weeks as well.

Source: <http://www.oliveoiltimes.com/olive-oil-business/europe/spain-olive-oil-prices-nose-dive/49779>

### Lebanon's Olive oil exports up by 40 percent

Exports of olive oil increased by 43 percent from 2012 till 2014, according to Customs. The Investment Development Authority of Lebanon (IDAL) attributed this increase to the incentives offered per ton to olive oil producers to help them enhance the quality and the packaging.

Exports reached 5,990 tons last year, increasing from 4,162 tons in 2012. More than 50 percent of the olive oil was exported mainly to Canada and South America. In 2012, IDAL set the norms and standards required for packaging and labeling the bottles.

Farmers were encouraged to work on enhancing the quality of olive oil. Rachid Zowayhed, Head of the Agricultural Cooperative in Hasbaya, said that the new oil presses introduced to the market and oil storage in stainless steel containers enhanced the quality of the output. He said that this helped to increase the volume of olive oil exports.

Incentives offered for each ton of olive oil to be exported differs according to the destination.

